



## MAIN DIRECTIONS OF DEVELOPMENT OF ADVERTISING SERVICES IN THE DIGITAL ECONOMY

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<b>Received:</b> 10 <sup>th</sup> February 2022 <b>Accepted:</b> 11 <sup>th</sup> March 2022 <b>Published:</b> 30 <sup>th</sup> April 2022	An important aspect of the organization of advertising activities in a market economy is that it includes not only a detailed and complete study of passive issues of the main consumer requirements, but also active issues - sales growth, their effectiveness and efficiency

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An important aspect of the organization of advertising activities in a market economy is that it includes not only a detailed and complete study of

passive issues of the main consumer requirements, but also active issues - sales growth, their effectiveness and efficiency, Table 2.

**Table 2.**  
**The main directions of the organization of advertising services in a market economy<sup>1</sup>**

№	The main directions of advertising services	Classification of the organization of advertising services
1	<b><i>Advertising by object</i></b>	<ul style="list-style-type: none"> <li>- authoritative advertising. The main purpose of this advertisement is to advertise the firm to distinguish it from its competitors;</li> <li>- Commodity advertising, ie the formation and promotion of demand for goods;</li> <li>- Brand advertising can also include brand advertising, which is used to distinguish a particular brand of product for a long time;</li> <li>- headline advertising - is the dissemination of information about the sale of services or events;</li> <li>- purchase advertisement - this is an advertisement of purchase at discounted prices;</li> <li>- Explanation - Advertising is the defense of a specific purpose.</li> </ul>
2	<b><i>According to delivery forms</i></b>	<ul style="list-style-type: none"> <li>- direct advertising, which is carried out on a commercial basis and represents the advertiser, performing advertising services directly to a specific product and a particular firm; direct advertising performs the task in a masked form without the use of direct channels and without showing the advertiser.</li> </ul>
	<b><i>Advertising is based on the nature and properties of the material</i></b>	<ul style="list-style-type: none"> <li>- information - is carried out mainly on the introduction of goods to the market;</li> <li>- day-to-day - the firm has a special role in the growth phase, which is responsible for the formation of the selected demand;</li> <li>- Reminding advertising that allows the consumer to remember about the product;</li> <li>- Reinforcing advertising, which tries to convince the buyer of the correctness of the choice.</li> </ul>
	<b><i>According to the chosen strategy</i></b>	<ul style="list-style-type: none"> <li>- the same type of advertising in different countries holds only one advertising medium in the fall, which leads to cost savings and cost of advertising;</li> <li>- Non-uniform advertising involves the use of different advertising tools in</li> </ul>

<sup>1</sup> The monograph is based on research by the author



	<p><b>According to the distribution boards</b></p>	<p>the fall to convey a single advertising concept.</p> <ul style="list-style-type: none"> <li>- personal advertising work, ie placement of advertisements in magazines, general purpose magazines, newspapers, specialized industry magazines, company bulletins, newsletters;</li> <li>- Publishing catalogs, booklets, postcards, calendars;</li> <li>- direct mail - distribution of advertising materials by mail, telegraph, telex;</li> <li>- roller advertising - film, television, slide projection;</li> <li>- TV - marketing advertising on the home TV channel;</li> <li>- radio advertising, which includes radio advertising in the fall;</li> <li>- Outdoor advertising involves the production of large-scale posters, electrified panels in the fall;</li> <li>- Advertising on transport. Such advertising is placed on the outer surface of the entire vehicle;</li> <li>- The most common advertising is in the place of sale of goods: in stores, shopping malls.</li> </ul>
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Based on the data in the table above, it should be noted that the rapid development of the economy using the system of clustering by sectors and industries creates new opportunities in the Republic and its regions. Therefore, increasing the efficiency of the fast-growing advertising services sector, which provides services today, provides high economic results in the regions. We know that a number of scientists and experts have expressed their views on "clustering" in the economy. Of particular importance are the ideas put forward by European and American scientists in this regard.

