

IMPACT OF MARKETING RESEARCH ON FOREIGN TRADE ACTIVITIES – EVALUATION OF MARKETING RESEARCH ON THE EXPORT QUANTITY GROWTH

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Abstract. One of the key tasks in foreign trade policy in an enterprise is to conduct marketing research when it comes to exporting products. The main solution is properly identify who is a client for our goods that have a high potential for sale in foreign markets to design the most effective supporting programs for exporters. The purpose of this paper is to define the role of marketing research and its impact on the foreign trade turnover of a company. For this aim, the relevance of the marketing research to the potential of the export in agricultural products evaluation is recognized on a basis of econometric analysis. This is an examination of the marketing research for the current export potential of a company and its export quantity. The results indicate the impact of marketing research on export which has been conducted some companies compared to foreign trade companies which did not conduct a marketing research demonstrates a high difference in export growth.

Keywords: marketing research, export, international trade

Annotatsiya. Korxonada tashqi savdo siyosatining asosiy vazifalaridan biri mahsulot eksport qilishda marketing tadqiqotlarini o'tkazishdan iborat. Asosiy yechim shundan iboratki, tashqi bozorlarda sotish uchun yuqori salohiyatga ega bo'lgan tovarlarimizga kim mijoz ekanligini to'g'ri aniqlash orqali eksportchilar uchun eng samarali qo'llab-quvvatlash dasturlarini ishlab chiqishdir. Ushbu maqolaning maqsadi marketing tadqiqotlarining rolini va uning kompaniyaning tashqi savdo aylanmasiga ta'sirini aniqlash hisoblanadi. Shu maqsadda ekonometrik tahlil asosida qishloq xo'jaligi mahsulotlarining eksport salohiyatiga marketing tadqiqotlarining ta'sirini baholandi. So'rovnomada ishtirok etgan korxonalarning joriy eksport salohiyati va uning eksport miqdoriga marketing tadqiqotlarini olib borishning ta'siri tekshirildi. Natijalar shuni ko'rsatdiki, ayrim korxonalarda o'tkazilgan marketing tadqiqotlarining eksportga ta'siri, marketing tadqiqotini o'tkazmagan tashqi savdo korxonalari bilan solishtirganda eksport o'sishida katta farq borligini ko'rsatadi.

Kalit so'zlar. marketing tadqiqotlari, eksport, xalqaro savdo

Аннотация. Одной из ключевых задач внешнеторговой политики на предприятии является проведение маркетинговых исследований при экспорте продукции. Основное решение – правильно определить, кто является клиентом наших товаров, имеющих высокий потенциал для продажи на внешних рынках, и разработать наиболее эффективные программы поддержки экспортеров. Цель

данной работы – определить роль маркетинговых исследований и их влияние на внешнеторговый оборот компании. С этой целью на основе эконометрического анализа признается актуальность маркетинговых исследований для потенциала экспорта в оценке сельскохозяйственной продукции. Это проверка маркетингового исследования текущего экспортного потенциала компании и объема ее экспорта. Результаты показывают, что влияние маркетинговых исследований на экспорт, которые были проведены некоторыми компаниями, по сравнению с внешнеторговыми компаниями, которые не проводили маркетинговые исследования, демонстрирует высокую разницу в росте экспорта.

Ключевые слова. маркетинговые исследования, экспорт, международная торговля.

INTRODUCTION

The use of marketing research in food markets, including agricultural products, is becoming more and more widespread in the world. "Top companies globally spend \$277.3 million on marketing research". Developed countries of the world focus on marketing research, which is a source of added value, as the main strategy to ensure competitive advantage in the global market, and research aimed at increasing export volume is being conducted. In particular, based on marketing research, increasing the export volume of product manufacturing enterprises and their competitiveness, creating global brands, increasing consumer preferences, effective organization of marketing research, creating local brands that can compete with global brands, and the influence of local products in the world based on the effective use of digital marketing communication channels as well as improvement of the scientific-methodological bases of the increase is one of the priority areas of scientific research in this regard.

According to "Uzbekistan-2030 strategy" announced September 2023, the target number of the domestic export should have reached 45 billion USD by 2030. Recent statistics illustrates that number of companies which deals with export operations do not reach 10 percent of total numbers of total exporters (more than 8 000) in Uzbekistan when it comes to marketing research before delivering goods to foreign markets.

