



## Ways of Organizing and Developing Marketing Research in the Labor Market

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### ABSTRACT

This article discusses the priority areas for the development of educational services, the current state of educational institutions that are the leading subjects of educational services in our country, and their existing problems, the content of education and its organization in the current period.

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The most important marketing tool for making managerial decisions in an educational institution is marketing research of the educational services market. At the analytical stage of developing a strategic plan for the development of an educational institution, it is necessary to fill in several available methods

for studying the market of educational services to combine information with an analysis of the factors influencing the behavior and decisions of consumers.

The proposed methodology for studying the market of educational services includes several stages.

1) At the first stage of the study, the concept of marketing research is developed, which is a document reflecting the main idea of the study. The concept should substantiate the relevance of the study, determine its goals and objectives, the object and subject of the study, indicate the time. It is important to choose and justify methods correctly, to provide research with information. Based on the research concept, a marketing research program is being developed.

2) At the second stage, according to the concept of the study, it is necessary to analyze the market of educational services: to assess the size of the market, its capacity, "corporate" structure, the level and severity of competition, to identify the main trends. The task of a comprehensive study of the educational services market is to obtain complete information about the market, its characteristics and development trends. An important stage of the study can be an expert survey, which allows not only subjectively, but also objectively to analyze the situation on the educational services market, its development prospects, factors affecting consumers and purchases. Heads of educational institutions of the institution, workers in the field of education, youth policy of the region and others can participate as experts.

3) At the third stage of the study, it is necessary to analyze the behavior of consumers of educational services: life goals, interests, assessments, desires, behavioral motives, preferences and aspirations associated with their internal value system. By studying its customers, their wishes and preferences, Technikums can offer them exactly what they need and do it better than the competition. The main task of consumer research is to identify factors that influence their behavior and analyze patterns of consumer behavior.

In most markets where less expensive purchases are made, or where consumer and buyer can act as one person, this information may be sufficient to inform managerial decisions. It is necessary to analyze the behavior of another target audience in the market of educational services - buyers of educational services.

The study of buyers is one of the most important types of research, because they bring the main benefit to the educational institution, influencing the choice of the consumer and the purchase of educational services. Therefore, regardless of its size and specifics of activity, the focus of any successful institution is the client.

To develop the right plan for the development of a technical school, it is necessary to identify the most attractive segments for segmentation and positioning of buyers of educational services. It is necessary to assess the level of influence of various factors at the stages of the purchase decision process. It is necessary to analyze the price and other expectations of buyers.

4) Based on data analysis, it is necessary to draw up a detailed portrait of the consumer of educational services, to identify the types and factors of consumer behavior in the educational services market. The result of the analysis of consumer behavior should be segmentation of buyers and an assessment of the factors of consumer behavior in the market.

5) The final stage of the study is the development of recommendations for the development of a strategic plan for the development of an educational institution. It is also necessary to analyze the

research conducted at this stage, the difficulties and errors that have arisen, and develop recommendations for further marketing research.

In recent years, an analysis of the state of the educational services market in the Samaarkan region has made it possible to identify the main trends in the development of this market:

The market of educational services in the region is represented by a number of educational institutions of primary, secondary and vocational education. The activities of all institutions are interconnected to a certain extent: consumers of primary vocational education in the future may become consumers of secondary and secondary specialized and vocational education.

### Brief information about educational institutions (2022as of January)

Table 1

No	Educational institutions	Number OU	OU strength	Number of available students (2020/2021academic year)	Fill factor
1	Vocational schools	37	24190	17479	0.7
2	technical schools	23	20220	15688	0.8
3	Colleges	14	11605	8664	0.8
	<b>Total</b>	<b>74</b>	<b>56015</b>	<b>4181</b>	<b>0.8</b>

The potential need for secondary specialized vocational education services in the Samarkand region is 41,831 people, but this figure is constantly decreasing. On the one hand, this is explained by the increase in enrollment in higher education, and on the other hand, by the fact that education at the secondary level is paid. The level of migration cannot significantly improve the situation, because the level of emigration is much higher. Against the backdrop of a steady decline in demand, an obvious imbalance in this market is an increase in supply. According to statistics, until January 2022, the supply of educational services in the Samarkand region amounted to 56,015 people. The equivalent of the market supply is the capacity of the region's educational services market.

Shrinking market opportunities lead to a fierce competitive environment, which is especially noticeable in the field of professional education. This is also due to the increase in the number of non-state universities. Analysis of the competitive environment of the province made it possible to evaluate it by two main indicators: the material and technical base of technical schools (the availability of their territory equipped for the educational process) and the number of students. From the point of view of the material and technical base of technical universities, the educational services market is characterized as moderately concentrated. 74 professional educational institutions in the region from 1998 to the present 26 billion 822 million soums from the republican and local budgets, of which 15 billion 866 million soums from loans from foreign countries, a total of 42 billion 708 million soums of an educational laboratory, computer equipment, provided with automotive and tractor equipment, equipment for mini-shops and workshops. These devices are used in the educational process.

