ISSN 2181-3187

THE CONCEPT OF MARKETING AND ITS MAIN CONCEPTS

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Annotation: The article describes Marketing the process that involves the planning and implementation of an idea/product/services, the process of their transfer and distribution, in order to meet and focus on the purpose of a certain group of people or enterprises.

Keywords: Marketing, marketer, Segment, idea, product, services, result.

Marketing is one of the actions aimed at satisfying a person's needs and demands through exchange.
F.Katler

In achieving the goal set in the Marketing system, it is advisable to apply the totality of marketing strategies, that is, specific marketing methods, in order to influence the buyer and other entities.

One such strategy was the marketing-mix or Marketing Complex, which was first introduced into marketing theory in 1964 by Neil Borden, a professor at Harvard Business School. In the system of training marketers, the marketing complex is called 4 "P", it was proposed by McCarthy in 1960. In this model, four main elements of marketing are distinguished: brand (product), price (price), market positioning of the brand (place), advertising-promotion (promotion).

Of course, a group of people is also involved in the process of satisfying the need in Marketing activities. Therefore, the above-mentioned marketing elements also include 5 - " P " and emphasize that it is a group of people (people). Marketing-mix elements can be seen in the following drawing. As you know, a business idea must clearly define the type of product to be produced or the service to be provided.

They are:

1. Its level, vitality;
2. Market situation;
3. Development trend;
4. Problems that may concern the same sphere –(legal, political);
5. Competitor analysis;
6. Market share and market capacity must have been researched.
7. The process of creating a new brand includes 8 stages:
8. Formation of ideas;

ISSN 2181-3187

9. Idea development and verification,
10. Development of marketing strategy,
11. Analysis of production and sales opportunities,
12. Brand creation,
13. Testing in market conditions
14. Acceleration of commercial production.

Based on the purpose of each stage, decide whether it is appropriate or not to continue working on the idea.

The firm tries to put forward an idea that can be applied to real life as much as possible when choosing its idea

In market conditions, the typical life cycle/cycle of a commodity consists of:

The stage of entering the market - the period of slow growth of sales in the process of entering the market begins with the distribution of the goods between manufacturers and sellers and its release into sales. The introduction of the commodity into the market requires a long period of time, and sales during this period usually grow very slowly.[3]

The stage of growth is the rapid adoption of the commodity in the market and the rapid growth of income. If the novelty satisfies market interest, sales will begin to grow significantly. Initial buyers will continue to buy goods. Ordinary consumers, especially when they hear warm thoughts about the brand, follow the initial buyers. As a result of the attraction of opening opportunities, new competitors appear on the market. Their offer of quality goods to the market leads to market expansion.

The maturity stage is a period of slowing sales rates as most potential buyers achieve acceptance of the goods. At a certain moment, the growth rate of sales of goods decreases – that is, a period of maturity begins. In terms of duration, this

phase lasts longer than the previous stages, setting complex tasks in the field of Marketing Management. Most goods on the market are at the stage of maturity and, in turn, marketing management mainly deals with "mature" goods.[4]

The stage of depression is a period characterized by a sharp drop in sales and a decrease in income. The sale of the goods will eventually go down. Sales can fall to zero point or fall to a low level and remain at this level for a long time. The fall in sales is expressed by a number of reasons, in particular, technological advances, changes in consumer tastes and increased competition from foreign and domestic competitors.

Distinctive features of the brand

In doing so, you should initially pay attention to the fact that the product/service has its own characteristics, including quality, discount, additional service, low cost, new packaging style.[2]

Who are your buyers?

ISSN 2181-3187

It is difficult for any brand to please all buyers at once. Therefore, buyers are divided into several groups (segments), in accordance with which individual goods and marketing complexes are developed.

There is no single method of some kind of market segmentation. In attempts to look for a more profitable approach to considering the market structure, it is necessary to test market segmentation options, one or more at once, based on various variable parameters.

The main criteria used in market segmentation are:

1. On the geographical principle: region, city, population density, climate.
2. In the psychographic principle: social class, lifestyle, personality type.
3. On the principle of behavior: the reason for the implementation of the Harid.
4. the interest pursued, the status of the user, the intensity of consumption, the degree of attachment, the attitude to the goods.
5. On the demographic principle: age, gender, family expenses, income level, type of training, education, race, nationality.

Marketing segmentation reveals the possibilities of various market segments in which the seller should exit. In doing so, it is necessary to solve:

How many segments should be covered?

How to determine the segment of interest to oneself?

Market segmentation is a basic technique, with the help of which the enterprise (firm) will divide the future customers (or market) into groups or market segments, which will make it possible to allocate a stable segment of the market, organize the delivery of goods by targeting the specifics of this segment.[1]

When meeting consumer demand, the company must take into account the activities of competitors in this direction and walk one step ahead of them, it is useless for them to think about success if they do not manage to do so.

That is why companies strive to achieve the intended goal, making the competitive advantage, that is, separating them from competitors and making prices attractive to consumers. Competitive advantage can be created in two ways. These are:

Offering the brand at a much cheaper price than its predecessor.

Offering a type of brand capable of better meeting the needs of consumers.

The key to success in the first approach is in reducing costs. This means that the production and sale of the goods will cost the company cheaper than its competitors

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