METHODOLOGY

The purpose of the following analysis is to identify the relevance and impact of marketing research on export quantities of Uzbek companies. In order to determine the impact of marketing research on export, enterprises that exported apricots in 2023 were selected in the regions of Uzbekistan. A survey was conducted in 138 enterprises across the country on the use or non-use of marketing research in the export process. 124 enterprises took part in the survey and made up 91% of the respondents. In particular, the Republic of Karakalpakstan - 4, Andijan - 9, Bukhara - 5, Jizzakh - 2, Kashkadarya - 9, Navoi - 2, Namangan - 15, Samarkand - 3, Syrdarya - 4, Surkhandarya - 2, Tashkent region - 11, Tashkent city - 2, Fergana - 50 and Khorezm - 6. Enterprises that

participated in the survey reported that they used marketing research in the activity of supplying products to foreign markets have been reached at 15 while 95 enterprises did not use marketing research in the process of apricot export.

RESULTS AND DISCUSSION

From the data of Table 1, it can be seen that the total export value of 15 enterprises that exported apricots because of marketing research is about 20 million US dollars. The total export value of 15 enterprises that delivered products to foreign markets without conducting a market research (in a traditional way) was equal to 2 mln. US dollars. Based on marketing research, the difference in export volume of enterprises that exported apricots was significantly high reaching at +17,8 mln US dollars.

Table 1. Export analysis of delivery apricot products to foreign markets based on marketing research and traditional method¹

No	Name of company (utilize marketing research)	Export value (thousand USD.)	Name of company (traditional)	Export value (thousand USD.)	Difference +/-
1	"ALL RETAIL PLUS" LLC	855,38	"QUVA UMID AGRO" LLC	91,38	764
2	"AZIZBEK AGRO CHERRY" LLC	1666,55	"YASMINFAYZ AGRO" LLC	112,578	1554,02
3	"HAVVO NOBLE" LLC	2004,5	"NARPAY HOSILDOR" LLC	203,30	1801,2
4	"HELLO FRUITS ONE" LLC	2086,65	"FOOD AGRO COMPANY BB" LLC	275,49	1811,16
5	"HAVVO GROUP" LLC	880,15	"JETONE" LLC	81,05	799,1
6	"EXPORT AGRO 2022" LLC	991,75	"AZIZBEK AGRO CHERRY" LLC	101,48	890,27
7	"UZOR FARGANA" LLC	879,23	"FARIDA FRUIT IMPEX" LLC	117,81	761,42
8	"AGRO LIGHT BUSINESS" LLC	401,29	"GROW SEEDS TASHKENT" LLC	31,72	369,57
9	"STONE ONE BEST" LLC	919,39	"AVANGARD EKSIM" LLC	97,39	822
10	"AGRO PROGRESS OLTIARIQ" LLC	371,34	"VALLEY FRUIT EXPORT BJ" LLC	44,78	326,56
11	"ROSHIDON BEST UNIVERSAL EXPORT" LLC	1014,17	"BILLUR BARAKA IMPEX" LLC	51,87	962,3

¹ Author's analysis

No	Name of company (utilize marketing research)	Export value (thousand USD.)	Name of company (traditional)	Export value (thousand USD.)	Difference +/-
12	"DEUTCH" LLC FE	600,76	"CHIROQCHI-KLASTER" LLC	118,08	482,68
13	"AGRICOLA-EXPORT" LLC	3383,64	"OZODBEK FRESH-FRUITS" LLC	361,02	3022,62
14	"ALLONOV EXPORT" LLC	488,92	"ASA GRAND GR " LLC	38,45	450,47
15	"SANTER CAMPAIGN" LLC	3310,89	"ECO EXPORT 111" LLC	299,1	3011,79
Total:		19854,61		2025,43	17829,18

It should be noted that 15 enterprises of total 276 exporters that implemented the export process based on marketing research accounted for 50.3% of the total apricot export volume in 2023 (according to the analysis of Statistics Committee of the Republic of Uzbekistan) to be more precise, the fresh apricot export volume in 2023 was equal to 36,1 million US dollars).

