

DEVELOPMENT OF THE FIELD OF SERVICES BASED ON MODERN MARKETING RESEARCH

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ABSTRACT

The article deals with the development systems of the service industry based on modern marketing research.

Keywords: marketing, research, foundation, service, industry, development.

ЗАМОНАВИЙ МАРКЕТИНГ ТАДҚИҚОТЛАРИ АСОСИДА ХИЗМАТЛАР СОҲАСИНИ РИВОЖЛАНТИРИШ

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АННОТАЦИЯ

мақолада замонавий маркетинг тадқиқотлари асосида хизматлар соҳасини ривожлантириш тизимлари ҳақида гап борган.

Калит сўзлар: маркетинг, тадқиқот, асос, хизмат, соҳа, ривож.

Marketing system - methods of activating economic relations that arise in the market, methods of providing services, production and sales problems, quickly adapting to changes that occur in the market, stratified approach to consumers, creating competitive new goods and services and organizing their production, market aims to study and predict business conditions and develop effective advertising.

Today, it is impossible to find any industry that does not depend on service. It was not for nothing that the priority tasks aimed at the development of services and the service industry in the regions were discussed. It was compared that the share of the service sector in the gross domestic product in the world is equal to 61% on average, and this figure is 36% in Uzbekistan. This number alone shows that services and the service sector in our country are leaking. The President emphasized the possibility of creating new jobs, making the problems of the population easy and far away by developing this sector.

Issues of service provision and development of the service industry are defined as the main task of improving the quality of services provided by the state and creating the most favorable business environment. Therefore, rapid development of the service sector is an urgent issue.

In recent years, the service sector has been developing rapidly in Kashkadarya region. In particular, in 2016, a total of 2691262 mln. Soum services are provided. The largest share in total services, i.e., 11.1 percent, belongs to financial services, 24.8 percent to transport services, and 29.4 percent to trade services. The lowest figures are architecture and engineering services at 0.9 percent and health services at 1.4 percent (Table 1).

Table 1. In 2022, the composition of the production of services in the Kashkadarya region by sectors

Total services and their types	million sum	Share of total services by main types, as a percentage
Including by main types:	2691262,0	100
Communication and information services	222423,9	8,3
Computer programming and home appliance repair services	111563,2	4,1
Financial services	297706,5	11,1
Transport services	667691,5	24,8
Accommodation and food services	54858,6	2
Trading services	791018,5	29,4
Real estate services	111794	4,2
Educational services	99981,4	3,7
Health care services	38583,6	1,4
Rental services	72899	2,7
Individual services	125944,5	4,7
Architecture, engineering services	23142	0,9
Other services	73655,3	2,7

In order to ensure balanced development and diversification of the activities of service sector enterprises, to increase the quality and competitiveness of the services they provide, the decision of the President of the Republic of Uzbekistan "On the program for the development of the service sector in the Republic of Uzbekistan in 2012-2016", the Cabinet of Ministers of the Republic of Uzbekistan "Development of the service sector in 2012-2016 program" was adopted. In the Republic of Uzbekistan, the following are defined as priority directions and tasks in the development of the service sector:

- development of the services sector, increasing the gross domestic product by increasing its share in the economy to 48.7%;
- 1.8-fold increase in the service sector in rural areas until 2023;
- development of engineering and communication, road transport infrastructure, rapid development of the service sector due to the introduction of modern information and communication technologies in networks, creation of conditions for implementation of structural reforms;
- formation of a competitive environment, support for the development of small and private business entities; - expansion of various innovative services, new means of communication;
- to provide technical opportunities for the population to use telecommunication networks, to provide quality services on the basis of these, to fully transition to the digital telephone communication and television system, to increase the share of communication and information services in the economy of our republic to 2.5% by 2020;
- development of financial services by introducing new electronic payment technologies; - further development of high-tech services in the health sector. In Uzbekistan, it will be

developed within the framework of increasing the share of the service sector in the gross domestic product and the growth of competition in the services market.

A marketing strategy represents a plan that can be modified based on the likelihood of a situation occurring. It is the strategic plan that allows the company to determine its specific goals and objectives, such as what to strive for and how to develop. The starting point for designing a marketing strategy is the analysis of the development of the product market and forecasting the further development of the market environment. It consists of macro-segmentation and micro-segmentation, i.e. the advantages and competitiveness of the company, the assessment of its goods and services in the market, the attractiveness of selected product markets and their individual segments, and the possibility of expanding the sales geography. Thus, strategic management envisages the implementation of a strategic marketing plan, which includes the organization's long-term prosperity prospects and the set of products and services offered.

One of the main principles of strategic marketing of the service sector is the principle of complexity, which considers it as a systematic unit of actions carried out in the following directions:

- enrichment of the assortment and improvement of services with the help of regular development and introduction of new types of services;
- implementation of price policy in order to balance supply and demand; - improvement of methods of trade of services;
- establishing appropriate balance in the use of different distribution channels;
- effective use of means of advertising influence and improvement of relations with consumers in order to stimulate sales of services.

In general, the influence of this principle, which is traditional for strategic planning, has its own expression in services marketing. In this area, regional aspects are more important than the network, because the demand for services is mainly formed in the lifestyle of the population and its territorial structure, and the task of marketing is to coordinate the development of service networks in relation to the existing demand.

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