



CONTENT, GOALS AND TASKS OF ADVERTISING

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| Article history: | Abstract: |
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| Received: 26 th April 2023 Accepted: 28 th May 2023 Published: 26 th June 2023 | This article discusses the differences between marketing and advertising, reviews, the role of advertising in the sale of manufactured goods and products, its goals and objectives, types, and the effectiveness of advertising in the sales process. |

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MAIN PART

At the stage of transition to a market economy, the types of production of products have increased tremendously. At the same time, the competition is also increasing. Competition is actually fighting for quality in a good sense. Market interests are based on this competition. Its main criterion is to produce a better desired product, sell more, and make a profit. And advertising helps it even more. As a result, the advertisement is quickly noticed. It develops social thinking about income. As a result, entrepreneurs strive for innovation as much as possible.

The words "Marketing" and "Advertising" have entered our lives rapidly, especially these concepts have developed a lot by the 20th century. Marketing means "Market" in English, and the word advertising is derived from the Latin word "Reclamare" which means to call, shout, attract. "Advertising" in English. Advertising is directly related to information, i.e. "Information". Because information lies at the heart of every advertisement. The term information is also Latin and comes from "Informatio". Advertising is currently widely used in world production practice.

The terms "Trade", "Sales", "Marketing", "Advertising" are not always used in their exact expression, sometimes they are used against each other, and sometimes they are used interchangeably. Some of these concepts are particularly useful in the development of "marketing" and "advertising". The concept of marketing has many definitions. Among them there are narrow and broad concepts. Marketing in the narrow sense is a simple system, which provides management activities of the market target of a firm or enterprise. From this point of view, marketing is the effective transfer of technology. The concept of marketing in general is broad. It includes production organization, purchasing, sales, sales promotion, financial marketing service, after-sales service, public relations and actual advertising. Marketing is a very difficult process. In many cases, the only factor that determines success or failure is the sale of the product or service.

The transfer of goods to customers is not always a spontaneous process. Only in the conditions when the goods are in short supply, the market digests everything without asking much about the quality, price, purpose of use, seasonality and other factors that create demand. That's it

at the same time, the demand for goods and services remains unsatisfied.

In order for the goods to be bought by the consumer in the conditions of the developing market, as in the brochure, it is necessary to prepare most of them appropriately, to carry out commercial promotion actively. This is where advertising becomes important, which attracts the attention of buyers to goods, influences people's interest and desire, and creates new ones instead of traditional requirements. This is how advertising creates demand.

According to F. Kotler, the main tendency of the change of marketing strategy is a focused influence on the customer, which is expanded along the direction from the strategy, aimed at the sale of goods. Simply put, if someone initially manufactures or buys a wholesale batch of goods and then thinks about how best to sell them, then this is an example of the first strategy. If you start with the study of commercial activities, that is, if you study in the sense of who needs what now, work can give good results.

A sharp economic turn in today's situation requires a review of the work of many large production enterprises and organizations in the country. Based on this, they study the demand for the goods that they can produce within their capabilities. At the same time, fast-growing companies begin to focus on the customer's problem, until well-developed marketing programs, built on the basis of good traditions, rely on the targeted customer approach.

Advertising materials serve many purposes, and even though advertising may appear to serve a single purpose, it is actually not.

The main purpose of advertising is:

- Attracting the attention of potential buyers.



- Show how the purchased goods are useful for the buyer.

- creating conditions for the buyer to learn more about the product.

- Formation of the consumer's level of clear knowledge about the product or service.

- Creating the image of the selling or manufacturing companies and preparing commercial and industrial brands for consumers and business partners.

- Forming a need for this product or service.

- Forming a positive attitude towards the company. Encourage the potential buyer to buy the advertised product not only from the competitor, but from this company.

- Incentives for sold goods and services.

- To enable rapid circulation of goods.

- From a buyer to a regular customer, to buy from this company's goods

from it and reach the goal.

- creating the image of a reliable partner in other companies.

- Reminding the consumer about the company and its products.

In practice, advertising rarely pursues the same goal, as in law, goals intersect in one advertising event.

Advertising activities are based on in-depth market research from the beginning to the end. The tasks of advertising aimed at a certain goal are as follows:

- raising the reputation of the enterprise. If the company that produced the goods has a familiar and good name to the buyer, then the buyer is ready to buy the goods at a high price only in this case;

- helping to create a need for this product, i.e. creating a demand;

- providing consumers with the necessary information about the goods;

- transfer of goods, ensure sales, support and expand the results achieved in this field.

