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THE ROLE AND SIGNIFICANCE OF MARKETING MEANS IN INCREASING THE EFFICIENCY OF PRODUCTION ENTERPRISES

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Abstract - This article discusses the main marketing tools in the development of production and marketing activities, the importance of marketing tools in improving the efficiency of manufacturing enterprises.

Keywords - Market, Product, Price, Strategy, Tactics, Behavior, Market Economy, Production, Optimization, Product Distribution.

I. INTRODUCTION

Marketing is one of the fundamental disciplines for market professionals, they need to know how to describe the market and break it into segments, how to assess the needs and demands, preferences of consumers within the target market. How to design and test a product with the desired consumer properties for the market. How to convey to consumers the idea of the value of the product through the price. How to choose skillful intermediaries so that the product is widely available and well presented. How to advertise and promote a product so that consumers know and want to buy it. A professional marketer must have a wide range of knowledge and skills. Consequently, marketing is an integrated system for organizing production and marketing of products, focused on meeting the needs of specific consumers and making a profit based on market research and forecasting, studying the internal and external environment of an exporting enterprise, developing a strategy and tactics of behavior in the market with the help of marketing programs. These programs include measures to improve the product and its range, study buyers, competitors and competition to ensure pricing policy, create demand, stimulate sales and advertising, optimize distribution channels and sales organization, organize technical services and expand the range of services provided.

II. LITERATURE REVIEW

The following scholars have considered the role and significance of marketing means in increasing the efficiency of production enterprises in their research: Gary Armstrong, Philip Kotler [1], Kotler F., Setiawan Ivan, Cartagiaia Hermavan [2], Suslova Yu.Yu., Shcherbenko E.V. [3], Belyaev V.I. [4].

III. RESEARCH METHODOLOGY

The methodological basis of the research was formed as a result of the study of theoretical and practical information, legislation and other legal documents, literary sources and publications. The research is based on the connections between theory and practice, but also made extensive use of methods such as analysis, comparison, and synthesis.

IV. ANALYSIS AND RESULTS

Marketing as a product of a market economy is, in a certain sense, a philosophy of production, completely subordinate to the conditions and requirements of the market, which is in constant dynamic development under the influence of a wide range of economic, political, scientific, technical and social factors. Enterprises - manufacturers and exporters consider marketing as a means to achieve goals fixed for a given period for each specific market and its segments, with the highest economic efficiency. However, this becomes real when the manufacturer has the opportunity to systematically adjust its scientific, technical, production and marketing plans in accordance with changes in market conditions, to maneuver its own material and intellectual resources in order to provide the necessary flexibility in solving strategic and tactical tasks, based on the results of marketing research. Under these conditions, marketing becomes the foundation for long-term and operational planning of production and commercial activities, drawing up export production programs, organizing scientific, technical, investment and marketing work of the enterprise, and

marketing management becomes the most important element of the enterprise management system.

Marketing activities should provide reliable and timely information about the market, the structure and dynamics of demand, the tastes of buyers, that is, information about the external conditions of the company, the creation of such a product, a set of products that more fully meets the requirements of the market than competitors, the necessary impact on the consumer, on demand, and to the market, providing the greatest possible control over the scope of sales. At the heart of the activities of manufacturers working on the basis of marketing principles is the motto: to produce only what the market and the buyer require. Hence, the essence of marketing is as follows: one should produce something that will certainly find a market, and not try to impose on the buyer a product that is “inconsistent” with the market beforehand. During periods of stabilization or growth of the economy, an entrepreneur is forced to focus on market requirements, study patterns and trends in consumer demand, take into account the interests of consumers, master methods of competition, apply marketing tools to stimulate sales and sales of goods, that is, rely on marketing strategy in their commercial activities. Methods of marketing activities are to analyze the external environment, which includes not only the market, but also political, social and other conditions, analysis of consumers, both real and potential. This analysis consists in studying the demographic, economic, social and other characteristics of people who make a purchase decision, as well as their needs in the broadest sense of this concept and the processes by which they acquire both our and competing products, studying existing and planning future products, that is development of a concept for the creation of new products and modernization of old ones, including their range, packaging, product distribution and marketing planning, including the creation of appropriate own distribution networks with warehouses and stores, ensuring demand formation and sales promotion through a combination of advertising, personal selling, public relations and others incentives, providing pricing policy, which consists in planning systems and price levels for the goods supplied,

determining the technology for using prices, loans, discounts, managing marketing activities as a system, that is, planning, implementing and monitoring the marketing program and individual responsibilities of each participant in the work of the enterprise, assessing risks and profits, the effectiveness of marketing decisions. Marketing is expressed in three directions, namely marketing mix , consumer behavior in the market and marketing strategies.

A marketing mix is a set of marketing tools, a certain structure of which provides a solution to marketing problems in the target market. Businesses must develop a marketing mix, that is, a set of marketing strategies to encourage consumers to buy their products and services. All decisions regarding the components of the marketing mix largely depend on the specific positioning of the product adopted by the enterprise. The marketing mix is often referred to as the four "P" of marketing: Product (product), Price (price,) Place place, distribution , Promotion (promotion).

The marketing mix product ensures that its characteristics provide satisfaction to the needs of consumers. It is a set of "products and services" that an enterprise offers to a target market, anything that can satisfy a need or need and is offered to the market for the purpose of attracting attention, acquisition, use or consumption. These can be physical objects, services, places, organizations, and ideas. Product categorization is useful because it allows a firm to be very clear about its prices, set targets for marketing activities, and evaluate successes and failures.

