

# MARKETING COMMUNICATIONS IN AGRICULTURE PERFORMANCE EVALUATION

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**Abstract.** In the article, the evaluation of the effectiveness of marketing communications was analyzed according to such criteria as the popularity of the product, brand, company, etc. To evaluate the effectiveness of marketing communications, marketing research should first be used. For this, surveys of randomly selected audiences are often conducted. Data were usually obtained by telephone and small structured questionnaires at the points of sale.

**Key words.** marketing communications, product, brand, company, segmentation, advertising.

The effectiveness of the organization's activities depends on various circumstances and factors, including the effectiveness of using the marketing communication complex. At the same time, according to marketing experts, there is currently no single approach to evaluating the effectiveness of marketing communications.

There is a widespread opinion that the effectiveness of marketing communications in agriculture directly depends on the volume of product sales. At the same time, it should not be forgotten that this dependence is not natural, because on the one hand, advertising and other elements of the marketing communication complex can appeal to consumers and buyers of goods and not change their purchase readiness and attitude to the manufacturer of products, goods and organizations. On the other hand, the increase in product sales may be caused by its urgent need (for example, food in the context of limited production and sales, products during a drought, water, medicine during an epidemic, various

goods as gifts on holidays and weekends, etc. ) and not the result of an effective advertising campaign. In such cases, the priority is to satisfy the urgent need and urgent need, and the level of influence of the elements of the marketing communication complex will be indirect and secondary, on the contrary, the price, in this case, will be a more important factor in choosing a particular product.

At the same time, the influence of elements of the marketing communication complex on the behavior of consumers and buyers is significant. It is appropriate to divide the effectiveness of marketing communications into sales (changes in the volume of product sales before and after using the influence of communication) and communication (changes in the level of product, brand recognition, etc.). In addition, the reaction of each buyer and consumer to the application of the influence of elements of complex marketing communications is individual and subjective, as it depends on the personal characteristics of each customer, the type of marketing communications, the period of implementation of the advertising influence (what time of the day, day of the week, season, etc.) are methods of applying marketing communications.

It is also necessary to take into account the level of statistical error in standard marketing research.

Evaluation of the effectiveness of marketing communications in agriculture can be done according to such criteria as the popularity of the product, brand, company, etc. The popularity of the company can be active (without a sign) or passive (with a sign). To determine the effectiveness of marketing communications, it is necessary to evaluate:

- product and brand recognition. That is, how many potential buyers know (or remember) about the existence of this product and brand;
- the popularity of the advertisement, that is, how many potential buyers know (or remember) about the existence of this advertisement;
- popularity of the manufacturer; products, that is, how many potential customers know (or remember) about the existence of the manufacturer;
- publicity of advertising texts, logos, etc.

When evaluating the effectiveness of marketing communications, a map of the perception of products (brands) in the market is created.

The main method of studying the market, marketing environment and consumer preferences is survey, observation, test and imitation. The main condition for large-scale and intensive marketing research is a well-equipped and fully developed information system using computer equipment, bank data.

Segmentation and determination of the target market is manifested in the determination of a group of consumers of agricultural enterprises, characterized by the character of one type of consumer preferences and one type of reaction to marketing measures. The main goal is to gain advantages in comparison with competing agricultural farmers, to increase the efficiency of their actions, to prevent conflicts and direct competition in the market. In addition, the selection of the target market segment, which corresponds to the capabilities of the agricultural farmer, is also envisaged. This selection will be in relation to a specific group of consumers who will carry out intensive marketing activities depending on the movement of agricultural products. Segmentation and the choice of the target market are related to the tasks of the agricultural farmer to optimize costs and strengthen competitiveness in the context of the acquisition and expansion of sales markets.

Innovation covers the activities of production and sales organization as part of the principle of marketing concept of management. First of all, it implies constant improvement of manufactured agricultural products, changing their appearance and updating it, developing new lines of more perfect technological work.

Innovation policy includes the introduction of new forms and methods of entering new markets, introduction of innovations in sales promotion and advertising activities for agricultural products, formation of new services in the management of the agricultural farmer, company, and identification of new channels in the network of goods movement and sales organization.

As a principle of marketing activity, strategic planning is closely related to the principle of adaptation and is its logical continuation and complement. The principle of strategic planning implies the creation of marketing programs for the organization of production and sales based on market forecasts and forecasts of the development of scientific and technical development.

Marketing programs embody strategies and norms aimed at realizing the goals that agricultural producers have set for their farms. They attract entrepreneurs to a significant extent from the point of view of forming new methods of planned management that reduce the level of risk at work in the conditions of unfavorable market relations, create comfort and stability for the development of agricultural producers, and ensure a guaranteed increase in the sales volume of agricultural products.

In addition, to evaluate the effectiveness of marketing communications, you can use an expert rating scale based on attracting the attention of potential and real consumers and buyers, including through emotional impact, as well as using various elements of the marketing communications complex relevant for a particular situation.

The loyalty of customers and consumers to a brand is called their loyalty.

In addition, it is possible to evaluate the effectiveness of marketing communications using the traditional approach to calculating profitability:

$$R = \frac{\Pi * 100}{3}$$

where R is the profitability of product advertising, %; P — profit received as a result of advertising, soum; 3. The cost of advertising this product, soums.

With the help of separate formulas, it is possible to evaluate the effectiveness of the use of advertising of goods in television, transport and periodicals.

Organizational managers should remember that it is important to skillfully combine quantitative and qualitative methods, taking into account the influence of

external and internal factors, to evaluate the effectiveness of marketing communications and services.

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