
SPECIFIC CHARACTERISTICS OF MARKETING INFORMATION IN THE INDUSTRY OF UZBEKISTAN

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Abstract

Keywords: MIS, CRM, economy of Uzbekistan, data quality problems, absence of expertise, word of mouth, social media.

Usage of an information system in commercial organizations has evolved into a requirement for long-term success. As we all know, an organization today is reaping enormous profits as a result of the launch of new items or product lines, but a firm's long-term sustainability depends on sufficient investment in R&D, quality systems, and an organization-wide information system. Using a marketing information system with other information systems is now pretty usual for manufacturers of consumer goods. Yet, when it comes to industrial products, the Marketing Information System is either not yet institutionalized or is not valued highly by most commercial organizations. A corporate organization cannot afford to undervalue the importance of marketing due to the intense rivalry and dynamic industrial marketing environment.

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INTRODUCTION

Any sector needs marketing data since it enables organizations to recognize and cater to the needs of their clients. Maintaining a competitive edge in today's market needs a thorough awareness of market trends, consumer behaviors, and preferences. In order to accomplish this and continue to be relevant while offering customers the goods and services they require; firms must collect and evaluate marketing information.

Marketing information systems (MIS) are essential for businesses in Uzbekistan because they make it possible to collect, organize, and analyze marketing data for strategic marketing planning.

The economy of Uzbekistan is expanding and diverse, with a range of sectors including manufacturing, textiles, mining, and agriculture. Businesses must have access to trustworthy marketing data that can assist them comprehend the regional market and customer behavior if they are to successfully sell goods and services in Uzbekistan.

Market research is one of the essential elements of a MIS in Uzbekistan. Businesses can detect market trends, consumer behavior, and rival activity with the use of market research. Using surveys, focus groups, and interviews, businesses can gather primary research data; alternatively, they can gather secondary data from governmental bodies, trade associations, and other sources.

Businesses in Uzbekistan can utilize a MIS to monitor and track their marketing initiatives in addition to conducting market research. This can involve monitoring website traffic, email campaigns, social media participation, and other analytics. Businesses can make data-driven

decisions regarding their marketing strategy, real-time campaign adjustments, and marketing effort optimization by examining this data.

Businesses in Uzbekistan have access to a wide range of marketing tools and technologies to support the usage of a MIS. Businesses can use email marketing platforms to automate email campaigns and track email performance, as well as customer relationship management (CRM) software to monitor customer interactions and behavior.

Marketing information systems are essential for Uzbek companies to remain competitive and make wise marketing choices. Businesses in Uzbekistan may better understand their market and consumers and advertise their goods and services by employing market research, keeping an eye on marketing efforts, and leveraging marketing tools and technologies.

ANALYSIS OF RECENT RESEARCHES AND PUBLICATIONS

There is no disagreement over how to interpret the term "marketing information system", especially in industry. Throughout the sources, the definition of a marketing information system is relatively similar[1]:

- This continuously operating system, which includes personnel, equipment, predetermined procedures, and methods for regularly gathering, processing, analyzing, and preparing information from a variety of sources, allows for the integration, support, and transfer of managers' information in the allotted time and in the format they require.

- A continually running system created for the gathering, processing, analysis, assessment, and sharing of information required for making decisions regarding marketing planning, implementation, and control execution of marketing operations.

A thorough analysis of the variables affecting marketing effectiveness is the core of a marketing information system. Internal reports, external information, marketing research, and analysis of marketing information are the four subsystems that make up this system. A marketing information system's primary purpose is to gather and analyze data, forecast sales trends, and assess risk in order to minimize problems and maximize profits. Although the "anatomy" of marketing information systems has been thoroughly studied, much remains unknown about their "physiology". Although the scientific-practical significance of production and economic activity is on the rise in conditions of dynamic change[2].

UNSOLVED ASPECTS OF THE PROBLEM

Methods for getting information of strategic value for industrial organizations still need more research.