The price is a monetary expression of the value of the goods. In the marketing system, it is a means of conveying to consumers the value of the useful properties of a product that meets their needs. It is closely related to all elements of the marketing mix. It is closely related to all elements of the marketing mix. In the field of pricing policy, marketing decisions are associated with the formation of a general perception of the product and its positioning in the eyes of potential buyers, with determining the place and role of price in obtaining competitive advantages, with the establishment, change and reduction of prices based on the economic and psychological aspects of

its perception . Price, the only element of marketing that provides the company with real income. The correct determination of the price allows you to increase the profitability of production, increase the competitiveness of the enterprise and goods in the market, master a wider segment of the market, raise the level of sustainability and stability of the enterprise in the market. The price must match the quality of the product. If it is overpriced, consumers decide that they are not getting an equivalent for the money paid. If the price is too low, consumers will question the quality of the product.

Distribution - ensuring the availability of goods to consumers based on bringing the right goods to the right place at the right time. The distribution policy covers the planning of possible sales volumes, the formation of distribution channels, and the organization of sales. The purpose of the distribution policy is to ensure the availability of goods for consumers. For this, it is necessary accurately identify the need of the target market for goods and plan the possible sizes of their sale, form effective distribution channels and bring their products to the consumer faster. For this you need:

firstly, to accurately identify the need of the target market for goods and plan the possible sizes of their sale;

secondly, to form effective distribution channels and bring their products to the consumer faster;

thirdly, to create maximum conditions for rapid “meetings” of goods with buyers.

Identification of needs and planning of sales is carried out by studying demand, market conditions and trade conditions.

The distribution channel is a set of intermediate links involved in the process of promoting goods in order to ensure their availability to end consumers. In the process of intermediate links, simple intermediaries, wholesalers and retailers can act. The functions of distribution channels are: ensuring the availability of goods in a sufficient number of places, which involves the formation of distribution channels,

taking into account market conditions, the nature of the product and the real capabilities of the enterprise (selection of intermediaries, research, risk assessment, etc.). Physical movement of goods (marketing logistics) associated with the organization of the movement of material flows through selected distribution channels (warehousing, transportation, receiving and processing orders, packaging, shipping, and others). Distribution channels can be characterized by the number of their constituent levels. The distribution channel level is any intermediary that performs some work to bring the product and ownership of it closer to the final buyer.

We defined marketing as a set of actions aimed at identifying and satisfying the needs of the consumer. According to the above definition, understanding consumer needs is critical in identifying marketing opportunities and developing strategies to implement these opportunities. Lack of understanding of the consumer puts the company at a disadvantage, and sometimes on the brink of disaster. To understand their consumers, companies need to conduct market research to identify consumer needs, their perceptions of existing brands, and attitudes towards brands. In the past, marketers learned to understand their customers through their day-to-day sales interactions with them. But the growth in the size of firms and markets has deprived many marketing distributors of direct contact with their customers. Managers had to resort to consumer research. A company that understands how consumers react to various product characteristics, prices, advertising arguments will have a huge advantage over competitors. The starting point of all these efforts is a simple model of buying behavior.

Marketing incentives include four elements: product, price, methods of distribution and stimulation. Other irritants are made up of the main forces and events from the environment of the buyer: the economic, scientific and technical, political and cultural environment. After passing through the "black box" of the buyer's mind, everything is conditioned to these stimuli, causing a series of observable buying reactions: dealer choice, purchase timing, purchase volume selection.

Consumers are exposed to a variety of marketing stimuli, i.e., purchase-related messages designed to influence consumers. Such incentives can be the products themselves, advertising, in-store promotions, prices, reviews from friends and relatives. Such messages usually have a greater impact on consumers than the marketing strategy, that is, they are considered more trustworthy. Consumer response to these incentives

due to the presence of three types of factors:

- psychological factors, or the general psychological attitude towards the object. The psychological state of the consumer determines the positive or negative reaction to the brand of goods;

- individual characteristics of the consumer, that is, demographic factors, lifestyle, personal characteristics ;

- external factors, which include the culture and social class of the consumer.

V. CONCLUSION/RECOMMENDATIONS

They include more specific personal influences, such as family traditions, the influence of reference groups, that is, groups to which the consumer turns for advice, opinion.

The strategy, as a generalizing model of action, is necessary to achieve the goals set by coordinating and distributing the company's resources. With the development of market relations in the Republic of Uzbekistan and the normalization of the market itself, marketing is turning into a market concept of enterprise management, in a system in which information coming from the market will be important at the basis of making almost all decisions. With the transition to the “buyer's market”, the competitiveness of an enterprise increasingly depends on how improved its marketing is. The goal of every company is to achieve commercial success. Many factors matter for the prosperity of a company: the right strategy, dedicated employees, a well-imposed information system, the precise execution of a marketing program. Today's successful companies at all levels have one thing in

common - they are consumer-oriented and build all their work on the basis of marketing. The main goal is to understand and satisfy the needs of the consumer in clearly defined target markets. Employees of the company must create the highest customer value by ensuring complete customer satisfaction. It is the use of this approach in the activities of the enterprise that will allow you to get the desired share and profit.

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