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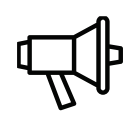


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INTEGRATION OF MARKETING STRATEGIES IN RETAIL TRADE ACTIVITIES

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Abstract: This study examines the integration of digital marketing and neuromarketing strategies in retail activities, their impact on consumer behavior, and their role in enhancing competitiveness. It is substantiated that personalized offers, push notifications, and visual and emotional advertising elements delivered through digital platforms, when designed based on neuromarketing principles, contribute to the formation of strong emotional connections with consumers and increased brand loyalty. The research also analyzes the current state of the application of digital–neuromarketing approaches in Uzbekistan’s retail trade networks and proposes promising strategic recommendations.

Key words: retail trade, digital marketing, neuromarketing, consumer behavior, brand loyalty, strategic approach.

Annotatsiya: Ushbu tadqiqotda chakana savdo faoliyatida raqamli marketing va neyromarketing strategiyalarining integratsiyalashuvi, ularning iste'molchilar xulq-atvoriga ta'siri hamda raqobatbardoshlikni oshirishdagi o'rni tahlil qilinadi. Raqamli platformalar orqali amalga oshiriladigan shaxsiylashtirilgan takliflar, push-xabarlar, vizual va emotsional reklama elementlari neyromarketing tamoyillari asosida shakllantirilganda, iste'molchida kuchli hissiy aloqa va brendga sodiqlikning vujudga kelishi asoslab berilgan. Tadqiqot jarayonida O'zbekiston chakana savdo tarmoqlarida raqamli–neyromarketing yondashuvlarining amaldagi holati o'rganilib, istiqbolli strategik takliflar ishlab chiqilgan.

Kalit so'zlar: chakana savdo, raqamli marketing, neyromarketing, iste'molchi xulq-atvori, brendga sodiqlik, strategik yondashuv.

Аннотация: В данном исследовании проанализирована интеграция стратегий цифрового маркетинга и нейромаркетинга в деятельности розничной торговли, их влияние на поведение потребителей, а также их роль в повышении конкурентоспособности. Обосновано, что персонализированные предложения, push-уведомления, визуальные и эмоциональные рекламные элементы, реализуемые через цифровые платформы и сформированные на основе принципов нейромаркетинга, способствуют формированию устойчивой эмоциональной связи с потребителем и повышению лояльности к бренду. В ходе исследования изучено текущее состояние применения цифрово–нейромаркетинговых подходов в розничных торговых сетях Узбекистана и разработаны перспективные стратегические рекомендации.

Ключевые слова: розничная торговля, цифровой маркетинг, нейромаркетинг, поведение потребителей, лояльность к бренду, стратегический подход.

INTRODUCTION

Against the backdrop of ongoing globalization and digitalization processes, the retail sector is increasingly facing the need to establish interactive, personalized, and emotional connections with consumers. At a time when new forms of competitiveness are emerging, traditional marketing methods are no longer sufficient to fully meet customer needs. Consequently, modern retail enterprises are increasingly turning to innovative approaches such as digital marketing and neuromarketing in order to transform their marketing activities.

The Decree of the President of the Republic of Uzbekistan dated October 5, 2020, No. PF–6079¹, “On Approval of the Digital Uzbekistan – 2030 Strategy and Measures for Its Effective Implementation”, identifies the digitalization of all sectors of the national economy—including trade and service industries—as a key strategic objective, emphasizing the improvement of these sectors through modern IT-based solutions. Within

¹ The Decree of the President of the Republic of Uzbekistan dated October 5, 2020, No. PF–6079, “On Approval of the Digital Uzbekistan – 2030 Strategy and Measures for Its Effective Implementation”: <https://lex.uz/ru/docs/7008256>

the framework of this strategy, the necessity of implementing digital transformation and interactive marketing approaches in retail enterprises is particularly highlighted.

Digital marketing tools—including social media, mobile applications, personalized advertising offers, and push notifications—enable the rapid, accurate, and tailored delivery of information to consumers. Neuromarketing, in turn, focuses on identifying subconscious and emotional factors that influence purchasing decisions by examining the mechanisms of human brain responses to stimuli. The integration of these two approaches, referred to as a digital–neuromarketing strategy, creates a new source of competitive advantage for retail enterprises.

In particular, consumer behavior, the psychology of product selection, the emotional impact of advertising materials, and design and functional solutions in mobile applications—all grounded in neuromarketing principles—make it possible to develop customer-oriented offerings in a digital format. This article analyzes the interaction between digital marketing and neuromarketing approaches, highlighting their significance in retail activities, their impact on consumer behavior, and their role in enhancing enterprise competitiveness from a scientific perspective.

In Uzbekistan, the introduction of digital marketing technologies and the psychological analysis of consumer behavior based on neuromarketing principles play a crucial role in advancing the retail sector to a modern stage of development. Presidential decrees and resolutions demonstrate state-level support for this process and reflect openness to innovative approaches. Therefore, the topic of this study is fully aligned with national development policies and holds significant scientific and practical relevance.

LITERATURE REVIEW

C. V. Radulescu analyzes the possibilities of establishing customer engagement, offering personalized proposals, and increasing brand loyalty in retail trade through social media, content marketing, SEO, and e-mail marketing tools. In particular, it is emphasized that digital platforms have become the primary source of information for Millennial and Generation Z consumers.

Studies conducted by the Harvard Division of Continuing Education focus on analyzing consumer decision-making processes occurring in the human brain through the application of neuromarketing approaches. Using technologies such as EEG, eye-tracking, and fMRI, consumers' emotional responses to products or advertising messages are identified. This approach is widely applied in the development of product placement strategies, design solutions, and advertising content.

