

MARKETING APPROACHES AIMED AT INCREASING THE COMPETITIVENESS OF THE ENTERPRISE

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Khidirov Sherzod Olimovich

Independent researcher of the Department of "Marketing"

Tashkent State University of Economics

Abstract

The article explores marketing approaches that enterprises can adopt to strengthen their competitive position in dynamic markets. As competition intensifies under globalization and rapid technological change, enterprises must design flexible marketing strategies that not only secure market share but also build sustainable customer relationships. The paper highlights theoretical foundations of marketing competitiveness, key approaches such as differentiation, branding, digital transformation, customer relationship management (CRM), and innovation in product and service design. Special attention is given to the role of integrated marketing strategies in enhancing the long-term competitive advantage of enterprises.

Keywords

competitiveness, marketing strategy, differentiation, branding, digital marketing, customer relationship management.

INTRODUCTION

In the 21st century, enterprises face increasing challenges in maintaining and improving their market positions. Competitiveness is no longer defined solely by the ability to lower production costs or improve efficiency; it is increasingly shaped by how effectively a company can position itself in the minds of consumers. Marketing approaches serve as the primary tool for achieving this positioning. They connect the enterprise's internal capabilities with external market demands, ensuring that products and services are not only accessible but also attractive to customers. Thus, marketing becomes a strategic driver of competitiveness, combining analytical, creative, and technological components.

MATERIALS AND METHODS

Competitiveness in the context of marketing can be understood as an enterprise's ability to create and deliver superior value to its customers compared to competitors. This involves not only product quality but also price, distribution

channels, brand perception, and customer experience. Classical marketing theory emphasizes the “4Ps” model (product, price, place, promotion) as a baseline for competitiveness, but modern enterprises increasingly rely on expanded frameworks that include customer service, personalization, and digital tools [1].

Differentiation remains one of the most effective marketing approaches for increasing competitiveness. By offering unique features, design, or customer service, an enterprise can distance itself from rivals and establish a stronger identity in the marketplace. Differentiation may involve [2]:

- Product innovation (developing new or improved versions of existing products).
- Service enhancement (providing faster delivery, warranties, or after-sales support).
- Emotional branding (linking the brand with lifestyle, identity, or social values).

Apple’s focus on design and innovation or IKEA’s emphasis on affordable and functional home solutions are classical examples of how differentiation creates long-term competitiveness.

Strong branding ensures that customers not only purchase a product but also build loyalty towards the enterprise. A brand represents an intangible asset that can significantly increase a company’s competitiveness. Brand equity, the value derived from customer perceptions of a brand, can lead to higher margins, reduced sensitivity to price competition, and easier entry into new markets. Building strong brand equity requires consistent communication, quality assurance, and alignment with consumer values.

Customer relationship management (CRM) has become central to modern marketing approaches. Enterprises increasingly rely on customer data to segment markets, personalize offerings, and anticipate consumer needs. A customer-centric approach ensures long-term competitiveness by creating trust and loyalty. CRM systems also allow enterprises to gather feedback in real-time, adapt strategies, and offer targeted promotions. This reduces customer churn and increases the lifetime value of each client.

The digital revolution has transformed how enterprises compete. Digital marketing tools—such as social media advertising, search engine optimization (SEO), influencer marketing, and targeted content strategies—enable enterprises to reach global audiences at lower costs compared to traditional advertising. Moreover, e-commerce platforms expand distribution channels, while analytics and artificial intelligence allow companies to forecast demand more accurately and

personalize customer interactions. Digital presence is no longer optional; it is a core requirement for remaining competitive in almost any industry.

Another critical approach is integrated marketing communications, which ensures that all promotional tools—advertising, public relations, online campaigns, and direct marketing—work in harmony to convey a consistent message. IMC enhances competitiveness by eliminating contradictory signals, reinforcing brand identity, and creating stronger associations in the consumer's mind. In saturated markets, consistency across multiple channels is often the deciding factor in consumer choice.

Marketing strategies cannot remain static in rapidly changing markets. Enterprises must adopt a culture of innovation, where products and services are continuously adapted to new consumer needs. Market responsiveness—quickly adjusting prices, launching new product lines, or adopting emerging technologies—is often what separates successful enterprises from lagging competitors. In this sense, innovation is not only a technical process but also a marketing necessity.

