



Marketing in Foreign Economic Activity

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Abstract: *This article describes how to improve the effectiveness of marketing services by evaluating the effectiveness of marketing activities, as well as the methods, theoretical and practical aspects of evaluating the effectiveness of marketing services. In addition, the article examines the possibilities of evaluating the effectiveness of marketing activities by analyzing the economic indicators of the enterprise.*

Keywords: *marketing, marketing activity, effectiveness of marketing service, marketing management, methods of evaluating effectiveness of marketing activity.*

Date of Submission: 05-11-2023

Date of Acceptance: 06-12-2023

In the conditions of today's rapidly developing market economy, with the rapid changes in the external environment and the complexity of the market activities of enterprises, it is important to constantly monitor and evaluate the effectiveness of marketing services, including business processes, meeting the needs of consumers, improving the quality of service on every front. Evaluating the effectiveness of marketing in the activities of enterprises is a difficult task, the impact of the service provided to consumers by the service of the marketing department cannot always be measured, and the value created does not give clear results. Despite the fact that marketing experts have paid enough attention to the problems of enterprise efficiency, marketing service efficiency, there are still no clearly structured models, methods and indicator systems that allow evaluating marketing activity.

As a result of our research, taking into account the evaluation of the effectiveness of marketing activities, Peter Doyle came to the following conclusion: "Effectiveness relates the results to costs, it is an internal indicator, it is easy to measure and can be improved if necessary." The concept of efficiency is related to meeting the needs of consumers and is an external indicator, which is difficult to measure and takes a long time to implement". In addition, one of the economists, Peter Drucker, analyzes the concept of efficiency and compares productivity and efficiency, interpreting their essence as follows: "Productivity allows you to do everything you need, and efficiency is to find what you need". Philip Kotler, one of the scientists in the field of marketing, focuses on the effectiveness of marketing activities in his scientific research and puts forward the following opinion: "Suggests that continuous monitoring of effectiveness is a very important process for any firm".

Considering the current stage of transformations in the politics and economy of Uzbekistan, one can clearly trace the tendencies of ever increasing and close integration with the world economic community, as well as the increasingly intensive development of forms of international cooperation and specialization. Growth in the range of international relations, intensification of integration, close commercial and business relations, firm positions in the world market. For the current stage of

development of market relations in the Republic of Uzbekistan, a characteristic feature is its integration into the world economy based on the interaction of countries participating in the international market. The specificity of world markets imposes its own characteristics on the development of international marketing, which should be taken into account in the international exchange of goods.

Based on the theory of effectiveness of marketing activities, in the process of evaluating the effectiveness of marketing services, it is analyzed in several ways. As a rule, the concepts of evaluating the effectiveness of marketing activities and the effectiveness of marketing services can be defined as follows. These concepts mentioned above are closely related concepts and complement each other. As a result of our research and studies, the following methods of determining the effectiveness of marketing activities have been recommended by scientists and researchers to date.

The quality method includes the use of marketing control and audit, during which the organization's external environment, as well as its internal environment, is a comprehensive analysis of all threats and opportunities through the results of SWOT analysis. Results-oriented marketing control and audit, analysis of the qualitative aspects of the organization's activities are covered. A quantitative method of evaluating the effectiveness of marketing activities requires a comparison of the gross profit obtained after marketing expenses with the removal of marketing and advertising expenses, which represent the final financial results of the organization's activities. The sociological method of evaluating the effectiveness of marketing activity is aimed at using the tools of applied sociology - developing a sociological research program and conducting the research accordingly. The point method of evaluating the effectiveness of marketing activity allows to determine the effectiveness of each event by assigning a certain point for each criterion, taking into account the compliance with the list of criteria, the compatibility of structures and processes with the marketing concept.

