
Ways to Improve Marketing Research in Manufacturing Enterprises

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Abstract: In this article, the expansion of marketing research methods, the use of expert surveys, focus group, panel research, etc., which are widely used in market relations, the introduction of information collection and sorting system, that is, the formation of a structure capable of monitoring marketing information, extensive use of electronic information technologies in consumer research.

Keywords: Enterprise, market, improvement, customer, inquiry, tracking, product, performance.

Introduction. It shows the need to further strengthen the efforts of the program of drastic measures implemented in our country, wide introduction of modern technologies in enterprises, development of the process of localization of production, for this purpose, to expand the scope of attracting investments and their effective use.

It is worth noting that the strengthening of international relations in joint-stock companies established as a result of expropriation and privatization of property requires wider use of marketing opportunities for effective activity.

It is the use of modern methods of creating and selling a competitive product and the role of marketing in ensuring its purchase that is incomparable. From this point of view, the effective use of marketing activities in further increasing the efficiency of the enterprises of the furniture industry of Uzbekistan is considered one of the urgent issues of great importance.

For the development of enterprises, it is advisable to organize marketing research effectively and implement it in production or service provision. In this regard, the famous marketing scientist F. Kotler's definition that "marketing is an organized and goal-oriented process of understanding consumer problems and managing market activity" is of great importance.

However, if we take into account the opinion of the economist F. Kotler, we can say that the basis of marketing in the activities of business entities is marketing research. However, nowadays, many companies focus on marketing research in their activities, in addition to collecting and analyzing information about the market and consumers, they also study the problems in the production or service process and find their solution within the scope of the possibility. must In the conditions of modernization and diversification of the economy, it is reasonable to define marketing research with a modern approach to the concept of "marketing research" as "management of production and sales activities of any enterprise based on market research".

Analysis of literature on the topicBased on foreign experiences, it should be noted that many economists have been engaged in the development of marketing principles and their practical application. Among them, we can include famous scientists such as F. Kotler, M. Porter, D. Evans, I. Ansoff, M. Berman, M. Golubkov, P. Samuelson, D. Marshall.

It is necessary to acknowledge the scientists who made a great contribution to the development of the marketing theory in the economy, while the researches conducted in the field of marketing in our country for many years are based on national characteristics. These include M. Mukhammedov, M. Paradaev, R. Ibragimov, Y. Abdullaev, A. Saliev, M. Sharifkhojaev, B. Khodiev, D. Rakhimova, R. Boltaboev, Sh. Ergashkhodjaeva and others can be included.

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

Analysis and results Currently, there is a procedure for testing the products and services produced in the development of marketing research in the activities of enterprises that are on the path of sustainable development, in which a special group is organized and the following four research methods are used: price elasticity testing from the method; from the method of testing the marketing concept (concept testing); from the brand name testing method; from brand equity testing methods.

Adaptation of the production process to the activities of consumers and competitors is the main condition for obtaining the maximum profit for enterprises engaged in production. In the competitive environment, the production and sales activities of any enterprise should start with marketing research. As a proof of this description, modern methods of marketing research are widespread in Western countries today, they have specific goals and tasks and enable a comprehensive approach to the problem. In particular, product testing and marketing research techniques are difficult, and the analysis of this situation is one of the most complex methods. Any manufacturer or service provider does not allow to study such problems in a comprehensive, that is, comprehensive approach and find the right solution.

In the improvement of marketing research conducted in the development of the economic sectors of the Republic of Uzbekistan, mainly, taking into account that the issues of testing products produced in leading industries have not yet been resolved, the development of simple methods of product testing techniques, analysis of the situation is to improve the methodology. In this, it is necessary to shift to the production of competitive products, abandoning the limitation of focusing on consumer choice.

