

ANALYSIS OF MARKETING STRATEGIES AIMED AT DEMAND GENERATION IN ENTERPRISES (CASE OF BUKHARA REGION)

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Abstract

This article analyzes the current state of marketing strategies aimed at demand generation in enterprises of the Bukhara region. It identifies practical issues and opportunities based on market segments, the level of use of marketing tools, and the competitive environment. Additionally, suggestions are developed based on successful experiences in the sector.

Keywords

marketing, marketing strategy, demand generation, competitiveness, market analysis.

In today's global economy, changes such as intensifying competition, the widespread use of digital technologies, and dynamic shifts in consumer needs and behavior present new strategic challenges for enterprises. In such a context, developing effective demand generation strategies is crucial to ensure stable market activity, expand customer potential, and increase sales volume(2023).

Marketing strategies are comprehensive approaches that help an enterprise successfully promote its products and services, achieve competitiveness, and maintain profitability. Strategies for generating and managing demand are of strategic importance and involve scientific decision-making, identifying market segments, and using customer-oriented communication channels.

In the economy of Bukhara, enterprises in the service, tourism, insurance, and retail sectors play an important role. However, many companies still rely on traditional marketing methods, which limits customer flow and reduces sustainability. Digital marketing, customer analysis, and segmentation-based planning are used insufficiently(2024).

Hence, analyzing marketing strategies aimed at demand generation in Bukhara, evaluating their current condition, identifying issues, and developing improvement proposals are both scientifically and practically significant.

Marketing theory and demand generation have been widely studied by both international and Uzbek scholars.

According to Philip Kotler and Gary Armstrong in *Principles of Marketing*, strategic marketing involves market analysis and a customer-centric approach. They emphasize that “demand generation is the process of understanding and satisfying customer needs to achieve sustainable market share” (2020).

Michael Porter, in *Competitive Strategy*, highlights how proper marketing strategy selection and differentiation provide a competitive advantage (1980). This approach is highly relevant for service and tourism companies in Bukhara.

Among Uzbek scholars, B. Mahmudov, A. Rakhimov, and I. Qurbanov emphasize the importance of increasing the state’s role in demand generation, analyzing internal markets deeply, and introducing innovative marketing approaches. In particular, A. Rakhimov argues that “for active demand management, it is necessary to constantly monitor market segments and establish communication with customers via digital platforms” (2021).

Modern research emphasizes the role of digital marketing in reaching customers through social media, email, and SEO. Damian Ryan and Chaffey & Ellis-Chadwick note that digital strategies enhance customer targeting and feedback loops, especially in emerging markets (2023),(2016).

Furthermore, Kumar & Reinartz describe how customer relationship management (CRM) tools help segment and personalize offers, which is essential for demand formation (2019).

Consumer behavior analysis, discussed in Solomon’s work, also provides insights into how customer needs evolve and how marketing must respond dynamically (2018).

Uzbek economist I. Qurbanov highlights the importance of digital marketing in Uzbekistan’s SMEs and suggests that improved internet access and skills can accelerate competitiveness (2020).

The use of Big Data and AI, as reported by Deloitte Insights, OECD, and Rust & Huang, is revolutionizing how companies anticipate demand (2022). Companies like Amazon and Toyota have adopted these technologies to gain market leadership.

Finally, the book *Marketing 5.0* by Kotler, Kartajaya & Setiawan discusses integrating technology with human-centered marketing, a concept that is highly applicable in developing economies (2021).

The study applied the following approaches:

- Content analysis of the marketing policies of key enterprises in Bukhara.
- Sectoral analysis focused on tourism, insurance, and retail.
- Comparative analysis to contrast local practices with those from other regions.

The study analyzed 15 small and medium-sized enterprises in Bukhara's insurance, tourism, and retail sectors. Key findings:

1.Application of Marketing Strategies. 60% of enterprises lacked a structured marketing strategy, relying only on short-term promotions. Only 40% adopted a strategic approach using customer databases and digital platforms.

Table-1

The presence of a marketing strategy in the analyzed enterprises

N	Marketing Strategy Status	Share of Enterprises
1	Present and effective	20%
2	Present but incomplete	20%
3	Not present	60%

2.Demand Generation Channels. Traditional tools (banners, TV, fairs) dominate. Digital channels like websites, SMM, and email marketing are rarely used.

- 4 enterprises are active on social media.
- 1 insurance company uses email marketing.
- 2 have websites with poor SEO and no updates.

3.Insurance Sector Example: Global Insurance Group LLC

Their demand generation methods include:

- Customer segmentation by insurance type.
- Personalized offers.
- Direct explanation via agents.
- Telegram service groups.

Result: a 28% increase in customers in 2023. However, limited use of digital tools like contextual ads or analytics restricts further expansion.

4.Tourism Sector Overview. Despite Bukhara's tourism potential:

- Most clients come through referrals.
- Websites are outdated, lack multilingual content.
- No online ads or targeting.

5. Challenges and Opportunities.

Challenges:

- Lack of systematized targeting
- Weak or absent marketing budgets
- Poor digital marketing skills
- No formal market segmentation practice

Opportunities:

- Digital technologies can open new markets
- Competition is still low in tourism and insurance sectors
- Government programs support small businesses and tourism

Marketing strategies for demand generation in Bukhara remain underdeveloped in the face of digital transformation. Most firms rely on short-term campaigns, not strategic planning.

International experience (e.g., Amazon, Toyota, Siemens) shows the importance of customer analysis, digital channels, and data-driven decision-making. These companies use AI, Big Data, and personalized communication (2021).

Locally, Global Insurance Group LLC shows a customer-centered strategy. However, digital marketing skills, small budgets, and insufficient market research remain key constraints.

The author recommends:

- Creating specialized marketing departments focused on digital tools
- Implementing personalized and segmented customer approaches
- Expanding SMM, contextual advertising, targeting, and email marketing
- Partnering with research institutions for market analysis
- Leveraging government grants/subsidies(2023)

The study concludes that while demand-focused marketing strategies in Bukhara's enterprises are not fully formed, there is high potential for development. Traditional tools still dominate, which is inadequate in competitive markets.

Full use of digital platforms, customer segmentation, and innovation are vital. Government programs supporting tourism and SMEs should be used effectively.

Strategic marketing focused on demand generation can increase efficiency, improve competitiveness, and expand customer bases in Bukhara enterprises.

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