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**Abstract:** In this article, we consider methods of demand generation and sales promotion in Uzbekistan, taking into account the specifics of the local market. We analyze key marketing tools such as advertising, promotion, pricing strategies and loyalty programs, and study the impact of digital technologies and social networks on consumer behavior. Particular attention is paid to successful cases and examples applicable to the Uzbek market. In conclusion, we offer practical recommendations aimed at increasing the effectiveness of marketing strategies adapted to modern market conditions.

**Key words:** demand generation, sales promotion, marketing, advertising, promotion, customer loyalty, digital technologies, social networks, Uzbekistan market, sales strategies.

**Аннотация:** В данной статье мы рассматриваем методы формирования спроса и стимулирования продаж в Узбекистане с учетом специфики локального рынка. Мы анализируем ключевые маркетинговые инструменты, такие как реклама, продвижение, ценовые стратегии и программы лояльности, а также изучаем влияние цифровых технологий и социальных сетей на покупательское поведение. Особое внимание уделяется успешным кейсам и примерам, применимым к узбекскому рынку. В заключение мы предлагаем практические рекомендации, направленные на повышение эффективности

маркетинговых стратегий, адаптированных к современным рыночным условиям.

**Ключевые слова:** формирование спроса, стимулирование продаж, маркетинг, реклама, продвижение, лояльность клиентов, цифровые технологии, социальные сети, рынок Узбекистана, стратегии продаж.

**Introduction.** In recent years, Uzbekistan has seen significant changes in the legislation regulating advertising activities, which has a direct impact on the processes of demand generation and sales promotion. One of the key steps in this direction was the adoption of the new Law of the Republic of Uzbekistan "On Advertising" (LRU-776) dated June 7, 2022, which entered into force on September 9, 2022<sup>1</sup>.

The new law introduced a number of significant changes aimed at improving advertising practices in the country. In particular, requirements for the language of advertising were established: now advertising must be distributed in the state language, with the possibility of dubbing in other languages, subject to certain conditions<sup>2</sup>.

Restrictions have also been introduced on the use of foreign words and expressions that could distort the meaning of information, and the indication of prices in foreign currency is prohibited. In addition, the law contains provisions aimed at protecting minors from inappropriate advertising. The use of forms, phrases and images that contradict national and family traditions, as well as generally accepted norms of morality and ethics is prohibited<sup>3</sup>.

These changes are aimed at creating a more responsible and ethical advertising environment, which in turn contributes to the formation of healthy demand and sales stimulation.

The introduction of new legislation requires market participants to adapt their marketing strategies and advertising materials in accordance with established

<sup>1</sup> <https://yuz.uz/ru/news/v-uzbekistane-vstupil-v-silu-novy-zakon-o-reklame>

<sup>2</sup> <https://www.gazeta.uz/ru/2022/06/09/ads/>

<sup>3</sup> [https://www.norma.uz/novoe\\_v\\_zakonodatelstve/chto\\_ogranicheno\\_novym\\_zakonom\\_o\\_reklame](https://www.norma.uz/novoe_v_zakonodatelstve/chto_ogranicheno_novym_zakonom_o_reklame)

standards. This opens up new opportunities for more effective interaction with consumers, taking into account the cultural and social characteristics of the country.

Thus, the updated advertising legislation in Uzbekistan plays a key role in the formation of demand and sales stimulation, establishing clear rules and standards for all market participants.

**Main part.** Demand generation and sales promotion are key aspects of marketing activities aimed at ensuring sustainable growth and competitiveness of enterprises. In the context of Uzbekistan, these processes are of particular importance, given the dynamic development of the economy and the expansion of the domestic market.

Demand generation includes a set of activities aimed at identifying and satisfying consumer needs. The main tools in this process are marketing research, which allows determining the demographic, psychological and behavioral characteristics of potential buyers. Demand analysis and sales forecasting help enterprises adapt their products and services to market expectations.

Demand generation is the process of creating interest in a product or service among consumers. Sales promotion includes marketing tools aimed at increasing sales (Table 1).

Table 1.

