

DEVELOPMENT OF MODERN MARKETING IN UZBEKISTAN

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<i>A B S T R A C T</i>	<i>KEYWORDS</i>
This article describes the essence of the concept of marketing, the history of the marketing and modern marketing. It is also mentioned on the management of marketing, about the concept of marketing.	marketing, marketing development, marketing concept, modern marketing

INTRODUCTION

The concept of marketing and management appeared many years ago, but in some cases it has not lost its globality. Marketing is communication between the buyer and the producer. All companies have concepts based on demand management decisions. This article describes modern marketing in Uzbekistan and its unique concepts. Currently, there are more than two thousand definitions of marketing in the world literature. Among researchers, there is no clear opinion on marketing reproduction. At present, many global marketing specialists believe that the concept of modern marketing should include activities that are part of business. Others criticize such ideas, arguing that not all types of exchange are marketing, and that marketing principles cannot be applied to all situations. There is a reason for such diversity in the definition of marketing. First, the content of the marketing concept changed with the development of the production method in the conditions of the market economy and reflected its essence. Secondly, depending on the goals, characteristics, scale of marketing use in the management system, the importance of organizational parts in it and the importance of the management system changes. In addition, experts evaluate marketing as a business service and philosophy. Marketing as a service consists of a set of activities in production, trade, advertising, technical service and other fields. As a philosophy, marketing is a socio-economic concept related to the production relations of society.

ESSENCE OF MARKETING CONCEPT

In the past few years, technological progress has literally covered the entire planet. In recent times, Internet marketing has recently gained popularity that has been strongly rejected by most entrepreneurs. Nowadays, everyone respects himself, values the reputation he has gained over the years, wants to be in demand and competitive, and every company wants to have a specialist in digital

promotion. His professional activity is to control his immediate actions. Competitors develop various measures aimed at improving the image of their companies (for example, promos, etc.). Unfortunately, there are still some categories of entrepreneurs who do not fully understand their value and purpose. Markets are almost empty today. Therefore, if we look at this problem from a technical point of view, all competitors should engage in advertising, which will help their sales to improve.

Based on this, the main goal of the marketing concept is the editing of the tasks that must be solved in order to achieve the desired indicators. Marketing insight helps companies to manage demand, adapt to changing market conditions and provides an important reference for strategic planning. Marketing is an effective tool and basis of entrepreneurship in decision-making and its development, and it plays an important role in the management system of entrepreneurship, its organization, planning and control. This is not only fuel, but also the command of the ship." The content and terminology of marketing are updated, but they are connected with the process of exchange, the emergence of commodity-money relations, the development of sales patterns, and the interaction of consumers with goods and services. The concept of marketing is related to any activities of the market sector, therefore, the translation and origin of the word marketing is given (the English word "market" means market, "ing" means active, activity, movement). Constant current conditions forced the manufacturer to think about the sale of goods. As a management system of the enterprise, it is the main rules of marketing, and certain principles underlie the effective implementation of its marketing activities. They include:

- direct the satisfaction of the demand for goods or services, knowing the needs of existing and potential consumers;
- unifying the activities of all units into a single system of the economic mechanism and ensuring that they are directed to achieve the final practical results;
- ensuring the long-term effectiveness of the production and commercial activities of the enterprise;
- in order to actively adapt to the changing demands of consumers, combining the strategy and tactics of the enterprise's behavior, at the same time influencing the formation and stimulation of their needs.

MODERN MARKETING

Modern marketing is a holistic, agile, data-driven methodology that connects brands with ideal customers to drive targeted business results. While the elements can be assembled in an infinite number of ways, the modern marketing approach always combines creative thinking and execution with research, strategy, technology and analysis to achieve organizational goals. Almost every business seeks to change its growth for many reasons. Increase the number of customers, expand market share, increase profitability, add employees, etc. To support these goals, the most effective modern marketing teams increase brand awareness, build perception, educate key audiences, and drive action by following eight key principles.

Modern customers of the B2B and B2C variety are complex beasts. They have high expectations when it comes to the brand experience. (We can thank Apple for that.) These high expectations have more to do with websites and apps than the technical user experience. Users expect to be able to easily switch between multiple screens when interacting with your website and brand, but each touch point should speak to your brand value, build trust and tell a cohesive story will be We mean every touch point. This includes websites, social media posts, advertisements, emails, phone calls, and everything in between. For B2B brands, this also means dozens of interactions with multiple people spread over long sales cycles. No matter how many touch points you need, your customers expect a seamless

transition between every last one of them. In fact, 60 percent of Millennial customers—those who will shape the marketing landscape for the next 20 to 40 years—expect a consistent brand experience across all channels, and those expectations are increasing as customer journeys become more focused on the digital experience. We also need marketing technology that can effectively align content and experience. Meanwhile, even the most basic email marketing platforms offer some form of personalization functionality, and website content management systems require some strategic web design and can be configured with information architecture.