Today, it is important to adapt the products created in economic sectors to consumer demand, to improve them, taking into account the sharp competition in the product market. Currently, the culture of serving the population is developing, and the income and preferences of consumers are changing from year to year, requiring the creation of a more promising marketing research concept in this market. This directly leads to the strengthening of competition between manufacturers, the expansion of the possibilities of achieving the production of products that meet international quality standards, a deeper study of the population's demand for high-quality and low-cost products, the increase of the product range, and the improvement of the level of service. putting it in order. One of the main problems in the product market is the fact that the products produced by companies without a sufficient market brand or reputation cause a decrease in the demand for the product. A reasonable way to avoid such problems requires the implementation of new methods of the most modern and improved marketing research in market research.

Based on the market situation, the nature of the objectives and tasks to be performed, as well as the defined strategy, the management of any enterprise that produces goods should decide which marketing research to conduct and in what sequence, what human and financial resources to use, what to do with their own strength. , is forced to decide which studies are worth outsourcing. In order to save human and financial resources and achieve a great result in marketing research, it is necessary to conceptually see how this problem will be in the future.

When conducting complex and large-scale marketing research, it is desirable to develop a research concept, in which to reveal the problem in detail, to show ways and means of solving it in the most effective way. On the basis of such a concept, it is possible to develop a research project, a method of conducting it, express tasks, collect, process and analyze information, develop suggestions and recommendations. Below are the different ways to conduct marketing research.

Marketers, statisticians, managers, distributors and specialists are usually involved in the collection of information. Effective use of the collected information requires only the results of the enterprise to achieve the goal.

The difference between sampling and tracking is that the lower the cost of research and advertising, the more profitable it is for the company. Therefore, because a single or small object is selected in the method of selective monitoring, the enterprise gains time and additional cost.

When conducting any scientific research, two sources of information are used to obtain information - primary and secondary. Secondary sources are existing data that always need to be studied first. In most cases, these data are collected for purposes other than the intended research areas. Therefore, it is necessary to collect new data or fill them with primary data. The difference between the sources of information has led to the existence of two different concepts - desk research and field research. As mentioned above, the cabinet study is conducted before the out-of-cabinet research for the purpose of collecting secondary data. Because the necessary information, their systematization, filling is available as soon as it is necessary. In addition, these studies will determine exactly what information should be obtained during the inspection or examination. Also, printed materials are relatively easy to obtain as a source of information and can save time and money when used properly.

Cabinet research begins with examining the firm's own report. Although the appropriate departments are responsible for running the report, the marketing research department must ensure a sufficient level of unification of the reports and thereby create an information base for the firm. Reporting documents from which such basic information can be obtained must cover the following areas of activity.

Purchase (stock level, rate of use, etc.).

Production (quantity of production, materials, labor, transportation and storage of goods, their processing, packaging and wrapping, overhead costs, use of equipment, etc.).

Personnel (cost of labor force, lack of personnel, level of labor productivity, absenteeism).

Marketing (sales promotion costs, administrative costs, specific market and brand information, etc.).

Sales (by value, profit share, volume of orders, type of sales channels or buyers, sales territories or agents).

Finance (balance sheet information).

In addition to the above-mentioned internal materials of the firm, the researcher also uses a large number of additional sources of information. They can be grouped into five main categories: materials of government courts (domestic and foreign).

Publications of universities and non-profit research organizations.

Trade and Industry Association Publications.

Academic, professional and commercial windows.

Reports from commercial research organizations.

When using printed materials as a source of information, it is important to determine what method was used to collect and organize them. If the methods are not compatible, they should not be directly compared. In addition, it should be used only if the researcher is fully convinced of the

reliability of this information. If after reviewing all printed information sources the main problem is not solved, then research outside the office is necessary. Such areas are:

- advertising research (analysis of the effectiveness of advertising announcements, study of advertising distribution tools, analysis of the use of mass media channels, determination of the size of the consumer audience);
- consumer research (research of factors determining consumer choice and preference);
- analysis of the efficiency of the distribution type (set) (comparison of alternative contents of the distribution type, load handling methods, etc.);
- research of consumption characteristics (analysis of the idea of a new product, testing the product with the involvement of the consumer, determining the possible consumption and classification of consumers of this product, etc.).

