

THE ROLE OF MARKETING RESEARCH IN THE FORMATION OF COMPETITIVE ADVANTAGES

MAMATULOVA SHOIRA DZHALOLOVNA

Associate Professor Department of Marketing, Samarkand Institute of Economics and Service

ABSTRACT:

This article presents views on market research as a stage of increasing competitiveness. Marketing research as a special stage of marketing research is a very important factor. In addition, increasing competitiveness ensures that the enterprise does not fail in a competitive environment.

KEYWORDS: Marketing, market, marketing research, competition, competitiveness.

INTRODUCTION:

With the transition to the “buyer's market”, the competitiveness of an enterprise increasingly depends on how well its marketing is improved. The goal of every company is to achieve commercial success. Many factors are important for a company's prosperity: the right strategy, dedicated employees, a well-established communication system, and accurate implementation of the marketing program. Today's successful companies at all levels have one thing in common - they are consumer-oriented and all work is based on marketing. The main goal is to understand and meet customer needs in clearly defined target markets.

Employees of the company must create the highest customer value, ensuring complete customer satisfaction. It is the use of this approach in the activities of the enterprise that will allow you to get the desired share and profit. In a market economy, marketing is a necessary element, since marketing activities help to increase the efficiency of the company. With the development of market relations and the normalization of the market itself, marketing turns into a market concept of

enterprise management, into a system in which information coming from the market will be of great importance in the basis of practically all decisions. In the course of fulfilling his duties, a marketing manager needs a tremendous amount of information. The required information is often missing, arriving too late, or not credible. All of the majority of companies are beginning to realize the shortcomings of information support and are taking steps to improve their marketing research systems.

In this regard, the Decree of the President of the Republic of Uzbekistan Sh. M. Mirziev dated February 7, 2017 No. PF-4947 "On the Strategy of Actions for the Further Development of the Republic of Uzbekistan" states that "high-tech processing industries, primarily Further modernization and diversification of industry through a qualitatively new stage aimed at the rapid development of the production of finished products with high added value based on deep processing of local raw materials is not accidental. After all, industrial enterprises make up a significant part of the country's production [1].

LITERATURE REVIEW:

The role of marketing research in marketing research at enterprises is invaluable. Marketing research is the theoretical basis for developing appropriate research methods for each link in market research.

“Marketing research is a function that connects the consumer, customer and the public with marketing through information — information used to highlight and identify marketing opportunities and challenges; creation, improvement and evaluation of

marketing activities; monitoring marketing performance and improving understanding of marketing as a process [2].

Marketing research is the collection, processing and analysis of data in order to reduce the uncertainty associated with making marketing decisions. The market, competitors, consumers, prices, internal potential of enterprises are subject to research. Market research involves finding out the state of development trends, which can help identify the shortcomings of the current market situation and suggest opportunities and ways to improve it, but this is only a part of the problems that determine the content of marketing research in general.

All marketing research is carried out from two positions: the assessment of certain marketing parameters for a given moment in time and forecasting their values in the future. As a rule, predictive estimates are used in the development of both goals and strategies for the development of the organization as a whole, and its marketing activities. A company that has commissioned a market research or conducts it on its own should receive information on what to sell and to whom, as well as on how to sell and how to promote sales, which is crucial in a competitive environment. Research results can predetermine the change in the goals of the company.

There will be opportunities to increase the competitiveness of the enterprise through market research. After completing the research, it will be determined what opportunities the company has and what needs to be done to win the competition, and on this basis, certain strategies will be implemented.

Competition is rivalry, competition between commodity producers in the market for more favorable conditions for the production and sale of goods in order to obtain on this basis the maximum possible profit [3].

RESEARCH METHODOLOGY:

In order for manufacturing companies to actually win in a competitive environment, they need to research each segment of the market and carefully study all its elements. We recommend that you use sufficient information about this market when conducting marketing research. The study uses grouping, structural analysis, and subsequent analysis.

ANALYSIS AND RESULTS:

Different firms organize the performance of the marketing research function in different ways. Some have a dedicated marketing research department, others have only one specialist.

Specialized marketing departments usually have large enterprises that are able to incur significant costs associated with the operation of such a department. The marketing department is usually organized around one of the attributes: scope, marketing function, and marketing research phase. Thus, some enterprises serve both end users and intermediate consumers. In such enterprises, the marketing department may include two subdivisions: end-user marketing and intermediate-consumer marketing. Other businesses organize marketing departments by product group. Finally, such departments can be organized according to the stages of the marketing research process: data collection, data analysis, and others.

