

MARKETING STRATEGIES IN THE FOOD MARKET

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Abstract. The article analyzes the main marketing strategies used in the food market. In particular, it highlights the importance of market segmentation, product differentiation, pricing policy, distribution channels and digital marketing tools. It also examines the issues of identifying consumer needs and building brand trust. The study substantiates the possibility of increasing the competitiveness of enterprises in the food market by applying effective marketing strategies.

Keywords: food market, marketing strategies, market segmentation, price, competition, product differentiation, brand, research methods, digital marketing, target audience, analysis, design, consumer demand.

Enter

Given that the main task of every country today is to eliminate the problem of food shortages caused by the sharp increase in the world's population, we need to determine the solution to this problem. Its optimal solution is the sustainable development of the food industry, including agriculture. The development of the food industry is important not only for providing the population with food products, but also for increasing employment and high-income sectors. In particular, studying consumer needs and increasing competitiveness in the food market is one of the urgent issues. Today, the assortment, design and price of goods and services in the food market in our country are being formed in accordance with the demands and wishes of consumers. The food market is distinguished from other markets by the fact that it serves to satisfy the daily needs of the population. In this market, the quality, safety, shelf life, packaging and affordability of products directly affect consumer choice. Therefore, the correct application and improvement of marketing strategies in the food market is of great importance for the sustainable operation of markets and the full satisfaction of consumer needs and requirements.

In this article, we will consider the types of marketing strategies in the food market, their correct selection and their effectiveness, especially in modern conditions, the effective use of innovative approaches and digital marketing tools to attract new customers to enterprises and form long-term relationships with existing customers.

Literature review.

The combination of theoretical and practical approaches is of great importance in the formation of marketing strategies. In this regard, the work "Marketing

Management” by Philip Kotler, written in 1960, highlights the fundamentals of marketing theory. The author emphasizes the importance of market segmentation, target audience selection and positioning processes in developing a marketing strategy. In-depth analysis of the competitive environment is of great importance in the formation of modern marketing strategies. The approaches developed by Michael Porter in 1980 play a special role in this regard. In particular, his work “Competitive Strategy” extensively covers the theoretical foundations of analyzing industries and determining competitive advantage. The “Five Forces” model proposed by the author is an important tool for assessing the external environment of an enterprise. According to this model, the level of competition in the industry is determined by the influence of existing competitors, new entrants, substitute products, buyers and suppliers. Porter also identifies three main strategies for enterprises - cost leadership, differentiation and focus strategies. These approaches allow enterprises to form a sustainable competitive advantage in the market.

The role of digital technologies in modern marketing is also increasing. In this regard, the work “Digital Marketing Strategy: An Integrated Approach to Online Marketing” by Simon Kingsnorth is an important source. Today, there are 4 editions of this book, the 1st edition of which was published in 2016, and the latest 4th edition in 2025. In his books, the author emphasizes the need to integrate digital marketing with the overall strategy of the enterprise. The work comprehensively covers areas such as SEO, social networks, content marketing, e-commerce and analytics. It is also noted that artificial intelligence, automation, and data-driven decision-making are becoming increasingly important in modern approaches.

Research methodology.

This article uses a number of scientific and methodological approaches to analyze marketing strategies in the food market. These approaches were formed using observation, questionnaire, and comparison methods. Using these methods, market and competition analysis in the food market was studied. Also, using the observation method, consumer behavior, product demand, and the level of effectiveness of marketing tools were analyzed. At the end of the analysis, the data obtained using the statistical analysis method were summarized, the effectiveness of marketing strategies was assessed, and appropriate conclusions were drawn.

Analysis and discussion of results.

Strategy is a somewhat complex and abstracted philosophy of practical activity. The strategy is clarified in specific conditions and under the influence of changes and becomes a guideline. Over a period of time, in a short time, based on the relevant conditions, decisions are made, a set of methods is implemented in the form of tactics, a risk policy (according to the level of risk). In general, the marketing strategy consists of five main interrelated aspects - market selection, goal selection, selection of funds and terms, effectiveness control, and selection of alternative strategies. First of all, if

we talk about the food market, the food market is a comprehensive system where products necessary for the daily needs of consumers are bought and sold. We can analyze this market into several levels:

1. Retail outlets (markets and stores).

The most common examples we encounter in our daily lives are:

* Farmers' markets: (For example: Chorsu or Aloy markets in Tashkent). Here, products are sold directly by the producer (farmer) or by intermediaries.

