



EVALUATION OF MARKETING MECHANISM IN FARM DEVELOPMENT

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ANNOTATION This article will explore key aspects such as developing an effective farm marketing mechanism, utilizing digital technologies and innovative marketing tools, segmenting the market, implementing pricing strategies and branding, and analyzing factors that contribute to the competitiveness of farms in the agricultural sector. The study also delves into practical methods and approaches necessary for successful marketing and enhancing the competitiveness of agricultural products in the market, including the production of environmentally friendly products and improving their quality.

Keywords: Marketing strategy, competitiveness, market segmentation, digital marketing, branding, price policy, environmentally friendly products, digital technology, innovative approaches, sales strategies, product quality enhancement, market analysis, marketing tools, economic efficiency.

INTRODUCTION In today's rapidly developing market economy, with the rapid change of the external environment and the complexity of the market activities of enterprises, it is important to constantly monitor and evaluate the effectiveness of business processes, consumer needs, improving the quality of service in all areas, including marketing services. Farms are an important link in the agricultural sector and play a major role in ensuring the country's food security. The need to develop effective marketing strategies for the successful operation of farms in the agricultural sector in the region, primarily to adapt to market requirements and increase their competitiveness, is increasing day by day. Farms are mainly engaged in the production of agricultural products and their marketing. However, today, increased competition, rapid changes in market conditions and diversification of consumer demands create the need for farmers to develop new marketing approaches. To increase the competitiveness of farms, it is important to properly form marketing mechanisms,



successfully launch products on the market, and use modern branding and marketing tools.

This study uses several methodological approaches to form marketing mechanisms in farms and identify factors that increase competitiveness. The main objective of the study is to identify the methods and strategies necessary for the effective organization of marketing activities of farms and increasing competitiveness in market conditions.

Peter Drucker's work "Innovation and Entrepreneurship" highlights the importance of entrepreneurship in the implementation of innovative approaches within clusters and in managing clusters. In his teaching, the use of innovations and technologies is considered an important factor in the development of agroclusters.

Scientific research on the development of effective marketing strategies in farms in local market conditions, studies by Uzbek and foreign scientists, highlight the importance of marketing strategies and how they can be effectively used in the agricultural sector. Below we will analyze the scientific work of Uzbek and foreign scientists in this area.

Rasulov D. In his article "Development of Marketing in Agriculture", Rasulov studies the specifics of marketing for the agricultural sector. He shows the need for product promotion, sales management, and innovation in local market conditions. According to Rasulov, it is important to take into account territorial and social factors when developing a marketing strategy for agricultural products.

Today, in a market economy, the effective functioning of marketing mechanisms is of great importance in ensuring the sustainable development of the agricultural sector. When forming a marketing mechanism in farms, we can create a mechanism by analyzing all factors from the production of goods and services to their delivery to the consumer, to the management of processes.

In our article, in order to identify marketing mechanisms of farms and learn practical skills to increase competitiveness, it is necessary to study the demand for products, determine the price formation and sales strategy, create a product delivery and logistics system, and determine the tasks of increasing competitiveness in the market. In recent years, reforms based on market principles have been carried out in agriculture in our country.

At the final stages of the study, an expert assessment is conducted by marketing specialists and agricultural experts. With the help of experts, the results obtained are



analyzed and practical recommendations are developed to form effective marketing strategies in the agricultural market and increase competitiveness.

Development of practical recommendations and strategies: Based on the results of the study, practical recommendations will be developed on the formation of marketing strategies and increasing competitiveness in farms. These recommendations will help overcome difficulties in implementing marketing strategies and help farmers successfully operate in market conditions. Thus, the study will deeply study the methodological approaches to the formation of marketing strategies and increasing competitiveness in farms, the tools used in practice, and the effectiveness of market analysis. The results of the study will provide farmers with practical recommendations on the correct formation of marketing and increasing competitiveness.

In the development of farms, farms began to work directly with buyers on a contractual basis, fairs and e-commerce platforms for agricultural products are developing, marketing chains of cooperation and cluster systems are being formed, which greatly contributes to the development of farms. In addition, as a result of our studies, we can see the following shortcomings: namely, lack of knowledge on marketing; insufficient storage and logistics infrastructure for products. In order to increase the competitiveness of the products produced by farms, the following tendencies are observed in the development of their marketing mechanisms.

The results of the study show that the effective implementation of marketing strategies plays a major role in increasing the competitiveness of farms. Farmers have realized that in order to successfully sell their products in the market, marketing should be used not only by advertising products, but also by implementing market segmentation, developing pricing policies, and studying consumer needs. In addition, innovative approaches to marketing strategies, including the use of digital marketing and online trading platforms, help farmers strengthen their position in the market.

CONCLUSION

This study examined the factors for the formation of a marketing strategy and increasing competitiveness in farms. The results of the study showed that there are a number of key factors for the effective organization of marketing activities of farms, strengthening their position in the market and increasing competitiveness. Proper market segmentation, improving product quality, producing environmentally friendly products, using digital marketing and online trading platforms play an important role in the successful operation of farms. The results of the study showed that the effective implementation of marketing strategies allows farmers to quickly adapt to market

conditions, reach a wider audience and increase competitiveness. Market analysis, studying consumer demands and the correct use of marketing tools are necessary for farms to capture the market and create demand for their products.

By introducing branding and digital technologies to increase competitiveness, as well as improving market segmentation and optimizing pricing policies, farmers can create added value for their products. The key areas identified in the study include important methodologies that farmers should use when formulating marketing strategies.

Developing a marketing mechanism on farms is an important factor not only for increasing their income, but also for ensuring the sustainability of the entire agricultural sector. Increasing competitiveness, improving market access mechanisms, and widespread use of digital technologies are key priorities in this area.

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