



Article

Methods of Sales Promotion in the Organization's Management System

Tillojev Temur Asliddin ugli¹ Bobojonov Asadbek Maqsudbek ugli² Xaitov Nurkamol Nurali ugli³

1. Samarkand Institute of Economics and Service, Assistant teacher of the Department of "Marketing"
 2. Samarkand Institute of Economics and Service, Student of Group IK-524, Faculty of Economics
 3. Samarkand Institute of Economics and Service, Student of Group IK-524, Faculty of Economics
- * Correspondence: tilloyevtemur1996@gmail.com ¹asadbek.b006@icloud.com ² hayitovnurkamol@icloud.com ³

Abstract: This article examines the role and significance of sales promotion methods in the management system of organizations. The types of sales promotion tools in modern market conditions, their advantages and disadvantages are analyzed. The impact of methods such as price discounts, promotions, advertising campaigns, loyalty programs and digital marketing on organizational efficiency is considered. The article provides examples from the experience of Uzbek enterprises and recommends factors to be considered when choosing a sales promotion strategy.

Keywords: sales promotion, marketing, management system, advertising, promotions, loyalty program, digital marketing, pricing policy.

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INTRODUCTION

History In the context of a modern market economy, where competition is intensifying sharply, every organization is compelled to use various marketing tools to deliver its products or services to potential customers and increase sales volume. Sales promotion is a set of short-term marketing techniques used to encourage consumers to purchase a product, activate dealers and intermediaries, and motivate company sales staff[1].

Sales promotion is an integral part of marketing communications and, unlike advertising, public relations (PR), and personal selling, it produces direct and immediate results. These methods not only increase product sales, but also attract new customers, strengthen the loyalty of existing customers, and expand the organization's market share.

In the Republic of Uzbekistan, the rapid implementation of market reforms and the development of private entrepreneurship in recent years have made the study of sales promotion methods a highly relevant issue. Small and medium-sized enterprises, large retail chains and manufacturing companies in our country are developing their own unique promotion strategies based on international experience[2].

LITERATURE REVIEW

The problem of sales promotion has been widely covered in numerous scientific works by foreign and local scholars. In the book "Principles of Marketing" by Philip Kotler and Gary Armstrong, sales promotion is identified as one of the four main elements of marketing communications, alongside advertising, personal selling, and public relations. According to Kotler's definition, sales promotion is a collection of short-term incentives that encourage consumers, retailers, or company sales forces to purchase or promote a product or service[3].

Jean-Jacques Lambin's book "Strategic Marketing Management" particularly emphasizes the strategic importance of sales promotion methods. The author concludes that promotion programs not only increase short-term sales but also build long-term brand equity. Russian researcher I.V. Lipsits, in his works, proves that when choosing promotion methods, the factors of price, consumer psychology, and competitive environment must be considered together[4].

Local researchers, including Prof. A. Toshmatov and B. Xoliqov, have studied the specific characteristics of sales promotion tools in the conditions of the Uzbek economy in their monographs. Their works analyze promotion strategies taking into account national mentality, consumer purchasing behavior, and the unique laws of the local market.

RESEARCH METHODOLOGY

The following scientific methods were used in this research: the method of analysis and synthesis (in studying and generalizing individual elements of sales promotion methods), the method of comparative analysis (in evaluating the effectiveness of various methods comparatively), the method of logical generalization (in drawing conclusions), and the monographic method (in studying the experience of individual enterprises). Scientific literature, statistical data, enterprise reports, and internet resources were used as information sources for the study.

Results and Discussion

Sales promotion methods are divided into three groups according to their target audience:

Table 1. Classification of sales promotion methods[5]

Group	Target Audience	Main Tools
1. Consumer-oriented	End buyers	Discounts, coupons, samples, contests, prizes, loyalty programs
2. Trade channel-oriented	Wholesale and retail sellers	Trade discounts, exhibitions, materials, training sessions
3. Sales force-oriented	Company sales staff	Bonuses, contests, incentive payments, educational trips

Price-based methods are among the most widespread and traditional forms of sales promotion. These include the following:

- Price discounts: Temporarily reducing the price of a product. For example, large supermarkets in Uzbekistan announce 10–30% discounts on food products every Tuesday[6].