* Supermarket chains: (For example: *Korzinka*, *Makro*, *Havas*). Here, products are packaged, sorted, and collected in one place.

2. Examples by product type.

The food market is divided into sub-sectors:

* Meat and dairy market: Beef, mutton, milk, yogurt, cheese.

* Fruit and vegetable market: Agricultural products such as apples, grapes, potatoes, onions.

* Grain and legume market: Rice, wheat, mung beans, beans.

* Confectionery and beverage market: Chocolates, juices, tea and coffee.

3. Large global brands.

Examples of global players in the food market include:

* Nestlé: The world's largest food company (dairy products, baby food, coffee).

* Coca-Cola / PepsiCo: Leaders in the drinks and snacks market.

* Danone: Global brand in milk and yogurt products.

Table 1

Specific features of the food market:

Constant demand: People need to eat to survive, so this market is considered the most stable sector even during times of crisis.

Seasonality: The price and availability of some products (such as cantaloupe, watermelon, or strawberries) depends on the season of the year.

Quality Control: This is the market segment that is most tightly controlled by the government because of its direct impact on human health.

Source: author's development.

So, each of us uses the food market almost every day, and even 2-3 times a day. If we look closely, we can easily see that marketing strategies in the food market are built on the basis of consumer psychology, product shelf life and extremely high competition. In this market, not "just selling", but "earning trust" comes to the fore.

Below we will consider the main marketing strategies in this area:

1. 1. Product differentiation.

Giving the product its uniqueness to stand out from competitors:

- * Bio and Organic: Promoting a healthy lifestyle through the labels "Natural", "GMO-free", "Eco-product". Especially today, every consumer is trying to buy organic, environmentally friendly products without any preservatives. For example, instead of buying frozen meat products, consumers today want to buy fresh, unfrozen meat or meat products.

- * Convenience: Ready-made meals, frozen food, or packaging adapted for on-the-go consumption.

Buying and preparing ready-made foods is becoming a tradition today. In large supermarket chains, stores, and markets, you can now buy ready-made or semi-finished products of any type you want. We are even pleased to see that chains of stores where you can buy products and prepare and eat them on the spot, which are popular in Korea and Japan, are starting to operate in our country.

- * Exclusivity: Unique flavors or limited editions.

2. Pricing strategies.

In the food market, the buyer is very sensitive to price:

- * Psychological pricing: Setting the price at 9,900 soums instead of 10,000.

- * Penetration: Setting the price significantly lower than competitors when introducing a new product to the market.

- * Bundle Pricing: Selling cheaper with "1+1=3" promotions or in bundles (for example, tea and dessert together).

3. Merchandising and Visual Marketing.

Product placement within the store determines 70% of purchases:

- * Golden Shelf Rule: Placing the most profitable and expensive products at eye level of the buyer.

- * Impulse purchases: Placing chewing gum, chocolates, and small sweets in front of the cash register (so that the customer can buy them without planning while waiting).

- * Cross-merchandising: Placing related products side by side (for example, sauces next to pasta).

4. Branding and Emotional Marketing.

People buy the feeling it gives, not the product:

- * Nostalgia: Creating an emotional connection through slogans such as "The taste of childhood", "Like a loaf of bread baked by my mother".

* Storytelling: Telling how the product is made, the work of farmers or the history of the brand.

