

MODERN TYPES OF APPLICATION OF MARKETING STRATEGIES IN THE HANDICRAFT PRODUCT MARKET

Ravshanova Gulchekhira Ravshanovna

Teacher of Economics Department at “ZARMED University”

gulchexra0183@gmail.com

Abstract: This article examines the problems faced by craft enterprises when implementing a marketing strategy in the craft products market, special attention is paid to marketing strategies, their effectiveness and difficulties in implementing an advertising strategy. The strategies developed for the promotion of handicraft enterprises' products, the factors preventing the promotion of handicraft enterprises' products, and the application of effective strategies are outlined.

Key words: national crafts, internet marketing, web marketing, craft marketing.

INTRODUCTION. Crafts are the largest branch of the economy of developed countries, and the production of handicrafts in most developing countries is still one of the main forms of employment in the country. There are a lot of both traditional and modern types of crafts in the world. The most famous are: blacksmithing, pottery, carpentry, weaving, spinning, furry, shoemaking, leather, embroidery, Zoroastrianism, jewelry, etc.[1] Modern crafts make it possible to produce completely original, even highly artistic products that embody ancient traditions and new technologies. One of the driving factors in the growth of the handicrafts market is the transition from ethnic design to modern design and the strong demand of offices and hotels for these products. In addition, the growing tourist industry has provided wide opportunities for local artisans to produce more products and sell them to tourists who are willing to invest heavily in Souvenirs (Souvenirs) and other handicrafts. Due to the low capital investment, the craft network is developing, especially in regions such as India, China and Afghanistan.

According to the results of large-scale studies conducted by the United States, the following groups divide buyers of handicrafts:

- 1) buyers of this category are not looking for unique products in their stores, where special products and daily products are sold;
- 2) buyers through the catalog and the internet;
- 3) buyers from independent sellers and museums, which are small shops, such as tourist shops, art galleries.

The study also showed a classified list of the most common raw materials used by artisans. These raw materials include: basket, metal, leather, paper, vessel, wood, soap, textiles, stone, glass, bone, horn, and the combination and technique of various ordali created products.[2]

The general theoretical foundations of craftsmanship, the issues of its development are covered in the work of many foreign scientists. Among them KM Makhitha “small Marketing strategies:

Craft manufacturers in South Africa in their article "practices and challenges", [3] A.M.Sutomo's "strategy to increase the competitiveness of handicrafts in Palu" [4], W.Akhmad Khan and Zeeshan Amirs, in their paper "studying artisan craft marketing strategies in Uttar Pradesh and its results" [5], found this direction among scientists from Russia and the CIS countries to be I.T.Pososhkov, M.I.Born-Baranovsky, A.V.Aryomov, V.Kenig, N.D.Gaibatova, et al. In the work of these economists, great attention was paid to the entrepreneurial environment in order to create a modern theory of the development of crafts. Currently, in the work of scientists from our republic – Z.A.Khamidova, F.Karimova, H.P.Abulkosimova, N.K.Muradova, A.F.Ergasheva, S.The boyzhigitovs put forward their ideas about the trends and principles of the development of crafts.

Neha Nagori notes that India's rural sector plays a very important role in the economy. In particular, the industry, which produces many types of handicrafts, argues that the production of handmade products is maximum, but due to the lack of technical knowledge and market knowledge, this sector is far from the main competitors available. They also lack knowledge of delivery quality, scheduling, and Internet marketing. An increase in the number of Internet users in rural areas will help promote these handicrafts. The use of an organized retail format is an important concept for exploring the hidden market in craft sectors [6].

Manjusmita Dash shows that the effectiveness of the institutional infrastructure for the financing and marketing of handicrafts is not satisfactory.

Blerim Kola states that web marketing has a significant impact on the sale of handicrafts. Marketing companies are inventing new ways to provide updated information about a variety of products, one of which is that web marketing helps customers learn more about products. If the government helps the industry to promote its products through this tool, it will be a great help to develop successful web marketing programs [6].

Vanaya Menon notes that the demand for the use of quantitative marketing techniques in her study is growing rapidly all over the world.

Handicraft marketing is a very important aspect that we can provide all the necessary information about our products, with the help of which we can get feedback on the quality of the product [6].

