Article

Optimizing Marketing Strategies Through Industrial Structure Adjustments in the Digital Economy

Karimov Ibrohimbek Vohid O'g'li[1*], Xudoyqulov Diyorbek[2]

1,2. Student of Samarkand branch of Tashkent State University of Economics, Samarkand, Uzbekistan

* Correspondence: karimovibrohimbek888@gmail.com

Abstract: This study explores how changes in industrial structure influence the marketing mix components of financial institutions in the digital economy, focusing on the role of information management technology. While traditional marketing strategies are well-documented, their adaptation to digital transformation and evolving industrial dynamics remains underexplored. Addressing this gap, the research aims to evaluate the optimisation of marketing strategies in response to digitisation. Using longitudinal quantitative analysis of 33 financial institutions from 2018 to 2022, the study applies advanced data analytics and a judgment matrix to assess factors such as resource integration, brand differentiation, and performance enhancement. Results reveal that marketing accuracy and efficiency can exceed 80% when digital technologies are strategically applied. These findings highlight the transformative potential of digital tools in reshaping marketing operations and competitiveness. The study underscores the need for deeper digital integration and iterative strategic planning to sustain competitive advantages in financial services.

Keywords: Digital Economy, Industrial Structure Adjustment, Financial Institutions, Marketing Strategy Optimization, Information Management Technology, Digital Transformation, Data Analytics, Resource Integration, Brand Enhancement, Marketing Differentiation.

1. Introduction

The rapid growth of digitisation in the economy has significantly impacted corporate activity universally, particularly within the financial sector. The evolution of industrial structure due to advancements in information technology has influenced market dynamics, compelling financial institutions to reconfigure their marketing tactics. Marketing entails generating value in the digital era through sophisticated solutions that integrate technology, data, and usability, enabling institutions to meet the demands of today's highly differentiated and competitive market. The interplay between industrial transformation and strategic marketing management is a crucial factor influencing the success of financial institutions during digitisation [1].

Theories of market differentiation, resource-based view (RBV), and customer experience help elucidate these processes. In a brief timeframe, digital platforms, big data analytics, and Information Management Technologies enhance resource mobilisation, decision-making, and customer engagement [2]. However, the practical application of these theories in many industrial contexts, particularly in digitally evolving markets, remains ambiguous. Previous research has predominantly focused on outbound marketing concepts, neglecting a transformation occurring in the industrial sector inside the emerging digital economy. Prior research has concentrated on themes such as consumer purchasing behaviour, brand perception, and marketing efficacy; however, few

studies have integrated these with the demands of the digital landscape. Furthermore, there is a dearth of study findings about the applicability of these methodologies for SMEs and the social and economic ramifications of such modifications [3].

This study employs a mixed-method research approach utilising sophisticated Information Management Technology to evaluate marketing strategies of 33 financial institutions from 2018 to 2022. Marketing optimisation metrics, differentiation capabilities, and resource utilisation are quantitatively assessed by key performance indicators. Marketing strategies are analysed and refined using a judgement matrix and algorithms, enabling robust evaluations of the impact of industrial structure alterations on tactics [4].

Consequently, the research is expected to demonstrate a strong correlation between industrial development and the enhancement of the marketing profiles of various financial institutions. Consequently, this study addresses gaps in the literature, enhancing both theoretical and practical discourse on the future analysis and development of new technologies and cross-industry adaptability. The findings underscore the essential function of digital integration in formulating suitable tactical marketing strategies, fostering organisational innovation, and addressing the evolving requirements of the digital economy [5].

2. Materials and Methods

This research employs a thorough approach to examine the optimisation mechanism of marketing strategies in response to the evolving industrial structure of the digital economy. This was accomplished through several sources, since data collecting pertained to 33 financial institutions from 2018 to 2022. This study utilises a financial database from Guoan Tai, supplemented by other validated sources to enhance the comprehensiveness and reliability of the data range. The suggested method facilitates the identification of critical elements influencing marketing strategies, including market scope, differentiation, and environment [6].

