

THEORETICAL AND METHODOLOGICAL FOUNDATIONS OF THE CONCEPT OF MARKETING COMMUNICATION IN MARKETING

Maftuna Djahangirovna Mirzajonova

Assistant, Tashkent State University of Economics (Uzbekistan)

maftunakhan1304@gmail.com

Annotation. This article discusses the importance of marketing for the effective functioning of business entities, as well as the issue of marketing communications. The theoretical basis of the concept of marketing communication has been classified through an extensive study of the concepts of “communication” and “marketing”. The article develops the characteristics of the elements representing marketing communication, the model of integrated marketing communication.

Keywords: marketing, communication, brand, corporate image, packaging, advertising, public relations, personal selling, sponsorship, vehicle design, sales promotion, exhibitions.

Today, many economists, entrepreneurs and investors are asking the question: “What is necessary for a successful startup, stable growth and increasing the effectiveness of the company's commercial activities”? To a large extent, this question can be answered with the following term: “marketing communications”.

First of all, it is necessary to reveal the very concept of “marketing communications”, to analyze its components: the tools of an effective organization, to give a number of examples when marketing communications have influenced the effectiveness of a commercial enterprise.

The concept of “communication” is considered in the most detail in the scientific work of A.V. Kulikova. According to her version, communication is the process of sending information from one person to another person [1]. The main components of the communication model are shown in Fig. 1.

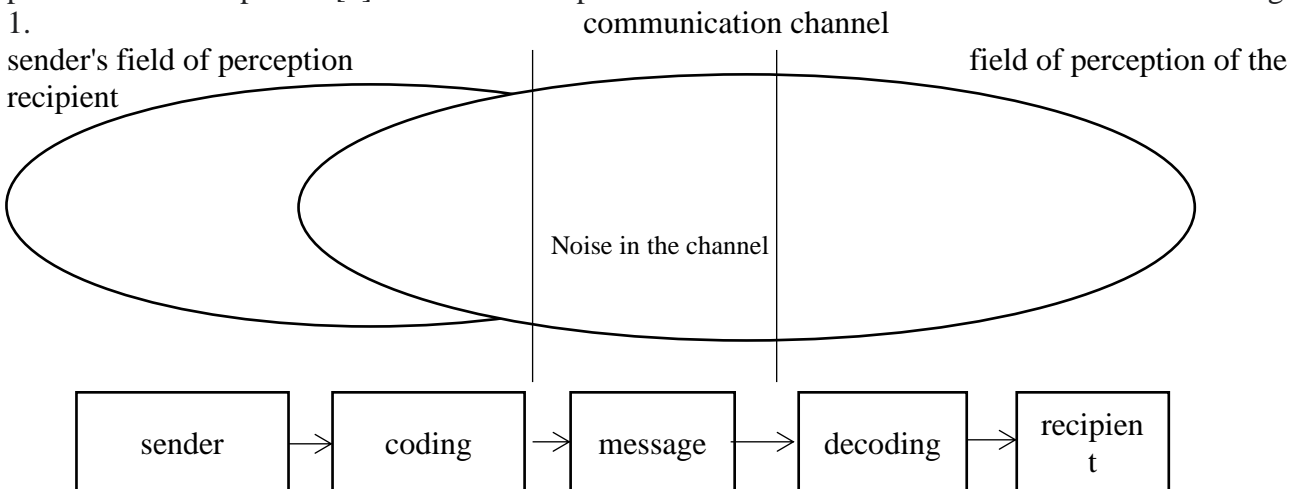


Fig. 1. The main components of the communication model

Communication is an interpersonal activity. It depends on the social environment in which it takes place, and the people sending the information, who can do it using various methods, sometimes used simultaneously [2].

Based on the above-mentioned concept of “communication”, we can clearly imagine what marketing communications are.

Marketing communications is a process in which we use numerous integrated tools to communicate with the target audience [3]. Simply put, marketing communication is a combination of

diversified programs and various communication tools to increase the sales cycle, thereby improving the effectiveness of the enterprise.