The purpose of forming a cluster relationship in advertising services is to jointly and mutually agree on the problems of advertising services between the cluster members (advertising companies, advertising companies, etc.), creating a transparent, reliable and fair environment based on market principles is to achieve.

It should be noted that, according to scientists and experts in the field, the need for regional clustering of advertising services is reflected in the following:

- Since advertising services today are carried out separately for different enterprises, organizations and firms, it is necessary to develop it on the basis of a single system, structure;
- Lack of a single targeting structure for advertising services in individual areas;

- Absence of organizations (entities) that provide both advertising partner and competing advertising services;

- There is a need for a structure that will bring new innovative ideas for advertising services, advertising companies to a successful market;

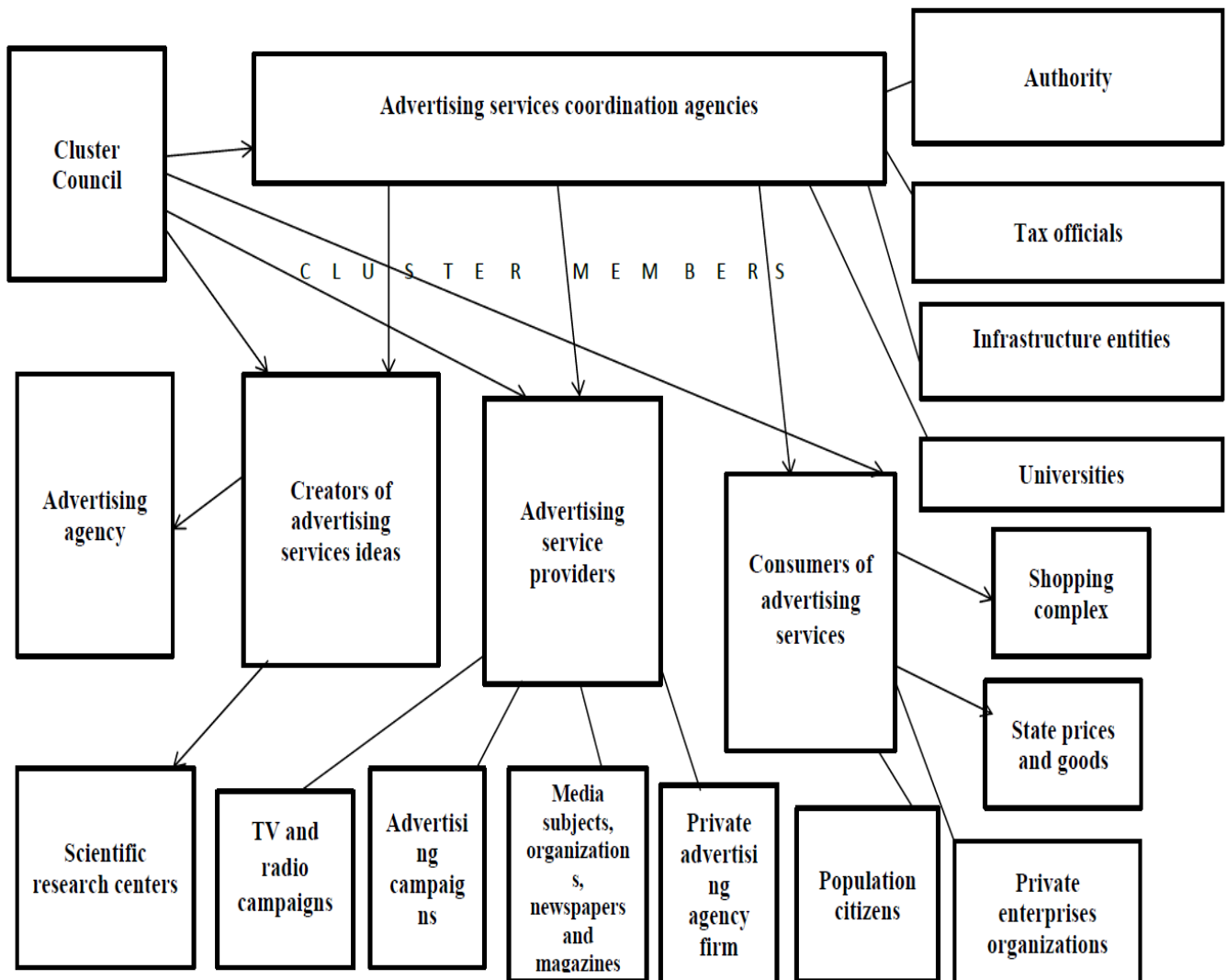
- Lack of a separate structure for advertising services, aimed at increasing the needs of the region and the efficiency of the region;

