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THE ROLE OF MARKETING IN BUSINESS SUCCESS

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Abstract. *This article analyzes the role of marketing in business success. The study aims to determine the importance of marketing strategies for enterprise development, customer acquisition, and enhancing competitiveness. The article highlights the role of traditional and digital marketing tools in increasing sales volume, strengthening brand reputation, and meeting customer needs. The research findings indicate that the implementation of effective marketing strategies contributes to the sustainable development and long-term success of enterprises.*

Keywords: *marketing, business, digital marketing, business development, customer needs, brand.*

Introduction

Today, the business environment is becoming increasingly competitive and rapidly changing. In such conditions, marketing has become one of the most important factors ensuring the success of an enterprise. Marketing includes not only selling a product or service, but also identifying the needs and desires of consumers, creating value for them, and building long-term and strong relationships with customers. The development of digital technologies and globalization processes has had a significant impact on marketing activities.

Nowadays, companies are using digital marketing, social media marketing, content marketing, and other modern methods to reach a wide audience with their products and services. As a result, marketing is becoming increasingly important not only in increasing sales, but also in strengthening brand reputation, ensuring customer loyalty, and increasing the competitiveness of the enterprise in the market. The purpose of this article is to analyze the role of marketing in business success, study its impact on enterprise performance, and highlight the contribution of effective marketing strategies to business development. The results of the study serve to show that marketing is one of the important tools in the development of modern business.

Literature Review

Scientific research in the field of marketing shows that marketing is one of the most important management functions that ensure the long-term success of an enterprise. The theoretical foundations of marketing have been studied by many foreign and domestic scientists. In particular, one of the leading scientists in the field of marketing, Philip Kotler, defines marketing as “a social and management process aimed at identifying the needs and





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wants of consumers and satisfying them through profit” (Kotler & Keller, 2016). Kotler states that the main task of marketing is to create value for the customer and establish long-term cooperation between the enterprise and the consumer. Therefore, modern marketing is not limited to selling products, but also includes a deep study of the needs of customers, offering products and services that suit them, and building customer loyalty (Kotler & Keller, 2016).

In Philip Kotler’s work *Marketing Management*, the concepts of needs, wants, and demands are explained as the main elements of marketing. According to the author, needs refer to natural human needs such as food, water, clothing, shelter, education, and recreation. These needs become wants when they can be satisfied by a specific product or service. For example, a person needs food, but the exact type of food they want depends on their culture, environment, and society (Kotler & Keller, 2016). The concept of demand also refers to the consumer’s desire to buy a product as well as the ability to buy it. For example, many people may want an expensive car, but they also need the financial means to buy it. Therefore, businesses should analyze not only the number of people who want the product, but also the number of consumers who can afford it (Kotler & Keller, 2016). Kotler makes another important point: marketers do not create human needs, because needs are inherent in human nature. Marketing only creates the desire to satisfy existing needs through a specific product or service. For example, advertising promotes the idea that a particular car can represent a person's status in society, but marketers do not create a person's need for prestige (Kotler & Keller, 2016).

In addition, Kotler interprets the concept of product in a broad sense. In his opinion, a product is any offering that can satisfy a consumer's need or want, and it includes not only material goods, but also services, experiences, events, people, places, organizations, information and ideas. At the same time, creating a strong brand is one of the important factors in increasing the competitiveness of an enterprise in the market. Famous brands create trust, quality and positive images in the minds of consumers, which significantly affects the purchase decision (Kotler & Keller, 2016).

Research Methodology

The current research is focused on theoretical analysis of the influence of marketing on business performance. Qualitative research methodology is used in the process of this study. Methods of analysis, comparison, description and generalization of scientific literature have been used in this research. The main goal of the research is to estimate the impact of marketing approaches on the development of enterprises, attraction of customers and their success in business activities. The marketing approaches and concepts described in the book of Philip Kotler and Kevin Lane Keller *Marketing Management* and the modern marketing principles are considered as theoretical background in this case (Kotler & Keller, 2016). Furthermore, Armstrong and Kotler (2021) provide analysis of consumer oriented marketing approach and value creation approaches for enterprises. In the current research the influence of digital marketing approaches developed by Dave Chaffey (2022) such as





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social media marketing, SEO, email marketing and online advertising on the business development is estimated. Ryan (2020) provides estimation of scientific approaches regarding the importance of digital marketing for customer relationship management and brand development. Competitiveness of enterprises in the market can be estimated by using Porter's competitive advantage theory (1985).