Table 2. An evaluation analysis of the impact of marketing research on the export of apricot products¹

No.	Company name	Export value (thousand USD)	Marketing research expenses (thousand USD)	Numbers of export operations
		Y	X1	X2
1	"ALL RETAIL PLUS" LLC	855,38	11,2	47
2	"AZIZBEK AGRO CHERRY" LLC	1666,55	14,5	36
3	"HAVVO NOBLE" LLC	2004,5	10,8	85
4	"HELLO FRUITS ONE" LLC	2086,65	9,9	71
5	"HAVVO GROUP" LLC	880,15	8,6	37
6	"EXPORT AGRO 2022" LLC	991,75	10,1	16
7	"UZOR FARGANA" LLC	882,23	11,8	50
8	"AGRO LIGHT BUSINESS" LLC	401,29	3,7	29
9	"STONE ONE BEST" LLC	919,39	12,1	25
10	"OZODBEK FRESH-FRUITS" LLC	361,02	4,6	28
11	"ROSHIDON BEST UNIVERSAL EXPORT" LLC	1014,17	12,2	53
12	"DEUTCH" LLC FE	600,76	6,4	41

¹ Author's analysis and elaboration according to Statistics and surveys

No.	Company name	Export value (thousand USD)	Marketing research expenses (thousand USD)	Numbers of export operations
		Y	X1	X2
13	"AGRICOLA-EXPORT" LLC	3383,64	11,2	52
14	"ALLONOV EXPORT" LLC	488,92	4,2	35
15	"SANTER COMPAGN" LLC	3310,89	8,7	93

From the data of Table 1 and results of the conducted research based on Table 2, we assess the impact of marketing research on the volume of apricot exports based on the Pearson correlation coefficient.

Table 3. An analysis of the relationship of marketing research to the export volume

Correlation t-Statistic Probability	Y	X1	X2
Y	1.000000 ----- -----		
X1	0.943149 10.23125 0.0000	1.000000 ----- -----	
X2	0.630467 2.928540 0.0117	0.603435 2.728474 0.0172	1.000000 ----- -----

From the table above, we can come to the conclusion that influence of marketing research on the export volume of enterprises is high (0.94) given in Table 3.

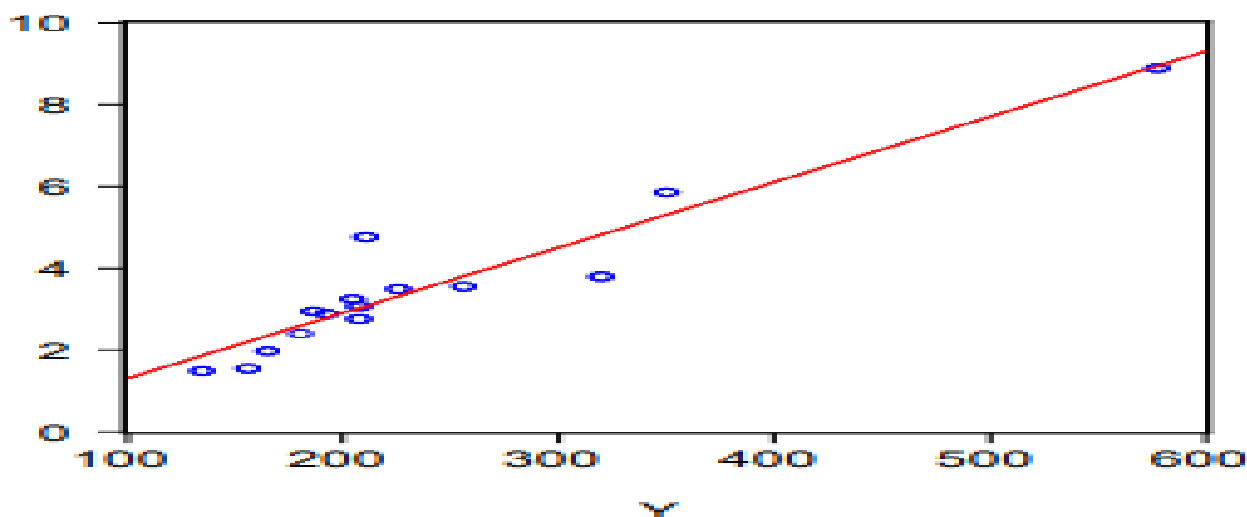


Figure 1. Correlation line of marketing research with export volume

Through this figure, we can see that the regression line joins the correlation points and that conducting marketing research has a strong relationship with the increase in export volume.