The analysis of the portfolio of educational services of the subjects of the regional market showed that the specialties in demand in technical schools are health care (67%), engineering (11.7%), business and management (3.7%), agriculture, forestry and fisheries (2.9) . , architecture and construction (2.7%), veterinary medicine (2.7%), computer technology and informatics (2.6%), service and transport (3.3%), law (1.2%), environmental protection environment and agricultural engineering (0.8%), production and communications, information (1.2%). Medical and engineering specialties (nursing work, midwifery

work., pharmaceuticals, installation of water supply and sewerage systems, installation of gas networks, real estate registration) make up the largest share in the training of mid-level specialists.

### On the number of students in the specialty studying full-time in technical schools of the Samarkand region

#### INFORMATION

Table 2

T/r	Number of educational directions	Total training number of students	from which:		Of the total number of students					
			grant	Contract	Stage 1			2-stage		
					Total	grant	Contract	Total	grant	Contract
	<b>Total by region:</b>	<b>14599</b>	<b>2325</b>	<b>12274</b>	<b>6773</b>	<b>1306</b>	<b>5395</b>	<b>7714</b>	<b>992</b>	<b>6722</b>
1	Pedagogy - 110,000	1	1	0	1	1	0	0	0	0
2	Art - 210,000	0	0	0	0	0	0	0	0	0
3	Humanities -220,000	0	0	0	0	0	0	0	0	0
4	Journalism and social information - 310,000	0	0	0	0	0	0	0	0	0
5	Business and management - 320,000	552	142	410	217	85	132	335	57	278
6	Jurisprudence - 330,000	184	27	157	72	0	0	0	0	0
7	Natural sciences - 410,000	0	0	0	0	0	0	0	0	0
8	Engineering work - 510,000	1720	286	1434	938	162	776	782	124	658
9	Computer technology and informatics - 520,000	384	188	196	151	107	44	233	81	152
10	Manufacturing and processing industries - 530,000	133	78	55	66	39	27	67	39	28
11	Architecture and construction - 540,000	395	131	264	178	85	93	217	46	171
12	Communication and information, telecommunication technologies - 550,000	41	9	32	17	5	12	24	4	20
13	Agriculture, forestry and fisheries - 610,000	431	274	157	143	113	thirty	288	161	127
14	Agricultural machinery - 620,000	91	65	26	29	23	6	62	42	20
15	Veterinary - 630,000	387	217	170	135	135	0	252	82	170
16	Agricultural irrigation and melioration - 640,000	0	0	0	0	0	0	0	0	0
17	Healthcare - 710,000	9777	609	9168	4600	441	4159	5177	168	5009
18	Social Security - 720,000	0	0	0	0	0	0	0	0	0
19	Service - 810 000	264	195	69	93	36	57	171	159	12
20	Transport - 820,000	215	88	127	119	63	56	96	25	71
21	Environmental Protection - 830,000	24	15	9	14	eleven	3	10	4	6
22	Life insurance - 840,000	0	0	0	0	0	0	0	0	0

There is a significant gender difference in the choice of specialties, which is especially noticeable when choosing a profession in secondary and higher educational institutions. So, education, health care, culture and art, economics and management. 74-80 percent of the students were women. Men predominate (79 -92%). Graduates with primary and higher vocational education are more in demand on the labor market compared to graduates with secondary vocational education.

It is possible to determine the most demanded specialties in the labor market. In primary vocational education - working specialties for work in mining, manufacturing, agriculture, construction and transport and communications. In secondary vocational education - automation and management, culture and art, education and pedagogy, economics and management, construction and architecture, vehicles. In higher professional education, the most demanded specialties on the labor market are metallurgy, mechanical engineering, material processing, vehicles, computer science and computer technology, instrument making and optics, automation and control, construction and architecture, education and pedagogy, culture and art, energy, energy. and electrical engineering.

A feature of the education system of the Republic of Uzbekistan is the reduction in the share of state ownership. The uniqueness of the knowledge underlying education lies in the fact that it does not disappear when it is consumed, but is embodied in a person and multiplies.

Features of educational services are as follows:

1. that they refer to different kinds of blessings;
2. that it is not limited as a blessing;
3. having consumer value, being a unique product that satisfies educational needs (has no material description, is not subject to storage and destruction);
4. educational services have an individual description;
5. simultaneous flow of the process of providing and consuming educational services;
6. direct participation of consumers in the process of providing educational services;
7. the difficulty of quantifying the effect of spending on education;
8. high elasticity of demand for educational services.

Therefore, when determining the priorities for the development of educational services, firstly, the current state of educational institutions that are the leading subjects of educational services in our country and their problems are taken into account, and secondly, the content of education and its content. organization needs to accommodate change. Because these changes are an integral part of the development of science and technology.

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