

# Issues of Increasing the Efficiency of Using Marketing Strategies in the Development of the Food Products Market

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**Abstract.** The rapid evolution of consumer behavior, intensified competition, and globalization of markets have compelled food product enterprises to adopt more dynamic and effective marketing strategies. This paper examines the role of marketing strategies in enhancing the competitiveness and sustainable growth of the food products market. The research identifies key strategic marketing tools—such as segmentation, positioning, branding, digital marketing, and consumer relationship management—that are crucial in responding to changing market conditions and consumer preferences. Through a review of current practices and empirical data from selected food enterprises, the study analyzes the impact of tailored marketing approaches on product visibility, customer loyalty, and market share. Special attention is given to the integration of digital platforms and data-driven marketing methods as catalysts for more precise targeting and cost-effective promotion. The findings suggest that companies that proactively implement adaptive, customer-oriented marketing strategies demonstrate higher levels of market penetration and resilience. The paper concludes with practical recommendations for improving the efficiency of marketing efforts in the food sector, emphasizing innovation, customer engagement, and continuous strategy optimization as key drivers for market development.

**Keywords:** Marketing, food market, food enterprises, positioning, branding, consumer behavior, strategic marketing tools.

## 1. INTRODUCTION

Developed countries of the world, such as the USA, Japan, China, and the European Union, are focusing on creating global brands as a source of added value as the main strategy for ensuring a dominant position in the global food market. Therefore, scientific research is being carried out by international food companies to evaluate and monitor branding activities, develop brand strategies, including the use of innovative marketing strategies in creating global brands, create local brands that can compete with global brands based on their inclusion in international brand ratings, and improve the scientific and methodological foundations for the effective use and evaluation of digital marketing.

## 2. LITERATURE REVIEW

The scientific and theoretical aspects of solving food production and marketing problems, including the study of food brand formation, are reflected in the works of many foreign scientists. In this regard, the scientific works of Assel G., Churchill G.A. [1], Brown T.J., Kotler Ph.[2,3], Keller K.L., Setiawan I., Karatajaya H., Malhotra N.K., Kennedy D.[4], Praet V.D.[5], Salenbacher J.[6], Traindl A.[7], Trout J., Doyle P have become classics. Despite the significant contribution of these foreign scientists to marketing, marketing strategy and brand formation, the scientific methodological foundations for the formation and evaluation of food brands have been created.

In the countries of the Commonwealth of Independent States, such scientists as Bagiev G.L.[8], Tarasevich V.M., Bulanov A., Veselova A.O.[9], Godin A.M., Golubkov E.P., Grechin E.Yu., Makashev M.O.[10], Pravda P.[11], Rozhkov I.Ya., Kismirishkin V.G. conducted research in this regard. Although these studies cover the scientific and theoretical aspects of brand theories and the development of branding strategies for consumer goods, they do not examine the issues of developing a marketing strategy for the formation of a brand for milk and dairy products.

Among the economists of our republic, S.S. Gulyamov, A.Sh. Bekmurodov, M.R. Boltaboev, M.A. Ikramov, A.A. Fattakhov, Sh.J. Ergashkhodjaeva, M.S. Kasimova, A.N. Samadov, I.S. Khotamov, L.Abdusalilova, B.Mamaev and others have made a great contribution to the development of marketing science. In recent years, U.Sharifkhodjaev, Z.Khakimov, A.Okboev, S.Odilova have conducted research on the use of branding strategies in brands and enterprises, methodological aspects of creating and evaluating enterprise brands, and increasing the competitiveness of brands. However, research has not been conducted in the areas of creating food brands, increasing their international competitiveness, assessing the value of brands and transforming them into global brands. The topic of this dissertation was chosen based on these aspects.

At the current stage of the development of market relations, there is an awareness of the need to implement

systemic economic changes at all levels of management. The interest of state authorities, the scientific community, and the media in the economy of regions is associated with the increasing influence of regions on the country's economy, the significance of the market potential of regions.[12]

Analysis of the opinions of scientists cited in the economic literature allows us to conclude that there are several approaches to justifying the economic essence of the market. The complexity and multifacetedness of this economic concept is reflected in the presence of numerous definitions and interpretations of the market and its participants, including institutional, object and process-related.

