

SUPPORTING INTERNATIONAL FRANCHISES IN THE UZBEKISTAN MARKET THROUGH MARKETING RESEARCH

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Abstract: This article is devoted to the topic "Supporting international franchises in the market of Uzbekistan through marketing research" and analyzes the dynamics of economic growth and the characteristics of the consumer market of Uzbekistan. The article covers the importance of marketing research necessary for the adaptability and successful integration of international franchises into local market conditions. In this, special attention is paid to aspects such as market segmentation, study of consumer demands and needs, testing of products and services, development of pricing strategies.

Keywords: Demographic status; market trends; price sensitivity; global strategies; Franchise; Intellectual property;

The rapid development and integration of the global economy is driving international companies to expand their business around the world. In particular, thanks to the method of franchising, many brands are able to bring their products and services to new markets. Uzbekistan, with its economic growth and expanding consumer market, is becoming an attractive destination for international franchises. However, success in such new markets requires thorough and accurate marketing research.

Marketing research plays an important role in adapting franchises to local market conditions and ensuring they operate effectively. This process includes not only the market fit of products and services, but also pricing strategies, advertising campaigns, and methods of building customer relationships. At the same time, operating in fast-changing and developing economies like Uzbekistan allows international companies to better understand the demands and needs of local consumers.

It is aimed at a deeper analysis of the importance, methodology and practical applications of marketing research necessary to support international franchises in the Uzbekistan market. By doing this, it will be shown how to effectively integrate franchises into the local market and ensure their long-term success.



The market of Uzbekistan, its potential for economic growth, composition of the population and consumer culture may interest international franchises. The main features of this market are as follows:

- Economic growth and business environment. The economy of Uzbekistan has shown significant growth in recent years. The government has implemented a number of reforms to attract foreign investment and improve the business environment. This is manifested, in particular, by the simplification of the tax policy, the reduction of the number of permits required for doing business, and the creation of favorable conditions for foreign investors.

- Demographic situation. The population of Uzbekistan is more than 30 million, mostly young people. This increases the demand for new products and services. A large proportion of the population lives in cities, which creates ample opportunities for the introduction of franchise systems, especially in industries such as food, clothing and consumer electronics.

- Consumer behavior. Uzbek consumers are open to news and interested in world brands. At the same time, local residents pay special attention to the ratio of quality and price, which requires franchise owners to be flexible in their products and services.

- Competitive environment. There is fierce competition in the market between local and international companies. However, the number of foreign franchises has been increasing in recent years, which may make it more difficult for new franchises to gain a foothold in the market.

- Infrastructure and logistics. The geographical location of Uzbekistan provides opportunities for use as a transit market in Central Asia. At the same time, the country's transport and logistics infrastructure is improving, which increases the possibilities of efficient distribution of products and delivery to customers.

These characteristics make the market of Uzbekistan attractive for international franchises and rich in a number of tests. In order to operate successfully, flexibility of franchises to local conditions and the need to conduct constant market research are important.

The problems faced by marketing research in the support of international franchises in the Uzbek market are diverse, and their solution is crucial for the successful operation of the franchise. Below are the main problems in this regard and their causes:

1. Limitation and quality of data



It can be difficult to get reliable and accurate information about the market of Uzbekistan. Lack of comprehensive information on statistics, consumer behavior and market trends makes it difficult for international franchises to make the right decisions.

2. Adaptability to local needs

International franchisees often try to apply global strategies directly to the local market without fully understanding the culture and needs of local consumers. This can lead to the product or service not being acceptable to consumers.

3. Problems of competitive analysis

Information about local and international competitors may be incomplete or out of date. Therefore, the franchisee may face uncertainties in the development of its competitive strategy and make an incorrect assessment of potential competitors.

4. Pricing strategy

Price sensitivity is high in the market of Uzbekistan, and franchisees may not correctly assess the purchasing power of the local population and set the price strategy incorrectly. This causes the product or service not to be accepted in the market.

5. Selection of marketing channels

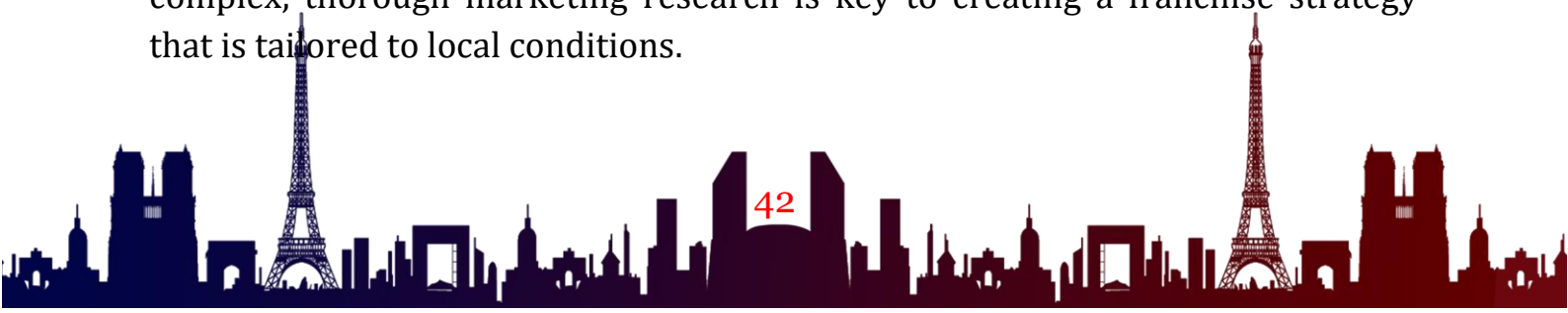
In Uzbekistan, the effectiveness of traditional and digital marketing channels can be different. For example, internet access may be limited in some areas, which may reduce the effectiveness of online advertising campaigns.

6. Work with local partners

Collaboration with local partners is important to improve local market understanding, but finding a reliable and effective partner can be difficult. Sometimes these collaborations can lead to disagreements and misunderstandings, which can delay or cause a project to fail.

In order to solve these problems, franchisees need to conduct accurate and continuous market research, in-depth study of local needs and culture, as well as establish strong relationships with local partners.

Successful introduction of international franchises in the Uzbekistan market requires a deep understanding of the country's economic and demographic characteristics and rapidly changing consumer culture. Although the process is complex, thorough marketing research is key to creating a franchise strategy that is tailored to local conditions.



For franchises, it is important to take into account the following factors in order to fully exploit the wide opportunities of the Uzbekistan market:

- Making decisions based on reliable information;
- Understanding local culture and consumer behavior;
- Continuous analysis of the competitive environment and flexible maintenance of one's competitive strategy;
- Taking into account the local purchasing power when setting the price;
- Choosing effective marketing channels and using them correctly;
- Establishing reliable and mutually beneficial relations with local partners;
- Minimize financial and legal risks through legal and financial advice.

Through these approaches, international franchises can find their place in the Uzbek market, offer products and services suitable for local consumers, and achieve long-term and sustainable growth. In conclusion, the dynamics of the country's economic growth and the increasing demands of consumers create great opportunities for international franchises, but in order to effectively use these opportunities, deep and regular market research is necessary.

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