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With a Theoretical Approach to the Organization of Marketing Research in the Market of Higher Education Services

Nasriddinova Dildora Shukrullayevna

Master of the MMRI-123 group, "Marketing" master's student studying in the specialty
Samarkand Institute of Economics and Service
E-mail: https://t.me/Dilya_Nasriddinova773

ABSTRACT

In this article, marketing tools used directly to disseminate advanced educational ideas, the development of education as a branch of the economy and every state institution, the development of educational services, their quality, and access to them are considered.

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Introduction

The emergence of a market of various attractive educational services and products in the education system of our country has set a completely new task for entities that provide educational services and produce educational products: a new management of education, a scientifically based method is

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necessary. This method consists in offering an integrated package of services among participants of the educational services market.

Marketing in education serves three functions in the economy:

1. Special importance of education in economic development. Modern technologies determine the upper limits of the economic development of society. However, their distribution depends on the education system and level of the population. Consequently, marketing is concerned with the dissemination of advanced educational ideas;

2. Development of education as a branch of economy and every state institution. The wider the range of educational services and products, the higher their quality and accessibility, the higher the standard of living of society. Consequently, the development of the educational system directly depends on the marketing tools used;

3. Educational institutions, as a rule, are supported by budgets and funds obtained by collecting fees for educational services. In the transition economy, the limited possibilities of budgets determine the development of marketing of paid educational services.

Given the growing competition in the market for educational services and products, you should use marketing research methods to assess potential demand. The purpose of marketing research is to identify prospective educational needs, assess their satisfaction, test hypotheses, and predict consumer behavior. In this context, it makes sense to use the marketing research methodology in the analysis of educational needs. Therefore, the second problem that needs to be solved is to conduct marketing research and study market prospects.

Perform market segmentation by activating classic elements of marketing, used marketing communicationsby promoting the services, it is possible to solve the problems of coordinating the educational needs and the possibilities of the educational institution.

To ensure the quality of education, the educational program that is implemented with the help of marketing tools will bridge the gap between the reality and the desired educational results. It offers the following:

Provides important changes in interaction with the external environment:	**Radical changes in the internal environment are provided by the following**
Openness of the operating system in the field of services;	Convenience and success of training;
Orientation of education to public needs;	Implementation of the subjective position of all participants of the educational process;
Adequacy and timely adoption of measures in response to environmental change;	Development of tolerance among the participants of the educational process;
Actively search for sources of support from social partners and additional resources	Introduction of effective educational technologies;

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(financial, informational, material-technical, didactic, etc.);	
Repetition in the educational process of socio-economic relations that dominate society.	The optimal ratio of different types of activities of the student, his intellectual, emotional and physical activity;
	The opportunity for students to choose the direction of education and the content of education (except for the state standard component).

Picture 1 Educational programs implemented in order to ensure the quality of education

The stage of preparation for important changes is required to launch the activities of the marketing department in professional educational services. Because the market of educational services is expanding day by day. The emergence of private educational institutions creates intense competition, which in turn creates a demand for marketing and marketing research.

Marketing is an English term***"market"***comes from the word, which literally means "market activity". This term appeared in the US economic literature at the end of the 19th century. Its emergence and use was related to the need to improve the existing activity management system in the market. Marketing as an independent field of activity and science was separated at the beginning of the 20th century. The famous marketing theorist Philip Kotler formulated the semantics of the concept of "marketing", its principles, functions, elements of marketing activity and its goals, marketing mix.The purpose of the marketing system is to determine the maximum consumption of goods and services as possible, to achieve maximum consumer satisfaction, to offer the maximum wide choice, to maximize the quality of goods and services, and to expand the ranks of its consumers.

Approaches to principles include:

- Producing what the consumer needs.
- Entering the market not with goods and services, but with tools that solve consumer problems.
- Launching products and services after studying consumer demand.
- Acceleration of establishment of activity.
- Using a targeted programmatic and integrated approach to achieve the set goals.
- Applying tactics and strategies at the right time to adapt the product to the market requirements, effectively applying marketing in the process until the product reaches the consumer.
- Strengthening the position of the product in the market by providing the enterprise with long-term effective communication.
- Taking into account the social and economic factors of production at each stage of the life cycle of goods and services.
- Develop a business plan based on the market.
- Coordination of supply and demand by establishing cross-industry integration.

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- Actively working to strengthen the company's competitive advantages and image.

Thus, marketing principles are the rules that determine the basic requirements for the meaning of marketing.

There are the following basic approaches of marketing itself.

Always research and development- orienting service activities to the needs of consumers, to the market. In marketing, the main focus is on the study of consumer requirements. T. Levitt described this principle of marketing as follows: "Produce and sell goods and services that are bought without words, do not try to force people to produce what needs to be produced."