Above, we have familiarized ourselves with existing marketing strategies in the food marketing markets and, in order to apply this knowledge in practice, we considered it appropriate to study the strategies of the "Korzinka" chain of stores, which is considered a leader in the retail market of Uzbekistan. The Korzinka chain of stores was founded in 1996 and today has more than 150 branches throughout Uzbekistan. The marketing strategy of the Korzinka chain of stores is multifaceted, based not only on price, but also on creating an emotional connection and convenience with the customer. The main pillars of this strategy can be analyzed as follows:

Table 2

№	Strategies	The main pillars
1	Multi-format Positioning - "Korzinka" uses multiple formats to reach a group of customers with different needs.	* Korzinka (Supermarket): Weekly shopping for the family and a wide range. * Korzinka Mahalla: Small shops near your home, convenience for daily essentials. * Korzinka Business: B2B store for small entrepreneurs and wholesale buyers. * Korzinka Go: Online shopping and fast delivery service.
2	Loyalty Program and Data Analytics. One of Korzinka's most powerful marketing tools is its bonus system:	* Personalization: Analyzes what customers buy through a mobile app and offers them individual discounts. * Cashback system: Binds the customer to the store chain by providing 1% on each purchase and additional "retro-bonuses" when exceeding a certain amount.
3	"365 days" and Private Label	The company gains a marketing advantage by developing its own private labels (for example, "365 days"). This strategy allows the buyer to: * At a lower price than other brands; * But get a quality product. This provides a price advantage over the competition.
4	Seasonal and Holiday Companies	"Korzinka" turns every holiday (Navruz, Eid, New Year) into a major marketing event: * Big games: Increases the average check size by holding promotions where cars, apartments or travel tickets are played. * Catalogs: Regularly published "Yellow Price" discount catalogs encourage customers to save.
5	Social Responsibility and Eco-Marketing	The brand positions itself as "a friend of Mother Nature and society": * Eco-bags: Promoting the abandonment of plastic bags. * Quality control: Building trust through "Halal" certifications and a constant emphasis on product freshness.
6	Omnichannel (Omnichannel Marketing)	The customer is seamlessly connected to the store across all platforms (Telegram bot, mobile app, social media, and physical store). For example, taking advantage of a promotion seen in the app and coming to the store, or vice versa.

Source: author's development.

So, Korzinka's strategy is built around the slogan "Quality and convenience for everyone." They sell the market not just a product, but a "shopping experience."

Korzinka's pricing and advertising strategies are a complementary whole system, aimed at forming in the customer's mind the concept that "Shopping here is profitable and prestigious."

1. Price Strategy - Korzinka does not strive to be the cheapest store on the market, but uses the "Value for Money" strategy.

Table 3



Source: author's development.

2. Promotion Strategy - "Korzinka" promotes not only a product, but also a lifestyle in its advertising.

Table 4

Visual and Emotional Advertising:	Promotional Advertisements:	"Yellow price lists" — Visual trigger	The Intersection of Price and Advertising: "Big Profit"
* Storytelling: Their ads show feelings related to the product, not the product itself (for example, a family around the Eid table, a father buying sweets for his child). * SMM and Creativity: Instagram and Telegram channels use "aesthetic" content. They communicate with a young audience through recipes, "food-photography" and humorous (meme) posts.	* Gamification: "Buy and win" promotions (for example, the famous "Korzinka household gives a gift"). These ads encourage people to buy more than expected (to reach a certain amount on the check). * Push notifications: A message about discounts that are relevant to them is sent directly to the customer's phone via a mobile application.	The most powerful advertising in a store is yellow price tags. Human psychology perceives yellow as a signal of "discount" and "need to hurry." This is the most striking example of the "Point of Sale" strategy.	"Korzinka" uses the words "Useful" or "Blessed" more often than "Cheap" in its marketing. This allows the buyer to feel like a "smart shopper who is saving money."

Source: author's development.

Conclusions and suggestions.

The results of the study show that in today's article we have studied the food market in Uzbekistan, their types, marketing strategies in them and to what extent they bring profit to the enterprise. Marketing strategies are, first of all, the basic principle necessary for every enterprise and business. Through strategies, we understand what the customer wants, what are his needs and requirements today, what is the market demand, what kind of products we produce that will satisfy consumers, who are our competitors and what needs to be done to prevail in this competition, the right pricing of the product, its correct presentation to the buyer, the art of selling gives us the opportunity to know all this and find the right solution for them. Each enterprise needs to choose the right strategy and only then will the result be effective.

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