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## **REGULATORY ROLE OF PRODUCT QUALITY IN THE GONDITIONS OF INNOVATION**

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**Abstract** - This article focuses on the fact that the world economy is involved in the modern process of globalization, and the quality of products is extremely important in this. Firms of products grown in countries and continents of the world are actively working on its quality. In the context of a global pandemic, the growing demand for quality products plays an important role in increasing the purchasing power of the population. Proposals and recommendations on the importance of improving quality for economic development in an innovative economy have been developed and highlighted using a number of examples.

**Keywords** - Products, Quality, Slogan, Philosophy, Growth, Labor, Objects Of Labor, Means Of Labor, Technology, Management, Quality Management.

### **I. INTRODUCTION**

The growth of purchasing power of the population requires the introduction of innovative directions and tools for the development of trade. A number of program areas adopted in the Republic of Uzbekistan for the development of separate sectors in the field of services are leading to the rapid development of the service sector, as well as trade. We know that the consumer is an important and key element of the market. It is also an important factor in the consumer competitive environment. Accordingly, modern marketing technologies are focused on human factors and are constantly evolving and expanding, incorporating a number of social sciences and humanities. From these links, that is, one of the concepts of marketing, the development of the current stage of the socio-ethical concept requires the emergence of a number of marketing communication structures. One of these communication technologies is merchandising technological processes aimed at improving the sale of goods in the consumer market. The dynamics of changes in the current global conditions of the market, such as in-depth study of consumer behavior of consumer goods and services, the mechanisms that meet the needs of the individual, influence and motivate the buyer, motivate them to buy this product. recognizes This is because in the retail sector, consumer behavior,

Quality is a set of product properties designed to satisfy a need in accordance with the purpose of the product. Any product is a combination of properties, which include reliability, ergonomics, aesthetic properties, safety and environmental friendliness of products.

### **II. LITERATURE REVIEW**

The following scholars have considered regulatory role of product quality in the conditions of innovation in their research: Ishikawa K. [1], Feigenbaum A. [2], J. Harrington [3], Juran O.N. [4], Mkhitaryan, Yu. I. [5], Ortik E., Khurshida K., Askar D. [6], Edward S. [7], Jalolovna, M.S. [8], Mamatkulova Sh. J. [9].

### **III. RESEARCH METHODOLOGY**

This article summarizes the various approaches to the comparative development of merchandising technological processes aimed at improving the sale of goods in the consumer market, as well as on the basis of the conclusions developed recommendations for integrated application in practice.

### **IV. ANALYSIS AND RESULTS**

Modern production is the production of high quality products. The consumer often prefers quality to the detriment of price, because he understands that high quality will reduce the cost of operation, repair and more fully satisfy his needs. If we analyze the reasons for the prosperity of some firms, we will see that the image of these firms is based on product quality, and not on price. And quality, in turn, ensures sales growth, cost reduction, profit increase.

From foreign scientists on quality and its provision Y. Kornay, R. Kunz, P. Drucker and others from Uzbek scientists Yu. A. Abdullaev, A. Sh. Bekmurodov, B. B. Berkinov, M. A. Ikramov, N .K.Yuldashev, A.M.Kadyrov, Sh.Zh.Ergashkhodzhaeva, R.I. Nurimbetov and many other scientists.

The quality of manufactured products is a kind of symbol of today's enterprise economy. As foreign managers note, quality is not a slogan, it is a whole philosophy in which cost reduction and labor productivity growth are pushed aside by product quality, which has come to the fore.

Firms from various countries and continents of the most diverse range of products are actively working on its quality. The costs of work to improve product quality have a significant share, which is constantly growing.

Improving the quality is a labor-intensive work for an enterprise, since it affects almost all the boards of the enterprise's activities and ultimately reaches such a macroeconomic indicator as the quality of life.

Product quality is the result of quality: labor, objects of labor, means of labor, technology, management, production environment as a whole.

If we get the quality of an intermediate product, then it, in turn, forms the quality of the final product, and the latter directly goes to the quality of life, where, along with such a component as product quality and services involved quality: defense capability, natural environment, infrastructure, national wealth.

In recent years, leading firms have been consistently implementing a new strategy for product quality management, which provides for the following.

➤ Quality assurance is understood not as a technical function implemented by some department, but as a systematic process that permeates the entire organized structure of the company.

➤ The new concept of quality must meet the appropriate organizational structure of the enterprise.

➤ Quality issues are relevant not only within the production cycle, but also in the process of development, design, marketing and after-sales service.

➤ Improving quality requires the application of new production technology, from design automation to automated measurements in the quality control process.

➤ Comprehensive quality improvement is achieved only by the interested participation of all employees.

All this is feasible only when a well-organized quality management system is in place, aimed at the interests of consumers, affecting all departments and acceptable to all personnel.

General quality control, carried out by firms in the United States, Japan and Western Europe, involves three mandatory conditions:

1. Quality as the main strategic goal of activity is recognized by the top management of firms. At the same time, specific tasks are set and funds are allocated for their solution. Since quality requirements are determined by the consumer, there can be no such thing as a constant level of quality. Quality improvement must be incremental, because quality is a constantly changing goal.

2. Measures to improve the quality of products should affect all departments of the enterprise without exception.

3. An ongoing process of learning and increasing staff motivation. Only a lack of understanding of the essence of quality problems, says the Japanese economist K. Ishikawa, can explain such statements by enterprise managers: “quality management means tougher acceptance of products”, “quality management means the introduction of standardization”, “quality management is statistics”, “quality management in practice seems to be a very laborious undertaking”, “let the quality management department deal with the acceptance or control department”, “the success of the enterprise in quality management eliminates the need for additional measures” and “quality management is not related to the administration or the product sales department” [1].

According to the American economist A. Feigenbaum [2], under conditions of intense competition, firms will be able to successfully develop, guided by the following principles.

- Quality is not one of the activities of the company, but a continuous process affecting all functions of the enterprise.

- Improving the quality depends on the degree of participation in its formation of each employee of the company.

- Quality does not interfere, but helps to reduce the cost of production.

- Quality means the use of new techniques and technology.

- Quality must be managed as directly and effectively as equipment, production and finances are managed.



## V. CONCLUSION/RECOMMENDATIONS

Time for the development and manufacture of new types of products is decreasing. The growing demand for product quality improvement is currently one of the characteristic features of the global market. Systems for the development of new products should contain a number of basic provisions:

- quality is considered on a par with all technical innovations from the very beginning of product development;
- planning of research and development work is organized in such a way as not to limit the design of product options with the best characteristics;
- acceleration of product development should be the main criterion for the effectiveness of the development system.

Consequently, an enterprise can ensure profit only if sales volumes increase, which in turn depend on marketing work, on improving the quality of products and on the level of product costs.

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