Zulfiya Khamidova, one of the economists of our country, believes that despite the crafts simply as a monument to the past, the study of its historical foundations, widespread support from the state and society is one of the pressing issues.

Sanjar Boyjigitov in order to improve the system of attracting the population to handicrafts, to provide vocational training and employment to young people in the neighborhoods based on the "master-apprentice" tradition, as well as to reduce poverty and continue the ongoing reforms on the development of handicrafts, he mentioned his scientific proposals for the transformation of digital technologies in the field, the development and creation of branding policies, and the elimination of problems in the effective use of digital marketing in brand building.

Main Part. By country, India, China and Iran dominate the production and export of handicrafts, including the low cost and large size of the product, which makes it unlikely that the trend will continue in the near future. But there is a huge wave of low-quality counterfactual goods from China, including in Uzbekistan. Unique handmade crafts, including the global scale of folk applied art, are still very small.

The Indian handicrafts sector is characterized by a large labor force, which occupies an important place in the country's economy. According to the Indian Brand Capital Foundation, there are more than 7103 million artisans in the country. Over 67,000 Indian companies produce

handicrafts and are engaged in exporting. Indian handicrafts are supplied to major markets such as the United States, Canada, United Kingdom, Germany, France, Italy, Netherlands, Latin America, UAE and Australia.

China, according to expert estimates, is one of the leading manufacturers of handicrafts. At the moment, mass mechanization of production is being carried out in our country crafts, mainly due to the high demand for all types of handicraft products. The main factory nodes are Jiangsu, Shandong, Hunan, Sichuan, Zhejiang, Guangdong, Fujian, Beijing, Shanghai and Tianjin. At the moment, effective state support of Folk Crafts is being carried out in China.

Latin American countries are also major exporters of crafts. In particular, Mexico, Colombia, Peru, Honduras, Guatemala, Bolivia and El Salvador. According to US Agency for International Development (USAID) analysts, these are countries with high export potential in the craft sector. Africa's States of Ghana, South Africa, Mozambique, Malawi, Kenya and Tanzania are also successfully offering and popularizing handicrafts on the world market[2].

The GEMET study states that a craft business is a profession, commercial firm, or craft associated with the production and distribution of products made with the skillful use of their own hands.

The Collins English Dictionary (5th edition, published in 2000) defines the craft business as a special skill or handicraft such as weaving, pottery, etc., and also indicates that the craft business can be described as skill or dexterity in handicrafts.[7]

The ability to plan, implement and manage digital marketing in a trading system to increase competitiveness in the craft products market is called digital marketing ability[8], it is necessary to perform the following tasks to increase competitiveness in craft enterprises:

- * Determination of strategies for the promotion of products of craft enterprises.
- * Assessment of the effectiveness of strategies for the development of craft business.
- * Identification of difficulties in the implementation of advertising strategies.

The company's competitive strategy is an approach to business and initiatives aimed at attracting customers, consisting of the company's struggle to strengthen the position in the market. Competition in the market can be likened to war. In this war, opponents can be wounded, hurt. In this, only the best strategy will win galaba[9].

The company's competitive strategy includes offensive and defensive actions, short-term tactical and long-term actions. The more competitors in the market, the more options and manifestations of the competitive strategy will be. However, no matter how many of their species, their similarities are found. Approach to strategynmg there are 5 common options[10]:

1. Cost Advancement Strategy. Provides for the reduction of full costs in the production of goods and services. - For example, many leading companies produce a kind of product in very large batches.

- It costs very cheaply, that is, first the raw materials are purchased in large quantities, at wholesale prices, the technology of production of products, the processes of which are cheaper to produce the same product. This will attract a large number of buyers.

2. Broad stratification strategy

- The company aims to give its goods a distinctive drawing that is different from the goods of competing firms.

- To add some novelty so that its goods stand out from the competitive goods.

3. Optimal cost strategy

Gives buyers the opportunity to receive valuable goods at the expense of low costs and harmonization of the wide stratification of the product. The main task is to provide an optimal cost and low cost compared to the manufacturer of a similar good.

4. Focused strategy

In this case, the strategy is based on low costs and is directed to a narrow segment of buyers.

5. Expressed strategy or market part strategy based on product stratification. Its purpose is to provide selected segment demonstrators with goods and services that more fully meet their tastes and requirements.

