



TYPES OF MARKETING AND ITS CONTENT

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Annotation

Nowadays, the economy is developing day by day. People's life activities are based on the consumption of goods and services. Their creation, production and distribution and consumption ensure the dynamic development of meeting people's needs. In the state economy, the services sector and the goods production sector are organically complementary industries. The difficulties that arise in front of enterprises and organizations due to the transition to market relations are largely due to the lack of familiarity of the company's managers with the laws of the market and the methods of studying it. In the transition to the principles of full accounting and self-financing, enterprises and organizations faced an unprecedented phenomenon: there is no demand for the product they produce, and the specialists of the enterprise how to sell it domestically and globally. they do not know how to market. Thus, Uzbekistan is moving towards a market economy and is facing many difficulties along the way. The solution to these problems largely depends on how creatively and purposefully we use marketing.

Keywords: Marketing, strategy, market segment, 4P, 5P, analysis, method.

Marketing is an entire economic philosophy, and marketing is the economic basis of marketing. The term "Marketing" itself comes from the English market and means "market" or "market" and in the modern, broad sense - market activity. The formation of marketing as a science coincided (and still does) with an enthusiastic search for practice, and as a result we conduct a great deal of research on the subject, in many different ways. Literature, market research sections as "command il faut" for every small company and company. the absolute impossibility of briefly describing what marketing is and what types of marketing exist.

Marketing is the embodiment of effective activity in the market. This term first appeared in the USA in 1902, and after 20 years, many countries of the world began to use this term. Marketing (marketing) means "activity related to the market". But the meaning of this concept is very broad.





Marketing is a type of human activity aimed at meeting needs and requirements through exchange, combining the actions of all market participants based on mutual interests to form and satisfy demand.

Marketing in world practice did not appear suddenly. This is the result of long-term evolutionary views of managers on the goals, tasks and development methods of production and sales.

Marketing is a complex dynamic multifaceted concept, which means that it is impossible to give a completely universal description of marketing. Marketing literature published in recent years has given many definitions of marketing. We found it necessary to mention some of them.

The well-known American scientist - marketer F. Kotler defines marketing as follows: Marketing is an economic and management process aimed at satisfying the demands and needs of certain individuals and groups based on the creation, offering and exchange of goods.

The definition of Peter Drucker, one of the leading theoreticians of management problems, is as follows: The purpose of marketing is to eliminate sales activities. Its purpose is to study and understand the customers in such a way that the goods and services meet their needs and ultimately sell themselves.

The definition used by the French marketing school is also very close to Peter Drucker's definition. According to him: Marketing is a set of measures carried out in order to ensure sales and meet the needs of consumers by releasing goods and services for sale in accordance with their needs.

The definition of marketing given by the American Marketing Association in 1985 is as follows: "The essence of marketing is to plan and implement the production of goods and services to meet the needs of people and organizations, to set prices, to facilitate the movement and sale of goods."

As you can see from the above definitions, marketing is a complex process. At the same time, we would not be wrong to say that marketing is the activity of business philosophy, thinking strategy and tactics of the subjects of customer relations. So, marketing is a process of observation and action at the same time. In countries with advanced market economy, marketing principles are evident in the processes from simple product production to complex technology. In today's increasingly deepening market economy, there is no doubt that the only way for companies, enterprises and other market entities to withstand competition and operate effectively is to make extensive use of marketing opportunities.

Based on the conditions of our economy, such results can be: the formation of consumer goods based on the interests of the market and the national economy,



determining the prospects of the national economy in terms of market requirements, and so on. How does a marketing approach differ from centralized management and planning? In this case, the market demand was not taken into account in the work practices of enterprises and organizations. Marketing requires a clear destination of both the goods offered for sale and the flow of money that is exchanged for it and based on the incomes of different classes of the population.

In the literature in the field of marketing, there are four main goals of marketing. These are:

1. To achieve the maximum possible high consumption.
2. Achieving maximum satisfaction of consumer demand.
3. To create an opportunity for consumers to choose a wide range of goods.
4. To improve the quality of life of the population.