The purpose of the article is to support the viability of utilizing foresight in the marketing information system of the industrial firm.

Any data or information linked to marketing activities, such as market research, sales statistics, customer feedback, and other related information, can be referred to as marketing information[3]. For businesses to build new goods, improve consumer experiences, and establish efficient marketing tactics, they need this information.

MAIN PART

Market research is one of the main resources for marketing data. To assist organizations in understanding their target market, market research entails obtaining data about consumers' needs, tastes, and habits. Surveys, focus groups, and other types of research can be used to gather this data. Businesses can detect market trends, consumer preferences, and other insights through the analysis of this data that can guide their marketing approach[4].

Sales data are another crucial source of marketing knowledge. Sales data reveals details about the quantity, price, and profitability of the goods sold over a specific time frame. This data can be utilized to determine the most popular products, the ones that aren't selling, and how sales trends

vary over time. Businesses may decide wisely on product development, price options, and marketing strategies by examining sales data.

Another crucial source of marketing data is customer feedback. Customer reviews give businesses information about how customers feel about a product or service and help them figure out how to make improvements. Surveys, consumer reviews, and other feedback mechanisms can be used to gather this feedback. Businesses can pinpoint areas for improvement and implement adjustments to raise customer satisfaction by studying consumer feedback.

Businesses can also obtain information from industry publications, competition analyses, and other data sources in addition to these sources of marketing data. Businesses can decide on their marketing strategy, product development, and customer service by collecting and examining all of this data.

Businesses must use marketing information effectively if they want to remain competitive in today's market. Businesses can develop goods and services that satisfy consumer wants and improve customer experiences by knowing client preferences and needs. Businesses can also keep ahead of the competition and spot growth possibilities by examining market trends and rival activity[5].

Marketing data is a crucial component of any sector. It enables companies to decide intelligently on their customer service, product development, and marketing strategy. Businesses may remain ahead of the competition, enhance customer experiences, and deliver goods and services that satisfy their consumers' demands by collecting and analyzing marketing data.

All sector needs marketing intelligence because it gives businesses the knowledge, they need to choose the best marketing tactics. Businesses may recognize industry trends, comprehend client behavior, and create efficient marketing campaigns to reach their target audience with the help of precise and pertinent marketing information.

It can make all the difference between success and failure in today's fast-paced and fiercely competitive business environment to have access to timely and accurate marketing information. Businesses can now obtain and analyze marketing data more easily than ever thanks to the internet and the development of digital technologies. Businesses may access a lot of data on their clients, rivals, and market trends with the correct tools and methods[6].

Market research is one of the most important sources of marketing data in the sector. Data is gathered and analyzed for market research purposes in order to understand consumer behavior, preferences, and opinions. It can be carried out using a variety of techniques, including focus groups, questionnaires, and online analytics. Businesses can discover opportunities and challenges and create effective marketing strategies by doing market research to have a complete grasp of the market.

Competitive analysis is a crucial source of marketing data in the sector. Data about the products, marketing plans, and market share of competitors are collected as part of the competitive analysis process. Businesses can use this information to comprehend the competitive environment and create strategies to set themselves apart from their rivals.

Businesses can obtain marketing data from social media monitoring in addition to market research and competitive analysis. Monitoring social media means keeping an eye out for mentions about a company, its goods, or its rivals. Businesses can learn important insights from this data about customer sentiment, attitudes, and preferences[7].

Another crucial source of marketing data in the sector is digital analytics. To acquire insights into consumer behavior and preferences, digital analytics entails measuring website traffic, user behavior, and engagement. Using digital analytics, businesses may learn how visitors use their website, what goods and services they are interested in, and what factors influence conversions[8].

Marketing data is an essential component of any sector, giving companies the knowledge, they need to choose the best marketing approaches. A lot of marketing data is now available to organizations because to the development of digital technology, including market research,

competition analysis, social media monitoring, and digital analytics[9]. Businesses can remain ahead of the competition, comprehend their clients better, and create efficient marketing plans to spur growth and success by utilizing these sources of marketing information[10].

