



## **FEATURES OF MARKETING ORGANIZATION IN LIGHT INDUSTRY ENTERPRISES**

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<b>A B S T R A C T</b>	<b>KEY WORDS</b>
This article looks at how marketing is organised in light industry firms and the peculiarities of this sector. Major factors such as the effect of marketing on business effectiveness and its flexibility to meet the contemporary issues, including digitalization, sustainable development, and increasing environmental concerns are discussed. Emerging marketing strategies and technologies such as artificial intelligence, big data, and e-commerce are also analyzed in this paper. A standard analysis together with a SWOT framework is used to reveal both the current issues and the promising marketing opportunities in the light.	Marketing, light industry, digitalization, sustainable development, artificial intelligence, strategic approach, data analytics.

### **Introduction**

Light industry is a vital part of the economy, which produces things that we use in our daily lives; clothes, shoes, textiles etc. Marketing is getting vital in the present world for light industry enterprises to survive and grow in the long run. In order to meet the challenges of the global economic changes and the technological developments, many companies in this industry are now using new tools such as artificial intelligence and big data to improve their understanding of customers and their operations. The cotton and textile product marketing sector in Uzbekistan remains under development because of insufficient technological capabilities in addition to weak global network connections. The industry has shown major advancement. According to the Uzbekistan Textile and Garment Industry Association (2023) textile product exports increased to \$3.1 billion while showing a notable 17% growth from the earlier year. This investigation examines light industry marketing practices in order to identify essential development factors for commercial expansion. Additionally, this discussion will analyze how technological developments and market strategy approaches handle these difficulties.

### **Literature Review**

Light industry operates through enterprises manufacturing consumer products that deliver high added value yet remain cost-effective. Light industry represents the manufacturing of products that include textile goods besides apparel products as well as footwear production and furniture making together

with leather and paper and plastic creations. Light industrial enterprises generate consumer products that concentrate on delivering solutions which fulfill end-user requirements.

Light industry possesses high flexibility that enables it to swiftly fulfill market adaptations based on consumer expectations and trends in the market. The sector offers quick market responsiveness through design renewals coupled with material innovation (Porter, 2008).

The key features which differentiate light industry from other industries consist of:

1. Quick market response in light industry characterizes this sector against heavy industry's lengthy production channels which demand large capital investment.
2. The industry uses frequent technological advances in design elements together with production technologies which increase operational efficiency while providing flexible systems.
3. Light industry fulfills mass consumption by adopting flexible marketing campaigns and efficient supply networks which include digital platforms together with retail channels.

Uzbek researchers Karimov (2019) and Safarov (2021) have separately argued that Uzbek enterprises require innovative technologies for their marketing strategies as well as sustainable development and ecological standards for gaining competitive advantages.

A PEST analysis further clarifies external factors affecting marketing in light industry:

Political Factors: Government subsidies for eco-friendly production, trade barriers, and tariffs.

Economic Factors: Inflation, currency exchange fluctuations, and changes in consumer preferences during economic crises.

Social Factors: Increased interest in eco-conscious consumption, lifestyle changes, and ethical production concerns.

Technological Factors: Adoption of new technologies such as automation, artificial intelligence, 3D printing, and advanced logistics systems.

Porter's Five Forces model provides deeper insights into the competitive environment of light industry.

The model highlights five key factors influencing competition:

Threat of New Entrants: High competition demands rapid responses to changes and innovations.

Threat of Substitutes: The availability of substitute products, such as eco-products and innovative materials, poses a challenge to traditional goods.

Supplier Power: Suppliers, particularly in eco-oriented materials, may significantly influence product costs and availability.

Buyer Power: Consumers increasingly consider environmental sustainability and innovative features, making them more influential.

Industry Rivalry: High competition requires differentiation through quality, pricing strategies, and marketing innovations.

SWOT analysis proves useful in evaluating marketing activities in light industry, identifying key strengths, weaknesses, opportunities, and threats.



Figure 1.SWOT analysis in light industry<sup>1</sup>

### Digitalization and Sustainability in Marketing

The process of digital transformation stands as the key force that reshapes marketing operations in light-based industries. Businesses currently depend on e-commerce sales while also utilizing personalized advertising and social media platforms consisting of Instagram and Facebook and TikTok to interact with customers (Chaffey & Ellis-Chadwick, 2019). The incorporation of AI-driven customer insights and targeted advertisements at Uzbek textile firms resulted in a 40% boost of their online sales according to Uzbekistan E-Commerce Report (2023).

Sustainability is also gaining traction. Eco-friendly marketing has become a common practice for firms which involves material sustainability efforts and ethical manufacturing and carbon emission reduction techniques. The sustainable approaches used by H&M through their Conscious Collection and Patagonia through their sustainable production model established worldwide standards (Solomon, 2018). The transformation of Uzbekistan into organic cotton farming resulted in a 15% increase of European market orders for local farmers (Ministry of Agriculture, 2023)..

<sup>1</sup> done by the author

## Conclusion

A rapidly changing market depends heavily on marketing actions in light industry for achieving successful outcomes. Technological progress in artificial intelligence combined with big data systems and digitalization enables marketing to function as a more adaptable and successful tool that satisfies customers and meets their needs.

The combination of SWOT and PEST and Porter's Five Forces analysis tools enables a better comprehension of light industry market factors which impact marketing initiatives. Sustainability along with eco-marketing and digitalization trends require consideration since they transform how business markets products and present fresh possibilities for organizational advancement.

Organizations succeeding in uniting new digital marketing systems with eco-friendly manufacturing methods acquire business advantages and establish operations internationally.

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