- The lack of a structure that includes the process of "from birth to its end", which includes the evolutionary development of advertising services and so on.

In the regional cluster of advertising services, a cluster structure has been developed based on the coordination of the Cluster Council based on the contractual relationship of the cooperating entities. (Figure 1).

In advertising services, the Cluster Council is the activity of the coordinating (governing) body for the members of the cluster, which consists of the cooperation of the subjects of mutual cooperation, the structure of which is based on clustering relations.

The regional cluster of advertising services includes the following, ie the number of member entities, the need and demand for these services, the goals set for the tasks performed, and other similar characteristics.



**Figure 1. The unique territorial location of advertising services and the existence of cross-cluster merger links**

The Territorial Cluster Council of Digital Services has the following responsibilities:

- specialization by type of advertising services;
- Providing advice and recommendations on effective advertising services;
- practical assistance in obtaining various financial resources, loans for the provision of advertising services;
- Achieving the effectiveness of advertising on the basis of generalization of advertising of member entities, the mobilization of the necessary funds;
- protection of various interests and rights of members arising from advertising services;
- Providing members with regulatory documents and necessary information on advertising services.

The Chairman of the Advertising Services Cluster Council is elected at the meeting of the Council with the participation of representatives (managers) of the cluster member entities (advertising companies, agencies, etc.). A candidate (on an electoral basis) may be a member of the Council from one of the member subjects or on behalf of a group of subjects. The cluster council decides the most important decisions related to the cluster activities of the advertising services cluster. In this process, it also makes the necessary compromise decisions on the financial resources associated with the implementation and management of the cluster.

It should be noted that the decision (both proposals and recommendations) adopted at the



general meeting of the Cluster Council is binding on the member entity.

Based on the above, the cluster-based development of advertising services has been scientifically justified in the creation of the following facilities. Including:

- Formation of contractual relations on the basis of the requirements of a market economy in all organizations and enterprises in the region, the introduction of goods and services to domestic and foreign markets using quality and modern and competitive advertising services;

- protection of legal interests of entities (companies, agencies, firms) providing advertising services;

- Increasing the volume of exports of advertising services based on the formation of a cluster complex aimed at selling products, works and services;

- increase the efficiency and capacity of industries and sectors in the near and long term as a result of the development of demand-driven advertising services in the country and its regions;

- Creation of a modern brand of advertising services in Uzbekistan, which will increase the efficiency of the region, and so on.

The regional cluster of advertising services ultimately increases revenue as a result of the sale of products and services produced by enterprises and organizations in the region at high prices using advertising services, meeting the population's demand for essential food products and resources (material, financial, economic, natural) is used effectively.

The proposed regional cluster of advertising services will allow to increase the development of the region, creating the following new opportunities for innovative development and efficiency of these services. Including,

- Increasing economic ties and relations between the entities providing advertising services;

- Economic development of advertising services in the form of an integrated system, as well as mutually beneficial, continuous and systematic activities between partners;

- Attracting the latest achievements of innovation in the field of advertising services and creating a favorable development strategy environment for the development of partners;

- High income for the services provided by advertising service entities (advertising companies, agencies, firms) and customers (enterprises, organizations and other businesses) who apply for the promotion of goods and services in the region to receive large profits and ultimately resulting in cost-effectiveness and other similar opportunities.