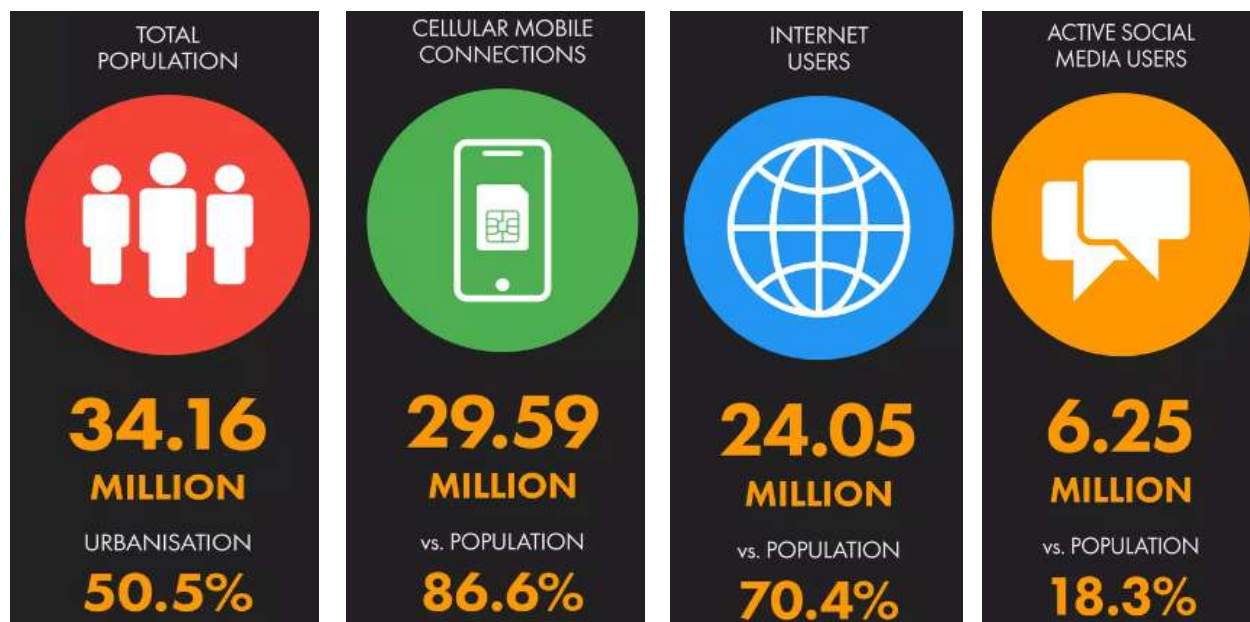
The implementation and use of marketing information systems (MIS) by firms in Uzbekistan present a number of difficulties despite the fact that they are necessary for businesses to make educated marketing decisions. These are some typical issues and potential fixes:

Absence of data is one of the biggest problems businesses in Uzbekistan encounter. Lack of access to trustworthy data sources or insufficient market research could be to blame. Companies might spend money on market research and make use of secondary data sources like governmental institutions, professional groups, and other institutions to solve this problem.

Data quality problems: Even when data is available, businesses may still experience problems with missing or incorrect data. Businesses can invest in data cleaning and analysis solutions to overcome this problem and guarantee the data's accuracy and dependability.

Limited resources: Some businesses in Uzbekistan may have limited resources to invest in an MIS. To address this issue, companies can start by prioritizing key marketing information needs and investing in low-cost or free tools such as Google Analytics or social media analytics platforms.

Absence of expertise: Certain businesses in Uzbekistan can lack the particular knowledge and abilities needed to implement a MIS. Companies should invest in training programs to build internal knowledge or think about outsourcing MIS services to third-party vendors to handle this issue.