- ✓ Active influence on consumer requirements, demand formationit is necessary to turn the potential demand for the firm's goods into real demand, therefore, it is necessary to do this before competitors do for their goods.
- ✓ Demand associated with a differentiated approach to the market acquires a sharply uniform character. Therefore, it is necessary to divide the potential buyers into groups, which allows the firm to develop its strategy for adapting to the specific requirements of the group of buyers taken from the competitors according to its capabilities.
- ✓ A focus on innovation is necessary to maintain a competitive position in the market. Consumer requests change very quickly, therefore, the adoption of new technologies, techniques, materials, the introduction of new goods to the market and the improvement of existing ones, the development of new markets, the promotion of sales and advertising activities, the movement of goods and it is necessary to create new tools in trade (transfer). At the same time, it should not be forgotten that products can be ideal inventions of the engineering mind, but if they do not solve the problems of consumers, they remain just a commodity, cannot be a commodity, and become a surplus for the marketer and the consumer.
- ✓ Marketing is based on the principles of paying attention to any changes in the market. It refers to the systematic and careful consideration of the market situation in relation to the amount of demand, the behavior of consumers, the existing and predicted amount (magnitude) of problems of suppliers, intermediaries, competitors. Adding (mixing) the decision-making centers of the company to the departments that feel the state of the market on the basis of continuously incoming marketing information, quickly sensing the changing demands of the market in its production, sales and research activities. (immediate focus).

Today, scientists offer two types of marketing:

- ➢ Educational service marketing - if the activity of the educational institution is aimed at creating new educational services or improving the existing ones;
- ➢ Consumer-oriented marketing- it determines the activity of the educational institution aimed at meeting the needs of the market, studying the "abstraction" of the market.

Based on these definitions, TN Tretyakova suggests introducing the concept of "integrated marketing in education". "Integrated marketing in education" is the activity of an educational institution aimed at creating new educational services and improving existing ones based on market needs.

Another definition of "educational marketing" being considered today is "pedagogical marketing". Pedagogical marketing is the education of societyprovides a comprehensive study of the

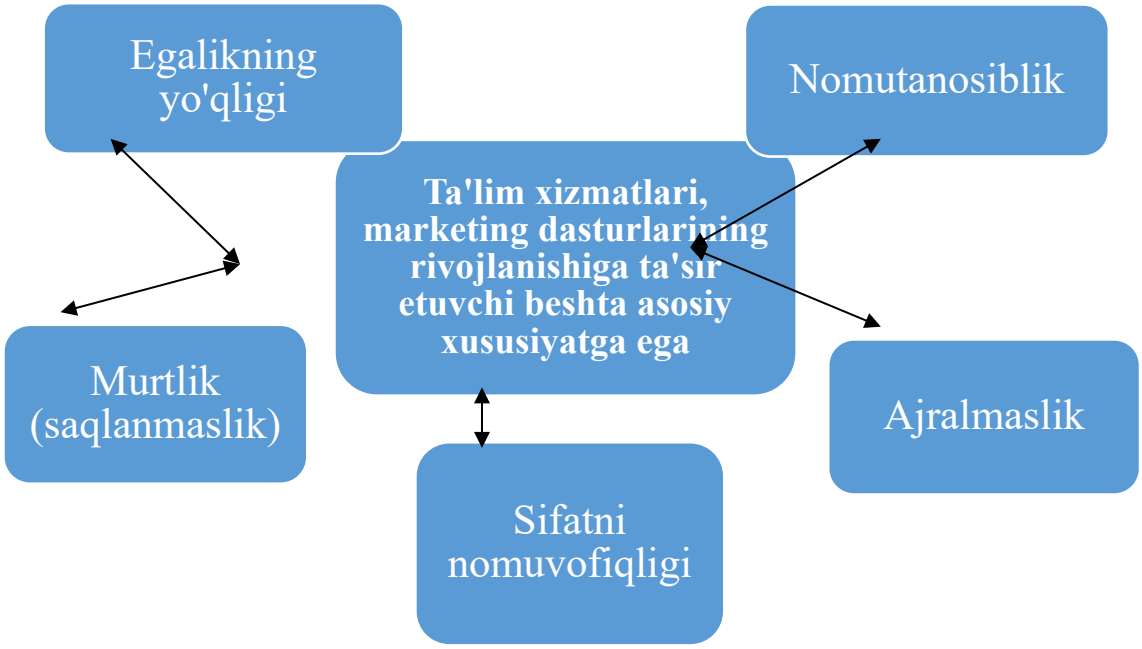
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social order, the possible level of demand for this or that knowledge, the necessary level of education of students, the forms of education, and the possibilities of their improvement.

In modern marketing, "We do not offer goods (services), but we solve consumer problems!" What problems do people turn to offering educational services and products to solve? The education system that exists until now has not solved this problem, although the educational problems of the individual are very few. Marketing activities are mainly based on the general principles of marketing, but due to the specific characteristics of the product, it has a number of differences. And so,marketing in education - this is a set of studies, planning, implementation and monitoring of developed programs, their implementation includes voluntary exchanges with target markets to achieve the goals of the educational institution.