K.R. McConnell, S.L. Brewer define the market as an institution or mechanism that brings together buyers (demanders) and sellers (suppliers, suppliers) of certain goods, services, or resources.

S. Fischer, R. Dornbusch, R. Schmalenzi define the market as a set of transactions that serve as a means of conducting purchase-sale relations between sellers and buyers of goods and services.

Austrian economist F. Hayek defines the market as a complex transmission device that allows the most complete and efficient use of information distributed among countless individual agents. This feature indicates that information is an important factor that increases the effectiveness and opportunities of choice for agents.

L.I. Abalkin interprets the market in two ways, namely as "a set of conditions under which buyers and sellers of a product (service) enter into contact with each other in order to buy or sell this product" and as "a conceptual or real place where the interaction of demand and supply for one or another wealth and the method of conducting these interactions are realized."

R.M. Nureyev gives the following definition of the market from the point of view of the institutional approach: it is a system of relations between buyers and sellers, the free implementation of which leads to the rapid equalization of prices for the same goods. The market is a place where sellers and buyers meet; exchange is carried out by them at a price mutually agreed upon.

According to German scientists H. Seidel and R. Temmen, the market is an economic process that leads to the formation of prices through supply and demand.

In the above definitions, the owners of goods and buyers who make a demand, the relations between them, and the conditions for conducting interactions between both parties come first

According to the author, the market is a system-forming basis for the exchange of resources and results of economic activity of all institutional units, such as households, business entities and the state.

One of the first attempts to scientifically define the market has the quality of a limited space. A. Cournot defines the market as not a trading area, but any area where the mutual relations of sellers and buyers lead to the equalization of prices. In this approach, one can see such features as a district (region) and the boundaries of relations between sellers and buyers.

W. Jevons and A. Marshall, on the contrary, exclude the territorial feature and consider the existence of a single price of goods as the main principle of the market.

Nevertheless, it is necessary to recognize the regional nature of the market, taking into account that the market price is quite accurate for certain goods and services offered in a given region.

There are several different interpretations of the concept of "region", and the general One of the definitions describes the region as a complex dynamic system that includes subsystems and elements of a territorially different economic nature.

From an analytical point of view, I.K. Belyaevsky's definition states that a region is a territorial socio-economic unit united/divided by physical-geographical, socio-economic, demographic, cultural-historical and administrative conditions and features.

According to A.S. Novoselov's definition, a regional market is a territorial organization of the sphere of circulation, where the economic interests of producers and consumers are coordinated.

A.G. Granberg understands a regional market as a "market in a separate region, differing both in location and in the types of goods offered in them, prices, conjuncture, demand and supply for goods. The definition is structural and includes the main concepts of the market. The author's introduction of the concept of conjuncture shows that the economic situation in the market changes in the process of mutual relations between sellers and buyers, as a result of which prices are formed under certain conditions.

The regional consumer market, according to the definition of A.S. Novoselov, is a territorial organization of the sphere of circulation, which, on the basis of developed commodity-money relations, ensures the satisfaction of the needs of the population with the lowest transaction costs. An important rule in this case is the emphasis that the development of relations, and therefore the market, brings benefits to buyers.

### **3. ANALYSIS AND RESULTS**

The main economic concepts of the market include demand, supply, equilibrium price, and competition.

Characteristics in the process of market research include concepts of capacity, geographic and product boundaries, barriers, elasticity of demand, and substitute goods.

Food demand refers to the amount of food that consumers are willing to buy at a certain price. The main factors affecting demand include the price and quality of food products, the income of the population, the number of buyers, substitute goods, and the preferences and expectations of buyers.

Food supply represents the amount of food products supplied to the market. The value of the offer depends on such factors as the price of the product unit, the need for the goods, and the level of competition.

The equilibrium price of food is the price at which the demand for food equals the supply of food.

