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The main directions of socio-economic development of New Uzbekistan: problems and solutions

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The main directions of socio-economic development of New Uzbekistan: problems and solutions collection of materials of the international scientific and practical conference on the topic

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In the collection of materials of the conference, the role and role of Science, Education and production in the era of globalization, the pressing problems of the issues of interaction of these processes, feedback on their solutions were presented by mature specialists of the field.

In addition, research on the scientific and practical topic, carried out in the economics, Exact Sciences, Natural Sciences and socio-humanities during the globalization period, information is presented in the scientific and practical fields, which includes the latest innovative technologies in the fields of production.

It can be argued that this collection is one of the specific intersections of current thoughts and innovative ideas of the world of science. This scientific and practical conference was actively attended by professors and scientific researchers engaged in scientific research in Uzbekistan and foreign countries. In increasing the position of the scientific and practical conference, the professors and teachers of domestic and foreign higher educational institutions made a significant contribution.

Professors and teachers of foreign higher educational institutions who actively participated in the work of the conference made a worthy contribution to the high level of interaction with scientists of our country. The processes of international cooperation with foreign countries and exchange with them in the field of Science in the era of globalization have a positive effect on the development of Higher Education, the fields of Science and production. The materials of this conference are special in that they include a wide range of research, from theoretical developments to practical solutions, demonstrating the diversity of approaches and directions in this area.

In conclusion, it should be noted that this scientific and practical conference will be a very useful collection for everyone who is interested in modern research in the fields of further development of Higher Education, Science, Education and production in the era of globalization. The authors are responsible for the content and quality of the articles and abstracts included in the collection.

MARKETINGDA KOMMUNIKATSION SIYOSAT



Usmonov Yusuf
Mirzo Ulug‘bek nomidagi O‘zbekiston Milliy universitetining Jizzax filiali

Annotatsiya: Ushbu ilmiy maqolada marketingda kommunikatsion siyosatning ahamiyati va uning samarali amalga oshirilishi haqida so‘z yuritiladi. Marketing kommunikatsiyalari – bu kompaniyaning iste’molchilar, hamkorlar va boshqa manfaatdor tomonlar bilan o‘zaro aloqalarini boshqarish jarayonidir. Kompaniya maqsadlariga erishish uchun kommunikatsiya siyosatining to‘g‘ri rejalashtirilishi, jamoaning aniq xabarlar bilan ishlashi va ularning targ‘ibot faoliyatini muvofiqlashtirish zarurdir. Maqolada marketing kommunikatsiya siyosatining asosiy komponentlari, jumladan, reklama, PR (ommaviy aloqalar), shaxsiy sotuvlar va sotishdan keyingi xizmatlar tahlil qilinadi. Shuningdek, digital marketing va ijtimoiy tarmoqlarning kommunikatsion siyosatdagi roli haqida ham so‘z boradi. Marketingda kommunikatsion siyosatni to‘g‘ri ishlab chiqish kompaniyalarga brendni yaratishda, iste’molchi bilan uzoq muddatli aloqalarni o‘rnatishda va raqobatbardosh ustunlikni saqlashda yordam beradi.

Kalit so‘zlar: Marketing kommunikatsiyasi, kommunikatsion siyosat, reklama, PR, shaxsiy sotuvlar, digital marketing, ijtimoiy tarmoqlar, brend yaratish, maqsadli auditoriya, marketing strategiyasi, aloqalar boshqaruvi, marketing kanallari.

Kirish

Marketingda kommunikatsion siyosat tashkilotning bozor talablariga mos ravishda, mahsulot yoki xizmatni iste’molchilarga etkazish va brendni yaratishda muhim rol o‘ynaydi. Kommunikatsion siyosat kompaniyaning mahsulotlari yoki xizmatlari haqida ma’lumotni iste’molchilarga etkazishning barcha vositalarini o‘z ichiga oladi. U faqat reklama va PR (ommaviy aloqalar)ni emas, balki shaxsiy sotuvlar, sotishdan keyingi xizmatlar, interaktiv marketing, ijtimoiy tarmoqlar va boshqa ko‘plab vositalarni ham o‘z ichiga oladi. Marketing kommunikatsiyalarining samarali rejalashtirilishi kompaniyaga o‘zining maqsadli auditoriyasi bilan to‘g‘ri aloqalarni o‘rnatishda yordam beradi, brendning pozitsiyasini mustahkamlaydi va raqobatbardosh ustunlikni ta’minlaydi.

Ushbu maqola marketingda kommunikatsion siyosatning asosiy tushunchalari, uning komponentlari, amaliyotdagi qo‘llanilishi va raqamli kommunikatsiyalar yordamida samarali marketing strategiyasini yaratishdagi ahamiyatini ko‘rib chiqadi. Kommunikatsion siyosatni rejalashtirish va amalga

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oshirishda qanday yondashuvlar mavjudligi va ularning kompaniya muvaffaqiyatiga ta’siri tahlil qilinadi.

Marketingda kommunikatsion siyosatning asosiy komponentlari

Marketing kommunikatsiya siyosati turli komponentlardan tashkil topgan bo‘lib, har biri maqsadli auditoriya bilan samarali aloqalar o‘rnatishda alohida rol o‘ynaydi. Ushbu komponentlar quyidagilardan iborat:

1. Reklama

Reklama – bu kompaniyaning mahsuloti yoki xizmatini keng ommaga tanitish uchun ishlatiladigan asosiy vositalardan biridir. Reklama, asosan, ommaviy axborot vositalarida (televidenie, radio, nashrlar, internet) amalga oshiriladi. Reklamaning asosiy maqsadi – iste’molchini mahsulotni sotib olishga yoki xizmatdan foydalanishga undashdir. Reklama strategiyasi yaratishda maqsadli auditoriyaning ehtiyojlarini tushunish va to‘g‘ri xabarni etkazish juda muhimdir.