Research by BluetextAgency highlights the importance of integrating emotional and physiological responses obtained through neuromarketing into digital advertising strategies. It is substantiated that designing online advertisements based on emotional triggers makes it possible to establish stronger customer relationships and enhance brand image.

Among Uzbek scholars, studies by M. M. Murodova within the scope of this topic analyze the development trends of the retail trade market in Uzbekistan and the significance of modern marketing tools in this process. Although neuromarketing is not directly emphasized, the importance of emotional branding, memorable advertising imagery, and the use of digital channels is clearly noted.

In the study entitled “The Basis of Marketing Strategy for the Development of Small and Medium-Sized Businesses in Uzbekistan”, S. T. Sultonov develops the key components of marketing strategies for small and medium-sized enterprises. Principles such as personalization, brand storytelling, digital analytics, and consumer behavior analysis demonstrate the necessity of integrating neuromarketing and digital marketing approaches.

Based on the analyzed literature, it can be concluded that although digital marketing and neuromarketing have been established as independent approaches, their integration is forming a new marketing paradigm specifically within the retail sector. This integration facilitates the establishment of individualized, emotional, and scientifically grounded relationships with consumers and contributes to improving sales performance. Although these approaches are still in the early stages of development in the Uzbek market, there is significant potential to design promising strategies based on international best practices.

RESEARCH METHODOLOGY

This study examines the integrated application of digital marketing and neuromarketing strategies in retail activities, their impact on consumer behavior, and their role in enhancing competitiveness. The research combines theoretical and practical approaches to ensure a comprehensive and systematic analysis.

ANALYSIS AND RESULTS

During the study, the application of digital marketing and neuromarketing strategies in the retail sector, as well as their impact on consumer behavior, was systematically analyzed. The empirical part of the research was conducted using the examples of major retail enterprises in Tashkent city and region, including Korzinka, Makro, Mediapark, Technopark, and Artel Showroom. In addition, a survey was carried out among 120 customers using the Google Forms platform.

Table 1. Key Factors Influencing Purchase Decisions²

Factors	Share (%)
Push notifications, promotions, loyalty programs	67
Visual design (packaging, advertising color)	21
Brand loyalty and previous emotional experience	12

According to the survey results, 67% of respondents indicated that push notifications, promotions, and loyalty programs were the primary factors influencing their purchase decisions. 21% of customers reported that visual design elements—such as packaging, advertising color, and product appearance—played a significant role in product selection. The remaining 12% of respondents preferred making purchases based on brand loyalty and prior emotional experiences.

These findings demonstrate that the combined application of digital marketing tools (mobile applications, SMS, and e-mail notifications) and neuromarketing elements (design, brand emotion, and background music) generates a strong synergistic effect.

In the Korzinka and Makro retail chains, weekly digital promotions delivered via Telegram bots and mobile application notifications have been observed to increase customer traffic. In particular, product placement at eye level, the use of bright-colored banners, and emotional calls-to-action play an important role in attracting consumer attention.

In Mediapark and Technopark stores, neuromarketing elements are widely applied through personalized offers, brand storytelling, premium design, and mobile applications with user-friendly interfaces.

International experience shows that brands such as Amazon, Zara, and Nike shape their advertising content and digital platform designs based on the analysis of consumers' brain activity and emotional responses. Such approaches strengthen brand loyalty and emotional connections, thereby contributing to increased purchase frequency.

The analysis results indicate that digital marketing tools—including push notifications, mobile applications, and content—are highly effective in delivering timely and personalized offers to customers. Advertising, design, and brand emotion developed on the basis of neuromarketing principles create strong psychological impressions on consumers. The integration of these two strategies emerges as a key factor in enhancing the competitiveness of retail enterprises.

Although these approaches are being implemented gradually in Uzbekistan's retail sector, there is a clear need to accelerate this process by developing strategic development directions based on international best practices.

CONCLUSION AND RECOMMENDATIONS

The results of the conducted research indicate that the integration of digital marketing and neuromarketing strategies plays a significant role in modern retail activities by establishing deeper and more emotional connections with customers, strengthening brand loyalty, and increasing sales effectiveness.

While digital marketing tools—such as push notifications, mobile applications, and personalized advertising offers—enable fast, convenient, and individualized communication with customers, neuromarketing approaches enhance the emotional and subconscious impact of this interaction. The synergy of these two approaches activates both the emotional and rational factors of purchasing decisions simultaneously.

According to the survey results, the majority of customers demonstrate a positive attitude toward digital communication formats used by retailers, confirming that increased attention to product design and the advertising environment raises the likelihood of purchase. International experience further demonstrates that digital marketing campaigns reinforced with neuromarketing elements are highly effective in building strong and long-term relationships between brands and consumers.

Retail enterprises are advised to adopt an integrated application of digital marketing and neuromarketing approaches when developing their marketing strategies. In this context, advertising, product design, pricing

² Author's development

policy, and customer service systems should be developed based on a comprehensive approach. Mobile applications and website interfaces should be designed in accordance with neuromarketing principles, incorporating visually attractive designs, intuitive navigation, emotional calls-to-action, and brand storytelling elements.

Managing digital communication through neuromarketing-based personalized push notifications and advertising offers contributes to accelerating the purchasing process and retaining customers over the long term. The retail sector of Uzbekistan should develop a distinctive neuro-digital model grounded in international best practices. In doing so, it is essential to consider national mentality, consumer psychology, and the level of technological readiness.

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