**Fundamentals of Demand Generation and Sales Promotion**

Factor	Demand Generation	Sales Promotion
Advertising	Creating brand awareness	Call for immediate purchase
Pricing Strategies	Optimizing prices for demand	Discounts, promotions, bonus programs
Promotion	Forming a company	Motivating

	image	consumers to buy
Loyalty programs	Attracting new customers	Retaining existing customers

Sales promotion is a set of strategies and tactics aimed at increasing the volume of sales of goods and services. The main methods of promotion include:

Advertising campaigns: using various communication channels to inform and convince consumers of the value of the product.

Pricing strategies: setting prices taking into account costs, demand and the competitive environment, which helps attract customers<sup>4</sup>.

Loyalty programs: creating reward systems for regular customers, which increases their commitment to the brand.

Trade marketing: activities aimed at improving interactions with retail partners, including the design of points of sale and motivational campaigns for employees of retail outlets<sup>5</sup>.

In Uzbekistan, there is an active introduction of modern marketing practices adapted to local conditions. Particular attention is paid to the following aspects:

Marketing research: Uzbek companies are increasingly conducting research to understand the specifics of local demand. This includes analyzing consumer preferences, assessing price sensitivity and studying cultural characteristics that affect purchasing behavior.

Lead generation: collecting and processing data on potential customers is becoming an integral part of marketing strategies. Both online methods (via websites and social networks) and offline activities are used to attract interest in products and services<sup>6</sup>.

<sup>4</sup> <https://ru.wikipedia.org/wiki/Ценообразование>

<sup>5</sup> <https://ru.wikipedia.org/wiki/Трейд-маркетинг>

<sup>6</sup> <https://ru.wikipedia.org/wiki/Лидогенерация>

Trade marketing: decorating points of sale using POS materials, holding promotions to stimulate purchases and motivating employees of retail outlets are becoming standard practice for many businesses<sup>7</sup>.

Pricing strategies: enterprises adapt their pricing policies in accordance with the solvency of the population and the competitive environment. Pricing methods are used that focus on both costs and demand, which allows for setting optimal prices for various market segments<sup>8</sup>.

Thus, the combination of theoretical approaches and practical tools in the field of demand generation and sales promotion allows Uzbek enterprises to effectively respond to market changes, meet consumer needs and ensure sustainable growth in the conditions of the modern economy.

**Conclusions and suggestions.** In this article, we analyzed the methods of demand generation and sales promotion in Uzbekistan, taking into account the specifics of the local market. We reviewed key marketing tools such as advertising, promotion, pricing strategies and loyalty programs, and also studied in detail the impact of digital technologies and social networks on consumer behavior. The analysis showed that successful business development in modern conditions requires flexibility, an innovative approach and an integrated use of marketing strategies. Given the growing role of online platforms, personalized content and data analytics, companies need to adapt to new trends and customer needs.

Based on the research, we propose the following measures to improve the effectiveness of marketing strategies in Uzbekistan:

1. Development of digital marketing - active use of social networks, content marketing and targeted advertising to increase audience reach.
2. Optimization of pricing strategies - a flexible approach to pricing taking into account the needs of different customer segments.
3. Improvement of loyalty programs - implementation of personalized offers, discounts and bonus programs to increase customer retention.
4. Expanding

<sup>7</sup> <https://ru.wikipedia.org/wiki/Трейд-маркетинг>

<sup>8</sup> <https://ru.wikipedia.org/wiki/Ценообразование>

marketing research – actively using Big Data, CRM systems and analytical tools for a more accurate understanding of consumer needs.

5. Collaborating with influencers and bloggers – using the capabilities of opinion leaders to promote goods and services on the local market.

6. Strengthening trade marketing – improving the visual design of points of sale, holding promotions and events to stimulate demand.

7. Adapting to legislative changes – compliance with new requirements of the legislation of Uzbekistan regulating advertising activities and marketing campaigns.

We are confident that the implementation of these recommendations will allow companies not only to increase sales, but also to strengthen their competitiveness in the market, ensuring long-term growth and development.

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