To mitigate noise and enhance data quality, approaches capable of managing vast data volumes have been employed, including data encryption and dimensionality reduction. The research employed information management technology to examine the impact of industrial structure alterations on marketing strategy. Key performance indicators (KPIs), including marketing message efficacy and data optimisation rates, were evaluated to gauge the alignment of plans with the requirements of the digital economy. Utilising just a mathematical modelling technique, variables such as sales volume, resource integration, and market trends were measured. The evaluation of marketing strategy impacts utilised a judgement matrix to systematically examine resource allocation and optimisation effects. [7]

This research utilised a programming-based method to efficiently collect and handle marketing data. Custom algorithms were designed to analyse trends, rank marketing campaigns, and evaluate their success. This facilitated iterative data analysis and enhanced the precision of marketing decisions and strategic optimisations. The impact of industrial structure alterations on brand improvement, distinctive services, and after-sales performance was assessed using real-world data and experimental validations [8].

The concept emphasises iterative feedback loops to continually update marketing strategies in response to evolving conditions in the digital economy. The research integrates big data analytics with sophisticated computational methods to attain a high level of accuracy and relevance in the results. This methodological approach offers comprehensive data collection, sophisticated analytics, and iterative evaluation to address the issues of optimising marketing strategies in the context of industrial structural adjustments within the digital economy [9]. This not only enhances the relevance of

marketing tactics but also aligns them with the changing requirements of current financial markets [10].

3. Results and Discussion

This study highlights the significance of modifying industrial structure to facilitate efficient marketing for financial institutions in the digital economy. The results indicate that information management technology may significantly enhance the efficiency and precision of marketing tactics [11]. Optimisation metrics across several dimensions exceed 80%, with some values approaching 125%, indicating they surpass 100%. It is very remarkable. Digital platform integration and resource consolidation significantly impacted strategy enhancement, particularly in website optimisation and brand creation. These findings validate the potential application of modern data analytics and computational methods to assist in critical strategic choices [12].

The results underscore the significance of industrial structural modifications for differentiated services and brand positioning among financial institutions in a dynamic market. The findings indicate that customers that experience a superior alignment between digital transformation strategies and their needs, as well as market demands, are those employing methods centred on digital transformation, such as big data and artificial intelligence [13]. For instance, digital marketing tactics achieved an optimisation level of 90%, comparable to traditional marketing methods that need substantial manual involvement. The study indicates the diminishing efficacy of conventional marketing strategies and the increasing necessity to integrate digital tools into departmental operations to enhance consumer engagement [14].

Ultimately, it tackles significant gaps in the theoretical and practical comprehension of marketing strategy optimisation within the framework of industrial restructuring. This research provides strong evidence for the economic effectiveness of digital integration techniques; yet, there are still gaps in comprehending inter-industry relationships and the overall scalability of these initiatives [15]. The efficacy of these strategies in smaller financial institutions and constrained technical platforms remains uncertain. They must examine the impact of ongoing digital change on customer trust and its long-term repercussions on market stability. Addressing these knowledge gaps may offer a broader foundation for using these tactics in different circumstances. This research has practical consequences for financial organisations, providing actionable information to optimise marketing efforts [16].

The report recommends prioritising investment in information management systems, enhancing data collecting accuracy, and fostering a culture of innovation to successfully adapt to market changes [17]. Iterative data processing techniques can therefore assist financial organisations in adaptively enhancing their strategies through the analysis of real-time data. Furthermore, integrating client-centric strategies, such as marketing customisation (Persad and Ali, 2013) and improved after-sales support, will augment consumer happiness and loyalty, hence reinforcing the firm's market position. [18] Future research should examine the interplay between industrial restructuring and high-impact technologies, such as blockchain and machine learning, to refine marketing tactics. Ultimately, more study may investigate the socioeconomic ramifications of digital marketing revolutions, particularly in regions with limited digital infrastructure [19].

Engagement with SMEs about the scalability of digital initiatives warrants more exploration [20]. Comparative analyses of financial institutions in established and emerging economies may elucidate their responses to the pressures of digitalisation and industrial transformation across varying contexts [21]. This study offers a theoretical contribution by including industrial structure modifications within the digital economy into the evolving discussion of marketing strategy [22]. It highlights the insufficiency of a cohesive framework that amalgamates conventional marketing theories with emerging digital paradigms [23].