2. Public Relations (PR) – Ommaviy aloqalar

PR – bu kompaniyaning jamoatchilik bilan o‘zaro aloqalarini tashkil qilish va uning imidjini yaratish jarayonidir. PR faoliyati reklama bilan solishtirganda, kamroq to‘g‘ridan-to‘g‘ri sotish aspektiga ega bo‘lsa ham, brendning ijobiy tasvirini yaratishda va uning bozorga nisbatan ishonchliligini oshirishda muhim rol o‘ynaydi. PR faoliyatiga matbuot konferensiyalari, intervyular, brend imidji va ijtimoiy mas’uliyatli loyihalar kiradi.

3. Shaxsiy sotuvlar

Shaxsiy sotuvlar – bu mahsulot yoki xizmatni bevosita mijozlarga taklif qilish, ular bilan yuzma-yuz muloqot orqali amalga oshiriladigan marketing faoliyatidir. Shaxsiy sotuvlar yuqori darajada individual yondashuvni talab qiladi va ko‘pincha murakkab yoki yuqori qiymatli mahsulotlar bilan bog‘liq bo‘ladi. Bu usulda mijozning ehtiyojlari va talablariga moslashtirilgan tavsiyalar beriladi.

4. Sotishdan keyingi xizmatlar

Sotishdan keyingi xizmatlar, ya’ni mahsulotni sotib olishdan so‘ng mijozlarga ko‘rsatiladigan xizmatlar (garantiya, xizmat ko‘rsatish, mijozlarni qo‘llab-quvvatlash), marketing kommunikatsiyalarining ajralmas qismidir. Bu xizmatlar mijozlar bilan uzoq muddatli aloqalarni o‘rnatish va brend sadoqatini oshirishga yordam beradi.

5. Digital Marketing va ijtimoiy tarmoqlar

Zamonaviy marketingda digital marketingning o‘rni va ijtimoiy tarmoqlarning ahamiyati ortib bormoqda. Digital marketing vositalari (veb-saytlar, e-mail marketing, SEO, SEM, SMM) iste’molchilarga to‘g‘ridan-to‘g‘ri va shaxsiy xabarlar yetkazishda yordam beradi. Ijtimoiy tarmoqlar (Facebook, Instagram, Twitter, TikTok va boshqalar) brendlar uchun keng auditoriyaga erishish va mijozlar bilan aloqani mustahkamlash imkoniyatini yaratadi.

Marketing kommunikatsiya siyosatining rejalashtirilishi

Marketingda kommunikatsion siyosatni rejalashtirishda quyidagi bosqichlar amalga oshiriladi:

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1. Auditoriyani aniqlash va segmentatsiya

Har bir kommunikatsiya siyosati maqsadli auditoriya bilan ishlashga yo‘naltirilgan bo‘lishi kerak. Auditoriyni aniqlash va uni segmentatsiya qilish (demografik, psixografik, xulq-atvoriy va geografik jihatdan) to‘g‘ri xabarni to‘g‘ri shaxsga etkazish imkonini beradi.

2. Kommunikatsiya maqsadlarini belgilash

Har bir marketing kommunikatsiya siyosatining o‘ziga xos maqsadlari bo‘lishi kerak. Bu maqsadlar brendni tanitish, iste’molchilarga mahsulotni taqdim etish, ularning ehtiyojlarini qondirish yoki ular bilan uzoq muddatli munosabatlar o‘rnatishga yo‘naltirilgan bo‘lishi mumkin.

3. Xabarni ishlab chiqish

Marketing kommunikatsiyasi xabarini ishlab chiqish, iste’molchilarni jalb qilish va ularni mahsulotni sotib olishga undash uchun juda muhimdir. Xabar o‘z vaqtida, aniq va o‘zgacha bo‘lishi, iste’molchining e’tiborini jalb etishi kerak.

4. Kommunikatsiya kanallarini tanlash

Kommunikatsiya kanallari tanlash, ya’ni qaysi vositalardan foydalanish (reklama, PR, shaxsiy sotuvlar, digital marketing va boshqalar) kompaniyaning maqsadlariga va maqsadli auditoriyasiga qarab belgilanadi. Kanalning samaradorligi, uning auditoriya bilan qanchalik yaqin aloqaga ega ekanligi va kompaniyaning budjeti ham ahamiyatga ega.

5. Natijalarni baholash va tahlil qilish

Marketing kommunikatsiyalarining samaradorligini baholash, uning muvaffaqiyatini o‘lchash uchun o‘rnatilgan maqsadlarga erishilganligini tahlil qilish kerak. Bu jarayon orqali marketing siyosatini optimallashtirish mumkin.

Xulosa

Marketingda kommunikatsion siyosat kompaniyaning brendini yaratish, iste’molchilar bilan samarali aloqalar o‘rnatish, sotishni oshirish va raqobatbardosh ustunlikni ta’minlashda muhim rol o‘ynaydi. Reklama, PR, shaxsiy sotuvlar va digital marketing kabi kommunikatsiya vositalarining o‘zaro uyg‘un ishlashi, kompaniyaga marketing strategiyasining samarali amalga oshirilishini ta’minlashda yordam beradi. To‘g‘ri rejalashtirilgan kommunikatsiya siyosati iste’molchilarning ehtiyojlarini qondirishi, brend sadoqatini oshirishi va biznesning rivojlanishiga turtki bo‘lishi mumkin.

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