

# Ways of organizing marketing communication activities among producers and consumers

**Authors: Senior teacher A.T. Tokhirov  
Senior teacher M.R.Djumaniyazova**  
“Foreign languages”

Student group № 57-19 N.I. Mukhammadiyev  
Tashkent Chemical Technological Institute

Department “Industrial Economics and Management”

**Abstract:** The article describes in detail the communication policy in marketing activities, the purposefulness of communication with the public and consumers, the use of communication media and technical means at manufacturing enterprises.

**Keywords:** Consumer demand, communication policy, communication in business, marketing activities

In the context of liberalization of our economy, various forms of ownership operate on a competitive basis. One of the main conditions for the laws of the market economy to work in practice is to adjust the demand in the consumer market as soon as possible. Consumer demand is always changing, so manufacturers need to be flexible in order to achieve their goal.

In marketing, communication is a set of signals sent from a firm to various audiences, including buyers, sellers, suppliers, shareholders, and management.

Communication policy is a set of methods to introduce and promote a product to the market. The main means of communication are as followings: public relations; advertising; sales promotion; special exhibitions; and as well as personal sale.

Public relations serves to create a spirit of mutual understanding and trust between the organization and its various audiences through cost-effective spending. The purpose of communication here is not only to sell, but also to support the activities of the firm. In addition to these traditional means of communication, there are the following types of direct communication: salons, fairs, exhibitions, mail distribution, telemarketing, sales through catalogs.

Communication is classified as follows:

<b>By contact type</b>	<b>In terms of intensity</b>	<b>According to the frequency of application</b>	<b>As a result of exposure</b>
personal	rapid	The only	effective
Non-personal	repetition	multiple	inefficient

Management as a carrier of communication in manufacturing enterprises (firm management); staff; customers; public; business partners. Communication Objective: The transmitter needs to know exactly what audience he or she is reaching and what response he or she wants to receive. In order to effectively communicate in marketing activities, the following must be done.

1. Data preparation.
2. Channel planning.
3. Ensuring information efficiency.

The efficiency conditions listed above define the set of decisions that are included in any marketing communication program. The two main means of marketing communication are face-to-face communication through sales staff and impersonal communication through advertising channels. The effectiveness of personal sales is much greater than advertising. The advantage of advertising is its price: a single communication using advertising is much cheaper than a visit from a sales agent. Advertising allows you to communicate with audiences again in a short period of time, and the agent can give a small number of clients (customers).

The image of a sales agent is stronger than the general style of simplified advertising compared to the complexity of the product used by a narrow range of buyers. While the agent can directly take orders from the buyer through direct exposure, the result of the interpretation through the recognition and image of the ads is obtained after a long time. It is therefore advisable to use advertising in terms of economics and production when the personal impact of communication is secondary.

In the marketing departments of industrial enterprises, the communicator must address the following issues:

- identifying the target audience; identifying the target audience is the most important task of this communicator.

- Identify the main purpose of advertising. You can advertise your product for different purposes. These goals can be divided into the following types:

- a) information about the goods - in this case, buyers will have information about the availability of such goods, the name of the product, the brand.

- b) increase the knowledge of consumers about the product - in this case, the buyer may have information about the product, but this information may not be enough. Then you will be given full information about the brand.

- c) change the attitude of the buyer to the goods in a positive way - this is mainly used when the buyer's opinion about the goods and the attitude to the goods is not good. That is, the communicator must determine the reason why buyers do not like the product and show that those shortcomings have been eliminated through advertising.

- g) convincing customers. Persuasive advertising is used for this. This shows the advantages of your product over competing products and its usefulness. One of the main means of persuasion is communication with the public.

- d) advertising to increase sales. In this case, everyone has enough information about the product, but reminds buyers of the product.

- Selection of information. Once you have determined the purpose for which you are advertising, you need to prepare an ad text that will have an impact on your target audience.

- Selection of media. Once the communicator has prepared the information, it is necessary to determine through which channel it will be transmitted. There are two main types of data transmission: individual (individual) and general.

- the personal channel includes an individual interview with the customer, communication by phone, mail, etc

- the general channel includes mass media, various events, conferences, etc.

Advertising plays a key role in marketing communication. It is a multifaceted view of market activity, which is sometimes divided into independent directions. Marketing and advertising are two sides of the same coin.

Based on the above, advertising is an effective tool of communication. Its scope of activities includes:

- 1) To study the needs of the consumer for the advertised goods and services and the market;

- 2) Development of necessary measures for strategic planning to achieve the goal, defining the market boundaries, developing plans for the use of advertising media and its substantiation;

- 3) Making tactical decisions in determining the cost system for the selection of advertising media, the development of measures for the coverage and display of advertisements in the press;

- 4) Includes text writing, layout design, art design, and production.

The application of advertising in retail differs from place to place, depending on the function of the technical means used and the methods of their use. Depending on the application, advertisements are divided into in-store and in-store types for the general public. Depending on the function, advertising media will be targeted at certain categories and groups of the population (schoolchildren and their parents, cotton growers, people in need of dietary food, etc.).

Advertising is divided into the following types according to the use and application of technical means:

- a) Showcase advertising (windows and indoor showcases, exhibitions in stores and other public places);

- b) Visual, photographic advertising (store logos, advertising notes, posters, price lists, signs, banners, advertisements);

- c) Print advertising (leaflets, catalogs, brochures, advertisements in newspapers and magazines);

- g) Demonstration advertising (tasting products, demonstration of new models of clothes, etc.);

- d) Film, television and slide advertising;

- e) Voice advertising.

## References

1. Philip Kotler, Kevin Lane Keller, Marketing Management. Pearson Education, Inc., publishing as Prentice Hall, United State of America
2. Котлер Ф. Основы маркетинга. Перевод с англий. Учебное пособие. – М.: Издательский
3. Soliyev A., Buzrukxonov S. Marketing, Bozorshunoslik. Darslik. – T.: Iqtisod – Moliya, 2010. 425 b.
4. Ergashxo'jayeva Sh.J., Qosimova M.S., Yusupov M.A. Marketing. Darslik. – T.: TDIU, 2005. – 176 b.