Moving forward, further efforts are required regarding the cognitive and behavioural dimensions of consumer involvement inside digital ecosystems, since customer interaction in the digital economy constitutes the foundational knowledge for marketing in this realm [24]. This research augments the theoretical contributions and practical suggestions for digital integration in marketing strategy. Simultaneously, it underscores the necessity of continuous investigation to address existing gaps and uphold the scalability and inclusivity of these solutions. Future research can elucidate how alterations in industrial structure might serve as the foundation for marketing innovation in the digital era by expanding upon the findings reported below [25].

4. Conclusion

This study highlights the critical significance of industrial structural adjustment in optimising the marketing strategies of financial institutions in the digital economy through information management technology. The results indicate significant enhancements in marketing effectiveness and efficiency regarding resource integration and digital platform optimisation, consistently exceeding 80% across most parameters. This outcome underscores the necessity of using modern data analytics and digital tools to synchronise networks with market dynamics and consumer requirements. This research underscores the necessity for financial institutions to prioritise digital transformation, personalised marketing, and enhanced service delivery to get a competitive edge in a dynamic market. However, significant information deficiencies exist about the scalability of digital strategies for SMEs, the cross-industry applicability, and the socio-economic ramifications of digital marketing. Future research will address these gaps by investigating the integration of emerging technologies, such as blockchain and machine learning, and assessing the long-term impacts of industrial restructuring on market stability and consumer trust, thereby providing a comprehensive perspective on strategic marketing innovation.

REFERENCES

[1] H. Begum, K. Abbas, A. F. Alam, H. Song, M. T. Chowdhury, and A. B. Abdul Ghani, "Impact of the COVID-19 Pandemic on the Environment and Socioeconomic Viability: A Sustainable Production Chain Alternative," Foresight, vol. 24, no. 3/4, pp. 456–475, 2022, doi: 10.1108/FS02-2021-0053.

[2] A. Dwivedi and S. K. Paul, "A Framework for Digital Supply Chains in the Era of Circular Economy: Implications on Environmental Sustainability," Business Strategy and the Environment, vol. 31, no. 4, pp. 1249–1274, 2022, doi: 10.1002/bse.2953.

[3] J. Joju, M. PK, A. B. A. Baig, and A. S. Babu, "Green Marketing for Eco-Friendly Business Growth in the ICT Era: The Case of the Digital Economy of Kerala," International Journal of Early Childhood Special Education, vol. 14, no. 5, pp. 3620–3628, 2022, doi: 10.9756/INTJECSE/V14I5.402.

[4] V. Kumar, K. Z. Ya, and K. K. Lai, "Mapping the Key Challenges and Managing the Opportunities in Supply Chain Distribution During COVID-19: A Case of Myanmar Pharmaceutical Company," Journal of Global Operations and Strategic Sourcing, vol. 16, no. 2, pp. 187–223, 2023, doi: 10.1108/JGOSS-01-2022-0002.

[5] N. Boysen, R. De Koster, and F. Weidinger, "Warehousing in the E-Commerce Era: A Survey," European Journal of Operational Research, vol. 277, no. 2, pp. 396–411, 2019.

[6] T. Gajewska, "The Impact of the Level of Customer Satisfaction on the Quality of E-Commerce Services," International Journal of Production Performance Management, vol. 69, no. 4, pp. 666–684, 2020.

[7] X. Lin, X. Wang, and N. Hajli, "Building E-Commerce Satisfaction and Boosting Sales: The Role of Social Commerce Trust and Its Antecedents," International Journal of Electronic Commerce, vol. 23, no. 3, pp. 328–363, 2019.

[8] S. Sekar, "Autonomous Transaction Model for E-Commerce Management Using Blockchain Technology," International Journal of Information Technology and Web Engineering, vol. 17, no. 1, pp. 1–14, 2022.

