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## FACTORS AFFECTING INCREASING MARKETING EFFICIENCY AND DIRECTIONS FOR THEIR EFFECTIVE USE

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### Abstract

This article analyzes the factors influencing the increase of marketing efficiency and the directions of their effective use. Digital technologies and their level of impact on customers' outlook were analyzed as factors influencing marketing activities. The impact of the change in the worldview of customers, their level of use of digital applications on marketing activities is discussed. The importance of increasing marketing efficiency, digital technology-based, AI and sensor technologies in marketing activities is highlighted.

**Keywords:** marketing effectiveness, marketing technologies, digital technologies, optimized content potential, 1 person segmentation, AI and sensor technologies.

### Introduction

Today, the types of factors affecting marketing activities are expanding. In the global community, investments allocated by enterprises to marketing activities are growing more and more. In 2023, worldwide advertising and marketing spending will increase by approximately five percent compared to the previous year to more than 1.65 trillion US dollars. This indicator can be compared with the value of the gross domestic product of South Korea, one of the most developed countries on the Asian continent, a year ago, when it ranked 13th in the world economy. According to a survey released in early 2024, nearly a quarter of marketers worldwide said their businesses spent a little less than 10 percent of their budgets on marketing. Also, a quarter of the respondents indicated that more than 40 percent of the expenses were spent on brand promotion [1]. This confirms how important it is to increase the effectiveness of marketing activities in the development of enterprises.

In particular, the day-by-day increase in the level of participation of digital technologies in all activities, the factors affecting marketing activities and their effective use require the use of modern marketing strategies in front of enterprises. Therefore, marketers are constantly forced to take into account the possibilities of new technical development, their impact on the worldview of society. As part of these activities, marketers use various research methods. In particular, attention to the factors of digital applications, online and offline sales processes, and the impact of media opportunities on the worldview of customers are among them.

## **Results and Discussions**

The following are among the factors and technologies that are important in developing the potential for their use, increasing marketing efficiency:

**Technology literacy.** The impact of digital technology and automation on marketing effectiveness is increasing day by day. Managing a digital content strategy requires marketers to constantly learn about digital technology and rapidly adapt new digital innovations to marketing research. The importance of AI technology in improving the effectiveness of marketing research is at the highest level of relevance.

**Analysis of consumer behavior.** Marketing research based on the analysis of customer behavior is one of the most important factors in increasing marketing effectiveness. Using sensor technology, the number of applications used by consumers, websites visited by consumers, ratings of products sold on online trading platforms (on a five-star scale) and the amount of comments left are collected through statistical indicators. The potential of consumer behavior of customers is studied on the basis of statistical data, and marketing strategies are developed on this basis.

**Market segmentation by defining the customer audience.** By defining the audience of customers, the company will have the opportunity to correctly assess the opportunities of the segment in its competitive strategy. This is considered an important factor in marketing activities and requires marketers to work more on methods of studying the level of the market audience. When strategically identifying customer segments, companies use a number of economic and social statistical indicators and data.

**The role of market research in marketing activities.** Market research is considered the most primary development factor of marketing activities, and marketers, in formulating their company's market entry strategy plan, mainly start with market analysis and research, and only then carry out other marketing activities. Proper market research increases the potential of sales forecasts, and ensures that manufacturers make long-term strategic decisions based on marketing activities.

**The importance of digital technologies in marketing effectiveness.** The role of digital technologies in increasing marketing efficiency is increasing day by day, which requires companies to carry out several factor analyzes in marketing activities based on these technologies. The following criteria provide a broader overview of the importance of these technologies:

1. **Development of the development goal:** Digital tools reduce advertising costs and develop the company's internal investment opportunity, which increases the company's investment opportunities in product quality. With the help of digital technology, companies identify their customer segments through various applications and messengers, and customers are attracted by the flow of information about the company through these media.
2. **Economic efficiency:** The fact that the era of traditional marketing is coming to an end, or its importance level is not the same as in the old times, the importance of marketing research based on digital technologies is becoming more and more evident. Establishing a customer relationship system with the help of automated technical tools will reduce the level of human involvement, and ultimately reduce marketing costs.
3. **Facilitation of data analysis:** The data collected through digital marketing tools is a door

of tremendous opportunities today due to its accuracy, convenience, and also contributes to the reduction of costs of data collection. It is clear every day. That's why marketers are constantly moving towards the use of digital technologies to collect information about the segment needed for marketing and the new potential segment and enjoy their constantly evolving innovations.