Marketers use various tools, methods of marketing communications in order to increase brand awareness among potential customers, buyers. This means that a certain brand image is created in the minds of customers, which convinces, or at least helps them make a purchase decision [4]. These tools include:

- Brand (trademark);
- Corporate image;
- Packaging;
- Advertising;
- Public relations;
- Personal sale;
- Sponsorship;
- Registration of vehicles;
- Sales promotion;
- Exhibitions.

Today, the situation in the field of marketing is completely different from the situation occurring thirty or even twenty years ago. Now in the arsenal of the marketer there is a huge number of tools for communication with the consumer: first of all, the Internet, the press, television, mail, phone applications, virtual reality, etc. Due to the intensity of the reaction of customers, consumers, as well as such a huge selection of tools, marketers have difficulty determining the most effective communication tool for a particular commercial enterprise. Simply put, marketers have many ways to contact consumers, but feedback is not always coordinated with business.

It is worth noting that the functions and tasks of marketing communications have a fairly extensive range of possibilities. What is important, the goals and objectives of the organization of marketing communications have a different impact on the effectiveness of the decisions made, as well as the communication tasks set.

The table compiled by W. Wells, J. Burnet and S. Moriarty [5] can be studied for which marketing communications influence which result will lead to, how contact with the consumer occurs, as well as the duration of the response.

Table 1. Characteristics of elements of marketing communications

Marketing element communications	Expected result	Contact with the consumer	Duration feedback
Personal Selling	Sales	Straight	Brief
Advertising	Changes in attitude and behavior change	Indirect	Medium or long body
Sales promotion	Sales	Semidirect	Brief
Direct Marketing	Behavior changes	Semidirect	Brief
Public Relations	Behavior changes	Semidirect	long
Points of sale and packaging	Behavior changes	Straight	Medium

This table is supplemented from the point of view of not only qualitative, but also quantitative analysis of marketing communications by the Ukrainian scientist-economist, as well as a specialist in marketing and advertising E.V. Romat [6].

Table 2. Quantitative analysis of marketing communications

51	ISSN 2277-3630 (online), Published by International journal of Social Sciences & Interdisciplinary Research., under Volume: 12 Issue: 05 in May-2023 https://www.gejournal.net/index.php/IJSSIR
	Copyright (c) 2023 Author (s). This is an open-access article distributed under the terms of Creative Commons Attribution License (CC BY). To view a copy of this license, visit https://creativecommons.org/licenses/by/4.0/

p/n	Index	Advertising (in press)*	Direct marketing	Connection with the public	Stimulation marketing
1		4	5	3	4
2		4	1	5	2
3		4	1	5	2
4		3	5	1	4
5		2	5	1	4
6		4	5	2	3
7		5	2	4	4
8		3	5	1	3
9		3	4	5	4
10		2	5	1	4
	Point totals	34	38	28	32

*The indicators placed in the table were evaluated according to a 5-point system, where 1 is the minimum unit, 5 is the maximum.

As a result of the analysis of the statistics presented in the table, an obvious conclusion can be drawn: there is no most effective marketing and communication model, which means that this or that marketing mix largely depends on a certain situation occurring in the market [7]. Based on this position, it follows that the organization of marketing communications requires an extensive amount of information about the market, it is a complex, creative process. That is why, today, the use of only one element of the marketing mix is a rare phenomenon, often it is simply impossible.

The formation of a competent complex of marketing communications is one of the most important and difficult tasks facing every marketer. In many ways, this is due to the fact that the total amount of expenses of the company depends on the correctness of the organization of marketing communications [8]. Based on the above situation, leading marketers have developed models for organizing marketing communications. This issue is disclosed in detail in the book by A.A. Romanov and A.V. Panko entitled “Marketing Communications” [9]. It presents fundamental strategic issues for the competent organization of marketing communications.

The mission of the organization is the main goal, in fact, it is the core of any commercial enterprise, the meaning of the company's existence as an object of customer satisfaction, the realization of competitive advantages.

The vision of the company is a certain image of the business in the future, proceeding directly from the needs of the client, business development based on the current state of the company.

Having researched the mission of the organization and its vision, we can build a strategy: company plans created to achieve business goals and objectives.

Business goals can be as follows: making a profit, creating a company image, attracting customers.