Achieving the maximum possible high consumption. Many managers believe that the main factor in marketing - the maximum growth of production and the enrichment of the enterprise - is the stimulation of high consumption. In other words, the more people buy and consume, the happier they are. However, some people doubt the idea that an increase in material wealth is a sign of achieving great happiness. So, the goal of marketing is not only to achieve the maximum possible consumption.

Achieving maximum satisfaction of consumer demand. According to this point of view, the main goal of the marketing system is not to achieve the maximum possible consumption, but to satisfy the consumer's demand as much as possible. This means that although the consumption of the mass of goods is high, it may not be of any importance. Their significance is measured not by the quantity of goods, but by the extent to which these goods can satisfy consumer demand. Unfortunately, it is measured by the ability to satisfy the demand of consumers. Unfortunately, studying the level of satisfaction of consumer demand remains problematic to this day.

Creating an opportunity for consumers to choose a wide range of goods. Some market experts believe that the main goal of the marketing system is to provide the maximum variety of goods and to create an opportunity for consumers to choose a wide range of goods. The goal of the system should be to help the consumer find a product that fully meets his needs.

Improving the quality of life of the population. Many experts believe that the main goal of the marketing system is to improve the "quality of life" of the population. This concept includes:

1. quality, quantity, assortment, price of goods,
2. the level of payment for labor,
3. quality of cultural environment, etc.



The main goal of marketing is determined by the objective reasons and necessity of its emergence, formation and development. As mentioned above, marketing was first of all invented and created as a tool to get out of this crisis in the conditions of accumulation of goods, unsold and economic crisis. It adjusts production to the needs of the customer, achieves the balance of supply and demand, and brings high profits to the enterprise organizations that created it.

There are several types of marketing: Ecological or "green" type of marketing is designed to solve market and supply problems in accordance with the requirements of environmental protection.

Social or socio-ethical marketing It is aimed not only at meeting the needs of final consumers, but also at optimally solving the economic and social problems faced by the whole society and observing its long-term interests.

Types of marketing by region.

Internal marketing It is related to the problems of selling goods and services within a country and is limited by its national borders.

Export marketing is related to the complexity of tasks and tasks in the field of marketing activities of the company, because it includes additional research of new foreign trade markets, creation of foreign trade services and networks, etc.

Import marketing is recognized by some economists, others reject it, because it is not related to the technology of bringing goods to the market, the organization of successful trade and effective marketing. In my opinion, marketing marketing has the right to exist, because it includes a special form of market research to ensure high efficiency of purchases.

Foreign trade marketing defines export and import types of marketing activities in relation to foreign trade objects as its object.

Foreign scientific and technical marketing is related to the peculiarities of the sale and purchase of the results of scientific and technical activities - patents and licenses, which significantly changes the nature of marketing work and is related to the preparation of licensed and patented materials for sale, which is relevant tasks of studying the areas of patent law of countries, etc.

Foreign direct investment marketing It includes the study of the conditions of foreign investment activity, a deeper and comprehensive analysis of the new enterprise and its trade activity opportunities, as well as the interests of the parent company, but it is located includes specific features of the organization of trade in the foreign market by a company operating in accordance with the laws of a foreign country.

Foreign economic marketing As a feature, it considers not only foreign trade, but also forms of foreign economic cooperation (scientific, technical, industrial, etc.).



International marketing It implements a new stage in the development of marketing, in particular, in connection with the sale of products abroad, by national enterprises registered in third countries (or managed by national companies) or by foreign companies in their own country.

Multinational marketing It is characterized by the specific nature of delivery tasks and is mainly characteristic of multinational companies that cover the market areas of many countries.

Global marketing It is related to the marketing activities of large firms and multinational corporations on a global and global scale, and includes strategies for the development and formation of global markets regardless of national borders and regions in accordance with standardized marketing programs.

CONCLUSION

In organizing and effectively managing marketing activities in service organizations, marketing convinces everyone that success can be achieved by providing the customer with what he wants, at a reasonable price, and by giving him the opportunity to purchase goods at a convenient place and in the right amount. In a broad sense, marketing activity in a non-profit organization or social marketing is an activity aimed at meeting the needs of the organization's target audience by offering it a non-commercial product at a certain price.

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