

THE SCIENTIFIC AND THEORETICAL FOUNDATIONS OF USING INTERNET MARKETING IN BUSINESS ACTIVITIES.

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In the context of the digital economy today, one of the most urgent issues for the modern economy of Uzbekistan is ensuring the economic stability and competitiveness of the textile enterprises. Given this, it is essential that the textile enterprises of our country do not lag behind the developed countries in terms of development. In the era of global economic integration and increasing competition in the market, national manufacturers face the task of producing competitive products in the international market, as well as achieving sustainable economic growth for the country. The position of Uzbekistan in the global economy and politics in the world textile product market will significantly influence the successful completion of a number of tasks. Successfully addressing these tasks is also closely linked to the effective use of modern marketing in the activities of enterprises.

The global textile market size reached 1,027.0 billion US dollars in 2023. According to IMARC Group, the market is expected to reach 1,445.4 billion US dollars by 2032, with a compound annual growth rate (CAGR) of 3.8% from 2024 to 2032. One of the main driving forces behind the market is the changing preferences of consumers, rapid population growth, an increasing preference for eco-friendly, organic, and functional textile products, technological advancements, and government policies and initiatives. One of the key drivers of market growth is the changing consumer preferences and lifestyle trends. As people strive for comfort, sustainability, and fashion choices, the demand for textile products is increasing. Consumers now view textiles that provide eco-friendly fabrics, organic materials, and improved performance as high-quality products. Another driving force is the rapid population growth worldwide. Additionally, with the growth in population and an increase in income levels, especially in countries like India and China, textile spending has also risen. Moreover, technological advancements and innovations in production processes, such as automation, digital printing, and "smart textiles," have found their place in the industry. These achievements not only increase efficiency but also open new opportunities for personalization and economic stability. Additionally, government initiatives to promote local textile production or

trade contracts significantly impact market dynamics. The textile industry in our country is also achieving good results. Currently, there is a focus on increasing the potential of textile production in our country and making use of the cultivation of high-quality cotton. The initiatives of the state leadership are of great importance, as they invest in modernizing the textile sector and increasing production capacities to meet both domestic and international demand. One of the main reasons for the growth of the textile industry in our country is the introduction of digitization and the use of automated systems, which has strengthened online shopping and helped expand the textile product market. It can be said that the state's attention to sustainable practices and the adoption of modern technologies in textile production has worked in areas that ensure the sustainability of economic growth in recent years. The economic development of textile enterprises has been studied by various scholars and experts. Researchers emphasize that various factors influence the economic development of this industry.

For instance, J. Smith (2020) in his research emphasized that new technological solutions and automation increase the production efficiency and competitiveness of textile enterprises. He considered technological innovations as a crucial factor in the development of the textile industry and stated that new technologies allow for improving product quality, enhancing production efficiency, and reducing costs. Professor D. Jane (2019) in his research showed that entering local and international markets increases the sales volume of enterprises and reduces risks. He emphasized that textile enterprises' expansion into different markets and diversification of product assortments lead to economic stability and development. B. Emily (2018) in his research highlighted that training skilled labor and management personnel is a guarantee for sustainable development of enterprises. He mentioned that improving the quality of labor resources and continuously training employees plays a crucial role in the economic development of enterprises. G. Michael (2021) in his research stated that eco-friendly production practices and the use of renewable resources enhance the reputation of textile enterprises in international markets. He emphasized that the introduction of ecological sustainability and eco-friendly production technologies contributes to the long-term development of textile enterprises.

Professor L. Anna (2022) in his research demonstrated that government support and incentives lead to faster development of the textile industry and the creation of new jobs. He emphasized that government support, subsidies, and tax exemptions play a significant role in the development of enterprises. The ideas presented above cover various aspects of the economic development of textile

enterprises. The research of scholars shows the importance of technological innovations, market diversification, labor resource quality, ecological sustainability, and government policy for the sustainable development of this industry. In recent years, textile enterprises in our country have been carrying out high-level practical work to increase the export of their services and products, boost sales and purchases, and raise the quality of their products to meet the demands of global markets. The "Action Strategy for the Development of the Republic of Uzbekistan for 2017-2021" has identified the "assimilation of fundamentally new types of products and technologies, and ensuring the competitiveness of domestic goods in both domestic and foreign markets" as a priority direction. This highlights that enterprises aiming to reach targeted consumers and become competitive must have modern marketing strategies.

