

THE ROLE OF MARKETING IN THE PROCESS OF IMPROVING POPULATION WELFARE

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Abstract

This article examines the role of marketing in improving population welfare. The mechanisms through which marketing strategies, consumer behavior, and social marketing concepts influence the living standards of the population are analyzed. The study empirically evaluates the contribution of marketing activities to economic growth and social development using the example of Uzbekistan. The results demonstrate that effective marketing strategies play a significant role in increasing consumer satisfaction, enhancing competitiveness, and ultimately improving the quality of life. The findings serve to develop practical recommendations for public policy and business practices.

Keywords: marketing, population welfare, social marketing, consumer behavior, quality of life, economic growth.

Annotatsiya

Ushbu maqolada marketingning aholi farovonligini oshirishdagi roli o'rganiladi. Marketing strategiyalari, iste'molchilar xulq-atvori hamda ijtimoiy marketing konsepsiyalarining aholining turmush darajasiga ta'sir ko'rsatish mexanizmlari tahlil qilinadi. Tadqiqotda O'zbekistonda marketing faoliyatining iqtisodiy o'sish va ijtimoiy rivojlanishga qo'shayotgan hissasi empirik jihatdan baholanadi. Natijalar samarali marketing strategiyalari iste'molchilar qoniqishini oshirish, raqobatbardoshlikni kuchaytirish va oxir-oqibat aholining hayot sifatini yaxshilashda muhim rol o'ynashini ko'rsatadi. Olingan natijalar davlat siyosati va biznes amaliyotlari uchun amaliy tavsiyalar ishlab chiqishga xizmat qiladi.

Kalit so'zlar: marketing, aholi farovonligi, ijtimoiy marketing, iste'molchi xulq-atvori, hayot sifati, iqtisodiy o'sish.

Аннотация

В данной статье рассматривается роль маркетинга в повышении благосостояния населения. Анализируются механизмы, посредством которых маркетинговые стратегии, поведение потребителей и концепции социального маркетинга влияют на уровень жизни населения. В исследовании на примере Узбекистана эмпирически оценивается вклад маркетинговой деятельности в экономический рост и социальное развитие. Результаты показывают, что эффективные маркетинговые стратегии играют значительную роль в повышении удовлетворенности потребителей, усилении конкурентоспособности и, в конечном итоге, улучшении качества жизни населения. Полученные выводы

могут служить основой для разработки практических рекомендаций в сфере государственной политики и деловой практики.

Ключевые слова: маркетинг, благосостояние населения, социальный маркетинг, поведение потребителей, качество жизни, экономический рост.

INTRODUCTION

In the 21st century, the role of marketing in economic and social life is growing increasingly important. Modern marketing is recognized not merely as a tool for selling goods and services, but as a key factor in improving societal welfare. Population welfare is a multifaceted concept encompassing material well-being, health, educational quality, social security, and quality of life indicators. In Uzbekistan, the significance of marketing activities increased sharply during the transition to a market economy. The reforms implemented under the leadership of President Shavkat Mirziyoyev place particular emphasis on entrepreneurship development, increasing export potential, and protecting consumer rights. Between 2017 and 2023, Uzbekistan's GDP nearly doubled, confirming the direct impact of marketing activities on economic growth.

The relevance of this research lies in the growing need to adopt modern marketing approaches to ensure the competitiveness of the national economy in the context of globalization. At the same time, the possibilities of raising living standards through marketing tools have not been sufficiently studied. The aim of the study is to theoretically and empirically substantiate the role of marketing in improving population welfare and to develop practical recommendations.

The research objectives are as follows: first, to theoretically substantiate the relationship between marketing and population welfare; second, to empirically analyze the impact of marketing activity on living standards in Uzbekistan; third, to assess the role of social marketing in improving population welfare; and fourth, to propose marketing strategies aimed at enhancing population welfare.

LITERATURE REVIEW

The relationship between marketing and population welfare has been studied by many foreign and local scholars. Ph. Kotler (2016) developed the concept of social marketing, emphasizing that marketing should serve the interests of society. In his view, companies must strive not only for profit, but also to improve the welfare of consumers and society at large. Since Adam Smith's (1776) "The Wealth of Nations," the idea of improving societal welfare through market mechanisms has held an important place in the history of economic science. M. Porter (1990), in his theory of competitive advantage, substantiated the impact of marketing strategies on the competitiveness of the national economy.