Food market is one of the types of consumer market. The concept of the food market is broader than the concept of the market of agricultural products, and the food market includes final products made from both agricultural and non-agricultural products (fishery products), wild plants and other gifts of nature.

S.U. Nuraliev defines the food market as a system of economic relations in the field of production, transportation, storage and sale of food products. E.N. Kiseleva, O.V. Vlasova, E.B. Connovas define the food market as an integrated dynamic system of rational formation and distribution of primary and secondary processed food resources, which ensures the interaction of producers and consumers in determining the volume and composition of production, as well as the achievement and maintenance of the required quality and price of the product. These authors distinguish the following types of food markets.

It should be noted that the intensification of competition leads to deeper processing and the development of services, which increases the share of added value in the price of goods.

Food products are distinguished by different shelf lives, they can be divided into perishable and non-perishable goods. From the point of view of the shelf life of goods, localized and non-localized goods can be distinguished. Localized goods include short-term products: meat, dairy, fish products, eggs, fatty foods, catering products, bakery products, vegetables, fruits. Non-localized products include: canned food, confectionery and pasta products, sausages, dry mixes, food additives. Currently, the life cycle of products has a tendency to lengthen. Competition is pushing manufacturers to use new technologies in the production, transportation and storage of products.

N.I. Gantimurov believes that the food market should be considered in statics - as an object of influence, and in dynamics - as an object of development.

In the dissertation research, it is advisable to use a systemic (institutional-infrastructure) approach as a method of knowledge of the object. It is advisable to use process and project approaches to study the processes of development of the food market in the region and the formation of its regulatory mechanism.

A.V. Skorobogach distinguishes an institutional-infrastructure approach to the study of the regional market. This approach is based on defining the market as an institution and mechanism for the implementation of this process in the region based on the establishment of effective cooperation between various participants in the process of expanded reproduction in the region (producers and consumers of goods and services, infrastructure organizations, regulatory bodies).

L.I. Zinina, T.V. Glukhova defined the regional food market as an integrated, separate regional system of socio-economic relations for the production, formation, exchange, distribution and consumption of food resources and food products, its activity mainly depends on the specific characteristics of regional agro-economic conditions and production factors, as well as activation of production and exchange processes, interregional food relations, socio-economic efficiency of the region and food aimed at ensuring safety.

N.I. According to Gantimurov, the regional food market is an integral part of the national economy and operates as a relatively independent subsystem. There are direct and reverse connections and interdependencies between it and the general market economy system.

The confectionery market in Uzbekistan is quite complex, and its development is influenced by a number of factors, such as the instability of prices for sugar, flour, oil and fat products, dependence on the supply of dried fruits, thickeners, various essences and a number of other necessary additives.

At present, we are conducting a PEST analysis of the confectionery market (Table 1).

Table 1: PEST analysis of the Uzbek confectionery market

Political factors	Economic factors
1. Support for local producers, in particular: - the absence of tax payments for the main part of imported raw materials - pectin, agar-agar protein used in production; - the absence of tax payments for imported NEW equipment; 2. The constant instability of sugar supply due to political restrictions; 3. After September 2016, free currency conversion was allowed. 4. Attracting foreign investors to develop the industry.	1. Increase in inflation rate; 2. An increase in the share of domestic producers in the confectionery market (up to 60%). 3. Growth of retail and wholesale turnover of domestic confectionery products; 4. Strong competition in the market due to the presence of world confectionery industry leaders in the market.
Social factors	Technological factors
1. The total number of children and consumers of sweets is increasing due to the birth rate; 2. Consumers' "love for sweets"; 3. Due to the relatively low income, the influence of advertising and, accordingly, the relatively low prices, people are increasingly choosing local producers; 4. The "togara" culture for various traditional events (weddings, births, "circumcision weddings", funerals, commemorations, "god" and "food" ceremonies for various cultural and traditional reasons) is a factor that stimulates the market for confectionery products produced in the country due to low prices. 5. The tendency of consumers with average and above-average incomes to import confectionery products, this applies in particular to chocolate products due to the firmly established opinion that imported Russian and Ukrainian products are of the best quality.	1. Improving production; 2. Purchasing new types of equipment that allow the production of products with two or three different ingredients at the same time; 3. Thanks to new equipment, the total range of products produced on the market is increasing; 4. Improving sales and marketing technologies, including through digital technologies

