



## Problems Related to Marketing Research in the Furniture Market of the Republic of Uzbekistan

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### ABSTRACT

This article examines the definition of which product category the company equates to, which category it includes, the point of differentiation of the product being positioned, the definition of one or more specific features of the product that clearly differs from the competitor's product, the complexity of the product production process, and the high impact of technology.

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Nowadays, we had to study some of our national characteristics in the marketing of furniture products. That is, it turned out that the possibility and effectiveness of marketing application significantly depends on the type of market, the products produced and sold, and the scale of competition in the market. In particular, the lack of universal, standard, unified recommendations in the application of the marketing concept plays an important role, and in practical marketing, everything depends on external and internal factors, consumer characteristics.

In Uzbekistan, 5-6 years ago, the "gross" approach prevailed in the application of the marketing

concept, while at the same time, the differentiated approach is widely used. If we analyze the manufactured furniture products according to the types of content, 58 percent are household furniture, 39 percent are organizational furniture, and 3 percent are other furniture. In this regard, a significant share is made up of office furniture and special furniture for educational institutions, shops, hospitals, restaurants, stores, warehouses, barbershops, etc.

The regional analysis of the production structure of furniture products showed that 52% of household furniture went to Tashkent city, 14% to Fergana region, 10% to Tashkent region, 47% of organizational furniture to Tashkent city, 15% to Samarkand region, 35% of other furniture to Tashkent city, 29% to Kashkadarya. and 20 percent corresponded to the share of Namangan regions.

As mentioned above, the sustainable development of any industry is directly related to the production and sale of goods that are in demand. This, in turn, requires effective organization of marketing activities of network enterprises, regular study of the furniture market, taking into account the wishes of consumers, detailed analysis of purchasing process factors. Technological change, the increasing role of social media, demographic changes and the increasing purchasing power of women are key factors that must be considered in the marketing efforts of furniture manufacturers and retailers. We found it appropriate to segment the furniture products based on history, culture, customs, traditions and features of the furniture products consumers in our country.

When buying furniture, consumers use a wide range of information, that is: analyze various information, try to find the optimal purchase option, choose the product based on their lifestyle, taste and opportunity. Also, the consumer takes into account financial, technical, time loss and psychological risks when purchasing a durable product.

The buyer performs the purchase and use of home appliances only after clarifying their need, which consists of several interrelated steps to make the purchase decision. That is, the general need is focused on solving the following problems:

- determines which type of furniture fully meets his needs;
- buys goods from the market, company store or via the Internet;
- what are the advantages of the product, what warranty does the seller provide, how long can this product be used?

To what extent does the media influence the purchase of furniture: the analysis shows that 52.5% of the population buys home furnishings from TV shows, 43.1% from newspaper and magazine ads, 49.7% from visiting company stores, 50.6% from catalogs and uses brochures.

Furniture manufacturers need to improve the positioning process in order to achieve a competitive advantage and ensure a stable place for their products in the target market and in the minds of consumers, clearly different from the products of competitors. Enterprises in this field direct their considerable efforts in the implementation of marketing activities to the formation of a marketing complex. As a result, there is a lag in the process of positioning, which plays an important role in the systematic and effective marketing activities of enterprises.

Failure to properly organize the positioning process of furniture manufacturing enterprises can cause the following negative consequences:

- If the manufacturer does not determine the position of the goods in the market, in this case the consumer can perform this task himself and the company may not be able to have the position it expects, and may even lead to the formation of a negative image;
- Marking of a position that is close to the position of a competitor's, without clearly indicating its unique characteristics, different from competitors' goods - can serve to have the opposite effect, rather than to motivate the consumer to buy the product;
- Failure to provide a clear position of the product may interfere with the formation of the marketing complex and ensure its sequence, and may even cause conflicting strategies for the formation of each element of the marketing complex.
- Even if the position is clearly chosen, but if it is narrowly defined, such positioning can act as an obstacle to the expansion of the market of the existing goods of the enterprise and the introduction of new goods into the market. The main reason for this is the use of a common brand strategy in the industry.

Based on the above, furniture manufacturers should pay attention to two main directions when implementing the positioning process:

- Determining the compatibility or, in other words, the matching point of the product being positioned. That is, on the basis of research, it is intended to determine which category of goods the company's goods are equated with in the minds of consumers, or rather, which category they include. This, in turn, provides an opportunity to identify its direct competitors on the basis of revealing the specific characteristics of the product category.
- Determining the point of differentiation of the product being positioned. It consists in showing the competitive advantage of the product on the basis of identifying one or more specific features that are clearly different from the products of competitors.
- Furniture manufacturing enterprises should take into account the following specific features of the network before positioning in the highlighted areas:
- The complexity of the product production process and the high impact of technology. The production of modern furniture requires complex technologies, which ultimately leads to an increase in the market price of goods.
- The length of the period of launching the production of a new type and model of furniture. The average duration of the production of a new model of furniture for large furniture manufacturing enterprises is 7-15 months.
- High demand for product quality. Since furniture is a type of goods that require prior selection, consumers expect long-term service from the product. In order to maintain the quality of their products at a high level, industry manufacturers use high-quality fittings in their production, while maintaining its functional nature. Therefore, many companies use the words "quality", "solid" in the positioning of their products.

Warranty service. Usually, the cost of warranty service and post-warranty service is not high, but in some cases it can be 20-25% of the cost of the product. Also, after-sale furniture collection service can be equal to 10% of the cost of the product.

The consumer spends a lot of time on the product selection and purchase process. Marketing research shows that in the consumer goods market, a consumer can spend up to 4 weeks choosing and purchasing furniture.

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