In the research works of Uzbek scholars on the key factors and trends in the development of the textile industry in our country, we can observe the following ideas: For example, F. Roziboev (2021) emphasizes the importance of increasing production efficiency through modern textile machinery and automated systems, considering technological innovations as crucial for the development of the textile industry. To be competitive in the global market, new technologies must be implemented. Uzbek scholars emphasize that increasing export potential can contribute to the national economy. To enter international markets, products must meet quality standards. K. Abdukarimov (2022) researched strategies for expanding export opportunities and entering new markets. Sh. Alijanov (2020) presented information on the positive impact of government support for textile enterprises in his research. Government support and financial assistance play a significant role in the development of this sector. Subsidies and tax incentives motivate enterprises, as emphasized in his research. Uzbek scholars also emphasize the importance of introducing ecological sustainability and eco-friendly production methods. This not only helps protect the environment but also increases the competitiveness of products in international markets. L. Karimova (2021) conducted research on the practice of eco-friendly production and its significance. In the development of the textile industry in our country, local scholars emphasize the importance of innovation, export potential, government support, skilled personnel, and ecological sustainability. They recommend using modern technologies, producing products that meet international standards, focusing on eco-friendly production, and utilizing modern marketing technologies for the sustainable development of the sector. The core idea of modern marketing is that, in today's world, businesses need to focus on customers to succeed, anticipate their

needs, offer them the value they are seeking, and do this in the most convenient way possible.

Modern marketing refers to a set of marketing technologies aimed at creating, expanding, and supporting new products or services. The distinctive feature of modern marketing is that it works with the concept of the product being developed, rather than the physical product itself. This contrasts with traditional marketing and introduces significant challenges in conducting marketing research. As a result, entering global markets requires the effective use of modern internet marketing technologies. The word "marketing," translated literally from English, means "market action" or "market activity." As a field of study, marketing began to develop in the late 19th and early 20th centuries. The first marketing courses were introduced in U.S. universities in 1902 (Eduard Jones at the University of Michigan, Simon Litman at the University of California, Berkeley, and George M. Fisk at the University of Illinois). In 1926, the National Marketing and Advertising Association was established in the U.S. Based on this, the American Marketing Society was formed, which later became the American Marketing Association in 1937. Subsequently, similar associations and organizations emerged in Western Europe, Canada, Australia, and Japan. In general, famous American marketer Philip Kotler defined marketing as: "Marketing is a type of human activity aimed at satisfying needs and wants through exchange." One of the main reasons for the emergence of marketing was the increasing volume of production, the creation of new industries, the growth of product types, and the emergence of sales problems among entrepreneurs. By studying the chronology of Philip Kotler's books, one can understand how marketing has developed. The development of marketing can be seen in the following table (1).

The Development of Marketing in Philip Kotler's Works.

1-table.

1.The authors of "Marketing Management" are F. Kotler and T. O. Lane Keller (first edition in 1967, 15th edition in 2018).	Marketing 1.0 – Product-Centered Marketing	The goal of marketing is to assist in selling the product.
2.The authors of "Principles of Marketing" are F. Kotler, G. Armstrong, V. Wong, and J. Saunders (first edition in 1990, 7th edition in 2017).	Marketing 2.0 – Customer-Centered Marketing	The goal of marketing is to satisfy and retain customer needs.

3.The authors of "Marketing 3.0: From Products to Customers to the Human Spirit" are F. Kotler, H. Kartajaya, and I. Setiawan (2011).	Marketing 3.0 – Human-Centered Marketing	The goal of marketing is to change the world for the better.
4.The authors of "Marketing 4.0: From Traditional to Digital. Advertising Technologies on the Internet" are F. Kotler, H. Kartajaya, and I. Setiawan (2018).	Marketing 4.0 - Techno-Revolutionary Marketing	The goal of marketing is to create an empathetic brand. The brand possesses human qualities and becomes a friend to the consumer.

The development of science, technology, and technological advancements, as well as changes in the social, economic, technological, cultural, and ecological environment, necessitate a transition from an industrial society to a multimedia, high-tech, and information society. Currently, the traditional concept of marketing is changing, with new tools emerging for interaction with customers and the creation of more popular marketing promotion methods. In this context, electronic marketing, which is a form of direct marketing conducted via the internet, plays a significant role. The majority of consumers have become active users of the internet, forcing businesses to redirect their activities into the digital realm. This shift highlights the growing importance of internet-based marketing strategies, where businesses must adapt and utilize modern digital tools to meet customer needs and stay competitive in an increasingly connected and digital world.

In summary, there are several key factors for the development and economic stability of Uzbekistan's textile industry. The implementation of new technologies, automation, ecological sustainability, and increasing export potential enhance the competitiveness of the industry. Government support, subsidies, and tax incentives have a positive impact on the development of enterprises. Additionally, training skilled personnel and improving the quality of labor resources are essential for sustainable growth. The effective use of modern marketing technologies, particularly internet marketing, is an important tool for enterprises to succeed in the market. Thus, for the successful development and achievement of economic stability in the textile industry, it is necessary to implement technological innovations, eco-friendly production, skilled workforce training, government support, and modern marketing. These factors make the industry competitive not only in the domestic market but also in international markets.

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