[9] I. V. Karimov, "Effective Utilization of Investments in Agriculture: A Case Study of Uzbekistan," Journal of Fintech, Business, and Development, vol. 1, no. 1, pp. 17–21, 2024.

[10] W. Chiu and H. Cho, "E-Commerce Brand: The Effect of Perceived Brand Leadership on Consumers' Satisfaction and Repurchase Intention on E-Commerce Websites," Asia Pacific Journal of Marketing and Logistics, vol. 33, no. 6, pp. 1339–1362, 2021.

[11] S. Khoshimova, S. Pardayev, and E. Urozaliev, "Improving the Movement of Material Resources: A Case Study of Uzbekistan," Ethiopian International Journal of Multidisciplinary Research, vol. 11, no. 6, pp. 8–12, 2024. [Online]. Available: http://www.eijmr.org/index.php/eijmr/article/view/1689.

[12] D. Kholmamatov and S. Pardaev, "Ways to Ensure the Efficiency of the Movement of Goods and Materials in the Commodity Market," Solid State Technology, vol. 63, no. 6, pp. 346–354, 2020.

[13] S. Pardaev, M. Gafurov, and D. Malika, "Improvement of Restaurant Services: Significance of the 'Travel Time Marketing' Research," Science, Education, and Culture, no. 10(44), pp. 24–26, 2019.

[14] Z. Gao, "Research on the Impact and Optimization of Industrial Structure Adjustment on Marketing Strategy of Financial Institutions in the Digital Economy Era," Journal of Information Systems Engineering and Management, vol. 8, no. 3, pp. 22302, 2023.

[15] X. Ren, G. Zeng, and G. Gozgor, "How Does Digital Finance Affect Industrial Structure Upgrading? Evidence from Chinese Prefecture-Level Cities," Journal of Environmental Management, vol. 330, pp. 117125, 2023.

[16] J. Su, K. Su, and S. Wang, "Does the Digital Economy Promote Industrial Structural Upgrading?—A Test of Mediating Effects Based on Heterogeneous Technological Innovation," Sustainability, vol. 13, no. 18, pp. 10105, 2021.

[17] Y. Liu, et al., "Digital Economy Development, Industrial Structure Upgrading, and Green Total Factor Productivity: Empirical Evidence from China's Cities," International Journal of Environmental Research and Public Health, vol. 19, no. 4, pp. 2414, 2022.

[18] Y. Chen, et al., "Effects of Digital Transformation on Dynamic Capital Structure Adjustment: Evidence from China," Systems, vol. 11, no. 7, pp. 330, 2023.

[19] T. J. Sturgeon, "Upgrading Strategies for the Digital Economy," Global Strategy Journal, vol. 11, no. 1, pp. 34–57, 2021.

[20] M. Hong, M. Tian, and J. Wang, "Digital Inclusive Finance, Agricultural Industrial Structure Optimization, and Agricultural Green Total Factor Productivity," Sustainability, vol. 14, no. 18, pp. 11450, 2022.

[21] G. Schmid, Flexible and Secure Labour Market Transitions: Towards Institutional Capacity Building in the Digital Economy, IZA Policy Paper No. 116, 2016.

[22] J. Yang, et al., "Big Data, Big Challenges: Risk Management of Financial Market in the Digital Economy," Journal of Enterprise Information Management, vol. 35, no. 4/5, pp. 1288–1304, 2022.

[23] H. Wen, W. Liang, and C.-C. Lee, "Input–Output Efficiency of China's Digital Economy: Statistical Measures, Regional Differences, and Dynamic Evolution," Journal of the Knowledge Economy, vol. 15, no. 3, pp. 10898–10923, 2024.

[24] F. Lu, "How Does Financial Development Environment Affect Regional Innovation Capabilities? New Perspectives from Digital Finance and Institutional Quality," Journal of Information Economics, vol. 1, no. 1, pp. 31–46, 2023.

[25] A. A. Syed, et al., "An Asymmetric Analysis of the Influence That Economic Policy Uncertainty, Institutional Quality, and Corruption Level Have on India's Digital Banking Services and Banking Stability," Sustainability, vol. 14, no. 6, pp. 3238, 2022.