Modern consumers increasingly prefer brands that demonstrate ethical behavior and environmental responsibility. Sustainable marketing—highlighting eco-friendly production, ethical sourcing, and community engagement—has become a powerful competitive advantage. Enterprises that successfully integrate corporate social responsibility into their marketing approaches often attract loyal, value-driven consumers. This also contributes to a positive brand image, which enhances competitiveness in the long run.

RESULTS AND DISCUSSION

Another essential marketing approach for increasing enterprise competitiveness lies in the strategic use of market segmentation and positioning. Companies that aim to compete effectively cannot treat the market as a homogeneous whole. By identifying specific consumer segments—based on demographics, psychographics, purchasing behavior, or lifestyle—enterprises can tailor their offerings to meet the exact needs of each group. For example, a sewing and knitting enterprise may position one product line as premium fashion for urban professionals, while offering another as affordable and durable clothing for families. This targeted positioning helps minimize direct competition and ensures that each segment associates the brand with clear, distinctive value [3].

In addition to segmentation, relationship marketing is becoming increasingly critical. Unlike traditional marketing, which often emphasizes one-time transactions, relationship marketing focuses on long-term engagement. Enterprises that invest in building trust and emotional connections with customers gain a

competitive edge because loyal customers are less sensitive to price fluctuations and more likely to recommend products to others. Techniques such as loyalty programs, personalized communication, and exclusive membership benefits strengthen these bonds, transforming customers into brand advocates.

A further dimension is the role of experiential marketing in enhancing competitiveness. In modern consumer culture, buyers seek not only functional products but also memorable experiences. By creating immersive brand interactions—such as interactive events, fashion shows, virtual fitting rooms, or social media challenges—enterprises can differentiate themselves from competitors who focus solely on product features. Experience-based marketing creates emotional resonance with the brand, which is often more enduring than the product itself.

Moreover, enterprises must incorporate data-driven decision-making into their marketing approaches. The ability to analyze large datasets on consumer preferences, purchasing habits, and online behavior allows companies to optimize pricing strategies, forecast demand, and design personalized offers. Advanced analytics and artificial intelligence tools enable predictive insights that were not possible in the past. For example, analyzing online search patterns may reveal rising interest in eco-friendly fabrics, allowing sewing enterprises to launch sustainable clothing lines ahead of competitors. Data-driven strategies therefore ensure agility, responsiveness, and a competitive first-mover advantage.

It is also important to consider internationalization strategies as a marketing tool. In an era of globalization, many enterprises seek to expand their competitiveness by entering foreign markets. Successful international marketing requires cultural adaptation of branding, communication, and product design. A slogan or logo that resonates positively in one culture may have unintended meanings in another. Enterprises that carefully localize their marketing messages while maintaining consistent brand identity gain credibility and trust abroad, which strengthens their global competitiveness [4].

The integration of innovation ecosystems into marketing approaches has become a decisive factor. Enterprises that collaborate with startups, universities, and research institutions gain access to cutting-edge ideas and technologies, which they can quickly incorporate into their product lines. By marketing themselves as innovative and future-oriented, such companies attract consumers who value progress and creativity. This ecosystem-based strategy not only accelerates innovation cycles but also reinforces the enterprise's image as a leader in its industry.

One of the most powerful marketing approaches for enhancing enterprise competitiveness is the adoption of value-based marketing strategies. In highly competitive markets, it is not enough for an enterprise to emphasize price or product quality alone. Instead, the focus must shift toward the holistic value perceived by customers. This includes not only tangible aspects such as durability, functionality, and design but also intangible benefits like emotional satisfaction, social status, and alignment with consumer values. For instance, global clothing brands that emphasize sustainability or fair-trade practices appeal to customers' ethical concerns, thus enhancing their competitive advantage even if their products are priced higher. Value-based marketing creates a deep and enduring connection with consumers by positioning the enterprise as a brand that reflects their personal beliefs and lifestyle.

Another crucial marketing approach lies in strategic partnerships and collaborations. Enterprises can strengthen their competitiveness by forming alliances with suppliers, distributors, technology providers, or even other brands. Such collaborations enable companies to expand their reach, share costs of innovation, and increase market visibility. For example, a sewing enterprise might partner with well-known fashion designers or collaborate with technology companies to develop smart fabrics. These partnerships not only enrich the product portfolio but also enhance credibility in the eyes of consumers, who increasingly value innovation and quality assurance that comes from multi-stakeholder cooperation.