Business tasks, respectively, are as follows: development of strategic solutions in the field of innovation, determination of the content and sequence of work, justification of costs for a particular production, clarification of the size of resources – all these tasks are usually the main ones, but also, often, business tasks depend on the business context, that is, they can be individual for each commercial enterprise.

The ideology of the enterprise is the main idea, a number of values of the enterprise, for the sake of which the goals are achieved.

The values of the enterprise are the priority foundations of the enterprise, principles, these very principles affect various issues from personnel management to social responsibility.

After analyzing the data obtained, you can move on to the model, namely, to the model of IMC (integrated marketing communications).

It is worth noting the fact that despite the fact that recently, many marketers use the concept of integrated marketing communications, there is no exact definition.

According to the definition of the American Association of Advertising Agencies, integrated marketing communication (from the English integrated marketing communication) is a concept of planning marketing communications, proceeding from the need to assess the strategic role of their individual areas (advertising, sales promotion, PR, etc.) and search for the optimal combination to ensure clarity, consistency and maximize the impact of communication programs through consistent integration of all individual requests [10].

According to J. Rossiter and L. Percy IMC are: 1) a combination of appropriate types of advertising and sales promotion; 2) compliance with the general set of communication goals for this trademark, or, more precisely, a special macro positioning of the trademark; 3) integration of methods and means of advertising communications and sales promotion, taking into account the time and interests of buyers [11].

Having analyzed the model presented above, it can be logically concluded that communications functionally and technologically are an aspect of strategic management.

The formation of the IMC, first of all, directly depends on the goals set by the company, it can be: as sales volume and its dynamics, creating a new image or changing an existing one, entering a new market.

The structure of the BMI, respectively, depends on the type of product or market. The concepts of the market include: the market of individual consumers, the market of commodity intermediaries, the market related to state and municipal bodies, the market of industrial consumers, the market of foreign consumers. The use of various means of organizing marketing communications has a different effect on each of the above markets. From the scientific work of Philip Kotler entitled "Fundamentals of Marketing", it is possible to find out the importance of marketing elements of communication in the market of individual consumers (consumer goods), in descending order: advertising (the highest level), sales promotion, personal sale, PR. Gradation according to a similar principle in the market of industrial consumers (industrial goods) looks like as follows: personal sale (the highest level), sales promotion, advertising, PR [2].

An important fact of the structure of integrated marketing communications is the state of the consumer audience. At the moment there are the following states:

- Ignorance;
- Awareness;
- Knowledge;
- Benevolence;
- Preference;
- Purchase;
- Repeat purchase.

The latter condition is caused by the need for the consumer to provide information about the product or service or to create a suitable image to encourage the client / consumer to act, until the audience is aware of it.

The combination of marketing communication tools in certain moments directly depends on the above-mentioned conditions of the audience. At the first stages of product development, as well

as its introduction to the market, the priority task will be the formation of awareness about the product of a commercial enterprise. As a result, the most effective means of marketing communication will be PR techniques, advertising and sales promotion. The next stage is the growth stage, when the customer/consumer is already aware of the product/service. At this stage, of course, the role of sales promotion fades into the background. Next comes the maximum stage, when the sale of goods reaches the maximum volume. At this point, the most appropriate means of communication will be reminiscent of advertising. Then the process of decline occurs, in this case, repeated sales promotion is used (providing a special offer, discounts). From this we can conclude that the process of organizing marketing communications is cyclical.

As an illustrative example of the organization of marketing communications, the program of the American airline Southwest Airlines can be attributed. This example was taken from the textbook [5].

The airline's most important goal was to attract customers to a new service, namely: a flight from the new Baltimore center under simplified flight organization conditions for a low price. The company notified a travel company called "East Coast" about this promotion. Five weeks before the first flight, the chairman of Southwest Airlines, Herb Kelleher, as well as the governor of Maryland, officially announced the opening of an airline branch in Baltimore, after which Kelleher provided the governor with a special "lifesaver" from the high fare of Baltimore residents. As a sales promotion, the airline, upon completion of setting the price at \$ 49, organized a free trip for 49 schoolchildren to the Cleveland Zoo. Southwest Airlines also offered a program of travel discounts for short distances. During the next campaign, airline employees distributed brochures and peanuts, while operating on the fact that the low fare of \$ 49 is the price "only for peanuts". And only then, the audience, already expecting anticipation, was shown a series of advertisements on television and in the press. Such a mix of marketing communications, namely: public actions, direct mail appeals, advertising prices and flight conditions, has certainly led to unprecedented success. Even before the start of the flights, about 90 thousand pre-orders were issued. Today, the organization of the IMC is becoming more and more effective and optimal way of organizing marketing communications.

