

EFFICIENCY OF ADVERTISING ACTIVITIES OF TRADING ORGANIZATIONS AND WAYS TO INCREASE IT

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ABSTRACT

The development of our country is accompanied by qualitative changes in all spheres of life. These changes are also reflected in advertising. Advertisers, psychologists, and salespeople are important in America and European countries. Today, the demand for advertising strategies and products has increased significantly. The commercial market has become more developed and competitive. It plays by strict rules and is important in that it uses new tools for advertising and marketing communications.

KEYWORDS: *Sales, Advertising, Communication, Efficiency, Optimal Advertising, Target Audience, Advertising Effectiveness, Advertising Budget, Commercial.*

INTRODUCTION

The profitability of commercial organizations depends on how effectively these advertising processes are organized and its effectiveness. The effectiveness of advertising is an important factor for organizations. Of course, this should be commensurate with the goals of planning an advertising campaign. At the same time: when choosing advertising media and placing ads, audience coverage and other factors should be taken into account. However, the most optimally planned and executed advertising campaign can be carried out with maximum coverage of the target audience through careful selection of advertising media.

Advertising in trade is multifunctional, it can serve to solve a variety of problems, its possibilities are almost limitless. But in order to achieve the goals, first of all, it is necessary to correctly formulate the goals of the advertising campaign. So, what are the advertising priorities? Informing potential consumers about the brand, building trust in it, attracting them - in a word, creating a positive image and, most importantly, convincing them to buy this brand and product range.

What is effective advertising? In a simple sense, it is advertising that helps increase sales. However, the success of a brand in the market is not determined by its current sales. In addition to tactical, functional tasks, advertising should also solve strategic, long-term tasks. Thus, before making the right marketing decision, it is necessary to identify common consumer problems that create opportunities for brand placement in the market, identify consumer priorities, desired and consumer product preferences, and determine the typical consumer reaction to a new product.

The most common mistake in developing an advertising campaign or creating an ad is to change this perception - the producer or advertiser expresses his views of the world to the target group and expects them to react accordingly.

The optimal advertising medium should not only ensure that it reaches the target audience, but also contribute to the formation of the brand image - an unsuccessfully chosen advertising medium can form a negative attitude towards the product and lead to brand rejection. Thus, an audio clip

listened to on a radio station of an inappropriate format or in a module placed in a publication that is not respected by potential consumers (if it is available to them) leads to an anti-advertising sign and unreliability of the advertised product. However, there are some general announcements. In particular - extensive television advertising, albeit very unsuccessful from the point of view of consumers, creates a feeling of reliability and financial well-being of the manufacturer.

Measuring the effectiveness of advertising is a painful issue for most businesses. One of the most important means of advertising is the money allocated for it, but it is not always the main method and therefore it is difficult to assess its role in increasing sales. There are several main reasons for the low effectiveness of advertising:

1. Lack of clear goals and objectives of the advertising campaign;
2. Incompatibility of the goals and objectives of the advertising campaign with the goals of marketing activities, as well as with the corporate strategy;
3. Incompatibility of the target consumer and the sources of information received by him (consumer access channels) with the process at a commercial enterprise;
4. Lack of customer feedback;
5. segmentation errors;
6. Low qualification of employees responsible for advertising, as well as employees of advertising agencies;
7. Lack of system and inconsistency in holding actions.

It should be noted that the field of activity leaves a certain imprint on the effectiveness of advertising as a method of advertising. For example, F. Kotler speaks of the following division of advocacy methods depending on whether (TPR) or (PR) is carried out:

$$TPR = x_1 + 43x_2 + 28x_3 + 16x_4 \rightarrow \max PR = x_1 + 21x_2 + 31x_3 + 36x_4 \rightarrow \max /$$

where x_1, x_2, x_3, x_4 , the corresponding costs for each advertising element (PR, personal sales, advertising sales, advertising) and the amount X is nothing but the advertising budget.

Thus, the manager responsible for advertising must clearly understand what methods and means should be used in the conduct of advertising activities and what role advertising should play in this.

When conducting advertising activities, it is necessary to pay attention to the goals that the organization intends to achieve when using this method of advertising. Typically, the goals of an advertising campaign are divided into quantitative and qualitative. Quality goals are usually all the results that you want to achieve in this advertising campaign. For Example:

- Increase in trade turnover from 10% to 15%;
- Preparing consumers for the opening of a new store;
- A note to consumers about the availability of certain goods in the distribution network, and so on.

Quantitative advertising objectives describe how to achieve qualitative objectives.

For Example:

- Coverage of at least 40% of the target audience;
- Increase active awareness by up to 25%;
- Optimization of the advertising budget - reducing its volume by 10% due to the redistribution of information sources.

Evaluation of the effectiveness of advertising is the stage of its development. In addition, before planning an advertising campaign, market segmentation is carried out, on the basis of which the target audience is identified, to which the advertising effect should be directed. However, you need to choose channels of access to this target audience. In addition to sources of information, you can ask: "Are potential consumers looking for your product (or its equivalent) in these sources?" You must answer the question. If someone listens to a certain radio station, it does not mean that the information about your product posted on that radio station will grab their attention and also convince them to buy it. Thus, firstly, to identify the target audience, and secondly,

The economic efficiency of an advertising campaign is determined by the ratio between the result obtained as a result of advertising placement and the amount spent on its implementation for a certain period of time. However, having accurately calculated the effectiveness of advertising, "Where did the advertising work and where is the influence of other factors?" The question arises. Here you can analyze the influence of the above factors on the trade change. For example, the study of seasonal trading trends based on factors over several periods (months, years); study of consumer sentiment in relation to inflation expectations; determine price flexibility for your product when using sales promotion methods, etc.