The main principle of advertising activity, an important condition for its success, is the continuous circulation of advertising that the customer remembers and brings to his mind a specific product. This is why the main theme of the company's advertising should not change; to be sure of the product and the enterprise that produced it; arising from the needs of customers. Advertising is closely connected with the study and analysis of the consumer's psyche, motivations for choosing a purchased item: giving a certain image (image) to this product; before developing the brand name, appearance and packaging of the product, it is

necessary to comprehensively analyze and determine the circle of potential buyers, their cultural level, customs, learning, etc.

The task of advertising. The main task of advertising is to tell about goods and services, how and where they are sold using special media. But the task of advertising is not limited to providing information. The peculiarity of advertising is that it should carry out information promotion and propaganda along with persuasion. The ultimate goal of advertising is to increase the motivation of buyers for the goods offered on the market. This includes the following goals:

- "Boosting" advertising for goods and services that are new to the customer.

- Advertising of a hero (for example, Ruslan Chagaev) - Recovery from the opponent - Demonstrating the skill of the advertiser

Advertising functions are determined by its goals and tasks. Among their variety, the following can be indicated:

- equating the product and its manufacturer or seller

- Product, service or idea development

- Providing information to the customer

- Demand formation and others.

In its roles, advertising must provide information about cash goods and its price characteristics, but the main thing is that advertising must encourage people to buy, that is the main purpose of advertising, and this is also its main function. One of the tasks of advertising is to tell about goods and services using special media. But the task of advertising is not limited to sending information. The peculiarity of advertising is that it combines information, promotion, and persuasion. Therefore, an effective advertisement should be active, providing the necessary information and at the same time persuasive, focused on a certain goal. When such advertising forms the demand in a certain direction, it transfers it from one type of goods and services to another. It reveals the needs of buyers and influences their intentions and intentions.

Advertising is one of the ways to develop the sale of goods in the market. Advertising is designed to attract as much attention as possible to the consumer of a product or service.

Different forms of work are used in advertising. Advertising films, broadcasts and shows, posters and leaflets, specially designed showcases, exhibitions, advertising components and other such forms are used. Advertising must meet the requirements that ensure its effectiveness: it must be true and clear, focused on a



specific area, provide a lot of scientifically based information, and it must be enjoyable and profitable.

Types of advertising. It is observed in the development paths of advertising that its types have changed and formed depending on the times. Advertisements are constantly evolving in our way of life. It affects its formation. Until now, we have been using traditional and modern types of advertising. Exhibitions are one of the traditional advertisements, where unique crafts and works of art are displayed. They increase the reputation of the state, the nation, and the individual, and introduce the people to the world.

Printing (advertising publications) - covers catalogs, booklets, flyers, postcards, newsletters, posters, large-scale posters, portraits of poets and writers, color pictures of companies, calendars, labels, stickers, etc. This type of advertising is very convenient and can be given as a gift. Exhibitions, book stores, libraries, enterprises and institutions benefit from such advertising publications.

Posters are a method of artistic exhibition promotion of information, the purpose of which is to motivate the general public to the happenings. Posters should be visible, convincing and memorable. The composition of posters should be visible from a distance and readable from a distance. They can be enriched with books and challenges.

Posters are divided into 4 according to their content:

1. Job poster or advertising poster
2. Posters.
3. Socio-political posters
4. TV advertising posters.

Posters developed at the level of art in the late 19th and early 20th centuries

started Posters are usually changed from time to time. They add charm to city squares and streets. Our holidays are considered spectacular. Examples of this are the presentation of historical materials about the creation, interviews with actors and famous people. The participation of actors and singers in TV commercials enriches TV commercials even more.

Directly advertising programs such as "Hello Uzbekistan", "Katalog", "Telekurer market", "Kino Olami" can be cited as an example. Broadcasts, dialogues, announcements of various content, messages, meetings with experts, writers, poets, actors, statesmen are the artistic composition of radio advertising. Broadcasts prepared on the basis of "question-and-answer" are usefully used by the general public. It is appropriate to broadcast artistic broadcasts,

announcements to the music of commercials. Because advertising to itself with melodies or pleasant songs and music increases its effectiveness.

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