Conclusions. Integrated marketing communications (IMC) is a type of communication and marketing activity characterized by a special synergetic effect arising from an optimal combination of advertising, direct marketing, sales promotion, PR and other communication tools and techniques and the integration of all individual marketing messages.

The IMC will solve two problems. Firstly, they form a single favorable image of the communicator by creating consistent and coordinated communicative messages by various means of the MC. Secondly, they ensure the achievement of maximum effectiveness of marketing communications by searching for optimal combinations of various CMC tools (complex marketing communications).

The IMC concept includes an approach in which all elements of the CMC cease to be autonomous communications. They become components of one unified system, the purpose of which is to maintain the state of perception of the CA of the company and its product. Advertising in this way serves as a means of communication to achieve the above-mentioned goal.

In the IMC model, the role of advertising plays an important role. The advertising itself has become more modest, but nevertheless more effective. During the application of advertising, all its strengths and weaknesses are taken into account. The strengths of advertising, of course, include a large reach, a high level of penetration into the client's consciousness and memorability, the ability to establish repeated contact with the target audience, as well as relatively low costs. The disadvantages of advertising include a low degree of trust of the audience in relation to the advertising message, advertising is perceived as something non-individual, it is not able to respond quickly to customer requests.

IMC allows you to effectively use all the advantages of advertising, leveling all its disadvantages by flexibly combining advertising with other communication tools, namely: PR, direct marketing, sales promotion.

Advertising in the IMC model can solve the following tasks: the formation of a need for a category of goods, the formation of an intention to make a purchase or use a service, raising awareness of a particular brand, improving attitudes towards this brand. However, the possibilities of advertising in terms of initiating the intention to make a purchase, as well as assistance to purchase, are extremely limited. In this regard, a mix of marketing communications is used.

With the constant development of the market, as well as with the same progressive development of the IMC, there is a tendency for mass advertising to fade into the background. Marketing communications come to the fore, allowing you to establish personal contact with existing in the database or potential customers.

References:

1. Kulikova A.V. Marketing communications. Educational and methodical manual. – Nizhny Novgorod: Nizhny Novgorod State University named after N.I. Lobachevsky, 2016. – p. 62.
2. Kotler F. Marketing Management. St. Petersburg: Peter Com, 1998. - pp. 692-693.
3. Tukhtabaev J.Sh. An organizational and economic mechanism for improving labor efficiency in industrial enterprises in the development of the digital economy. Monograph. - T. 2020. - p. 170.
4. Tukhtabaev, J.S. The theoretical approach on increase of professional skill of workers and stimulation of their creativity. Theoretical & Applied Science, (3), 2016. - p. 45-48.
5. Wells W., Burnet J., Moriarty S. Advertising: principles and practice. SPb., 2001. - p. 129.
6. Romat E.V. Advertising. St. Petersburg, 2001. - p. 247.
7. Tukhtabaev J.Sh. Econometric Evaluation of Influential Factors to Increasing Labor Efficiency in Textile Enterprises. Webology, Volume 18, Special Issue on Information Retrieval and Web Search, 2021.
8. Advertising in the integrated marketing communications system. - Study guide. Moscow: MSTU, 2007.
9. Romanov A.A., Panko A.V. Marketing communications / A.A. Romanov, A.V. Panko. – M.: Eksmo, 2006. – p. 25.
10. Tukhtabaev J.Sh. and et.al. Econometric Assessment of Labor Efficiency in Ensuring the Economic Security of Industrial Enterprises. International Journal of Modern Agriculture, 10(01), 2021. – p. 971 - 980. Retrieved from <http://modern-journals.com/index.php/ijma/article/view/700>
11. Rossiter J.R., Percy L. Advertising and promotion of goods. SPb., 2001.