

# Foreign Experience of Using Marketing Strategy to Increase the Competitiveness of Enterprises

Tillyakhodjaev Aziz

Researcher at Tashkent State University of Economics  
Tashkent State University of Economics  
Tashkent, Uzbekistan

**Abstract.** This article examines modern marketing trends in the United States, examines the essence, features and disadvantages of the main marketing strategies used by the world's most famous company, Apple, the possibility of using foreign experience in increasing the competitiveness of national enterprises in Uzbekistan, as well as the features of choosing a marketing strategy.

**Keywords:** Marketing strategy, e-marketing, branding, advertising, event marketing, PR, premium pricing strategy, price anchor, design, brand.

## 1. INTRODUCTION

Uzbek enterprises should acquire the skills and methods of developing a marketing strategy in order to increase their competitiveness in domestic and foreign markets, to effectively compete with international companies. One of the ways to achieve this is to study and analyze the experience of developing and implementing marketing strategies of leading foreign countries and companies.

In modern conditions, most companies in the USA, Japan and Western Europe are building their management systems based on marketing principles and marketing strategy development. Organizational structures, forms and methods of managing production and sales activities are being changed. The role of specialized marketing organizations and firms, scientific institutes and centers, national and international associations is increasing abroad. A comprehensive system of training specialists in the field of marketing and strategic planning is in operation. Hundreds of billions of dollars are spent annually on the organization and implementation of marketing activities in Western countries.

Analyzing foreign experience and taking into account world trends, it should be noted that the modern market is characterized by a great variety and a wide selection of products. New manufacturers are coming to the market offering innovative models, designs and materials. However, stable leading positions among consumers continue to be occupied by models with a century-old history and brands whose position in the market has been stable for many years.[2]

## 2. ANALYSIS AND RESULTS

According to the World Intellectual Property Organization, the number of registered brands will increase from 82.5 million in 2022. More than 3.1 million brands operate in the US, which has a population of approximately 336 million. The American market is characterized by strong competition, forcing companies to look for new ways to attract the attention of customers.[1]

Today, most of the leading positions in the international market are occupied by the brands of American companies. This trend indicates that the United States has a higher practical experience in the production and sale of products than other countries, and it is important to study it. According to the conducted analysis, among the modern trends in the US is electronic marketing of activities in the field of marketing; branding; advertising; major areas such as event marketing stand out.[3]

*E-marketing* is one of the most advanced activities today. It is represented by e-mail (e-mail) newsletters, posting information on social networks, distribution and sale of online coupons, content marketing, websites and direct advertising on the Internet.

*Branding.* Building a brand in North America is one of the most important business tasks. It is the brand that forms a stable attitude of the consumer towards a certain product or company, and thus gives manufacturers a huge competitive advantage, significantly increases the value of the company.

*Advertising.* The impact of modern technology has forced companies to switch to Internet advertising, but traditional advertising methods have not been ignored and have undergone significant changes. Thus, the main modern feature of advertising has become its creativity and originality. Advertisers are paying more attention to

creating an ad that spreads independently rather than conveying product information. Outdoor advertising has been very successful in achieving this goal.

Event marketing is an important area of activity for US companies, and its most popular areas include:

- release of a new product;
- test-drive: giving the customer the opportunity to try the product in practice;
- events for regular customers, the main goal is the desire to retain regular customers by increasing brand loyalty;
- meetings with suppliers, partners and intermediaries, which include workshops, trainings, presentations, excursions and much more, and are aimed at strengthening business relations with suppliers, partners and intermediaries of the company;;
- user conferences: a distinctive feature of such events is to increase customer awareness through presentations of company experts on scientific topics in this field;
- informal events: often held in the form of entertainment, in the USA they are called Hospitality events and are held in hotels, restaurants and even tourist flights;
- media events: events with the participation of media representatives, celebrities and company representatives;
- private trade shows: popular with healthcare, high-tech, industrial and retail companies.[4]

US companies are the companies with the most valuable brands in the world. According to the data of the international company Brand Finance, the top ten most valuable brands in 2023 include seven US, two Chinese and one South Korean companies (Table 1).

Among them, the Apple company has been taking one of the leading positions in this rating for many years due to the great attention paid to marketing and the formation of its image.

