



## Role of Marketing Concepts in Increasing Product Competitiveness

*Musayeva Shoirazimovna*

Professor of Samarkand Institute of Economic and Service, Samarkand, Uzbekistan

### ABSTRACT

In this article, the content of the concept of consumer marketing today is also characterized by the choice of a specific target segment and its high quality, comprehensive service and the role of customer relationships.

© 2021 Hosting by Research Parks. All rights reserved.

### ARTICLE INFO

*Article history:*

Received 29 Sep 2021

Received in revised form

05 Oct 2021

Accepted 27 Nov 2021

**Keywords:** Concept, segment, service, client, economy, rating, area, growth, market

Our country is pursuing a well-thought-out economic policy. Its results are recognized all over the world, occupying prestigious positions in a number of international rankings in various fields. However, prices in world commodity markets have plummeted.

changes in the world economy, such as a slowdown in the growth of world trade, a slowdown in the growth of world trade, a decrease in demand for our export products in world markets, an outflow of investments from developing countries and a decrease in its activity, have a negative impact on the competitiveness of our economy.

To eliminate the influence of the listed negative external factors, a number of measures are being taken to increase the competitiveness of products in the domestic consumer goods market.

This is confirmed by paragraph 3.2 of the Action Strategy for five priority areas of development of the Republic of Uzbekistan for 2017-2021, approved by the Decree of the President of the Republic of Uzbekistan dated February 7, 2017 No. 4947 "Deepening structural changes, increasing its competitiveness." through the modernization and diversification of key sectors of the national economy. "... the development of fundamentally new types of products and technologies, thereby ensuring the

competitiveness of domestic goods in the domestic and foreign markets. " Based on these tasks, the head of state will be able to create enterprises in any region of the country.

In this regard, the adoption of the Decree of the President of the Republic of Uzbekistan "On measures to further liberalize trade and develop competition in commodity markets" to provide producers in the domestic market with the necessary goods and develop a healthy competitive environment. important to ensure the competitiveness of its products.

Indeed, if companies that create competitive products today want to find their place in the market, what should they produce? How much to produce? Who do we manufacture for? To address these challenges, it is necessary to manage the enterprise's entry to the market.

These questions are important not only for startups, but also for the company in order to constantly monitor and update the range of products, as well as conduct market research to update the product policy in general, to determine the needs and requirements of consumers. requires an increase.

For this, it is necessary to organize the production process on the basis of the concepts of production, products and sales developed by F. Kotler, and to form methods of offering the company's products on the market at the level of modern requirements. ...

In our opinion, in order to increase the competitiveness of products, it is possible to increase the range and volume of goods in high demand in the country, increase the competitiveness of goods in the domestic and foreign markets, and expand exports through the effective use of marketing. concept.

The very concept of marketing is a management system, principles, a system of market goals aimed at achieving a specific goal of a manufacturing enterprise and a clear method of working in the market. Enterprises of different forms of ownership seek to gain an advantage over competitors in a competitive market and use marketing concepts. The formation of a marketing concept begins with the selection of a competitive advantage. The company strives to achieve its strategic goals using the competitive advantage it has chosen.

We know that the competitiveness of a product is assessed by such indicators as market share, demand dynamics, elasticity of demand. Its factors include price and quality, responsiveness of after-sales service, delivery times (time, type of payment, transportation costs) and consumer costs.

The concepts of consumer-centric marketing, manufacturing, merchandise, sales, traditional marketing, socio-ethical marketing, and cross-marketing are used to increase market share and improve the quality of products and services. These concepts apply to manufacturers of goods and services.

one of the main directions of development.

The main goal of marketing is to increase the consumer value of products, increase the number of consumers and attract them through the development of quality products.

In conditions when the country's economy is at the stage of innovative development, the role of marketing activities, along with measures aimed at further increasing the competitiveness of products at manufacturing enterprises, is of particular importance.

The main task of marketing activities is to find, acquire and retain customers. It is clear that the company must first decide for whom to provide services. This should be done by companies based on the requirements of the competitiveness of their products, and consumers - by segmentation based on profitability. Today, the content of the concept of consumer-oriented marketing is also distinguished by the choice of a specific target segment and an orientation towards high-quality and comprehensive service. The role of the customer relationship marketing concept is also very important.

In addition to the concepts mentioned above, there are several modern marketing concepts as market trends change very quickly.

Modern marketing concepts:

- innovative marketing;
- holistic marketing;
- logistics marketing;
- neuromarketing;
- digital marketing;
- V2V;
- V2S;
- interactive marketing;
- sensory marketing;
- network marketing;
- relationship marketing;
- experience marketing;
- Includes modern marketing concepts such as CRM. Through the application of these marketing concepts, competitive products are created at the level of modern requirements and the wishes of consumers are satisfied.

So, in conclusion, from the above, we can say that in order to increase the competitiveness of products, the market situation is studied primarily through research. Consumers

is divided into several different groups and defines strategic segments and organizes the production process based on the requirements of existing and potential customers. At the same time, the company effectively uses the available resources, takes measures to improve the quality of products, saves production resources and achieves high results.

To date, marketing activities at manufacturing enterprises are not limited to the sale of manufactured products; there are lags in the effective organization of events aimed at serious study and quick adaptation of the needs and requirements of consumers.

Thus, we can conclude that the share of competitive products can be increased by further improving the marketing activities of manufacturing enterprises based on the creation of legal norms aimed at increasing the competitiveness of products in the country's economy.

### References:

1. Belyaev V.I. Marketing: Foundations of Theory
2. Zavyalov PS, Demidov V.E. Formula for
3. Kevorkov VV, Konin VN, Lukyanov AV, enterprise (in the organization): practical recommendations. Zagorsk, 1999.
4. Belyaev V.I. Marketing: Foundations of Theory and Practice. Textbook. - M.: KNORUS, 2010

5. Zavyalov PS, Demidov V.E. Formula for success: marketing. - M., 1999.
6. Kevorkov VV, Konin VN, Lukyanov AV, Shalimova TG, Organization of marketing activities at the enterprise (in the organization): practical recommendations. Zagorsk, 1999.
7. Pankratov F.G., Seregina T.S. Commercial activity. - M., 1999.
8. Portfolio of competition and financial management (edited by Rubin Yu.B.). M.: -Somintek, 2003.