



THEORETICAL BASIS OF MARKETING ACTIVITY EVALUATION IN THE DEVELOPMENT OF INDUSTRIAL ENTERPRISES

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ABSTRACT

The article analyzes the use and effectiveness of digital marketing mechanisms for industrial enterprises in the Kashkadarya region. The main objective of the study is to determine how digital marketing tools are used by industrial enterprises in the region and assess their effectiveness. This analysis will help optimize the digital marketing strategy for the industrial sector in the region. The results of the study show that many industrial enterprises in the Kashkadarya region use digital marketing mechanisms to a limited extent, which causes them to lag behind market competition. The effectiveness of digital marketing strategies also stands out among the analyzed enterprises, while some enterprises have introduced advanced technologies, while others have difficulty doing so. The study also includes recommendations for increasing the level of use of digital marketing mechanisms.

Introduction In today's rapidly developing market economy, with the rapid change of the external environment and the increasing complexity of the market activities of enterprises, it is important to constantly monitor and evaluate the effectiveness of business processes, consumer needs, and improving the quality of service in all aspects, including marketing services.

Evaluating marketing effectiveness in the activities of enterprises is a difficult task, the impact of the service provided to consumers through the services of the marketing department cannot always be measured, and the value created does not give a clear result.

In recent years, the importance of digital marketing has been increasing not only internationally, but also in the economy and business environment of Uzbekistan. Business entities are actively using digital marketing technologies to increase their competitiveness, promote their brand to the wider public, and increase sales. Therefore, a scientific analysis of the effectiveness of digital marketing tools and identification of new trends is currently of urgent importance.

As a result of our research, taking into account the assessment of the effectiveness of marketing activities, Peter Doyle came to the following conclusion: "Efficiency relates results to costs, it is an internal indicator, it is easy to measure and there is room for improvement if necessary. The concept of efficiency is related to meeting consumer needs and is an external indicator, it is difficult to measure and it takes a long time to implement it"[1]. In addition, one

of the economists, Peter Drucker, analyzing the concept of efficiency, compares productivity and efficiency, interpreting their essence as follows: "Productivity allows you to do everything you need, while efficiency is finding what you need" [2].

One of the marketing scientists, Philip Kotler, in his scientific research, focused on the effectiveness of marketing activities and put forward the following idea: "Continuous monitoring of effectiveness suggests that any company is a very important process" [3]

The research methodology is aimed at determining the main analysis and development methods of the issues considered in this article. The main objective of the study is to determine the level of use of digital marketing tools by industrial enterprises in the Kashkadarya region and analyze their effectiveness. To achieve this goal, the following research methods and techniques are used.

Empirical analysis (conducting a survey of industrial enterprises) is conducted to determine how industrial enterprises use digital marketing tools.

Based on the theory of marketing activity effectiveness, the process of assessing the effectiveness of marketing services is analyzed in several ways. The concepts of marketing activity effectiveness and marketing service effectiveness assessment can be defined as follows: for what purpose is the assessment carried out?; for whom are the results intended?; where and how should the results be used?, etc. These concepts mentioned above are close to each other and complement each other. As a result of our research and studies, scientists and researchers have recommended the following methods for determining the effectiveness of marketing activities to date.

The methods of assessing the effectiveness of marketing activities can be presented in the following sequence. We can mention the qualitative, quantitative method, sociological method, scoring method, regression and correlation method, multifactor method, statistical theory methods.

The qualitative method involves the use of marketing control and audit, during which the external environment of the organization, as well as the internal environment, is a comprehensive analysis of all threats and opportunities through the results of the SWOT analysis [4]. Results-oriented marketing control and audit, an analysis of the qualitative aspects of the organization's activities, are highlighted.

The quantitative method of assessing the effectiveness of marketing activities requires comparing the gross profit after marketing expenses minus marketing and advertising expenses, which represent the final financial results of the organization's activities [5].

The sociological method of assessing the effectiveness of marketing activities is aimed at using the tools of applied sociology - developing a sociological research program and conducting the research itself in accordance with it [6].

The scoring method of assessing the effectiveness of marketing activities allows us to determine the effectiveness of each event by assigning a certain score to each criterion, taking into account compliance with the list of criteria and the compliance of structures and processes with the marketing concept [7].

Regression and correlation methods are used to establish relationships between groups of variables characterizing marketing activities.

Multifactor methods, factorial and cluster analyses are used to justify marketing decisions

based on many interrelated parameters, for example, determining the sales volume of a new product depending on its technical level, price, advertising costs and marketing elements [8].