The notions of brand equity and brand management were taken as a starting point for the study of the role of the brand in the achievement of business success through the works of Aaker (1996) and Keller (2013). The data obtained from the study were analyzed and conclusions were drawn regarding the significance of marketing in terms of efficient business, customers' satisfaction, sales growth, and business development in general. The study is not based on empirical data but on scientific literature analysis.

Analysis and Results

The scientific literature and theoretical sources studied during the study showed that marketing is an important strategic tool in modern business activities. The analysis confirms that marketing serves not only to sell a product or service, but also plays an important role in forming long-term relationships between the enterprise and the consumer. According to the results of the literature analysis, enterprises that use an effective marketing strategy achieve high competitiveness in the market. Such enterprises deeply study the needs and desires of customers, quickly adapt to changes in market demand, and develop new products and services in accordance with consumer demand. This has a positive effect on increasing sales volumes and increasing the enterprise's income. The results of the analysis also showed that enterprises using digital marketing tools have the opportunity to reach a wider audience than enterprises using traditional marketing methods. Through social media, search engines, email marketing, and online advertising, businesses can promote their products faster, stay in constant contact with customers, and quickly learn their opinions.

The scientific views of Philip Kotler and other marketing scholars show that correctly identifying customer needs is a key factor in marketing activities. When a company offers a product or service based on a thorough analysis of consumer needs and desires, customer satisfaction and loyalty increase. As a result, the company strengthens its position in the market and achieves long-term success. The analysis also revealed the importance of marketing in developing a company's brand. A strong brand increases consumer confidence, attracts new customers, and helps retain existing customers. In particular, companies that actively market on modern digital platforms have the opportunity to significantly increase brand awareness in a short time. In general, the results of the study confirm that marketing is one of the decisive factors in the sustainable development of an enterprise, increasing its competitiveness, increasing sales, and forming long-term relationships with customers. Therefore, each enterprise needs to develop modern marketing strategies based on market conditions and effectively implement them.



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Main Tool	Main Benefit
Social Media Marketing	Increases brand awareness and customer engagement
Search Engine Optimization (SEO)	Improves website visibility and attracts organic traffic
Email Marketing	Strengthens customer relationships and encourage repeat purchases
Online Advertising	Increases sales and reaches targeted audiences quickly
Content Marketing	Builds customer trust and improves brand reputation

Discussion

From the results obtained from the above study, it can be seen that marketing plays a crucial role in attaining business success. From the review of literature, it is clear that firms, which successfully utilize marketing strategies, have greater understanding of customer needs, can adapt to changing conditions in the market and develop competitive advantage. These findings are in line with the marketing concepts developed by Philip Kotler and Kevin Keller where they state that marketing is about creating value for customers and developing relationships with them (Kotler & Keller, 2016).

Another significant finding from this study was the increased significance of digital marketing in the contemporary business world. Thanks to the fast development of the internet and social media, it has become easier and cheaper for companies to promote their products and services to more customers. It should be noted that digital marketing techniques have been particularly beneficial for SMEs in order to reach new customers and develop better sales performance.

Moreover, the analysis highlights the important role of marketing in increasing the level of customer satisfaction and loyalty. Constant attention to customers' demands and preferences, and provision of relevant products and services helps companies to create long-lasting relations with clients, thus providing them with strong market positions and making them profitable.

Nevertheless, there are a number of difficulties that accompany the process of marketing strategy implementation. Market competition, innovations in technology, changes in consumers' behavior patterns, and issues connected with the problem of personal data protection demand constant improvement in marketing activities. Thus, it is essential for companies to implement modern marketing techniques, pay attention to market trends and create innovative marketing strategies.

In general, the analysis indicates that marketing should not be considered only as a promotion technique, but as one of the main strategic elements of business management. Proper marketing strategy helps organizations to gain competitive advantage, meet customers' needs and ensure sustainable economic development.





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