

The Procedure for Organizing Marketing Research in Industrial Enterprises in the Conditions of Modernization

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Abstract: Advertising organization research, short- and long-term forecasting and enterprise results, organizational responsibility research, market analysis, sales opportunities and marketing research, and sales promotion procedures are considered.

Keywords: Enterprise, market analysis, modernization, management function, brand, advertising.

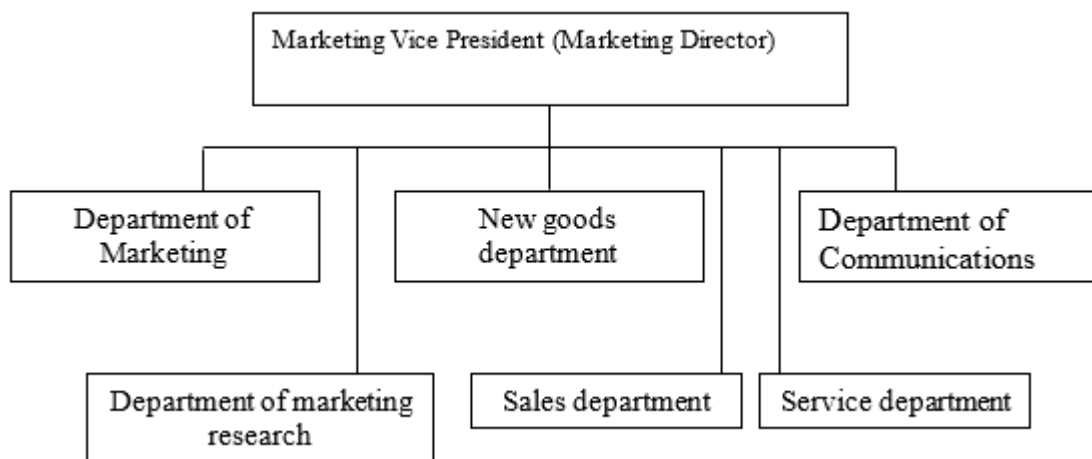
Introduction. Determining the structure of marketing management means defining individual elements in the subject of marketing management, their subordination to each other, and determining their interrelationships in management decision-making and implementation. Such subordination and interaction can be different. This justifies the diversity of management structures. The following are most commonly considered:

- functional structure of management;
- management structure based on the commodity principle (commodity structure of management);
- management structure based on the regional principle (regional management structure);
- matrix management structure.

Understanding of management functions using the marketing concept. In order to choose marketing activities, first of all, a marketing analysis is conducted. To the understanding of "Marketing analysis": marketing research, the concept of market segmentation, the selection of the target market and the characteristics of product positioning.

The functional structure of management is the most common structure in the activity of companies. In such a structure, the following departments report directly to the vice president or marketing director: service, sales, new goods, marketing research, communications, marketing management departments. The marketing management department coordinates the activities of other departments. For example, a pricing department can be established, and some of the above departments can be combined.

The functional structure of management is the simplest structure. However, with the growth of the product nomenclature and the expansion of the sales market, the effectiveness of such a management structure decreases.



Picture 1. Organizational structure of marketing service in large firms.

The most important stage in the process of conducting marketing research is their precise organization. The forms of organization of marketing research can be different: it uses its own research, involving foreign companies or in a mixed way.

Research methodology. Systematic approach, abstract-logical thinking, grouping, comparison, factor analysis, selective observation methods were used in the research process.

Analysis and results. Only large firms with a dedicated department can do marketing research on their own. Small firms can apply to a special organization or merge with other enterprises to transfer them. The majority of foreign firms prefer to use a mixed form in the organization of marketing research. Generally, outside organizations are tasked with conducting mass consumer surveys. In practice, all reputable foreign firms cooperate with market research institutes and (or) consulting organizations.

The main advantages and disadvantages of applying to foreign organizations are shown in Table 1.

Table 1. Advantages and disadvantages of conducting marketing research with the help of foreign organizations.

Advantages	Disadvantages
<ul style="list-style-type: none"> ➤ Professional skills of specialists; ➤ professional skills; ➤ research experience; ➤ in relation to consumers ➤ neutrality; 	<ul style="list-style-type: none"> high cost of specialist services preservation of commercial secrets not guaranteed

MarketingThe choice of the form of research organization is based on the following factors:

- the firm's market experience;
- availability of research staff;
- professional potential of employees;
- the position of the firm in the market and its goals;
- to the strategy and tactics of the firm's market activity.

Importance of decision making in marketing. First of all, let's look at the directions of marketing research before making a decision. And they are usually carried out in 5 major directions.

1. Advertising organization studies (buyer inspiration, advertising tests, types of advertising and their comparative effectiveness, etc.).

2. Strategic planning and organizational policy (short- and long-term forecasts and enterprise results, analysis of market locations, opportunities for new diversification development, operational gross analysis, analysis of the internal environment of the organization, export market observations, etc.).
3. Research on organizational responsibility (social responsibility of the organization on customer formation, environmental protection, etc.).
4. Market analysis (customer attitude to new goods, potential and opportunities of new goods, testing of new goods, problems of product coding and its verification, etc.).
5. Sales opportunities and marketing research (identification of competent or potential markets, analysis of market composition, analysis of changes in sales volume, conducting test marketing, studying sales promotion methods, etc.).