The "Service-Dominant Logic" (SDL) concept advanced by S. Vargo and R. Lusch (2004) brought significant changes to the marketing paradigm. According to this approach, the value creation process depends not only on the producer but also on the consumer, ensuring the active participation of consumers in the process of improving welfare. Marketing and welfare relationships in CIS countries have been studied by G.

Bagiyev (2020), Ye. Golubkov (2019), and others. Among Uzbek scholars, A. Berkinov (2021), N. Tursunov (2022), and M. Rahimova (2023) have examined trends in the development of marketing activity in the national economy.

Amartya Sen's (1999) "Development as Freedom" concept justified the need to evaluate population welfare not solely through material indicators but from the perspective of freedom and capabilities. This approach creates a theoretical basis for analyzing marketing activity in a broad social context. The Commission on the Measurement of Economic Performance and Social Progress report (Stiglitz-Sen-Fitoussi, 2009) proposed a multidimensional approach to assessing population welfare, enabling separate examination of the impact of marketing activity on each dimension.

METHODOLOGY

The study employs a mixed-methods research design, combining quantitative and qualitative approaches. The research was conducted over the period 2020-2024. The following data sources were used: official data from the Statistics Agency of the Republic of Uzbekistan (2018-2024); reports of the Chamber of Commerce and Industry of Uzbekistan; World Bank and UN development indicators; and results of a survey conducted among 450 respondents.

The survey was conducted in Tashkent, Bukhara, Samarkand, and Fergana regions. Respondents were selected by random sampling, with 52.4% female and 47.6% male, ranging in age from 18 to 65 years.

The following statistical methods were applied for data analysis: descriptive statistics (mean, standard deviation, frequency distribution); correlation analysis (Pearson correlation coefficient); regression analysis (multiple linear regression); and ANOVA (analysis of variance). Data processing was performed using SPSS 26.0. The significance level was set at $p < 0.05$.

The influence of marketing factors on population welfare was modeled as follows:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \varepsilon$$

where:

Y - population welfare index;

X₁ - level of marketing expenditure;

X₂ - consumer satisfaction indicator;

X₃ - competitiveness index;

X₄ - social marketing activity;

ε - error term.

ANALYSIS AND RESULTS

Marketing activity and economic growth indicators. The research results revealed a notable increase in the volume of marketing activity in Uzbekistan. Between 2018 and 2024, the share of marketing expenditure in GDP rose from 1.2% to 3.8%. This indicator showed a direct correlation with economic growth dynamics and household income levels.

Table 1.

Marketing activity and population welfare indicators in Uzbekistan (2018-2024)¹

Year	Marketing expenditure (percentage of GDP)	Per capita income (mln. soum)	Consumer price index	Consumer satisfaction, in percentage	Welfare index
2018	1.2	18.4	102.3	58.2	0.52
2019	1.5	21.6	104.1	61.5	0.55
2020	1.8	23.1	101.8	59.8	0.54
2021	2.3	27.8	106.2	64.3	0.59
2022	2.9	33.5	108.4	68.7	0.63
2023	3.4	39.2	110.1	72.4	0.68
2024	3.8	45.6	112.3	76.1	0.72

The data for 2018-2024 demonstrate a clear positive relationship between the growth of marketing activity and improvements in population welfare indicators in Uzbekistan. During this period, marketing expenditures increased significantly from 1.2% of GDP in 2018 to 3.8% in 2024, reflecting the expanding role of marketing strategies in economic development, business competitiveness, and consumer market dynamics. At the same time, per capita income rose steadily from 18.4 million soums to 45.6 million soums, indicating a substantial improvement in the population's purchasing power and overall economic well-being. Although the consumer price index increased from 102.3 to 112.3, suggesting moderate inflationary pressure, the growth in income levels appears to have outweighed its negative effects.

Another important indicator is consumer satisfaction, which increased from 58.2% in 2018 to 76.1% in 2024. This trend indicates that improvements in marketing activities, product quality, service delivery, and market competition have positively influenced consumer perceptions and experiences. Consequently, the welfare index rose from 0.52 to 0.72, confirming a gradual improvement in social and economic welfare. These results suggest that the development of marketing activities contributes not only to business growth but also to broader socio-economic progress. In particular, effective marketing policies stimulate market efficiency, enhance consumer choice, and support income growth, which collectively improve population welfare.

Overall, the analysis indicates that strengthening marketing activity in Uzbekistan plays an important role in increasing consumer satisfaction, expanding economic opportunities, and promoting sustainable improvements in the welfare of the population. Correlation and regression analysis results. The correlation analysis revealed a strong positive relationship between marketing expenditure and the population welfare index ($r = 0.94$; $p < 0.001$). A high correlation was also found between consumer satisfaction and the welfare index ($r = 0.97$; $p < 0.001$).