Picture #1. Description of the digital use of marketing information in the industry of Uzbekistan

Employee resistance to change can arise when existing processes and procedures need to be altered in order to implement a MIS. Companies can resolve this problem by explaining the advantages of a MIS to staff members and involving them in the installation procedure to secure buy-in and support.

In conclusion, adopting a MIS in Uzbekistan can be difficult due to a number of difficulties such little data, poor data quality, and scarce resources. But, by investing in market research, utilizing data cleaning and analysis technologies, prioritizing essential marketing information needs, investing in training programs, and incorporating staff in the implementation process, firms may

overcome these difficulties. Companies may effectively use a MIS to make data-driven choices and maintain competitiveness in the Uzbekistan market by solving these issues.

The people of Uzbekistan, a developing nation in Central Asia, utilize marketing data in a number of ways. Here are a few illustrations:

Social media: Facebook and Instagram are among the social media sites that consumers frequently use in Uzbekistan to learn more about goods and services. Consumers also follow brands that they are interested in to learn about new offerings, specials, and occasions.

Word of mouth: In Uzbekistan, word-of-mouth advertising is crucial. Customers frequently consult their friends and family for advice and views on goods and services, and they place greater faith in these recommendations than they do in conventional advertising.

While conventional types of advertising, such as television ads and billboards, are still common in Uzbekistan, many customers are growing weary of these messages. Through email marketing or social media posts, they like to acquire information directly from brands.

Product reviews: Before making a purchase, many Uzbek shoppers consult product reviews. Consumers might read reviews on social media sites or e-commerce sites, or they can ask other customers for recommendations.

Experiences in-store: Lastly, a large portion of Uzbek consumers base their decisions on their shopping experiences. Before making a purchase, individuals might go to a store to touch and feel the item and ask the salespeople for recommendations.

In general, consumers in Uzbekistan use a range of sites to learn about marketing, and they are growing skeptical of conventional advertising techniques. In this market, brands that can communicate with customers on social media and through other channels and offer accurate, open information would probably do better.

As customers everywhere, shoppers in Uzbekistan base their selections on marketing information. They might obtain and use the information differently than other nations, though.

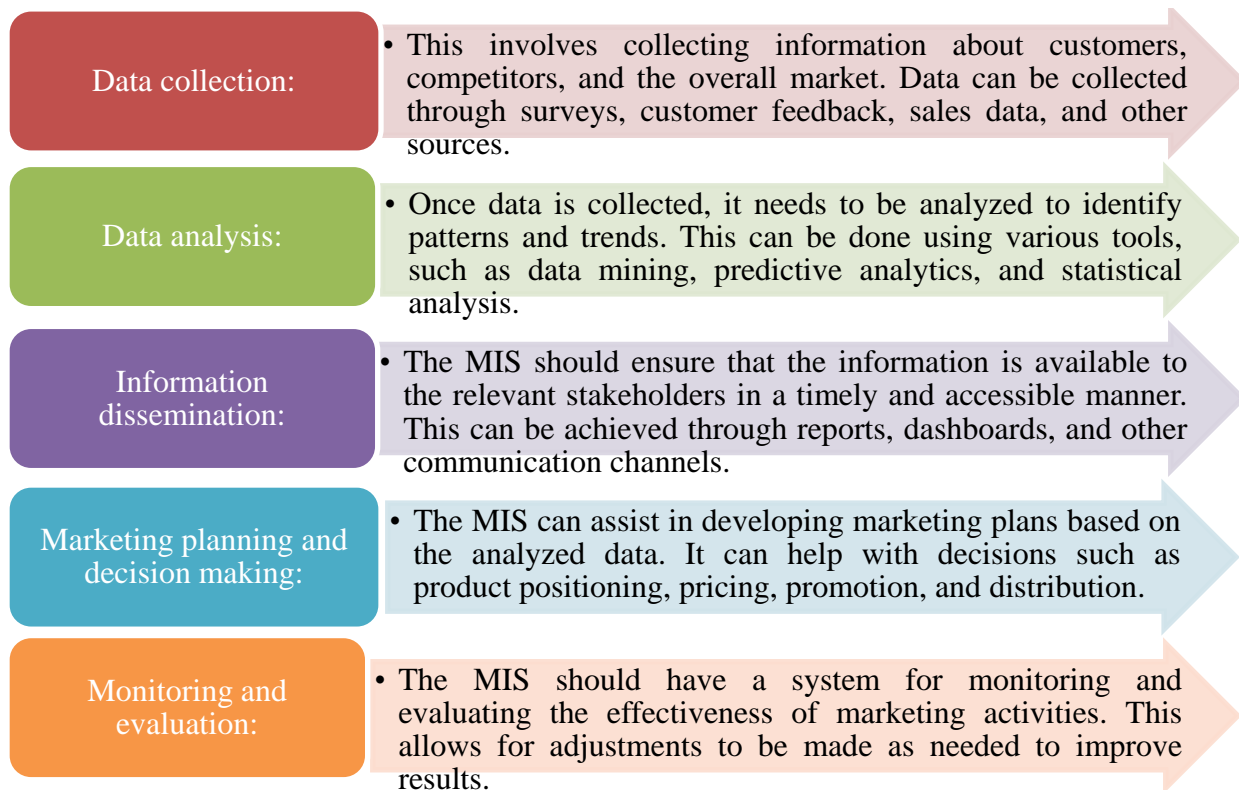
With conventional media outlets like newspapers, radio, and television, Uzbek consumers can receive marketing information. These channels continue to be a major source of news and information for many Uzbeks, and businesses frequently advertise on them.