It is known that based on the important tasks set out in the Address of the President of the Republic

of Uzbekistan Shavkat Mirziyoyev to the Oliy Majlis on December 28, 2018, "Priority should be given to the development and implementation of a program to increase the competitiveness of our economy." The use of experience based on the theory of "Cluster", the main direction of which is tested in international practice, is important for the prospects of our economy in the textile and light industry. Agrocluster is an entity that integrates the relations of agriculture, such as state - research - processing - business, in accordance with market principles.

Agroclusters are based on three characteristics, namely: - regional specialization and localization of agricultural production; - Interactions between business entities of the industry; - The formation of technological interactions between different industries to produce finished products from agricultural products.

The center of the agro-cluster can be agricultural producers, research institutions, various service infrastructure organizations, processing enterprises, which unite around them the sale of products, advertising and marketing services on the basis of a strategic partnership agreement.

The agro-cluster is organized on the joint or separate initiative of local government organizations (district administration), agricultural producers, processing enterprises. One of the important aspects of its organization is the high level of trust between the participants through the practical implementation of joint projects that combine the processes of joint production of agricultural products - production - processing - sales.

In the United States, for example, agricultural cooperatives receive and store produce by contract and mutual final settlements are made after the product is delivered. From this point of view, it is expedient to define the general principles of financial cluster system as an important methodological basis of its organization. This, in turn, is necessary to identify the activities of the financial management movement and the general criteria for its implementation.

Also, financial enterprises are reflected not only within the internal, but also in the budget, extra-budgetary funds, banks and other creditors, financial institutions, institutional investors. In the cluster system of the agricultural sector, including the use of financial resources in the activities of enterprises and the selection of their effective directions, this process is associated with the process of analysis, planning, management, financial decision-making, taking into account the specifics of agricultural production.

The experience of developed countries shows that the organization of a cluster of advertising services in different forms of ownership in accordance with market principles allows for efficient



management. Therefore, in the process of economic diversification in Uzbekistan, special attention should be paid to the rational organization of the cluster of advertising services in sectors of the economy, especially in the agricultural sector and increase its efficiency.

Currently, different views are expressed by economists on the essence of the concept of a cluster of advertising services. In general, the views of Russian economists on the concept of the cluster of advertising services, as well as scientists from a number of CIS countries, are relatively different from those of Western European and American scientists. There are specific reasons for this, one of which is that the cluster of advertising services is one of the new emerging sectors in the Russian Federation, as in the CIS countries, and another reason is that these countries have different aspects of the management system of firms and companies.

In addition, in addition to the core activities of most of the existing companies in the US and Europe, their participation in the stock markets in their economic activities, in particular, the implementation of operations related to the sale of securities, plays an important role. Therefore, in their practice, their financial functions are often explained in terms of managing securities-related transactions.

In particular, American economists James K., Van Harn and John, in their economic works, discuss the cluster of advertising services to finance assets aimed at achieving specific goals and management action consists of a set of actions "and describes as follows: the development of an advertising services cluster is to make management decisions related to the financing and management of assets aimed at realizing specific goals." According to them, although the goals of firms and companies are different, the main of them is to maximize the financial position of the owners of the firm and the company.

In general, according to the tariffs quoted by U.S. and Western European economists, the cluster of advertising services as its main goal is the share price, the amount of net profit per share, the dividend rate, is the management of the finances of firms and companies that promote the increase of shareholder ownership and other positively beneficial financial results.

The above-mentioned scholars have different views on the study of these problems, but the opinion of many is that the correct organization of the cluster of advertising services in the agricultural sector in the context of economic liberalization, its incompatibility with the organization of its management requires research on this topic. The processes related to the organization of advertising services in the agricultural sector and the improvement of its main directions, the

organization of their financial reporting in accordance with the requirements of international standards are becoming important tasks today.

The practical significance of the above tasks is that the establishment of agro-clusters in the Republic of Uzbekistan will be an important step in analyzing the organization of the cluster of advertising services in the activities of enterprises in the cluster system and improving its main directions, primarily due to the new institutional structure of agriculture.

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