



FEATURES AND PRINCIPLES OF FORMING A MARKETING STRATEGY IN THE FIELD OF CUSTOMS SERVICES

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ABSTRACT

This thesis analyzes the specific features and key principles of forming a marketing strategy in the field of customs services. It highlights factors such as service quality, efficiency, digitalization, customer orientation, and the simplification of foreign trade processes. Furthermore, the study substantiates issues related to enhancing the competitiveness of services and ensuring economic efficiency through the implementation of effective marketing approaches in customs authorities.

Main Part.

The acceleration of globalization processes and the steady increase in international trade volumes are making the improvement of the customs services system an urgent issue. Customs authorities are not only structures performing fiscal functions, but also play a significant role as service-oriented institutions supporting foreign economic activities. Therefore, the need to introduce marketing approaches in the field of customs services, improve service quality, and develop customer-oriented strategies is growing [1].

Customs services differ from other types of services due to their institutional characteristics. They combine elements of public administration, control functions, and service delivery, which requires a specific approach to the formation of marketing strategies. In particular, efficiency, transparency, digitalization, and the reduction of bureaucratic barriers are considered key priorities in the marketing strategy of customs services [2].

Furthermore, in modern conditions, the efficiency of customs services can be enhanced through the digitalization of the customs system, the introduction of "single window" systems, and the expansion of electronic declaration processes. This not only creates convenience for entrepreneurs but also increases the country's investment attractiveness [3].

This thesis scientifically examines the features and key principles of forming a marketing strategy in the field of customs services and substantiates priority directions for their practical implementation.

The formation of a marketing strategy in the customs services sector has its own specific characteristics, which are explained by its close connection with public administration. Unlike traditional marketing, customs services are aimed not only at commercial interests but also at ensuring national security, economic stability, and compliance with legal requirements. Therefore, the marketing strategy is developed taking into account not only customer needs but also regulatory and control functions [4].

One of the important features of customs services is the mandatory nature of service provision and the existence of a state monopoly. This requires focusing not on competition, but on improving service quality, efficiency, and transparency within the marketing strategy. In particular, creating a favorable environment for participants in foreign economic activity, reducing excessive bureaucratic barriers, and simplifying services are key priorities [5].

Another important feature of customs services marketing in modern conditions is its close connection with digitalization processes. Electronic declaration, the “single window” system, and automated control mechanisms are integral components of the marketing strategy. These tools increase the speed and accuracy of services, reduce the human factor, and minimize the risk of corruption [6].

The main principles of a marketing strategy in the field of customs services include the following: customer orientation, which involves taking into account the needs of entrepreneurs and participants in foreign trade; transparency and openness, meaning that all processes should be clear and understandable; efficiency, which implies reducing service delivery time; innovativeness, which involves the introduction of modern information technologies; and the principle of cooperation, which focuses on developing effective interaction between the state and the business sector [7].

Additionally, the principles of sustainability and flexibility are of great importance, as they ensure the rapid adaptation of the customs system to global economic changes. When a marketing strategy is developed based on these principles, the efficiency of customs services increases, foreign trade processes accelerate, and a positive impact on the country’s economic development is achieved [8].

Service quality is a key factor in improving the efficiency of customs services. Service quality refers to the accuracy, compliance with legislation, and reliability of customs operations. High-quality services increase the trust of participants in foreign economic activities and strengthen the country’s investment attractiveness. At the same time, service quality helps reduce errors and unnecessary costs within the customs system.

The efficiency factor is one of the main indicators determining the competitiveness of customs services. The rapid processing of goods clearance reduces logistics costs and saves time for business entities. Especially in the context of global trade, the speed of customs procedures directly affects the country’s economic activity.

Digitalization is one of the main directions for modernizing customs services. Electronic declaration, “single window” systems, and automated control mechanisms reduce the human factor, increase transparency, and minimize the risk of corruption. Through digital technologies, information exchange becomes faster, and the quality of service delivery reaches a new level.

The principle of customer orientation reflects a modern marketing approach in customs services. Within this approach, the needs, problems, and suggestions of entrepreneurs and participants in foreign trade are continuously studied. As a result, services become more convenient, understandable, and efficient.

Simplification of foreign trade processes also enhances the overall efficiency of the customs system. By reducing the number of excessive documents, optimizing procedures, and

standardizing processes, trade operations become faster. This contributes positively to increasing the volume of export-import operations and fostering economic growth.

Table 1

Key Factors Influencing the Efficiency of Customs Services¹

No	Factor	Content	Result
1	Service quality	Accuracy, reliability, and compliance with legislation	Trust increases, errors decrease
2	Speed	Fast execution of clearance procedures	Time and costs are saved
3	Digitalization	Electronic systems and automation	Transparency increases, human factor decreases
4	Customer orientation	Services tailored to entrepreneurs' needs	Convenience and service quality improve
5	Simplification of processes	Reducing excessive procedures and documentation	Trade volume and efficiency increase

The factors presented in the table above are interrelated and collectively contribute to improving the efficiency of customs services. First and foremost, service quality serves as the fundamental basis of all processes. If services are accurate, reliable, and compliant with legislation, this increases the trust of entrepreneurs and fosters a positive attitude toward the system.

Speed represents the practical manifestation of service quality, as the reduction of customs clearance time lowers the costs for participants in foreign trade. This is especially important for ensuring the smooth functioning of logistics chains.

The factor of digitalization acts as a tool that further strengthens the above two indicators. Through the automation of processes via electronic systems, the human factor is reduced, errors are minimized, and transparency is ensured. At the same time, customer orientation ensures that these systems are user-friendly and easily understandable for users.

Simplification of processes integrates all factors into a unified system. The reduction of excessive bureaucratic procedures increases the speed of services and ensures overall efficiency. In general, when these factors are applied comprehensively, the competitiveness and economic efficiency of the customs system increase significantly.

The effective formation of a marketing strategy in the field of customs services is directly linked to factors such as service quality, speed, digitalization, customer orientation, and the simplification of foreign trade processes. The harmonious development of these factors enhances the efficiency of the customs system, accelerates foreign trade operations, and strengthens the country's investment attractiveness.

Based on this, it is appropriate to propose the following recommendations: full digitalization of customs services and wider implementation of electronic systems; alignment

¹ Developed by the author

of service standards with international requirements; further improvement of the “single window” system for entrepreneurs; enhancement of staff qualifications and the introduction of modern marketing approaches; as well as ensuring service speed through the reduction of excessive bureaucratic procedures. These measures will contribute to increasing the competitiveness of customs services..

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