



IMPROVEMENT OF MARKETING TECHNOLOGIES IN ENTERPRISES OF THE FOOD INDUSTRY

Tashkent Chemical Institute of Technology, Faculty of Industrial Engineering and Management, Department of Industrial Economics and management

Baymukhamedova Gulnoza Fattakhovna

Abstract: Improving marketing technologies at food industry enterprises is one of the important and pressing issues. Increased competition in this area, changes in consumer demand and desire, as well as global economic trends require updating marketing strategies. Food industry enterprises need to use modern marketing technologies to successfully market their products and increase brand reputation.

Keywords: food industry, marketing, enterprises, digital marketing, brand, image, brand, products.

First of all, the role of digital marketing in the enterprises of the food industry is growing. The development of Internet and mobile technologies has changed consumer shopping habits. Today, consumers prefer to shop more online, so food industry enterprises need to present their products on digital platforms, including social networks, online stores and mobile applications. Through digital marketing strategies, businesses will be able to interact directly with consumers, receive their feedback, and engage them. The process of creating and managing a brand is also important in the food industry. The brand plays a huge role in consumer choice of products. Food industry enterprises should take into account the needs of quality, innovation and consumers when creating their brands. Brand identity and differentiation are important factors in attracting consumers. In the process of brand management, it is necessary to take into account consumer feedback, improve the image of the brand and establish strong relationships with consumers. [1]

Conducting Marketing research is one of the important tasks in the enterprises of the food industry. By identifying consumer demand and desire, analyzing competitors, and studying market trends, businesses can further improve their marketing strategies. Based on the results of Marketing research, it is possible to improve the quality of products and services, develop new products and Plan marketing campaigns. These processes allow food industry enterprises to act in accordance with market requirements and increase their competitiveness. Innovative approaches are important in improving marketing strategies in food industry enterprises. Innovations should be used not only as products, but also in marketing strategies. Food industry enterprises can increase their competitiveness by introducing new technologies, developing new products, and providing new experiences to consumers. With innovative approaches, enterprises can further strengthen their brands, attract consumer attention and increase market share. Improving Marketing communications is one of the important tasks in the enterprises of the food industry. In the process of delivering products to consumers, it is important to develop the right communication strategies. Food industry enterprises should provide information about their products in a clear, clear and interesting way. It is possible to gain their confidence by informing consumers about the benefits, composition and preparation process of the product. [2]



Customer relationship management systems (CRMs) play an important role in improving marketing technologies in food industry enterprises. Through Customer Relationship Management Systems, businesses can explore consumer behavior, identify their needs, and develop individual marketing strategies. This, in turn, helps to increase customer loyalty and strengthen their trust in the brand. Environmental and social responsibility accounting is also important in improving marketing technologies at food industry enterprises. Since consumers are interested in environmentally friendly and healthy products, it is necessary for food industry enterprises to take into account environmental aspects in the production of their products. By also taking on social responsibility, businesses can further strengthen their brands, build strong relationships with consumers, and participate in socially relevant projects.[3]

It is necessary to constantly review and update Marketing strategies. Market conditions, changes in consumer demand, and competitors' activities require updating marketing strategies. Food industry enterprises need to constantly analyze their marketing strategies, make changes in accordance with new opportunities and threats. These processes make it possible to make enterprises competitive and act in accordance with the needs of consumers.[4] It is important to establish partnerships and partnerships in improving Marketing strategies. Food industry businesses can strengthen their marketing strategies by establishing effective partnerships with other businesses, suppliers, and consumers. Through cooperation, it is possible to consolidate resources, create new opportunities and increase market share. These processes help to establish mutually beneficial relations between enterprises and achieve common goals. It is also important to introduce new forms of communication with consumers during the process of improving marketing technologies at enterprises of the food industry. Today, consumers want to have an interactive connection with brands. This allows businesses to provide their products and services in a more interesting and engaging way. By interacting with consumers through social media, blogs, and online forums, exploring and responding to their opinions, businesses can strengthen their brands.[5]

Conclusion:

In conclusion, the improvement of marketing technologies in the enterprises of the food industry is necessary not only for the successful sale of products, but also to increase the reputation of the brand and establish strong ties with consumers. Factors such as digital marketing, brand creation, marketing research, innovative approaches, Communications, Customer Relationship Management, Environmental Responsibility, strategy updating and collaboration are important in improving marketing strategies of food industry enterprises. These processes, in turn, help to increase the competitiveness of the food industry and provide more quality products for consumers.

References:

1. Abdullayev, A. (2020). "Marketing in the food industry: theory and practice". Tashkent: Ministry of Higher and secondary special education of the Republic of Uzbekistan.
2. Tursunov, M. (2019). "Marketing strategies and their importance in the food industry". Samarkand: Samarkand State University.
3. Kadyrov, R. (2021). "Digital marketing and the food industry: new opportunities". Tashkent: National University of Uzbekistan.
4. Murodov, S. (2022). "Marketing technologies in consumer behavior and the food industry". Bukhara: Bukhara State University.



Western European Journal of Historical Events and Social Science

Volume 3, Issue 2, February, 2025

<https://westerneuropeanstudies.com/index.php/4>

ISSN (E): 2942-1926

Open Access| Peer Reviewed

 This article/work is licensed under CC Attribution-Non-Commercial 4.0

5. Sultanov, D. (2021). "Brand creation and marketing in the food industry". Fergana: Fergana State University.
6. Rakhmonov, E. (2023). "Innovative approaches and marketing in the food industry". Tashkent: University of Economics and national economy of Uzbekistan.
7. Isakov, U. (2020). "Customer Relationship Management in the food industry". Tashkent: Tashkent State University of Economics.
8. Karimov, A. (2022). "Food industry and marketing: theoretical and practical aspects". Nukus: Karakalpakstan State University.