The importance of AI today in improving marketing efficiency. Marketing research conducted with the help of artificial intelligence and the resulting marketing strategies are characterized by a higher level of accuracy. The main reason for this is that artificial intelligence is expanding its interest in almost all areas where digital technology is involved in the world. Below is a broader analysis of how AI-enabled marketing research can impact marketing effectiveness:

1. Opportunities of AI in data analysis: AI has algorithmic functions and expands the possibility of entering the minds of customers through psychological attacks in the application of the company's marketing strategies.

2. 1 person segmentation: AI has the ability to learn the activities of each client using a mobile phone or other information technology tool, to determine the individual ego of each person, his worldview, desires, future goals and his sense of "I" and Based on these conclusions, it shows that the subconscious has great power through the use of psychological methods that affect the individual. It has been proven psychologically that every person is a unique individual, and one person can emphasize once again that segment research carried out by means of artificial intelligence is of great importance in increasing marketing efficiency.

3. The ability to predict sales figures more accurately in advance: AI can help the company to determine future sales potential by constantly identifying old sales volumes. This reminds me of an activity similar to forecasters giving weather forecasts by analyzing the means of changes in natural laws. AI constantly analyzes old sales statistics based on algorithmic patterns, comparing them with today's differences. As a result, based on the sum of the data of old and new sales statistics, it forms a sales graph and determines the legitimacy of this graph. It is possible to determine the perspective of future economic activity based on the graph of the interrelationship of economic activities in all economic sectors, through the graphic laws. This principle also applies to marketing.

4. The potential of automatic opportunities: At the base of the expansion of the potential sales volume based on artificial intelligence, several necessary automatic algorithms and proportions work. In the intense information flows of social networks, algorithmic actions of data show the importance of this activity. Every social network user's actions on the Internet, their accounts in applications such as You tube, Instagram, Whats up, Tik-tok, Twitter, their actions, their use of social networks based on subscribed account channels, awareness of artificial intelligence, their information technologies The influencer allows for automatic recommendation of ads and applications.

5. Optimized content potential: Artificial intelligence capabilities provide powerful opportunities for marketers to use optimized methodologies to better explain product content. If the methodological situation of offering content to customers occurs through keywords, advertising themes, company logo, etc., it shows that artificial intelligence is involved in marketing activities through the potential of optimized content.

6. Analysis of customers' opinions: In conducting various surveys, companies used opportunities such as the analysis of their voting indicators in various applications, the amount of degrees they give to companies, and checking of social opinions. The role of these activities in the effectiveness of marketing is very large, and it provides an opportunity to make marketing decisions based on the study of the worldview of customers. Artificial intelligence has a very high potential in customer relations. As a general opinion, it can be said that increasing literacy in the use of artificial intelligence will lead to the possibility of generalizing the experiences of customers, conducting marketing research based on the principle of 1 person segment and easily applying optimal marketing experiences in digital technology.

### **Summary**

The key takeaways from the above data are that the level of digitization, which is increasing globally, shows the need for marketers to use digital applications with digital connectivity with AI and sensor technologies. This activity is conceptually supported by the following suggestions:

- expanding AI and sensor tools, participation of enterprises in programs on trading platforms.
- greater emphasis on the issue of 1 person segmentation, approach with a digital approach.
- constantly studying the algorithmic laws of Tik-tok, Instagram, Whats up, YouTube applications and achieving simplification of their algorithmic functions.

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