We will consider marketing research as a whole process and the tasks it should solve in detail in the following parts.

All the information collected in the marketing field is composed of analytical methods, developments, decision-making models, and computer programs as a decision-making subsystem in message management. It is natural that decisions made within the framework of management are based on certain sources and analytical results.

Here we present the structural structure of the sub-system supporting decision-making in terms of marketing proposed by F. Kotler.

Methods of conducting marketing research are inextricably linked with the methodological foundations of marketing, which, in turn, are based on general scientific and analytical methods, as well as methodological approaches and methods from many fields of knowledge.

Research methods in marketing are justified by the necessity and obligation of comprehensive and systematic analysis of any market situation, its components related to various factors.

The principles of systematicity and complexity shown in conducting marketing research are based on the fact that when studying the external environment, first of all, the market and its indicators, not only the information about the state of the external environment of the enterprise, but also the strategic marketing goals and plans of the firm are taken into account - only then the research conducted will have a marketing character, otherwise it will be only a study of the market, competitors, innovation factors, etc.

Marketing goals and objectives are defined in the section of the plan. A marketing objective is a final result that is intended to be achieved through marketing. Such final results are determined in relation to goods, consumers and markets. At the same time, the solution of the tasks expressed should ensure the achievement of the set goals. These objectives are required to:

- quantitatively based;
- ranked in order of importance;
- achieved in a certain period of time;
- real, i.e. it can be done in reality.

The fifth section of the plan deals with marketing strategies. Each such strategy envisages the implementation of a set of compatible measures that ensure the achievement of a specific goal. Such measures mean the following:

- market segmentation;
- identifying the target market;
- placement of goods and services in target segments;
- determining methods of entering the target market;

- development of marketing mix;
- time to market.

After the marketing strategies are determined, the sixth section of the plan develops an action program that specifies:

- what is done;
- when will it be done;
- who does;
- what resources are needed.

The seventh section of the plan shows the general estimate of marketing expenses. The costs of certain elements of the product movement policy, such as advertising, personal selling, sales promotion, and public relations, are also presented here.

The last section of the marketing plan describes the procedure of control over the implementation of the specified measures. Such control allows to evaluate the results of the company's activities and to take necessary measures to eliminate the identified deficiencies. Special attention is paid to the analysis of the achieved sales volume and the amount of profit obtained from it.

In order to ensure their viability in the conditions of the changing market economy, the enterprises on the move will have to comprehensively analyze their strengths and weaknesses. The SWOT-analysis method is used to carry out this analysis. Based on this method, the company's strengths (S) and weaknesses (W), opportunities (O) and risks (T) are determined.

In the following years, as a result of the strengthening of the following three trends, it was possible to collect marketing information in a better quality and on a wider scale.

1. Moving from local level marketing to general marketing scale. As firms and businesses are constantly expanding their market territory, it becomes increasingly difficult for their managers to get to know all of their customers personally. Therefore, it is necessary to find new ways to collect and organize marketing information, to determine the scope of information necessary for further marketing research.

2. Transition from consumer need to consumer demand. As consumers' incomes increase, they become more discerning in their choice of goods and services, so it is necessary to find criteria that can easily explain consumer behavior. Studying the causes of consumer demand, identifying unsatisfied needs and requirements, dividing consumers into groups (segments) who have different demands for goods and services according to the type, quality and quantity, and separate, unique within each segment. It is tried to find the demand through marketing research.

3. Shifting to non-price competition instead of price competition. Thanks to scientific and technical advances, favorable conditions are created for using methods of competition that are not related to price. trade promotion becomes the main factor of competition. At such times, information on "how the market is affected by the methods used" becomes important. In such conditions, enterprises and firms start placing orders for conducting marketing research. In the conditions of the market economy, enterprises and firms will not be able to control the market unless the goods and services are coordinated according to the actual needs and demands of the consumers. In this regard, continuous study of the market and adaptation to it will become one of the most important tasks, and the importance of organizing marketing research in the management system of the enterprise will increase.

Marketing research involves organizing, collecting, processing and analyzing information. Such organization helps enterprises and firms to make marketing decisions in their activities and to reduce uncertainty as much as possible. Marketing is the object of research and serves the market, goods, trade (commerce), competitors, customers, pricing, advertising, opportunities for

enterprises or firms. The unique qualities of conducting marketing research are that it helps to select the strategy and tactics of the enterprise and marketing activities and implement it on the basis of the conducted specific research. The composition of marketing research is determined by its goals and objectives and requires two interrelated aspects: the study of a specific market and the study of the possibilities of enterprises or firms to enter the market and take a strong position there. . Market research is the most common field of marketing research. It is conducted to collect information about the market in order to determine the activity of the enterprise.