Table 1. The most valuable brands in the world in 2023

Position in 2023	Position in 2022	Brand	Country	Network	Value of the brand in 2023, bln. US dollars.
1	2	Amazon	AQIII	Internet sales	299,280
2	1	Apple	AQIII	Electronics	297,512
3	3	Google	AQIII	Media	281,382
4	4	Microsoft	AQIII	Software	191,574
5	5	Walmart	AQIII	Retail trade	113,781
6	6	Samsung Group	South Korea	Electronics	99,659
7	8	ICBC	China	Bank	69,545
8	10	Verizon	AQIII	Telecommunications	67,443
9	28	Tesla	AQIII	Automotive industry	66,207
10	18	TikTok/Douyin	China	OAB	65,696

To better understand how an effective marketing strategy works and what aspects of this strategy can be used to increase the competitiveness of national enterprises in Uzbekistan, we will consider the marketing strategy of one of the most famous and largest companies - Apple Corporation.[5]

In today's strong competitive conditions, one of the main tasks of the enterprise is to ensure competitiveness by producing high-quality goods (works, services) and attracting the attention of buyers. A marketing strategy is

developed in the organization to solve the problems and achieve the set goals.

Marketing strategy is a logically constructed complex plan that serves to implement marketing tasks of the enterprise. It includes specific strategies for marketing mix, target markets and marketing spend.

Marketing strategy is an element of the enterprise's marketing plan, which determines the direction of long-term development in order to achieve maximum profit using limited resources.

When developing a marketing strategy, first of all, the external and internal environment of the enterprise is analyzed. Also, tasks such as product development, forming alliances, planning marketing measures such as production diversification, studying the organization's marketing policy, and ensuring the company's adaptation to the external environment are solved. An effectively developed marketing strategy allows:

- strengthening the position in the market;
- attract loyal customers;
- increasing market share;
- expansion of trade geography;
- bringing new successful products and services to the market. [5]

The most important marketing goals of Apple, which produces personal and tablet computers, audio players, phones, and software, was to increase the influence of its brand and its importance in the mobile phone market. Apple invested heavily in the iPod brand and planned to use its power in iPhone marketing. The main task of iPhone branding is to bring the image of Apple to a new market as a symbol of innovation, quality and value. The core of the iPhone's marketing strategy is to make the iPhone stand out from other PCs and smartphones on the market. Apple has positioned the iPhone as a multi-purpose, convenient device with additional functionality for personal and professional use.[7]

Among consumers, the following target segments were selected:

- the main target segment is people with average and high income and who feel the need for one device to coordinate a very tight work schedule, communicate with colleagues, friends and family members;
- the next most important segment is high school students, students and researchers who need a compact device with multiple functions. iPhone is replacing iPod and mobile phone for this segment.[8]

Apple is committed to bringing the best in computing technology to students, educators, creative professionals and consumers around the world through its innovative hardware solutions, software and networking applications.

Effectively developed marketing strategy plays an important role in the achievement of high sales volumes of this company and includes the following components:

1. *Product quality.* Apple has had to make many attempts to consistently outperform its competitors. For example, the development of AppleStore stores took a long time and a lot of money. But the positive effect received covered all costs. For the first time, consumers were able not only to see these products, but also to try them in practice. Given its very user-friendly design, customers immediately had a positive user experience before they even purchased the product. At the heart of this is the serious attention paid by Apple to the quality of its products.

2. *Apple strives to satisfy existing customers.* Customer satisfaction is the foundation of creating loyalty. This is a prerequisite for customers to continue using the products and services of a particular company. It is known that regular customers are the main strength of a brand and the basis of a successful business. Therefore, before looking for new customers, it is necessary to make sure that the existing customers are satisfied. Apple takes a special approach to the creation of all its products, unlike all other competitors, it produces not only devices, but also the software used in them, so that the devices are easy to use.[6]

3. *Move the product consistently.* Apple products have always been of high quality, which greatly helps in gaining customer loyalty and product promotion. The company uses various strategies to promote its products, we will consider the most important of them.

*High price strategy.* The Apple trademark was recognized as the world's most valuable brand in May 2011 (153.3 billion USD). Since then, it has successfully used the strategy of high prices when launching new models. This strategy makes it possible to make excess profits at the expense of customers who are willing to buy the product at a price higher than the average market value, because for them the product has an extremely high value. This strategy can be used if the following conditions exist:

- it is difficult to sell new products;
- the costs of developing a new market for competitors are high, and raw materials and materials are strictly limited;
- the absence of competition is guaranteed.