The main thing in marketing education is to analyze the consumer, who has social and psychological characteristics that determine his behavior in the market, demand and supply, to find ways to balance them, to identify untapped opportunities in the consumer market. The uniqueness of marketing in the field of education is primarily related to the unique nature of the main product of the educational system - educational services. Educational services meet individual (end-user), group (employers) and public (state) needs.



2- picture. Five main features affecting the development of educational services, marketing programs

Service***imbalance***means it can't be seen, meaning you can't see, taste, touch, hear or smell the service before you receive it. The degree of uncertainty of the purchase increases due to the lack of specific features of the service before purchase. To reduce it, customers are looking for "signals" of service quality.

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Serviceinseparability, means that the service cannot be separated from the source, regardless of whether it is provided by a person or a machine. Since the consumer always participates in the production of the service, interaction with the supplier (teacher) is a special direction of service marketing. A teacher's ability to communicate with students affects their performance. The second characteristic feature of the inseparability of services is that they are involved in their provision to other consumers. Students in the audience are present when one person uses the service. Their actions determine the level of satisfaction of people with the service. Therefore, the task of the service provider is to ensure that users of some educational services do not interfere with other users to get quality information.

As a servicevariable***k***, meaning that its quality can vary greatly depending on who, when, where and how it manifests. It is very difficult to control the quality of services, especially educational services. The service provided by a single teacher varies in quality depending on his physical form and mood while interacting with students. The administration of the educational institution should constantly check the level of satisfaction of the students with the quality of the educational process through questionnaires and by monitoring the educational results.

Fragility of a service means that it cannot be stored for later sale or use. If the demand for it is stable enough, durability does not cause any obvious problems. However, if the demand faces various fluctuations, the educational institution will face problems (for example, the problem of the number of teachers). Educational services are characterized by the production and storage of educational information in handouts, books, cassettes, and electronic disks. But it should be noted that knowledge quickly becomes obsolete.

Lack of ownershipUnlike physical goods, services are not owned or owned. Due to the lack of ownership, the educational services provided must make special efforts to improve their image and attractiveness.

The new conditions of providing educational services simultaneously created the need to restructure the entire activity of educational institutions. Today, the market in the field of education has approached the "marketing point", that is: the volume of the accumulated supply has balanced the demand for the previous solvency and began to exceed it; differentiated demand for educational services was formed; developed infrastructure of educational services market; national and regional authorities cannot provide sufficient financial support to educational institutions and must turn to marketing to "survive".

Thus, there is a need to introduce a marketing approach in the field of education. In such a situation, public organizations that use marketing tools can beat the competition and take their rightful place in the market: they study demand and supply, balance the "product portfolio" for educational services and products, ability to pay and response to demand. offer prices, conduct communication policy.

The market of educational services and products is an organic relationship with the consumer and producer of educational services and products offered by educational institutions and the conditions that ensure the provision of these services offered by educational institutions. a system of supply and demand relations of forms and means of meeting educational needs based on a set. methodological support, methodological support, material base.

The activity of educational institutions in the market is at its age, so the type of educational market can be defined as a purely competitive market. Research shows that there should be a

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monopolistically competitive market in the education space. It is such a market that requires the development of marketing activities for the mediating activities of licensing authorities that control the reputation of educational institutions and the quality of services offered.

Marketing is based on the following concepts: the concept of improving educational production; product improvement concept - educational services; the concept of accelerating commercial efforts (advertising, contracts, application-research, paid educational activities), the concept of consumer orientation, the concept of socio-ethical marketing (social protection of the consumer).

The concept of improving production in the field of education is associated with two interrelated trends: the increase in the number of schools with different (and non-state) forms of ownership; expanding the list of educational services by introducing additional services (including paid ones) in existing state educational institutions. The presence of these trends gives potential consumers of educational services the opportunity to choose an educational institution for educational services based on price, quality, creates competition in the market of educational services. Improvement of the product (product, service) in education concept means changing the focus on educational content. This is especially relevant in connection with the introduction of the state educational standard. For the social protection of the graduate, the educational institution must have high-quality training not only for a promising profession, but also for life in market conditions. (4, 35-37)

Competition in the market of educational services has led many educational institutions (especially institutions that provide paid educational services) to the need to use the concept of increased commercial activity: various types of attracting potential consumers are widespread - advertising, professional data.

The marketing concept requires that the consumers of educational services and products be in focus. In order for an educational institution to be in demand, first of all, it must study educational needs, and secondly, it must satisfy them and be better than other educational institutions. This can be achieved if the educational needs of the population are met. But the state is not only the main investor of education, but also the state, which is the guarantor of the quality of education, sets its own requirements - teaching is not only professional, but alsoa citizen who can live actively in the social-market economy. The dialectical relations between the state, the consumer of educational services and the interests of educational institutions are reflected in the concept of social and ethical marketing.

Modern marketing is designed for a comprehensive and systematic approach to the management of an educational institution and the quality of the result - the level of graduate training. Marketing is carried out through marketing research, promotion of educational services to the final consumer and financial support of education.

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