Regression and correlation methods are used to establish relationships between groups of variables that describe marketing activity. Multifactor method, factorial and cluster analysis are used to justify marketing decisions based on many interrelated parameters, for example, determining the sales volume of a new product based on its technical level, price, advertising costs and marketing elements. The method of statistical theory is used to stochastically describe the reaction of consumers to changes in the market situations. Above, we got acquainted with the methods of evaluating the effectiveness of marketing activities, we studied their theoretical basis. It is also a valuable source of information for marketing services, providing an opportunity to analyze the impact of mailings, publications, advertising, seminars and trainings on customers.

There are several approaches to the formation of criteria and indicators for evaluating the effectiveness of marketing activities. Some experts take the concept of marketing management as the basis of performance evaluation criteria. As a result of my research, it can be said that if we take into account the inconsistency of the external marketing environment and the activities of the internal environment of the enterprise, it is difficult to apply such an approach and evaluate the effectiveness of marketing. It is possible to evaluate the existence and effectiveness of marketing activities in accordance with marketing management efforts. With this approach, a list of evaluation indicators is created depending on the goals and tasks that the company must solve.

Economic factors reveal the economic conditions for the organization and functioning of entrepreneurship in foreign countries. When studying economic conditions, it is necessary to take into account and analyze: the main trends and the level of economic development; main macroeconomic indicators (at the moment and forecast), currency stability; the degree of the country's integration into international economic relations; membership of a given country in international organizations; development of transport infrastructure; features of national accounting

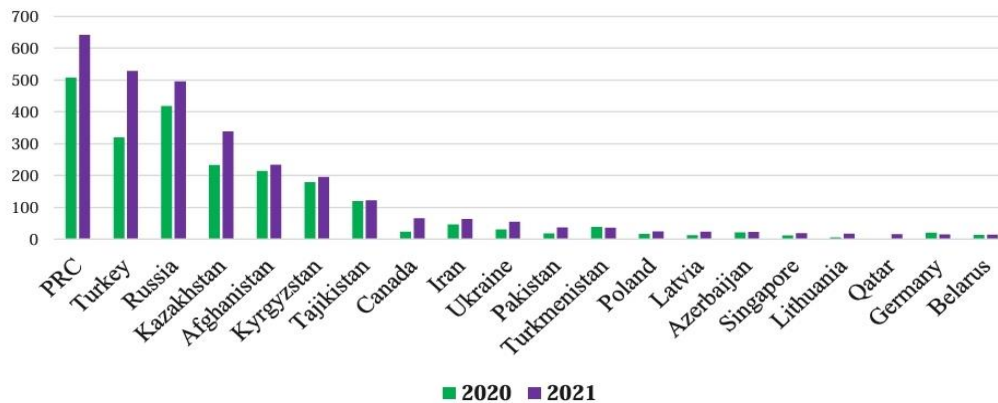
standards and taxation systems; development of the financial market and monetary system; the level of labor productivity and development of the service sector; saturation of the labor market with highly qualified personnel, etc. In order to acquire the most generalized picture of economic development and foreign economic activity, most often they analyze and calculate such aggregate indicators as: real GDP, GDP per capita, the ratio of foreign trade turnover and domestic production volume, the volume of foreign trade and foreign investment per capita, the balance foreign trade balance, the state budget deficit, the ratio of the state debt to the country's GDP and many others.

Political factors are characterized by such characteristics as the level of political stability, the development of political ties between countries, the image of international economic and political organizations in which the country participates. An analysis of political factors makes it possible to assess the likelihood of a change in the political system in a particular country, the emergence of military conflicts, the creation of new political and economic alliances between partner countries, and also to determine the degree of influence of such transformations on the structure of exports and imports, the stability of the exchange rate, price stability and so on. Legal factors are closely interconnected with political ones, and at the same time, the legal field has specific characteristics, having a significant impact on the efficiency of international economic activity. The study of the legal environment is based on the study of the type of legal system of the state, legal support for the marketing activities of an international company or firm, etc. Socio-cultural factors can be divided into two main groups: cultural factors (such as religion, history and art, means of communication, ethics and etiquette, entrepreneurial traditions) and the physical characteristics of the population.

