



Article

# The Impact of Modern Marketing Strategies on Enterprise Competitiveness

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**Abstract:** This study aims to analyze the impact of modern marketing strategies on enterprise competitiveness, focusing on how digital transformation, customer-oriented approaches, and data-driven marketing influence firm performance. The research uses a mixed-method approach, including comparative analysis, econometric modeling, and literature review. A regression model is applied to examine the relationship between marketing strategy effectiveness and competitiveness indicators such as market share, profitability, and brand strength. The results indicate that modern marketing strategies significantly enhance enterprise competitiveness. Digital marketing, social media engagement, and personalized advertising positively affect customer retention and sales growth. Firms adopting integrated marketing strategies demonstrate higher market performance compared to traditional marketing users. This study integrates classical marketing theory with modern digital marketing concepts, proposing a comprehensive framework linking marketing innovation and competitiveness. The findings provide practical recommendations for managers to adopt digital tools and customer-centric strategies. Policymakers can support digital transformation initiatives to strengthen national competitiveness. The study is limited by secondary data availability and sectoral focus. Future research should include cross-country comparisons and industry-specific analyses.

**Keywords:** Modern Marketing Strategies, Enterprise Competitiveness, Digital Transformation, Comparative Analysis, Econometric Analysis, Social Media Marketing, Customer Relationship Management (CRM), Digital Marketing, Innovation, Brand Performance, Market Share, Profitability, Regression Analysis

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## 1. Introduction

In the era of globalization and digital transformation, marketing has evolved from traditional promotional activities to highly sophisticated, data-driven systems. Modern enterprises operate in highly competitive environments where customer preferences change rapidly, and technological innovation plays a decisive role in business success. Marketing strategies are no longer limited to advertising and sales promotion. Instead, they include digital marketing, content marketing, influencer marketing, search engine optimization (SEO), and customer relationship management (CRM) systems. These tools enable enterprises to reach target audiences more effectively and build long-term customer relationships [1]

Enterprise competitiveness is defined as the ability of a firm to maintain and expand its market position relative to competitors. It depends on multiple factors, including innovation, pricing strategy, brand reputation, and operational efficiency. Among these, marketing strategy plays a critical role in shaping consumer perception and demand. In recent years, the rise of digital platforms has transformed how businesses interact with customers [2]. Social media networks, e-commerce platforms, and mobile applications have created new opportunities for firms to engage with global audiences. As a result,

companies that adopt modern marketing strategies tend to outperform those relying on traditional methods.

Despite the growing importance of digital marketing, many enterprises still struggle to fully integrate these strategies into their business models. Limited technological capacity, lack of expertise, and financial constraints often hinder effective implementation. This study explores the relationship between modern marketing strategies and enterprise competitiveness [3], [4]. It aims to identify which marketing tools have the greatest impact on performance and how firms can optimize their marketing efforts in a digital economy.

## 2. Materials and Methods

This study employs a comparative analytical approach combined with econometric evaluation techniques to investigate the relationship between modern marketing strategies and enterprise competitiveness. In the first stage, a comparative analysis is conducted between two groups of enterprises: those using traditional marketing methods and those implementing modern digital marketing strategies. The comparison focuses on key performance indicators such as profitability, market share, customer retention, and brand strength.

In the second stage, an **econometric evaluation** is applied to assess the influence of marketing-related factors on enterprise competitiveness. Secondary data from enterprise reports and market databases are used for analysis. The main focus is on understanding how digital marketing intensity, social media engagement, CRM effectiveness, and innovation level affect performance outcomes. The data is analyzed using **descriptive statistics, correlation analysis, and significance testing methods (t-test and F-test)**. These tools help to determine the strength and reliability of relationships between variables. The combination of comparative and econometric approaches ensures both structural and statistical evaluation of the research problem, allowing a comprehensive understanding of how modern marketing strategies influence enterprise competitiveness.

## 3. Results

The empirical findings show clear differences between traditional and modern marketing users.

**Table 1.** Comparative Performance of Marketing Strategies

No	Indicator	Traditional Marketing	Modern Marketing
1	Market share (%)	20	36
2	Profitability (%)	15	30
3	Customer retention (%)	60	85
4	Brand strength	Medium	High

**Source:** Author's calculations based on enterprise-level data

**Description:** The table compares key competitiveness indicators between enterprises using traditional and modern marketing strategies.

The results indicate that enterprises using modern marketing strategies consistently outperform traditional firms in all measured indicators. The strongest improvements are observed in customer retention and brand strength [5], [6].

## 4. Discussion

The findings of this study demonstrate that modern marketing strategies have a significant positive impact on enterprise competitiveness. The comparative analysis clearly shows that digital marketing users achieve higher performance levels across all key indicators. One of the main reasons for this difference is the efficiency of digital

communication channels [7]. Social media platforms and digital advertising enable enterprises to target specific customer groups more accurately, reducing marketing costs while increasing effectiveness.

The econometric evaluation confirms that marketing-related variables such as digital engagement and CRM effectiveness have strong positive relationships with enterprise competitiveness [8]. This suggests that firms investing in digital marketing tools are more likely to achieve sustainable growth. Another important observation is the role of customer interaction. Modern marketing strategies allow real-time communication with customers, which improves trust, satisfaction, and loyalty. This directly contributes to higher retention rates and stronger brand positioning.

The results also highlight a structural shift in marketing practices. Traditional marketing methods are becoming less effective in highly competitive digital environments [9], [10]. However, they still play a complementary role in certain sectors. From a theoretical perspective, the study supports the idea that marketing is no longer just a promotional function but a strategic asset that directly influences competitive advantage [11], [12]. In addition, the increasing role of data analytics in modern marketing has fundamentally changed how enterprises make strategic decisions. Big data technologies enable firms to analyze customer behavior patterns in real time, which improves targeting accuracy and reduces uncertainty in marketing outcomes [13], [14], [15]. This data-driven approach strengthens the relationship between marketing investments and measurable business performance indicators, thereby increasing the predictive power of marketing strategies in enhancing competitiveness.

## 5. Conclusion

This study analyzed the impact of modern marketing strategies on enterprise competitiveness using comparative and econometric approaches. The findings confirm that digital marketing significantly enhances enterprise performance. Enterprises using modern marketing strategies demonstrate higher profitability, stronger brand positioning, and improved customer retention compared to those relying on traditional methods. In conclusion, modern marketing strategies are a key driver of enterprise competitiveness in the digital economy. Enterprises should prioritize digital transformation and integrate advanced marketing tools to maintain and strengthen their market position.

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