In some cases, the firm will appoint one specialist responsible for marketing research, but the main thing for him is to help managers understand the need to conduct appropriate research and organize the purchase of such research from marketing research consulting firms. In some firms, the organizational function of marketing research may not be formalized at all. This situation rarely occurs in large enterprises, but often occurs in small ones. In small businesses, their owners and a limited

staff of managers simultaneously perform many management functions, the environment of which must necessarily include the functions of marketing research. Managers in small firms, unlike large firms, can gather many types of marketing information relatively easily. Marketing research is based on general scientific principles and methods. Let's highlight the main stages of marketing research:

FORMULATION OF THE PROBLEM:

- Defining research objectives
- Choice of research methods
- Determining the type of information required and the sources of its receipt
- Data acquisition process
- Data processing and analysis
- Development of conclusions and recommendations
- Registration of research results.

The purpose of the research always depends on the actual market situation. It follows from the strategic settings of the marketing activities of the enterprise and is aimed at reducing the level of uncertainty in making managerial decisions. Changing the problem clearly is the key to conducting successful market research. The goals of marketing research follow from the identified problems, the achievement of these goals allows you to obtain the information necessary to solve these problems. They characterize the lack of information that must be addressed in order to enable managers to solve marketing problems. The goals should be clearly and precisely formulated, be sufficiently detailed, there should be a possibility of changing them and assessing the level of achievement. When setting the goals of marketing research, it is determined what information is needed to solve this problem. This determines the content of the marketing objectives. Thus, the main point in determining the objectives of the study is to identify specific types of information useful to

managers in solving marketing management problems.

The nature of the objectives of marketing research predetermines the choice of specific types of research bearing the same names, namely: exploratory, that is, to be aimed at collecting preliminary information designed to more accurately identify problems; descriptive, that is, it consists in a simple description of certain aspects of a real marketing situation; casual, that is, aimed at substantiating hypotheses that determine the content of the identified cause-and-effect relationships. In recent years, both in our country and abroad, small and large enterprises starting up business increasingly resort to the services of specialized companies that carry out marketing research on a commercial basis. These include companies that only collect marketing information. However, marketing campaigns cost 3-5 times the cost of the other two data collection approaches. Therefore, it must be compared with the quality and reliability of the information received. In addition, since the customer of the study himself does not participate in its conduct, especially in the case when such an order is made for him for the first time, it may seem strange to him that it is possible to collect data in different regions without leaving the company's office.

The markets for consumer goods and products for industrial and technical purposes are studied mainly using three approaches:

- By analyzing secondary information;
- By researching consumer motivation and behavior;
- By analyzing manufactured and sold products.

Within the framework of the first approach, all documents of interest to the enterprise, publishers, statistical bodies, various ministries, chambers of commerce, regional authorities, and also the result of special non-marketing research are studied. Such information is quite cheap, even free, and

relatively easily accessible. It is obvious that the information may be closed, incomplete, insufficiently detailed. Therefore, it is usually clearly not enough to obtain reliable results.

The study of documents cannot provide operational information of the required quality; it only provides some statistics on the production and sale of the products under study. However, the range of products is usually too aggregated, so this information sometimes cannot be used for the needs of a particular enterprise.

The second approach to market research involves the study of consumer motivation and behavior by conducting special surveys: interviews, interviews, filling out questionnaires.

In any case, the respondents are professional experts who deeply understand the problem: users who influence the choice of the seller, buyers for whom the product has no secrets. Therefore, a specialist who conducts such a study must have a good knowledge of the relevant market and the product under study, and have information about the manufacturing companies and intermediary organizations.

It should be borne in mind here that the motivation for purchases of industrial and technical products is rational, and to a much lesser extent emotional, in comparison with the purchase of consumer goods.

When inspecting products for industrial and technical purposes, it is necessary to take into account that various specialists and managers of the enterprise who are part of its purchasing center take part in the process of preparing and applying the purchase decision. In addition to studying the opinions of consumers, the opinion of managers and specialists of intermediary, distribution organizations, as well as manufacturing enterprises is also studied. Studying the opinions of managers and specialists of intermediary trade organizations, obtaining the

necessary information from them is often an even more difficult task than conducting research at manufacturing enterprises. This raises the problem of maintaining a trade secret and ethical plan associated with the provision of information about products (attitude of consumers, sales volumes, etc.) of competing firms. Much depends on the ability of the marketer to obtain the necessary information, even in adverse conditions.

CONCLUSION:

From the foregoing, we can conclude that the problem of organizing marketing research has many variable solutions, and therefore providing a scientific approach to this problem plays an important role in marketing management.

We believe that it is advisable for an enterprise to conduct marketing research and develop programs to identify the weaknesses of the enterprise based on the research results so that it can operate smoothly in a competitive environment. After all, in today's fast-paced world, every business strives to survive in the marketplace and generate high profits.

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