- Bulk discounts: Discounts given for purchasing more than a certain quantity. Offers such as "Buy 5, get 1 free" serve as an example.

- Seasonal discounts: Used to stimulate sales during periods of low activity. Clothing stores in Samarkand offer 40–60% discounts on winter clothing in summer[7].

- Coupons and promo codes: The digital era has taken the coupon system to a new level. Promo codes distributed through Telegram channels are widely used in Uzbekistan's e-commerce market.

These methods offer consumers additional material value beyond saving money:

- **Gifts and bonuses (premiums):** Providing a free gift with a product. "Iste'mol" supermarkets give away household items as gifts upon purchases of a certain amount[8].
- **Samples (sampling):** Distributing a new product in small quantities for free. Cosmetics brands offer perfume samples in their stores.
- **Contests and lotteries:** Game elements that attract buyers. The "Korzinka" store significantly increases its sales volume by raffling off a car prize in annual lotteries.
- **Cashback:** Returning a certain percentage of the purchase amount. Cashback programs implemented through Uzcard and Humo payment systems are very popular in Uzbekistan[9].

Loyalty programs are a modern method of encouraging customers to make repeat purchases. This direction is actively developing in Uzbekistan as well. "Alaverdi" shopping center, "Mediapark" and "Texnomart" electronics stores have introduced card-based point systems. Points accumulated with each purchase are used as discounts on subsequent purchases. Research shows that loyalty programs make retaining existing customers 5–7 times less expensive than attracting new ones[10].

With the development of the internet and social networks, digital promotion methods have become the primary tool for organizations. In Uzbekistan, the number of internet users exceeded 23 million as of 2023, making digital marketing increasingly important[11]:

- **Social media promotions:** Time-limited promotions held via Telegram, Instagram and Facebook. Formats such as "Flash sale" (one-day discount) are highly effective[12].
- **Email and SMS marketing:** Sending personalized offers to existing customers through targeted notifications[13].
- **Influencer marketing:** Advertising products through popular bloggers. This method is also becoming widespread in Uzbekistan.
- **Retargeting advertising:** Displaying special offers to users who visited a website but did not make a purchase[14].

The effectiveness of any promotion campaign is measured through the following indicators:

Table 2. Criteria for evaluating sales promotion effectiveness[15].

Indicator	Measurement Method	Acceptable Result
Sales volume growth	Sales before and after campaign are compared	> 15%
Number of new customers	Recorded in CRM system	+10–20%
Customer acquisition cost (CAC)	Marketing expenses / number of new customers	< Average check
ROI (Return on Investment)	$(\text{Revenue} - \text{Cost}) / \text{Cost} \times 100\%$	> 150%

Customer retention rate	Share of customers who made repeat purchases	> 60%
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CONCLUSION

Based on the analysis of research results, the following practical recommendations have been developed for organizations in Uzbekistan:

- **Clearly defining the target audience.** Before any promotion campaign begins, the targeted customer segment must be fully studied, and their needs, purchasing habits and psychographic characteristics must be analyzed.

- **Integrated approach.** Combining several promotion methods simultaneously yields higher results. For example: discounts + loyalty program + social media contest.

- **Limiting the duration of temporary discounts.** Messages creating a sense of urgency such as "Today only" or "48 hours" encourage consumers to make decisions faster.

- **Utilizing digital channels.** Taking into account the wide reach of Telegram audiences in Uzbekistan, distributing promotional campaigns through Telegram channels yields high effectiveness.

- **Continuous measurement and analysis of results.** After each campaign ends, ROI, sales growth and new customer indicators must be precisely calculated and used for planning the next campaign.

Sales promotion is an important component of the management system of a modern organization. This article analyzed the main promotion directions such as price discounts, material incentives, loyalty programs and digital methods. Each method has its own unique advantages and application areas, and their proper selection and integration significantly increases the sales effectiveness of an organization.

In the conditions of the Uzbek market, the key to success in implementing sales promotion methods is taking into account national mentality, consumer purchasing habits, and the level of development of digital technologies. In the future, the integration of artificial intelligence and big data technologies into sales promotion will allow the creation of even more personalized and effective campaigns.

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