A set of consistent measures carried out to bring the different sides of National Handicrafts from the offer of competing entities to the surface, as well as to achieve their strong place in the minds of potential buyers, is called the positioning of the National Handicrafts network in the foreign market (Figure 1)[11].

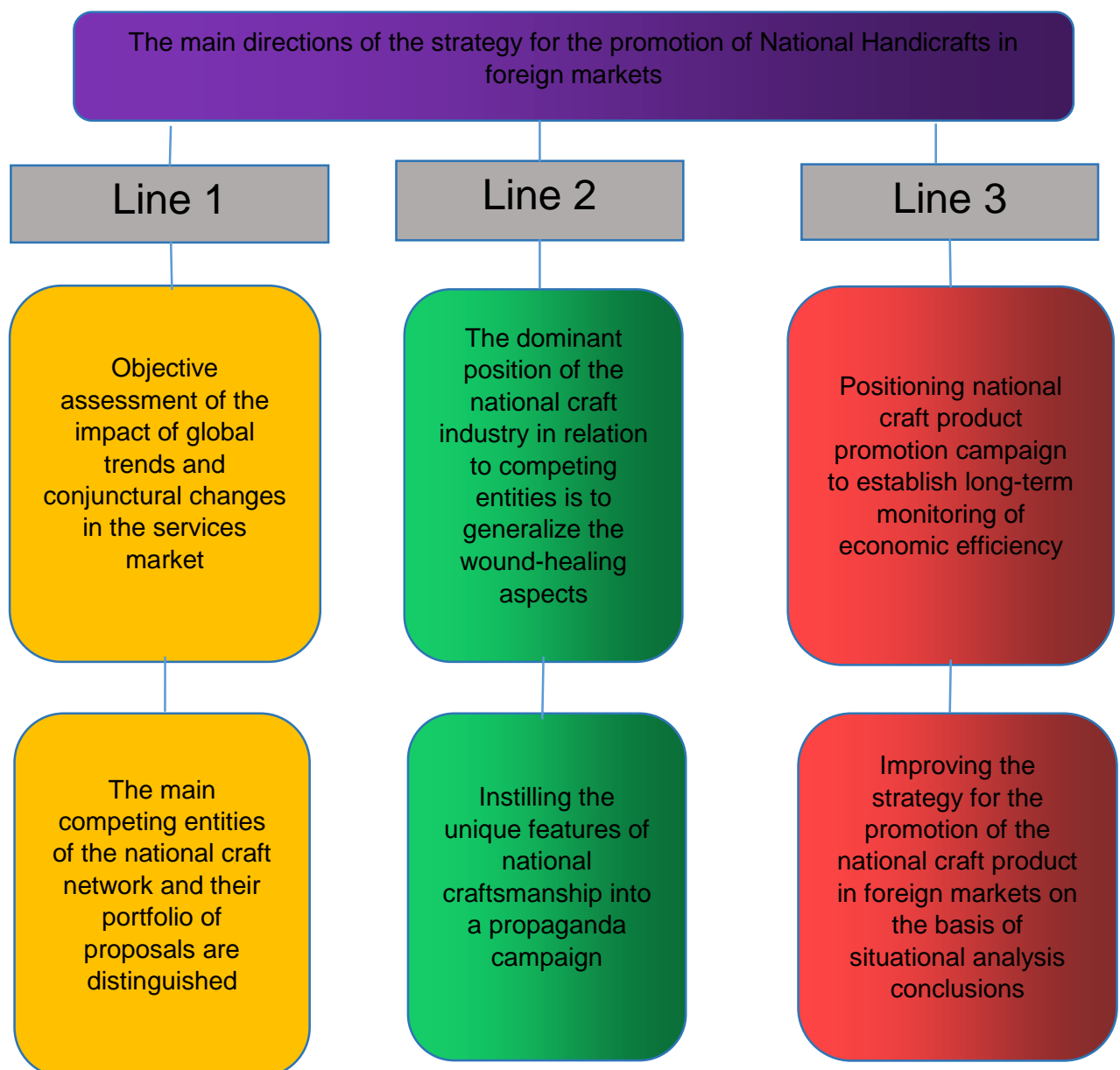


Figure 1. The main areas of development of strategies for promoting National Handicrafts in foreign markets based on prioritizing positioning [11]

Conclusion

Milian hunrmandism is usually seen as an element that contributes to the economic growth and development of countries and regions. As confirmed in extensive scientific research on national craftsmanship and competitiveness, the more competitive the craft activity is, the more it attracts tourists and leads to an increase in income through that network, which leads to economic growth[12]. In place of the conclusion, it can be noted that on the basis of the analysis of the above indicators of competitiveness, it is possible to see competitive advantages in the field of craftsmanship of our country as well. That is, the main part of the requirements expressed in the indicators is used in the tourism policy of Uzbekistan.

