

THE ROLE OF INTERNATIONAL MARKETING IN DEVELOPMENT OF FOREIGN TRADE

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***Annotation:** International marketing is the science of using the principles of marketing. International marketing is the business of delivering goods and services from one country to customers in other countries to grow foreign trade and make more profit. International marketing also includes the production and sale of goods and services in more than one country. International marketing is about marketing activities in more than one country. Of course, international marketing is often referred to as global marketing, which means that in international marketing, the integration of marketing is planned with the wishes of the international customer and is designed based on the needs of the people of different countries.*

***Keywords:** tourism, trade, business, marketing*

The importance of international marketing. Today, no country lives in complete separation from other countries. The economic resources, technology, and standard of living of one country depend on the economies of other countries, which are interconnected by a complex flow of goods, services, capital, and technology. Countries increase their production levels and make more profit through international exchanges. Through imports (import stages), they obtain goods that they are unable to produce, and through exports, they send surplus manufactured goods to other countries. Although a country may have different factors of production and be able to produce a variety of goods, it will not be able to produce them at the same price. The primary cause of international trade is apparently the difference in the prices of goods and services of countries.

Price difference. Differences in prices are either due to differences in supply conditions or production facilities or differences in demand conditions or

consumption patterns or a combination of them. Differences in supply conditions may be due to differences in natural resources, efficiency, work skills, levels of production technology, frequency of factors of production, and so on. However, differences in costs or supply conditions are not the only cause of price differences, but differences in demand conditions, which are mainly shaped by different income levels and consumption patterns of countries, are as effective in creating price differences as supply differences. By starting an international exchange, each country can use its production factors to produce products that are more efficient and exchange them with products of other countries. International exchanges pave the way for the creation of international expertise. By accessing foreign markets through exports, economic institutions grow more, thereby offering their products to the domestic and foreign markets with better quality and making more profit. The desire to continue industrial investment, the need for economic growth, the motivation to gain excellence and reputation in the business arena, the emphasis on improving efficiency and profitability, the saturation of domestic markets, mass production policy and the need for foreign exchange earnings are among the factors that necessitate international marketing. They reveal more.

The main goals of international marketing

- To strengthen free trade globally and to bring together all countries for trade.
- To increase globalization by integrating the economies of different countries.
- Achieving world peace by establishing trade relations between different nations.
- To promote social and cultural exchange between nations.
- To help developing countries in their economic and industrial growth by inviting them to the international market and thus closing the gap between developed and developing countries.
- To ensure sustainable resource management worldwide.

- To export and import goods worldwide and distribute profits among all participating countries.
- To maintain free and fair trade.

International marketing participates in global trade with the aim of achieving all goals and connecting countries. It should be noted that creating jobs in countries has limitations and demands, but when marketing is done internationally, you must consider the details and complexities of it every minute. In such cases, as the market expands, demand grows, preferences change, and the company is forced to follow the laws and regulations of two or more countries.

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