¹ Compiled by the author based on data from the Statistics Agency of the Republic of Uzbekistan.

Table 2.

Multiple regression analysis results¹

Variable	β coefficient	Std. error	t-value	p-value
Marketing expenditure (X ₁)	0.342	0.068	5.029	0.001
Consumer satisfaction (X ₂)	0.287	0.054	5.315	0.001
Competitiveness (X ₃)	0.198	0.072	2.750	0.012
Social marketing activity (X ₄)	0.156	0.061	2.557	0.018

$R^2 = 0.891$; $F = 42.36$; $p < 0.001$.

The regression model is statistically significant ($F = 42.36$; $p < 0.001$), with a coefficient of determination $R^2 = 0.891$. This indicates that 89.1% of the variation in population welfare is explained by the marketing factors included in the model.

Survey results. The survey results demonstrated a positive dynamic in attitudes toward marketing activity among the population. 76.1% of respondents noted that marketing activity helped improve the quality of their purchasing decisions. 68.4% reported becoming aware of new products and services through advertising and marketing communications. 72.8% indicated that social marketing campaigns contributed to healthier lifestyles and increased environmental awareness.

ANOVA analysis identified statistically significant regional differences ($F = 8.72$; $p < 0.001$). Tashkent city showed the highest level of attitude toward marketing activity ($M = 4.21$; $SD = 0.68$), while regional areas recorded comparatively lower scores ($M = 3.54$; $SD = 0.82$), highlighting the need to address regional disparities.

The research results confirm the multifaceted impact of marketing activity on population welfare. The findings are consistent with Ph. Kotler's (2016) social marketing concept and A. Sen's (1999) capability approach. Marketing not only directly contributes to economic growth but also improves welfare by expanding consumers' choices and opportunities. The regression analysis identified marketing expenditure ($\beta = 0.342$) as the factor with the strongest impact on population welfare. This is consistent with the research results of Bagiyev (2020) in CIS countries. However, in the Uzbekistan context, this effect appears even more pronounced, since the transitional period to a market economy amplifies the potential impact of marketing tools.

The high level of impact of the consumer satisfaction indicator ($\beta = 0.287$) shows that marketing activity is significant not only quantitatively but also qualitatively. In line with Vargo and Lusch's (2004) service-dominant logic concept, active consumer participation in the value creation process is one of the key mechanisms for improving welfare. Although the impact of social marketing ($\beta = 0.156$) is comparatively lower, its statistical significance is noteworthy. This confirms that marketing campaigns aimed at improving health, education, and environmental awareness have a positive impact on the quality of life of the population.

The identification of regional disparities indicates an uneven geographical distribution of marketing activity. This is associated with urbanization processes and

¹ Calculated by the author.

the digital divide in Uzbekistan, giving rise to the need to develop targeted regional marketing strategies. The limitations of the study include the following: the research covered only four regions; the cross-sectional design does not allow for a complete determination of causal relationships; and some indicators are based on respondents' subjective assessments.

CONCLUSION AND SUGGESTIONS

Based on the research results, the following conclusions were reached. First, a strong positive relationship exists between marketing activity and population welfare ($r = 0.94$; $p < 0.001$). The increase in the share of marketing expenditure in GDP from 1.2% to 3.8% between 2018 and 2024 was observed in parallel with a rise in the population welfare index from 0.52 to 0.72.

Second, the regression model ($R^2 = 0.891$) demonstrates the significant impact of marketing factors on population welfare. Marketing expenditure ($\beta = 0.342$) and consumer satisfaction ($\beta = 0.287$) were identified as the most influential factors.

Third, social marketing campaigns made a statistically significant contribution to improvements in population health, environmental awareness, and lifestyle ($\beta = 0.156$; $p = 0.018$).

Fourth, an uneven regional distribution of marketing activity was identified, highlighting the necessity of developing targeted regional marketing strategies.

Based on the research findings, the following recommendations were developed: expanding state-level support programs for marketing expenditure among small and medium-sized business entities is advisable; regional marketing infrastructure should be developed and the adoption of digital marketing tools accelerated; social marketing campaigns should be expanded in the areas of healthcare, education, and ecology; marketing education and professional development programs should be updated to meet contemporary requirements; and expanding market opportunities for rural populations through the development of digital marketing and e-commerce is recommended.

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