Table 1 shows that economic, social and technological factors contribute to the growth of the confectionery market, especially the market of domestic manufacturers. However, the presence of technologically advanced foreign manufacturers with extensive experience in distribution and logistics in the market increases competition. To be competitive in the confectionery market, small and medium-sized confectionery enterprises should develop their competitive advantages using the opportunities of digitalization. In Tables 2.1.2.-2.1.6, we present a competitive (SWOT) analysis of MAVIS and its main competitors. This allows us to realistically assess the marketing position in a competitive market.

Table 2: SWOT analysis of the "Rato" confectionery factory

S	W
<ul style="list-style-type: none"> <li>• Use of MAVIS's manufacturing experience;</li> <li>• Affordable prices;</li> <li>• Copying the appearance of the product from leading manufacturers, which allows you to save on advertising costs.</li> </ul>	<ul style="list-style-type: none"> <li>• Poor recognition in the Uzbek market;</li> <li>• Often unsuccessful design;</li> <li>• Lack of premium products;</li> <li>• Dependence on raw material supply;</li> <li>• Small production capacity;</li> <li>• Low quality of raw materials used;</li> <li>• Lack of unique products that stand out from competitors;</li> <li>• Lack of access to the international market.</li> </ul>
O	T
<ul style="list-style-type: none"> <li>• Purchase of production capacity;</li> <li>• Capture a part of the "economical" segment market by dumping the prices of competitors' identical products.</li> </ul>	<ul style="list-style-type: none"> <li>• Unstable supply of raw materials can lead to production disruptions;</li> <li>• Rising raw material prices lead to volatility in product prices and sharp changes in demand;</li> <li>• Obsolescence of existing equipment;</li> <li>• The appearance of the product may be patented by other manufacturers, as a result of which the sale of products of the same appearance in this production is prohibited.</li> </ul>

Table 3: SWOT analysis of the "Mavis" confectionery factory

S	W
<ul style="list-style-type: none"> <li>• Recognition in the Uzbek market;</li> <li>• Use of natural products;</li> <li>• Low price of products;</li> <li>• Wide range;</li> <li>• Availability of unique recipes;</li> <li>• Consumer confidence;</li> <li>• Assortment of products of the "Premium" class;</li> <li>• High quality of raw materials used.</li> </ul>	<ul style="list-style-type: none"> <li>• Lack of investments;</li> <li>• Obsolete equipment;</li> <li>• Lack of innovation in the production process;</li> <li>• Lack of a wide sales market, including individual sales points;</li> <li>• Failure to produce unique products that are clearly different from competitors' products.</li> </ul>
O	T
<ul style="list-style-type: none"> <li>• It is possible to develop the enterprise based on the product quality standard;</li> <li>• Change and transfer of marketing company;</li> <li>• Increasing market share in the "Economic" class</li> <li>• Increasing the sales market with the help of personal sales points.</li> </ul>	<ul style="list-style-type: none"> <li>• Dependence on raw material supplies can lead to production disruptions;</li> <li>• Rising raw material prices lead to product price volatility and sharp changes in demand;</li> <li>• Increase in competitors producing similar products with lower quality;</li> <li>• Obsolescence of existing equipment;</li> <li>• Loss of the "premium" class.</li> </ul>

Thus, based on the SWOT analysis of competitors, the following conclusions can be drawn:

1. Most confectionery enterprises are equipped with modern equipment that allows them to produce competitive, high-quality products in large volumes. Production from natural ingredients is widely used;
2. All market leaders are distinguished by the presence of a large assortment, which makes it difficult to conduct targeted brand marketing campaigns;
3. All four confectionery companies considered have entered the international market, but export volumes are very small and, as a rule, limited to the CIS countries.
4. There are common threats for all enterprises: - this is dependence on raw material supplies, high taxes on imported raw materials, constant growth in sugar prices, and rising inflation in the country.