The statistical theory method is used to stochastically describe the reaction of consumers to changes in market conditions [9]. Above, we got acquainted with the methods of assessing the effectiveness of marketing activities and studied their theoretical justification. In addition, information methods for assessing the effectiveness of marketing activities allow assessing the effectiveness of marketing activities using the software Sales Expert 2, Success, etc., the purpose of which is to collect marketing data. Also, information is a necessary resource for marketing services, allowing you to analyze the level of impact of mailings, publications, advertising, seminars and trainings on customers.

Analysis and results. There are several approaches to the formation of criteria and indicators for assessing the effectiveness of marketing activities. Some experts take the concept of marketing management as the basis for assessing effectiveness.

As a result of my research, it can be said that if we take into account the influence of the external marketing environment and the inconsistency of the activities of the internal environment of the enterprise, it is difficult to apply such an approach and assess marketing effectiveness.

Marketing management has the ability to assess the presence and effectiveness of marketing activities in accordance with its own actions. With this approach, the list of evaluation indicators is compiled depending on the goals and tasks that the company must solve.

Table 1 Indicators for assessing the effectiveness of marketing activities according to the marketing management approach

	Marketing Management Approach	Evaluation indicators
.	Production improvement	Utilization of opportunities, reduction of production costs, volume of production expenses, cost of production
.	Biznesni faollashtirish	Sales volume, comprehensive market coverage
.	General marketing approach	Customer needs, customer wants, customer loyalty, product quality, price, service
.	Accelerating the field of socio-ethical marketing	Community well-being, customer satisfaction, efficiency in the use of human, natural, raw material, and energy resources, and company profitability.

From the table data presented above, it can be seen that in assessing the effectiveness of marketing activities based on the marketing management approach, based on the primary goals and objectives, the assessment of the effectiveness of marketing activities through improving production, activating the business, a general marketing approach and accelerating the socio-ethical marketing sector will serve as the basis for determining the future development

prospects of the enterprise.

When assessing the effectiveness of marketing activities, it is possible to determine performance indicators taking into account the possibilities of forming marketing strategies.

Conclusions and Recommendations

The study allowed for a detailed analysis of the current state of digital marketing tools in the Kashkadarya region and their effectiveness. The main conclusions identified during the study are as follows. Application of digital marketing tools: The level of application of digital marketing tools among industrial enterprises in the region varies. Only more than 35% of enterprises have switched to fully digital marketing, while the rest still rely on traditional methods. Efficiency and economic benefits: Enterprises that have implemented digital marketing tools have achieved significant efficiency in promoting their products. Their sales and brand recognition have increased, advertising costs have decreased, and new customers have been attracted. Barriers: The main barriers to implementing digital marketing are the lack of technological infrastructure, low staff qualifications, and financial constraints. For many industrial enterprises, the transition to digital marketing requires significant investments and ready employees. Differences between industry sectors: The application of digital marketing varies across different industry sectors. While light industry and food manufacturing enterprises have effectively used digital marketing, heavy industry sectors rely more on traditional methods.

Improving technological infrastructure: The necessary infrastructure must be created to effectively use digital marketing tools. Internet speed, updating technological devices and platforms are important. Industrial enterprises need state support in technological upgrades and improving infrastructure.

Improving the digital skills of employees: It is necessary to develop the digital skills of marketing department employees. By organizing advanced training courses, seminars and trainings for these employees, their effective use of digital marketing tools will be ensured.

Attracting finance and investment: The transition to digital marketing creates significant financial difficulties for small and medium-sized industrial enterprises. Therefore, it is necessary to introduce special state programs and subsidies to support small and medium-sized businesses.

Diversifying digital marketing strategies: All manufacturing enterprises should diversify their marketing strategies, use various digital tools and expand their opportunities to attract new markets. Competitiveness can be increased by using tools such as SEO, SMM, content marketing and online advertising together.

Exploring local and international markets: By using digital marketing tools, industrial enterprises should increase their competitiveness not only in local but also in international markets. By implementing digital marketing for local industrial products on a global scale, export opportunities will also be expanded.

Effective use of social media and online platforms: Industrial enterprises can present their products to a wider audience through social media and online advertising platforms. Through these platforms, brand promotion, strengthening customer relations and implementing marketing strategies can be very effective.

By eliminating the existing obstacles and problems during the use of digital marketing tools in the Kashkadarya region, their business activities can be effectively developed. At the same time, the successful implementation of digital marketing is of great importance in increasing the global competitiveness of the region's industrial sectors. By implementing the recommendations developed in the study, industrial enterprises will achieve full and effective use of digital marketing tools

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