Yet, Uzbekistan is also seeing an increase in the usage of online advertising and social media. More than 20 million Uzbeks had access to the internet as of 2022, and this figure is anticipated to rise. With younger generations more likely to utilize social media and search engines to study products and services, many businesses are now reaching out to consumers through digital platforms.

When Uzbek customers have access to marketing data, they use it to assess the worth and quality of goods and services. It's important to keep in mind, too, that cultural and socioeconomic variables can also influence consumer choices in Uzbekistan. For instance, maintaining one's social position, or "face," is significant in Uzbek society, and people may opt to purchase things that are seen as prestigious or high-quality in order to do so.

Similar to customers in other nations, Uzbek consumers also use marketing information, however they may get it through different sources. Moreover, in Uzbekistan, societal and cultural variables might have an impact on purchase choices.

In Uzbekistan's light industry, a marketing information system (MIS) can assist businesses in compiling and examining pertinent data to help them decide on their marketing plans. The following elements could be found in such a system:



The MIS could be used in Uzbekistan's light sector to learn more about consumer preferences, the market as a whole, and the competitive environment. It could assist businesses in determining which products are in high demand and which are not, the most efficient marketing channels, and the best ways to adjust price and distribution plans. With this knowledge, businesses may decide more intelligently how to market and sell their goods, which will ultimately result in higher sales and profitability.

CONCLUSION

In summary, a marketing information system (MIS) is a useful tool for businesses to collect and analyze data so they can make strategic decisions about their marketing plans. It enables businesses to gather and analyze data on clients, rivals, and the sector at large in order to pinpoint market trends and client preferences. Businesses can decide on product development, pricing tactics, and advertising initiatives with the help of a MIS.

It is impossible to exaggerate the value of a MIS in the business world because it helps companies identify their target customers and adjust to shifting market dynamics. Businesses may remain ahead of the competition and create solid, long-lasting relationships with their clients by utilizing cutting-edge data analytics and market research approaches.

In the end, a marketing information system is an essential tool for any industry hoping to thrive in the fiercely cutthroat business environment. Businesses can better understand their consumers' demands and develop marketing plans that generate growth and revenue by investing in a MIS and utilizing the information it offers.

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