Although any country is inhabited by people whose physical characteristics are different, as a rule, there are some predominant characteristics, the differences in which, sometimes extremely subtle, can significantly affect the conditions for doing business in a foreign market. The specific characteristics of a person's behavior may depend on his involvement in a particular social group. The population of any country is usually subdivided into certain social groups, where, in turn, each individual belongs to more than one group. Group membership can be either congenital (gender, family, age, caste, etc.) or acquired (religious, political, professional, and other associations). The factors of state regulation in the context of international marketing are: regulation of entrepreneurial activity and regulation of foreign economic activity. The rest of the environmental factors are mainly associated with technological characteristics, geographic and demographic characteristics. Technological characteristics determine the level of development of the productive forces, scientific and technological development in the country, technical support of production, the level of provision with innovations, etc.

Geographic factors determine the location of the country on the geopolitical map of the world, climate features, the availability of natural resources, and the state of environmental protection. Demographic characteristics are directly related to the size and structure of the population, the average statistical family size, family income, the prevailing occupation of the population, etc. The effectiveness of the analysis of the external environment allows you to track important changes taking place in a country, world or region. The monitoring of factors that are both of interest and a threat to business stability is carried out: data is collected and analyzed in different directions, which allows us to develop sustainable development strategies and implementation of anti-crisis measures. Long-term or short-term planning is available, but it is worth remembering that factors are not stable: they change, depend on global unpredictable events. The results of the analysis of the external environment can be subjective: the data are drawn from different sources (be sure to double-check them), the analytics is based on the experience of experts. In this regard, the strategy will have to be repeatedly adjusted, adjusting to changing conditions, but the analysis of the external environment ensures the identification of the main priorities that the business will focus on in the near future.

It is noteworthy that in the period under review, Turkey (\$ 528.2 million) surpassed the Russian Federation (\$ 494.8 million) and took second place among Uzbekistan's export partners. Together with China, Kazakhstan, Afghanistan, Kyrgyzstan and Tajikistan, these countries occupy 73.4% of the total export volume.



Comparison of export indicators of Uzbekistan with main partners for 2020-2021, in USD million. It is noteworthy that in the period under review, Turkey (\$ 528.2 million) surpassed the Russian Federation (\$ 494.8 million) and took second place among Uzbekistan's export partners. Together with China, Kazakhstan, Afghanistan, Kyrgyzstan and Tajikistan, these countries occupy 73.4% of the total export volume. In January-April 2021, exports of goods and services (excluding gold exports) in the amount of \$ 3.4 billion were carried out, which is \$ 715.7 million more compared to the same period last year. Thus, we can observe an increase of 26.7%. Due to an increase in exports of products of the garment and knitwear industry (+217 million dollars), copper and copper products (+122 million dollars), cars (+59 million dollars), flour (+ 29 million dollars), household appliances (+ \$ 22 million), etc., in the period from January to April of this year, additional exports in the amount of \$ 660 million were provided. Since the bulk of gas was redirected to the domestic market, the volume of natural gas exports decreased by \$82 million. Due to the strengthening or re-introduction of restrictive measures in foreign countries against the background of a worsening epidemiological situation in the world associated with the spread of coronavirus, there is a decrease in exports in the field of aviation and tourism services (-3 million dollars and 122 million dollars, respectively).

According to the modern concept of international marketing, a successful venture planning to enter the international arena must take into account the economic, cultural and legal aspects of each national market. International marketing, of course, is more complex than traditional, due to a wide variety of risks that are associated, for example, at least with settlements in foreign currency, as well as price, transport risk, risk of non-payment or non-compliance with the terms of delivery of goods and etc. Difficulties associated with customs formalities and other factors that often manifest themselves in world trade are not excluded. Thus, international marketing increases the profitability of operations by minimizing the degree of risk, as well as the uncertainty in global markets, which is often much higher than in national ones. Uzbekistan has all the necessary prerequisites for achieving a level of foreign trade that corresponds to its potential, that is, a capacious domestic market, raw materials, the ability to satisfy not only domestic needs, but also the needs of the largest countries of the world, a sufficiently high technical level in a number of industries.

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