



USE OF FOREIGN EXPERIENCE IN FORMING ADVERTISING ACTIVITIES IN SOCIETY

Umurzakova Zamira Salizhanovna

Associate Professor, Senior Lecturer, Department of Economics
Uzbekistan, Andijan State Technical Institute

Abstract

This article examines the role of foreign experience in the formation and development of advertising activities in society. The study analyzes the organization of the advertising industry in developed countries, its economic and social significance, and the application of modern marketing technologies. Particular attention is given to innovative approaches, digital platforms, and creative strategies used in advertising practices worldwide. The research emphasizes the importance of adapting international advertising experience to national conditions in order to enhance the effectiveness of advertising activities and improve communication between producers and consumers.

Keywords: Advertising activity, marketing, foreign experience, advertising strategy, innovative technologies, digital marketing, communication, advertising market, branding, consumer behavior.

Introduction

Advertising is an integral component of marketing and plays a crucial role in connecting producers with consumers. It interacts closely with production and marketing factors, as well as external factors such as target audiences and market competition. These external factors are beyond the direct control of advertisers but significantly influence advertising effectiveness. Therefore, advertising serves as an essential link between producers and consumers, and the success of business activities often depends on how well advertising processes are organized.

Advertising Distribution Methods

One of the important stages of advertising activity is the dissemination of advertising messages. Various methods are used for distributing advertising information. The most common forms include:

- Direct advertising – advertising materials delivered personally or sent through postal services, including letters, brochures, and leaflets (direct mail);
- Press advertising – advertisements placed in newspapers, magazines, specialized industry journals, company bulletins, directories, and telephone books;





- Printed advertising – catalogs, brochures, posters, booklets, postcards, and other printed promotional materials;
- Screen advertising – advertising through cinema, television, slide projections, and multimedia presentations;
- Outdoor advertising – large billboards, rotating prism billboards, illuminated panels, and product display windows;
- Transport advertising – advertisements placed on the exterior and interior of vehicles;
- Point-of-sale advertising – shop windows, in-store displays, signs, and packaging designed with brand logos and trademarks;
- Promotional souvenirs – small promotional items such as pens, folders, and other branded merchandise.

In recent years, advertisers have increasingly focused on direct mail advertising, which enables measurable responses and feedback from consumers.

The Role of Advertising in Marketing

According to the American Marketing Association, advertising can be defined as *any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor*. This definition highlights several distinguishing features of advertising.

First, the paid nature of advertising differentiates it from publicity. Publicity refers to unpaid promotion through media coverage, while advertising requires purchasing media space or time.

Second, advertising involves non-personal communication, meaning that products or services are promoted through mass media channels such as newspapers, magazines, radio, television, and digital platforms.

Third, advertising is not limited to promoting tangible products. Various services such as banking, insurance, tourism, transportation, and telecommunications are also widely advertised.

Finally, advertising always has a clearly identified sponsor, which distinguishes it from other forms of communication.

Cultural and Psychological Factors in Advertising

Market segmentation in advertising may be based on geographic, demographic, and psychological factors. Cultural traditions often influence advertising strategies. For example, different colors carry different symbolic meanings across cultures.

In Egypt, the color green is strongly associated with religion and national identity; therefore, it is rarely used in product packaging. In Japan, white and black are



traditionally associated with mourning and are generally avoided in packaging design. In some Spanish-speaking countries, bright red may symbolize death.

Similarly, in Japan advertisers avoid using the number four, as its pronunciation resembles the word for death. Cultural symbols may also change their meaning over time. For example, a Swedish company once used the swastika as its trademark because it was historically considered a symbol of the sun. However, after the symbol became associated with Nazi Germany in the 1930s, the company was forced to change its trademark.

In addition to cultural factors, advertising also considers psychological aspects of consumer behavior. The study of consumer motives, often referred to as motivation analysis, explores the underlying reasons behind purchasing decisions. Consumer behavior is influenced by various factors such as desires, needs, ambitions, social status, and personal aspirations.

For example, consumers may purchase a car not only as a means of transportation but also to enhance their social status, express personal identity, or keep up with social expectations.

The Importance of Foreign Experience

Considering these factors, it is essential to study and apply the experience of developed countries where advertising industries operate within well-developed market systems. These countries have established effective advertising strategies and advanced marketing technologies that can serve as useful models.

At the same time, advertising activities must comply with the Law of the Republic of Uzbekistan "On Advertising." Advertisements distributed through media channels such as television and the internet should also respect national traditions, cultural values, and ethical standards.

When advertising strategies are implemented with consideration of these factors, consumer demand for advertised products and services increases, leading to higher business efficiency.

Modern Advertising Trends

In the modern era, advertising activities are rapidly developing worldwide. In developed countries, advertising is considered an essential element of marketing systems and is implemented through innovative technologies.

Digital platforms, internet marketing, and social media have become dominant advertising channels. Companies widely use online advertising, video advertising, contextual advertising, and mobile application advertising to promote their products and services.





Another widely used approach is influencer marketing, where companies collaborate with popular bloggers and social media personalities to promote products. This strategy helps build trust among consumers and increases brand visibility.

Moreover, technologies such as artificial intelligence and big data analytics allow companies to analyze consumer preferences and deliver personalized advertising content tailored to individual interests.

Creativity and design are also key aspects of advertising in foreign practice. Modern advertising not only focuses on product promotion but also aims to create strong brand identities and establish long-term relationships with consumers.

Recommendations for Improving Advertising Activities

To further develop advertising activities in society, several important measures should be implemented.

First, it is necessary to expand the use of modern digital marketing technologies, including social media platforms, mobile applications, and online advertising tools.

Second, the legal and regulatory framework governing advertising activities should be continuously improved. Ensuring the accuracy and transparency of advertising content will help protect consumer rights and strengthen public trust.

Third, special attention should be given to training qualified advertising and marketing specialists. Higher education institutions should enhance educational programs in marketing and advertising and provide opportunities for practical training and international knowledge exchange.

Finally, it is important to strengthen creative approaches in advertising and incorporate national cultural values and traditions into advertising content. This will ensure that advertisements are positively perceived by society.

Conclusion

In conclusion, the effective formation and development of advertising activities require the integration of modern technologies, a strong legal framework, professional training, and creative marketing strategies. Studying and adapting foreign experience to national conditions can significantly contribute to the development of the advertising industry and improve communication between businesses and consumers.

References

1. Kotler, P., Armstrong, G. (2018). Principles of Marketing.
2. Belch, G. E., Belch, M. A. (2018). Advertising and Promotion: An Integrated Marketing Communications Perspective.





3. Armstrong, G., Kotler, P. (2017). Marketing: An Introduction.
4. Chaffey, D., Ellis-Chadwick, F. (2019). Digital Marketing.
5. Smith, P. R., Zook, Z. (2016). Marketing Communications: Integrating Offline and Online with Social Media.