It is important to know what factors lead to changes in the competitive situation when managing the competitiveness of tourist business entities in Uzbekistan. From the above analyzes, as a result of improving economic relations in Uzbekistan on the creation of a business environment in National Crafts by the state:

- ◆ the number of competing crafts will increase and they will be relatively comparable;
 - ◆ the demand for handicrafts gradually grows.
 - ◆ different methods of competition (price and cost-free) are used;
 - ◆ the supply of competitors' products will expand;
 - ◆ the effect of successful strategic actions increases the volume of space;
- The demand for the application of strategies in the market of handicrafts increases.

REFERENCES

1. Ergasheva A. HUNARMANDCHILIK MAHSULOTLARI BOZORINI RIVOJLANISH HOLATI VA TENDENSIYALARI
2. Равшанова, Г. (2024). Hunarmandchilik mahsulotlari korxonalarida marketing strategiyalarining ahamiyati. *Новый Узбекистан: наука, образование и инновации*, 1(1), 237–239. извлечено от <https://inlibrary.uz/index.php/new-uzbekistan/article/view/32309>
3. KM Makhitha, University of South Africa (UNISA), South Africa Marketing Strategies Of Small Craft Producers In South Africa: Practices And Challenges, *The Journal of Applied Business Research* – May/June 2016
4. Maskuri Sutomo Asriadi The Strategy for Increasing the Competitiveness of Craft Products in the City of Palu, Central Sulawesi, Indonesia, 3rd Asia Pacific International Conference of Management and Business Science (AICMBS 2019)
5. Waqar Ahmad Khan and Zeeshan Amir Study of Handicraft Marketing Strategies of Artisans in Uttar Pradesh and Its Implications, *Research Journal of Management Sciences* Vol. 2(2), 23-26, February (2013)
6. Dilip Kumar, Dr.P.V.Rajeev A NEW STRATEGIC APPROACH FOR MARKETING OF HANDICRAFT PRODUCTS. *International Journal of Applied Services Marketing Perspectives* © Pezzottaite Journals. Volume 2, Number 3, July – September“ 2013
7. Mrs.T.Gowri Thangam,Ms.R.Patrick Bharathi,Ms.P.Selvanithya MARKETING OF LOCAL MADE HANDICRAFT BUSINESSES IN IMPLEMENTING PROMOTION STRATEGIES FOR THEIR PRODUCTS. *YMER* || ISSN : 0044-0477 VOLUME 22 : ISSUE 04 (April) - 2023 <http://ymerdigital.com/>
8. Sharopova, N. (2022). O'zbekiston tadbirkorlik subyektlari faoliyatida CRM tizimlaridan foydalanish. *Iqtisodiyot va innovatsion texnologiyalar*, 10(3), 339-347.
9. Равшанова, Г. (2024). Hunarmandchilik mahsulotlari korxonalarida marketing strategiyalarining ahamiyati. *Новый Узбекистан: наука, образование и инновации*, 1(1), 237–239. извлечено от <https://inlibrary.uz/index.php/new-uzbekistan/article/view/32309>

10. <https://prezi.com/p/idwuapbwhibe/raqobat-strategiyalari/>
11. Xalilov S.Sh. “Milliy turizm tarmog‘ining raqobat ustunliklarini rivojlantirish yo‘nalishlari va strategiyalarini takomillashtirish./ 08.00.17 – Turizm va mehmonxona faoliyati Iqtisodiyot fanlari doktori (Dsc) dissertatsiyasi avtoreferati / Toshkent – 2024
12. Nurfayziyeva M. Turizm xizmatlar bozorida raqobatbardoshlik ko‘rsatkichlarini takomillashtirish imkoniyatlari. [2024 - yashil-iqtisodiyot-taraqqiyot.uz](https://yashil-iqtisodiyot-taraqqiyot.uz)