Table 4. Export analysis of delivery dried apricot to foreign markets based on marketing research and traditional method

No	Name of company (utilize marketing research)	Export value (thousand USD.)	Name of company (traditional)	Export value (thousand USD.)	Difference +/-
1	"SUNNY FRUIT PRODUCTION" LLC	1082,41	"SPECTRUM DRY FRUITS" LLC	112,39	970,02
2	"SAFOBAXSH SIFAT MAXSULOTLARI" LLC	736,20	"ABDUSHUKUR ZAMIN BARAKA" FE	128,078	608,120,89
3	"FOOD AGRO COMPANY BB" LLC	245	"TRUST AGRO" LLC	33,38	211,62
4	"AGROTECA TRADE" LLC	286,73	"DONIYEV SERVIS STIL" LLC	75,69	211,04
5	"UMAR KISHMISH SERVIS" LLC	606,91	"BULUNGUR ADVANCE TRADE" LLC	191,48	415,43
6	"MEZON INVEST EXPORT" LLC	360,41	"ECO LIFE FRUITS" LLC	60,87	299,54
7	"IMON LAZZAT 2022" LLC	240,53	"GENEROUS VALLEY TRADING" LLC	45,18	195,35
8	"OLIM DKSSH" LLC	337,92	"AKBAR DRY FRUITS" LLC	82,02	255,9
9	"MEGANUT FOOD DRIED FRUITS IMPORT EXPORT TRADING LTD" LLC	484,37	"SAMRIN TRADE" LLC	82,61	401,76
10	"NAZAR MOSH" LLC	1171,14	"HAVVO BEST" LLC	100,90	1070,24
11	"PAHTACHI FRUITS" LLC	380	"BMB HIGH-TECH" LLC	42,02	337,98
12	"TRUSTAGRO" LLC FE	461,35	"DETROIT AGROFIRMA" LLC	10,02	451,33
13	"RAISINS PORT SAMARKAND" FE LLC	371,35	"FRUITSLAND EXPORT" LLC	58,04	313,31
14	"URGUT KAMOL JAMOL" LLC	391,62	"ISHTIHAN FRUKT" LLC	92,71	298,91
15	"NARPAY HOSILDOR" LLC	242,03	"AGRO EXPORT ZOLOTAYA FRUKTY" LLC	42,71	199,32
16	SIROJIDDIN AGRO FRUITS LLC	565,83	"LORD FRUITS" LLC	175,88	389,95

No	Name of company (utilize marketing research)	Export value (thousand USD.)	Name of company (traditional)	Export value (thousand USD.)	Difference +/-
17	ECO ORIENT GROUP LLC	626,29	"LAZAR NATURAL FRUITS EXPORT"	132,84	493,45
18	"ABDUSHUKUR ZAMIN BARAKA" FG	701,42	"MAKS PRO BIZNES" LLC	18,63	682,79
19	"BAXRIDDIN AGRO IMPEKS"	702,22	"ISLAMBEK DAULETBAYEV" LLC	79,60	622,62
Total:		9993,73		1565,05	8428,68

In order to determine the impact of marketing research on the export volume of enterprises that exported dried apricots, enterprises that exported dried apricots in 2023 were selected in the regions of Uzbekistan. A survey was conducted in 116 enterprises across the country on the use or non-use of marketing research in the export process.

91 enterprises took part in the survey and made up 79% of the respondents. In particular, Andijan - 4, Jizzakh - 3, Kashkadarya - 6, Namangan - 7, Samarkand - 34, Surkhandarya - 4, Tashkent region - 12, Tashkent city - 5, Fergana - 12 and Khorezm - 4. 19 of the enterprises participating in the survey reported that they used marketing research in the activities of supplying products to foreign markets, and 72 enterprises used marketing research partially or not at all in the process of apricot export.

It can be seen from the data of Table 4 that the total export value of 19 enterprises that exported dried apricots based on marketing research is about 10 million US dollars. The total export value of 19 enterprises that delivered products to foreign markets in the traditional way was equal to 1.56 million US dollars. It should be noted that the difference in the export volume of enterprises that exported dried apricots based on marketing research was +8.4 million US dollars.

As a result of the analysis, it was found out that the enterprises that carried out the export process based on marketing research accounted for 51% of the total dried apricot export volume in 2023.

CONCLUSION

Because of conducted research, we consider that the importance of marketing research and data to support business decisions is widely recognized in both domestic and international contexts. The information is used, not only to reduce risk and uncertainty, but also to monitor changes in demand patterns, supply sources, competitive activities and a host of other factors that impinge on decisions of all kinds. The findings suggest that companies must rely on marketing research when it comes to export activity. Customers and competitors, target market requirements and other information concerning markets they launch their products give a key opportunity to deliver their products in a certain way. It can be assumed that Uzbek exporters will contribute to a

stable increase in export volumes when they utilize marketing research in their export operations.

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