Primary data can be collected using one of the following three methods: observation, experiment, and sample research, as well as a combination of them. Observation is the simplest method and gives satisfactory results in most cases. The essence of this method is to observe the processes related to the studied factors. An example of this is the measurement of the flow of customers coming to the store, which is the main method in the planning of commercial premises.

The observation technique depends on the observer's level of knowledge of his work and how truthfully he approaches the processes. The limitation of this method is its hidden nature. Because the observation should not have some kind of impact on the minds of the buyers. In addition, external appearance often does not reveal the inner motive of buyers.

"GULOBOD MEBEL" LLC has been given 9 rationalization proposals in the last three years. In particular, he introduced the proposal of making furniture of various shapes. 950-1,050 mln. net profit up to soums. During this period, economic efficiency averaged 75 percent.

For several years, the society has been participating in tenders organized for the provision of furniture to higher and secondary special educational institutions and enterprise organizations.

In the following years, great positive changes took place in the enterprise. As a result, 16 new jobs were created in the last three years.

In 2020, the society launched the production of various types of furniture for residents, enterprises, organizations and institutions. In order to produce this equipment in a way that meets the requirements of the times, with the initiative of F. Rakhmatov, in 2022, the society will receive 78 thousand US dollars from Slovenia, 136 thousand US dollars from China in 2022, 14 thousand US dollars from Turkey in 2022, 220,000 in 2023, Modern equipment was purchased from Germany for 3 thousand euros, from China for 68.8 thousand US dollars in 2023, from China for 33.0 thousand US dollars in 2023, and from Germany for 34.0 EUR.

Also, the enterprise has 1 bln. 800 mln. new production buildings worth soums were built.

7 billion in 2021. 708.2 mln. product of 10 billion soums in 2022. 565.7 mln. soums and 17 billion in 2023. 855.1 mln. Soum products were produced and sold.

A total of 35 billion in three years. 904.5 mln. Soums worth of products were produced, and the net profit was 9 billion. 284.1 mln. made up soum.

The main indicators of Samarkand district "GULOBOD MEBEL" limited liability company in 2021-2023

No	Indications	2021.	2022.	Increase, %	2023	Increase , %
1	Enterprise plan	6,000.0	8 300.0	<i>138%</i>	14,000.0	<i>169%</i>
2	Implementation in practice	7 483.7	10,565.7	<i>141%</i>	17,855.1	<i>169%</i>
3	In interest	125%	127%		128%	
4	Manufactured products (set)	15,745	20 717	<i>132%</i>	28 450	<i>137%</i>
4	Earned income (million soums)	2 266.4	3 083.0	<i>136%</i>	5 270.3	<i>171%</i>
5	Net profit received (million soums)	1 925.2	2 551.3	<i>133%</i>	4 807.6	<i>188%</i>
6	Work pay given to workers (mln. sum)	522.2	695.8	<i>133%</i>	873.9	<i>126%</i>

In 2021, he took the 2nd place in the "Best Entrepreneur" category at the regional stage of the "Tashabbus-2021" competition for the President of the Republic of Uzbekistan award. In 2021 and 2023, he was recognized as the "Most Exemplary Taxpayer" in the region and awarded with honorary labels of the Republican Tax Committee and the Regional Tax Administration.

Over the past three years, more than 20 students studying at vocational colleges of the Samarkand district have completed training and graduation practices at the enterprise. Among them, 7 students were hired.

125 by the enterprise in 2021-2023 million Sponsorship works amounting to soums have been carried out. This amount was mainly used for the football development fund in the region, society for the blind, charity and orphanages, as well as financial support for poor families in the region.

As a result of the conducted research, we developed the following proposals for the development of marketing research in the enterprise:

- expansion of marketing research methods, that is, the use of expert surveys, focus group, panel research, etc., which are widely used in market relations;
 - Introduction of information collection and sorting system in marketing research, i.e. formation of a structure capable of monitoring marketing information;
 - Extensive use of secondary information in marketing research, studying the research results of others;
 - Extensive use of electronic information technologies in consumer research.
- The effect of these offers is reflected not only in the volume of sales, but also in the reputation of the enterprise.

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