

USE OF MODERN MARKETING CONCEPTS IN THE ACTIVITIES OF ENTERPRISES IN THE CONDITIONS OF INNOVATIVE AND DIGITAL ECONOMY

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Abstract

The article describes ways to use modern marketing concepts in the activities of enterprises in the conditions of innovation and the digital economy.

Keywords: innovation, digital economy, competition, marketing, concept, strategy.

Introduction

In the context of the formation of an innovative and digital economy, it is very relevant to analyze the activities of enterprises in various fields and improve the application and planning of marketing in it. More and more favorable conditions are being created for the use of marketing tools in the activities of enterprises. In conditions of intense struggle with competitors, the main issue in the operation of an enterprise management system is the maximum adaptation of its activities, strategies and tactics to the constantly changing situation of the market and the consumer sector. The increasingly widespread use of marketing principles in the economy of the Republic of Uzbekistan is reflected in the actions of enterprises. Currently, regular market research has become the most pressing task of every enterprise. Marketing is the adaptation of production to the needs of the consumer, achieving a balance between supply and demand, bringing high profits to the enterprises and organizations that organized it. To do this, marketing must solve a number of important tasks:

- study and determine the needs of buyers (consumers);
- study of internal and external requirements for the product;
- adapting the company's activities to the needs of clients;
- market research based on information received about supply and demand;
- organizing advertising of goods, increasing the interest of buyers in purchasing goods;
- collecting and analyzing data to conduct research on a company that creates or sells a product;
- obtaining information about all services on the market;
- collecting information about complementary and substitute products;
- identifying demand for goods consists of monitoring their sales.

Systematic analysis of marketing information allows you to develop an assessment of supply and demand. It is impossible to determine the optimal sales level. At this level it is usually calculated between the minimum and maximum. Advertising is also important to achieve the marketing goal. The purpose of advertising is to strengthen the existing market segment, attract new customers and create new markets. The main feature of advertising in the marketing



system is continuous influence and constant updating. At the same time, the psychology of the buyer has the peculiarity of attachment to the product and the company.

Sales promotion is one of the tasks of marketing, which makes it possible to ensure the planned level of sales of a product released to the market. This means covering production costs and making a profit. There are the following active forms of sales promotion: exhibition sales, fairs, the use of a special sales service and low prices.

Sales policy in the marketing system is the process of organizing the periodic movement of goods. It requires a clear analysis of the impact on decisions made at each stage of the movement of mass of goods from producer to consumer. In this case, sales refers to all relationships between production and sales. Includes wholesale and retail trade, transportation and storage. In our economic conditions, the marketing function is no less important than product policy. A well-thought-out raw material policy allows for efficient use of resources. Product policy ensures that each product produced is intended for a specific group of consumers, that is, any product must have a specific consumer address.

Marketing concepts are a system of ideas and views that determine the direction of entrepreneurial activity at various stages of its development. At the same time, the concept of marketing is understood as a comprehensive target philosophy of an enterprise, organization or person aimed at consumers. At this time, two concepts emerged, that is, the concept of improving production and improving product, and then accelerating business activities. The concept of strategic marketing is based on focusing on consumers and competitors. The content of strategic marketing is to satisfy consumer needs and at the same time create a product with better consumer characteristics or gain an advantage over competitors by setting a lower price. The concept of social and ethical marketing is being formed. It aims to meet the needs of not only one person, but also the entire society. The profit of an enterprise is a unique consistency and relationship between the needs of customers and the interests of society. In connection with socio-economic marketing, megamarketing has emerged, focusing on the problems of public policy of large social communities.

In conditions of increased informatization of public life, an enterprise has the opportunity to have a direct connection with the buyer. There is a transition from mass marketing to differentiated marketing. One such trend is the concept of relationship marketing, which focuses on maximizing personal relationships with consumers using modern telecommunication tools, with the end result being profit in the form of sustainable customer satisfaction. In today's information age, the consumer asks, "This is what I need, and you can do it." In the context of the concept of competition, marketing decision making is assumed to be competitive rationality. Competitiveness acts as the main driving force of the marketing concept. The main goal of any enterprise, firm, or partners is to create a competitive product that can satisfy consumer demand and make a profit on this basis.

All marketing activities must be used simultaneously so that marketing activities provide a continuous flow of information from the consumer to industry and trade, and from them in the opposite direction. Before applying marketing, it is necessary to take into account the conditions, the most important thing is the level of socio-economic development, because marketing is a complex process that requires effort and patience, and at the same time it is work that gives quick results. On the one hand, it must meet the fairly high needs and demands of



the population, its purchasing power, and on the other, the freedom to choose goods and services. To ensure a large radius of market movement, it is necessary to frequently change the product range and respond to its mass introduction. All this allows us to balance supply and demand. In addition, to carry out marketing activities, it is necessary to resolve organizational issues, consisting of the enterprise management and planning system, sales, relations in the domestic market and foreign trade, a high level of equipment, and sales through market channels. .

Today, all producers, consumers and at the same time workers in other fields must be able to think in terms of marketing concepts and use them effectively.

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