HISTORY OF MARKETING DEVELOPMENT IN UZBEKISTAN

Since the 1980s, marketing courses have been taught in economic schools in Uzbekistan. During these years, scientists such as A. Bekmurodov, J. Jalolov, M. Kasimova, D. Muhitdinov, Kh. Raimov, A. Soliyev, S. Salimov, S. Gulomov conducted scientific work on marketing issues. The marketing department was the first to be established in the joint venture "Sovplastital" in 1986. Also, joint-stock company "Tashkent textile machine-building plant", "V. Marketing departments have also been opened in enterprises such as "Tashkent aviation production association" named after P. Chkalov and "Tashkent agricultural machinery" joint-stock company. Most of the commercial banks and large production enterprises operating in our country have marketing departments. The role of marketing has changed a lot over the years. Understanding the evolution of marketing helps to understand modern marketing. Firms can develop different marketing programs for themselves, depending on the situation in the market, the level of competition, and the environment. 5 stages of marketing development:

- 1) ordinary trade - sales period;
- 2) production period. After the industrial revolution until the 1920s, many companies were in the manufacturing era (in the "manufacturing era" companies specialized in the production of certain types of products);
- 3) realization period. By the 1930s, Western companies had drastically reduced their production capacity, production was no longer the problem, but it was important to beat the competition and sell their products, (In the "realization period" it is understood that the company focuses on sales due to increased competition);
- 4) period of marketing department;
- 5) Marketing company period;

In developed countries, the "realization era" lasted until the 1950s. The volume of sales was sufficient. But the problem was to determine what the company should give more importance to. Companies needed someone to connect research, purchasing, manufacturing, shipping, and sales. Thus, the "realization period" was replaced by the "marketing department period". "Marketing department period" - all marketing activities of the company are carried out by only one department and short-term plans are drawn up. By the 1960s, some companies were starting up with only marketers. Even some of the employees of marketing companies came out of the "Marketing Department Era".

History of Marketing Development

Years	Changes in marketing
1902 year	Independent marketing course teaching has started in the USA.
1908 year	A commercial marketing organization was created for the first time. The first marketing departments were established in large industrial companies of the USA.
1920 year	The International Chamber of Commerce was established.
1926 year	The National Marketing and Advertising Association was founded in the USA; on its basis, the American Marketing Society was later formed, and it was renamed the American Marketing Association in 1973.
1930-1940 year	National marketing associations have been established in many economically developed countries of the world
1950-1960 year	International marketing organizations such as the International Marketing Federation, the European Society for Public Opinion and Marketing, and the European Marketing Academy were established.
In the second half of the 1980s	A marketing course has been started in the higher educational institutions of our country in the direction of economy.
In the late 1990s and now	In our country, foreign literature on marketing is translated into Uzbek, and many textbooks, manuals and pamphlets on this subject are published by Uzbek authors.

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MARKETING CONCEPT

The concept of marketing is derived from the Latin word "conception" and means a system or a system of views, a system of principles, a certain way of understanding, comprehending and interpreting facts and events, a basic point of view. Businessmen are always looking for new activities, optimal

programs to increase business profitability. These needs drive marketing and its understanding. Philip Kotler is the first marketing expert in the world, who believes that the concept of marketing management is a new approach to doing business. The concept of marketing is a key tool, a profit opportunity, a strategic issue. In this case, the concept of marketing is an abstract theory and maximum practical management. The evolution of marketing will depend on the characteristics and level of development of market relations in each country. However, it is considered that the world experience related to the emergence of marketing and the development of market relations can be used to form market relations by implementing entrepreneurial activities in specific countries. In addition, it is necessary to focus on the popular general trend in the development of marketing - from the production of goods to the consumer, his wishes and needs. The first period - "production improvement concept" - is defined as "product superiority". The most important issue is to produce a good product and sell it to the customer at a low price. The motto of the concept is "produce as many goods as possible, because the market demand is unlimited." The concept of product improvement requires focusing the consumer's attention on the product, its quality and price. Consumers compare the quality of similar goods with similar goods of another company. This concept is often used by companies, firms, organizations, as well as non-profit organizations. However, the brand concept does not bring success. The next period was named "sales (trade) activation concept". In this case, the goal of selling the company's products under the slogan "here is the ready product, come and bargain" comes first. Concepts of product and trade marketing came into play at a time when product production was still not mass-produced. High profits were made due to new types and varieties of goods, because the demand for these goods was insanely high in a market with unlimited demand.

MARKETING AND MANAGEMENT

Marketing - who makes this product and what management components are important for the buyer. Marketing concept for an organization is a part of strategic planning. Management control is necessary at any level, to understand and plan the activities of the organization or department in the relatively long future. The concept of management marketing is clear, it can be the answer to this question. However, this recipe does not mean that in any case, the manager should analyze the market situation and create his own review with a general understanding. Therefore, marketing management is a complex process that includes work - analysis, creative and strategic components.

CONCLUSION:

In Uzbekistan, the content and terminology of modern marketing are updated, but they are connected with the exchange process, the emergence of commodity-money relations, the development of sales forms, and the interaction of consumers with goods and services. The concept of marketing connects the market sector with any activity, therefore the translation and origin of the word marketing is given. Marketing is not only a philosophy, a way of thinking and a direction of economic thinking, but also a practical activity for some firms, companies, networks and the entire economy. Marketing is the study of the market, influencing consumers through it. Modern marketing is a system of organizing business activities aimed at maximum satisfaction of the real demand and needs of consumers through comprehensive research of the market in the conditions of market competition. The main goal of marketing is to create a consumer, that is, a buyer. Marketing is a way of working of enterprises in the market, a market methodology, methods, tools, procedures for studying consumers and their needs,

creating goods suitable for them, setting prices, delivering goods, presenting, selling, and organizing services. -is a set of rules. All this serves the first main goal of mutual coordination of supply and demand. Marketing concept (concept of marketing activities) is a way or approach based on which the enterprise conducts its marketing activities. Marketing complex is the company's adaptation to the market situation as a set of market influencing measures and practical tools. A good marketing mix leads the company to take a good position in the market.

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