Among the market leaders, the competitive position of "N.Medov" and "Krember" is rapidly improving. "Mavis" has slightly improved its position in the market. "Zarqand", which was once among the leaders, has lost its position, market participants attribute this to a change of ownership and internal problems of the company.

There are many companies with little-known trademarks that occupy the last places in the confectionery market, such as "Mir Skazok", "Imkon Plus" LLC, "Fendo" and others.

Thus, an analysis of the market allows us to draw the following conclusions:

The confectionery market has a number of specific features. The peculiarity is that, in addition to the influence of macroeconomic factors (transport, electricity tariffs, changes in the tax system) on the development of the industry, this market is more dependent on additional factors than other markets. These factors include world prices for cocoa beans, sugar, nuts and other raw materials that are not produced in Uzbekistan, as well as the foreign economic policy of our state (customs tariffs, quotas, privileges).

A survey of sellers at retail outlets showed that there are the following main problems in the activities of retail outlets:

1. Unwillingness to cooperate due to changes in the delivery system. Goods are delivered only after 100% advance payment.
2. Unwillingness to cooperate due to the lack of consignment.
3. Unwillingness to cooperate due to high and uncompetitive prices.
4. Unwillingness to work with a distribution company due to previous negative experience.
5. Lack of trust in the company, awareness of false information about the company's liquidation, reforms in the company.
6. Lack of special conditions for storing packaged products on shelves.
7. Loss of reputation due to product quality, price increase and, at the same time, deterioration in the quality of packaged products.
8. Unawareness of the existence of a return system.
9. Sales representatives rarely or not at all visit retail outlets.

Problems with the placement of goods in retail outlets:

1. The products sold do not stand out from their competitors. (There are no distinguishing materials).
2. Packaged products have the smallest share on the shelves.

3. There are no standards for the placement of goods and they are placed in places that are not visible to consumers.
4. The order and quality of placement are not controlled by merchandisers.

#### 4. CONCLUSIONS

Today, the main tasks of digitalization of the food industry are:

- increasing the transparency of processes;
- strengthening digitalization in marketing and sales;
- expanding the digital transformation of production;
- improving quality control of manufactured food products.

An area of activity that can be successfully digitally transformed with almost no additional resources is the promotion of products of small and medium-sized enterprises using digital marketing tools.

Digital marketing has its own unique features, in particular:

- it is possible to transmit content in multimedia format: including textual information, numbers, pictures, photographs, videos, images, visual and other communication elements.
- it is interactive and targeted, implies feedback with the target audience - it is considered personalized. Therefore, new media are replacing and merging with old methods of transmitting information, accelerating the process of communication between the sender and the receiver of information.
- digital marketing channels update information online, are available 24/7 and are always at hand.

The main goal of digital marketing is to attract customers and give them the opportunity to interact with the brand through digital media, which can be achieved easily and quickly thanks to digital communication tools.

Competition is intensifying in the food industry market in Uzbekistan, especially among local enterprises.

Thus, due to the development of digital infrastructure, some areas of small business activity in the Republic of Uzbekistan (search and purchase of raw materials, warehouse accounting, preparation and submission of tax and accounting reports) have been involved in the digitization process and are being implemented quite successfully. The digitization of the production process itself is still a very expensive undertaking for small businesses.

Competition is intensifying in the confectionery market due to the presence of technologically advanced foreign manufacturers with extensive experience in the field of distribution and logistics.

Currently, the most promising direction of digitization in the activities of small business entities in the food industry of the Republic of Uzbekistan is the movement of finished products using digital marketing. This direction of digitization can be implemented without additional financial costs that create difficulties for small businesses.

The author has developed an innovative technology for forming a marketing system and assessing the effectiveness of a small enterprise in the market conditions of the Republic of Uzbekistan using digital marketing tools.

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