The integration of storytelling in marketing communication is also a significant factor in shaping competitiveness. Today's consumers are less responsive to impersonal advertising and more attracted to narratives that humanize the brand. By creating compelling stories about the origins of their products, the artisans who craft them, or the positive social impact of their activities, enterprises can emotionally engage customers and build brand loyalty. Storytelling is especially effective in industries like textiles and handicrafts, where products carry cultural meaning and heritage. By positioning themselves as not just sellers of goods but as storytellers of tradition, creativity, and innovation, enterprises can distinguish themselves from competitors.

An often-overlooked aspect is the role of internal marketing in boosting competitiveness. Internal marketing refers to aligning employees with the company's marketing vision so that they become ambassadors of the brand. Motivated and well-trained employees can directly enhance customer satisfaction through high-quality service, consistency in communication, and a positive customer experience. When staff members feel connected to the brand's values and

mission, they are more likely to embody these values in their interactions with clients. This, in turn, strengthens the enterprise's competitive position, as satisfied customers often judge a company not only by its products but also by the service they receive.

Enterprises can also increase their competitiveness through agile marketing strategies that emphasize flexibility and rapid response to market changes. Unlike traditional long-term plans that often become outdated in volatile environments, agile marketing relies on short cycles of testing, feedback, and adaptation. Companies employing agile methods can quickly adjust their campaigns, redesign their offerings, or refine their target audience strategies based on real-time feedback. This adaptability allows them to stay ahead of competitors who are slower to respond to shifts in consumer preferences or economic conditions.

Furthermore, emotional and sensory branding offers enterprises an innovative path to competitiveness. By appealing not only to rational decision-making but also to the senses—through colors, sounds, textures, and even scents—companies can create unique customer experiences. For example, retail stores often use specific music, interior design, and fragrances to influence customer mood and encourage purchases. In the sewing and knitting industry, showcasing the tactile quality of fabrics or using appealing visual campaigns that highlight comfort and elegance can create stronger emotional engagement with consumers. Sensory branding ensures that customers associate the enterprise with a distinct identity that competitors find hard to replicate [5].

The integration of sustainability and corporate social responsibility (CSR) into marketing strategies has become indispensable. Modern consumers increasingly scrutinize how enterprises produce their goods, treat their workers, and interact with the environment. By adopting eco-friendly practices, reducing carbon footprints, and transparently communicating these initiatives to the public, enterprises can position themselves as socially responsible actors. This not only builds consumer trust but also attracts environmentally conscious investors, opening new avenues for financial stability and market expansion. For example, textile enterprises that adopt organic cotton or recycling initiatives can market themselves as forward-looking and responsible, thereby enhancing competitiveness in global markets where sustainability is becoming a decisive factor.

Additionally, enterprises can improve competitiveness through pricing strategies that balance affordability with perceived value. Pricing is not just a financial decision but also a powerful marketing signal that shapes consumer perception of quality. Companies can adopt differentiated pricing strategies such as penetration pricing to quickly capture market share, premium pricing to emphasize

exclusivity, or dynamic pricing that adjusts in real-time based on demand and competition. In all cases, the key is to ensure that the price reflects not just production costs but also the brand's positioning in the market. For example, luxury brands often maintain high prices to reinforce exclusivity, while mass-market enterprises rely on affordability combined with consistent quality. Correctly executed, pricing becomes a strategic tool that directly influences competitiveness [6].

The role of corporate image and reputation management should not be underestimated. In an age where information travels rapidly across social networks, a company's reputation can make or break its competitiveness. Enterprises must invest in transparent communication, crisis management, and proactive reputation-building strategies. Positive reviews, social media engagement, and responsible communication practices strengthen trust among stakeholders. On the contrary, a poorly managed reputation crisis can severely damage competitiveness, regardless of product quality. Companies that consistently maintain ethical standards, deliver on promises, and handle customer complaints effectively are perceived as reliable and trustworthy, which ensures sustainable market advantage.

CONCLUSION

Marketing approaches aimed at increasing competitiveness require enterprises to go beyond traditional promotional activities. Competitiveness is achieved through a combination of differentiation, strong branding, customer-focused strategies, digital transformation, and continuous innovation. At the same time, enterprises must integrate ethical and sustainable practices to meet the evolving expectations of modern consumers. By strategically aligning these marketing approaches, enterprises can not only survive in highly competitive markets but also achieve long-term leadership and resilience.

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