According to the experts, the connection with the market activity: everything necessary for making important decisions such as choosing a market, determining the volume of trade, planning and setting the perspective of market activity, studying market subjects, the form and methods of trading in the market continuous collection, analysis and comparison of information is impossible without market research. In order to carry out marketing research, it is necessary to create such organizational departments in enterprises and firms that these departments can fully and fully implement the marketing concept. In the conditions of the current market economy, without marketing knowledge, i.e., the study of customer demand for product quality and features, the study of future demand, the study of the trends of these demands as the standard of living changes, and without marketing research, any manufacturer, enterprise and it is difficult for firms to cope with the competition.

Departments conducting marketing research should conduct their research and research on the basis of accepted principles of pure competition, and these studies should be based on scientific methods and based on accepted international standards. The information prepared on the basis of the research of the marketing department serves as a basis for informing intermediaries, suppliers, and manufacturers about the requirements and views, habits of a wide range of consumers. The results of departments conducting marketing research help to manage the company's activities, to expand production and sales by finding the needs of customers. Therefore, specialists of this department should not mislead the management of the enterprise by overestimating their capabilities. It is strictly forbidden to give the problems and research results assigned to the specialists of this department to outsiders and enterprises. The cooperation of the department conducting marketing research is primarily necessary for the following: analysis of daily (weekly, monthly, annual) business conditions, determination of prospective directions of the enterprise in the conditions of changing market conditions, concern for consumer and product quality. to present developments based on the goal of making optimal decisions, to find the best ways to use limited resources by the enterprise.

Three factors influence the achievement of any business or firm's goals; the strategy chosen, the organizational structure and how this structure functions. The size of the marketing research department is determined by the company's resources, market and product characteristics, and the company's management structure. Therefore, the organizational structure of the marketing service is selected according to one of the following directions; by functional, by goods, by markets and customers, by functional and by goods,

Functional organizational structure is mainly used for enterprises that have a small number of products and markets.

It is convenient to organize a marketing department on the basis of goods for enterprises that require special conditions in the organization of the production and sale of various and many types of products.

A product marketing manager can quickly respond to market problems by managing the scope of all research related to that product. the following are part of the function of a marketing manager for a specific product: creating a marketing plan and budget for one's product; to anticipate changes that may take place in the market in which this product is released; studying the activities of competitors and gathering information about them; coordinate their activities with the departments of the enterprise that affect the marketing of this product; budget compliance and price ratio control; from production to production of old goods and new goods. For

enterprises that sell their products in various markets, it is desirable that the organizational structure of the marketing service be focused on markets and consumers. Here, as a market, there can be a segment or an industry network that constitutes the same buyer. The reason for the introduction of the market manager is the need of the customers. The main markets are assigned to the market manager, who cooperates with the specialists of the software development department in various areas of the enterprise. A marketing strategy should be developed for each market.

For businesses that sell products in multiple regions, a regional marketing service should be used. Sales agents serving in such an organizational structure may reside and provide services within the boundaries of this region. Such a structure is useful for international firms with widespread markets.

Marketing Research Group This group includes information research, product demand research, market research and technical service groups.

In the information-research group, the reading room information service provider, commercial information collection and processing, and economic information specialists should be active.

The product demand research team must include experts in demand analysis and forecasting. A technical service team for market research needs to have experts in automatic data processing and electronic computing. The scope of marketing research to be carried out depends on the strategy and goals of enterprises and firms, in particular, on decisions to be made on changes in the way firms operate, to enter the market with a new type of product or service, on the policy of product assortment or on trade and commerce. depending on changes in the system.

In the conditions of the current market economy, enterprises and firms turn to organizations that conduct marketing research in order to acquire economic, scientific-technical, conjunctural-commercial, and social information in order to have a long-term share in the prospective markets they have chosen without suffering losses. .

Any organization that intends to conduct marketing research for a project should consult with a department specializing in marketing research, or with the marketing research department of an advertising agency, or with local consulting and service companies. they can contact and order them. If the contact is established through an advertising agency, then the advertising agency, in turn, may refer advertising agent picks to the marketing research department or order and conclude a contract with local companies providing services in this field, in any case, if it is not possible to collect information from an organization specializing in marketing research or an advertising agency, they turn to firms that specialize in collecting information in this field. can use their services.

As a scope of marketing research, research and description of world and country markets or certain segments of them, determination of its opportunities, determination of the distribution of sales and market share between firms and enterprises, analysis of competitors' activities, short and long-term forecasts can be developed. The parties involved in solving such complex and multifaceted, ever-changing problems constitute the internal and external parts of the marketing research environment.

Actions aimed at creating a structure of organizations conducting marketing research in our republic will help to increase the technical development and production efficiency in all sectors of the national economy, to understand the secrets of competition in foreign and domestic markets for those who create material goods.

In general, the basis of conducting qualitative research in marketing research is to be successful, so the manufacturing and service enterprises operating in Uzbekistan at the present time must systematically conduct marketing elements and marketing research. Nowadays, we are in a more favorable position in front of foreign manufacturers. Because our research is keeping up with the times, it is easier for us to adapt to changes in the economy and consumer behavior.

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