Since these conditions apply to Apple products in full, the company gets the maximum profit when selling a new product, lowers the price of this product when demand decreases, and relaunches the new model at a higher price.

The weakness of the strategy is that it is closely related to the economy of the entire country and the economic situation of each citizen. When a crisis occurs in a country and the income of the population decreases, consumers wait for the price to decrease or buy cheaper goods. These people's expectations led to the emergence of another strategy, namely the strategy of setting a price anchor.

Price anchor strategy. A price anchor is a price that consumers accept as normal and reasonable for a product. For example, when the iPhone 5S was launched, its price was 500-600 US dollars. This price was the initial anchor of the value of the unique product. After a month or two, when the demand for the product decreases, the price of the product is lowered to stimulate sales again, and the demand increases again. There are several reasons why the price is high when the sale starts. First, there are customers who are ready to buy a new product at a high price, and the company gets a lot of profit from them; and then lowers the price to attract the attention and interest of most buyers. Secondly, the main advantage of this strategy is that an initial high price is set in the minds of consumers - an anchor, and then a decrease in price makes the product a very useful and desirable purchase, encouraging them to buy it. [9]

Weaknesses of the strategy: it should be used very carefully and alternating with other strategies, because it does not always work. The fact is that consumers who watch the price of a new product decrease later, without buying it immediately, wait for a further decrease in prices. Also, in order to apply this strategy, the company must have gained the trust of consumers and occupied a leadership position in the market.

Product design strategy. Apple has been paying a lot of attention to the design of its products since its inception. Currently, this is one of the main strategies of the company. As a result of the increasing popularity of the products, attracting the attention of customers, the trademark faced competing companies. Because of this, the management of the company decided to improve the appearance of all products. The company focused on design and created the first masterpiece, the iMac, which became a true work of art. The unique appearance brought great success to the company and led to the production of a new line of compact iBook computers. Even now, we can observe how much attention is paid to brand design. The company's products are designed to be comfortable for a person, taking into account individuality and ergonomic requirements. Because each product has its own unusual and attractive appearance, most customers buy only Apple products in certain cases. Weakness of the strategy: after creating a unique design that has achieved public admiration and recognition, it is necessary to be careful about changing the design and introducing any innovations into it. For example, after the launch of the new iPhone 6, the company faced a decrease in demand for the product and dissatisfaction from customers who were not at all ready for radical changes in design. It took about 8 months to get used to the completely different look of Apple phones.

Brand strategy. Market economy is characterized by strong competition, struggle for leadership. There are several strategies that allow a company or firm to outperform its competitors. One of them is brand building strategy. The main tool of this strategy is a PR campaign. Its main goal is not only to stand out from the competition, but also to convey to the public the opinions of its unique product. PR-campaign consists of promotion in social networks, advertising, working with mass media, organization of PR-events, development of strategies, etc. Also, branding is a unique way of promoting goods and services that have characteristics that ensure the achievement of set goals. Apple is a prime example of a well-designed brand strategy. A branding strategy will not only help you become a leader, but also help you make a lot of money.

According to the Intellectual Property Agency of Uzbekistan, only 65 national brands are currently registered in Uzbekistan. In Russia, this indicator is 19,835, in Ukraine - 5,478, in Kazakhstan - 170, in Kyrgyzstan - 53. Due to the improvement of the system of assistance in the export of products produced by local manufacturing enterprises in our country to foreign countries, the number of exporting enterprises will be increased from the current 6,500 to 15,000, the geography of export of goods from 115 to 150, based on the idea of "New Uzbekistan - the country of competitive products", 200 exporters will be opened. important tasks such as selecting them based on the competition, turning them into leading exporters and supporting them in every way have been set.

It is important to use the experience of leading foreign companies in the successful implementation of these tasks.

### **3. CONCLUSIONS**

Thus, many of the marketing strategies discussed above have their strengths as well as their weaknesses. They appear in various situations and in connection with public relations. In addition, some strategies are short-term, not long-term.

Among them, only the branding strategy is effective in all cases, but for this, the goods must become a brand, the public automatically and independently perceives them as having additional positive characteristics and wants to

buy them, and is willing to pay extra for them in any case. .

In order to choose a strategy, it is necessary to analyze it in detail, taking into account all internal and external factors affecting the company as a whole, to foresee the future behavior and attitudes of the public and to take into account in all aspects. Every marketing strategy needs to be chosen and implemented with great care and with a clear end goal in mind.

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