Advertising is magic, and it can set in motion a practical process that can instantly increase sales. This is due to natural processes, but the buyer should not be bothered by subtle and meticulous promotional activities (techniques) that require updating promotional materials that will pave the way for a new buyer or repeat sales. However, to attract another client, a larger advertising budget is required.

As a result, advertisers are faced with an acute question about the effectiveness of money spent on product promotion. Did they get the result and what is it like? At the beginning of the development of advertising campaigns, many advertising agencies promise their clients a certain amount of communication with the target audience. However, advertisers should be aware that these are estimates only. The actual state of affairs may not correspond to the forecast. In this case, after the advertising campaign, you need to understand whether the agency managed the client's advertising budget correctly and whether it turned out to be the most acceptable. In order to determine the real effectiveness of advertising activities, the internal environment of the enterprise, correcting changes in the behavior of consumers, competitors, distributors, etc., the external environment also requires a special study. Only this approach allows the advertiser to understand the mistakes of previous advertising campaigns and then avoid inefficient advertising costs, while saving significant budgets. Advertisers using this approach should have long realized that the value of such research is not commensurate with the amount of savings due to advertising and looks like a drop in the ocean.

To determine the commercial effectiveness of advertising, it is enough to conduct an internal study to determine the following indicators:

However, when determining the cost-effectiveness of advertising, it should be borne in mind that it is very difficult to isolate the exact impact of advertising on sales, since factors such as product quality, its consumer characteristics, price, marketing, the decision to purchase similar products can be affected.

Marketing research is necessary to determine the communicative effectiveness of commercial advertising. In this case, advertising spending is considered more of an investment, as the investment may not currently generate real returns. Advertising budgets are transformed to increase brand awareness among potential consumers and form a positive attitude towards the advertised product, the formation of a certain image, interconnected with the placement criteria. Achieving high communication performance is the springboard for high sales performance, which

is the hope and confidence of any organization.

That is, in order for a consumer to buy a product, he must at least know about its existence. This is a requirement, but not sufficient, since the consumer must have a positive attitude towards the advertised brand. Purchase is possible only if these two conditions are met.

There are several basic principles for measuring the effectiveness of advertising:

- Use information related to the advertising purposes in question.
- Before analysis, it is necessary to determine how the result will be used.
- Combine different measurement methods, because this is not enough.
- The verification system should be based on customer decisions.
- Consideration should be given to the use of duplicate advertising.
- Each of them needs the same help in comparing alternative ads.
- Objectivity and superstition should be avoided.
- Sampling principles should be clearly defined.
- Only a good inspection will be clear and reliable.

In conclusion, most of the above methods of evaluating the effectiveness of advertising are currently less useful, but ideal for aspiration. After all, it's no secret that the "era of brands" is coming, in which many brands are fighting for the consumer and the advertising space becomes the main battlefield. And the success of the company will depend on the quality of advertising and the correct application of this advertising method;

Direct advertising effectiveness is almost impossible to measure. Therefore, in practice, various indirect methods are used to solve this problem. Commercial and communicative evaluation of advertising is discussed above. One of these methods (especially communicative) is to determine the impact of an advertising campaign on the target audience. Determination of whether the advertisement has already been seen in existing markets, whether it has reached the "consumer" and how firmly it is imprinted in his memory;

Thus, two very important indicators are obtained:

1. Advertising audience and people in contact with the target group of advertising
2. Share, how strongly advertising is absorbed into memory (the level of its impact).

Advertising research for conclusions about the success of an advertising campaign allows.

The population coverage of the studied advertising campaign is comparable to the average coverage of other advertising campaigns. After each survey, data coverage rates are entered into a database and averaged across different advertised products (food, cars, communications, tobacco). If the coverage is below average for a particular product group, then the reasons may be a small number of posters or an incorrectly chosen advertising medium (since outdoor advertising in some cases cannot establish an optimal connection with the target group). In addition to learning to be remembered and recognized, research should also include checking the content of the poster. Special outdoor advertising tests are available,

1. The ability to attract advertising attention.
2. The ability to motivate.
3. The ability to cause a desire to use the advertised product or service. These tests also provide the

advertiser with the following information:

1. Trademark identification.
2. Advertiser identification.
3. Advertising recognition (self-remembering, recognition by photo without brand or company name).
4. Interest and motivation for a product or service among respondents who recognized the advertisement.
5. Interest and motivation for a product or service among respondents who are regular users of the product or service.
6. The ability to arouse interest when comparing an advertisement with other advertisements in the same category of goods or services.
7. The overall impression of the ad or the rating of the ad as a whole.
8. Attention-grabbing advertising elements.
9. Interesting elements of advertising.
10. Understand the price and quality of the advertised product or service.
11. The intention to buy a product or use a service.
12. Is the advertisement intended for the respondent?
13. Is the message in the ad true?
14. The attitude of the target group to advertising is determined. This means that detailed questions related to relevant advertising are only asked to people who have been identified as belonging to the target group.

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