

THE ROLE AND METHODOLOGICAL APPROACH OF MARKETING
RESEARCH IN THE DEVELOPMENT OF THE SERVICES MARKET

Ziyeaeva Mukhtasar Mansurdoanovna

Professor of Tashkent State University of Economics

E-mail: mukhtasar_yuldasheva@mail.ru

Abstract: *This article examines methodological approaches to the marketing research market, identifies the primary objective of market research, and reviews the scientific opinions of international scholars on this topic. It also examines in detail the challenges of marketing research for products and services, and discusses marketing research methods in the service sector.*

Keywords: *marketing research, market, pricing, analytical methods, heuristic methods, mathematical methods, marketing analysis methods, competition, strategic planning.*

1.Introduction

In recent decades, the service sector has been steadily developing in the world economy. Today, in many countries, the volume of the service sector and its share in the gross domestic product (GDP) structure, as well as the number of employees in the service sector, are increasing, and at the same time, international trade in services is developing. The main goal of market research is to reduce uncertainty and risk in making business decisions. Complex marketing research can be carried out independently, or its conduct can be entrusted to specialized marketing firms.

2.Literature review

The trend of increasing the importance of the service sector in the world economy was predicted long ago, although it became clearly visible only in the 1970s. A. Smith, J.B. Say, A. Marshall and F. Bastiat began to address the issues of service provision from the point of view of economic sciences in their studies in the 18th-19th centuries.[2] Since the 1930s and 1940s, scholars have proposed options to justify the shift of economic development towards the service sector. The most famous concepts were developed by B. Fisher, C. Clark, W. Rostow and D. Bell. [3]. In order for market research to be effective, it must be random, systematic and cover as many different sources of information as possible.

3. Analysis and results

Marketing research consists of the systematic collection, registration and analysis of problems related to the marketing of products and services. The scope of application of marketing research is almost unlimited, therefore, the most common types of research in the field of market research can be distinguished:

- market research;
- sales research;
- economic analysis;
- advertising research;
- study of consumer properties of goods (products) (product research);
- motivation analysis.

The methodological foundations of marketing research are scientific (systems analysis, integrated approach, functional and cost approach, program planning), analytical methods (communication theory, methods, business games, expert assessment methods, network planning), mathematical methods (linear programming, probability theory and statistical methods), as well as direct marketing analysis methods (SWOT and PEST analysis, segmentation, positioning, cluster analysis, visualization).

According to research, the American Marketing Association has adopted the following definition of marketing research: this type of activity connects the seller with consumers, buyers and the public through information. [4]

Marketing research is the systematic and objective identification, collection, analysis, dissemination and use of information to improve the effectiveness of identifying and solving marketing problems. These include:

- marketing research is characterized as systematic research, which implies the need for logical and rigorous planning at all stages of the marketing research process;
- the activities carried out in conjunction with each stage should be methodologically sound, well documented, and planned as far in advance as possible;
- marketing research uses the scientific method, which involves collecting and analyzing data to test previously put forward ideas or hypotheses.[11]

According to Malhotra, the task of marketing research is to provide accurate and objective information that reflects the true state of the service market. [5] The marketing research process includes defining the problem, developing an approach to solving it, drawing up a research plan, collecting and analyzing data, and preparing and presenting a report.

Marketing research is conducted to identify problems that are latent or likely to arise in the future. When a problem or opportunity is identified, research is conducted to determine the direction of the solution. [6]

The information obtained from marketing research and internal documents becomes an important part of the company's marketing information system.

A marketing information system is a formalized procedure for systematically obtaining, analyzing, storing and distributing the necessary information to those responsible for making marketing decisions.[12]

Thus, marketing research is aimed at studying the market and its structure, consumers, competitors, products and services, prices, sales of goods, advertising and marketing. The results of this research are used by enterprises to develop and implement marketing strategies. Currently, the methodological foundations of marketing research are a set of modern methods and models that allow collecting and processing information. [7] We have described the methods of marketing research in Table 1 below.

Table 1

Methods of marketing research in the field of services

№	Name	Content
1.	M. Porter's five competitive forces model	The factors that determine the level of competition and the attractiveness of doing business in a particular industry are distinguished. This model is widely used in marketing to determine the attractiveness of certain industries, the threat of the emergence of substitute products, and new competitors.
2.	Product or service life cycle model	This model represents a theory that the period from the appearance of a product on the market to its sale is divided into several stages. Each of them has its own characteristics of marketing activities. It is also widely used in marketing to determine the attractiveness, as well as to simplify the marketing budget.

3.	Market segmentation	The process of dividing the market into different categories of consumers according to the quantitative or qualitative correspondence of demand for certain products and services. Various criteria are used to segment the market, for example, socio-demographic, psychological, consumption intensity, and adherence of buyers to a particular brand, etc.
4.	Product or service positioning	To create the most effective image of a product in the minds of consumers in order to ensure its entry into a certain niche, different from the niche of competitors' products. In marketing, product or service positioning may include such features as profit, price/quality ratio, and the organization's position.
5.	SWOT analysis	A method that involves identifying the factors of the internal and external environment of an organization and dividing them into four categories: strengths, weaknesses, opportunities, and threats. Identifying strengths and weaknesses, as well as identifying opportunities and threats for the external environment, helps to develop effective measures aimed at increasing the competitiveness of the organization.
6.	PEST analysis (sometimes referred to as STEP analysis)	This is a marketing tool designed to identify political, economic, social, and technological aspects of the external environment that affect the company's business.
7.	Cluster analysis	Cluster analysis is a multidimensional statistical procedure that collects data on a selection of objects and then divides them into relatively homogeneous groups. Segmentation of competitors and consumers used in marketing.
8.	Strategic analysis	The method of analyzing and implementing the strategy is developed on the basis of studying the results of the company's activities by indicators reflecting the

		main financial and economic indicators of the company, as well as the tasks and goals of the enterprise's development.
9.	Mathematical - statistical and econometric methods	Methods of studying statistical indicators, linear programming, the index method are based on the construction of factor models using relative indicators of dynamics, comparison of actual and planned values, and similar indicators, correlation-regression analysis methods for managing the results indicator
10.	Heuristics	Expert assessment methods are used when it is impossible or difficult to use formalized methods and create analysis models.

Source: Compiled by the author based on a summary of scientific literature.

The following approaches can be distinguished to identify marketing issues:

- ☐ analysis of the results of the financial, economic and trading activities of the enterprise;
- ☐ conducting a survey among managers and specialists;
- ☐ monitoring the implementation of marketing tasks.

Analysis of the collected data involves processing it using various methods and techniques, as well as obtaining the necessary information from the set of data obtained. At the same time, economic-statistical and economic-mathematical methods of processing information are widely used.

In practice, the choice of the form of organizing marketing research is determined by the following factors:

- ☐ the company's work experience in the market;
- ☐ the presence of its own scientific staff;
- ☐ the professional potential of employees;
- ☐ the company's position in the market and its goals;
- ☐ the company's strategy and tactics of activity in the market.

Mass consumer research is often outsourced to external organizations. Almost all large foreign companies cooperate with market research institutes or consulting organizations. This is done for the following reasons:

1. Market research organizations have highly qualified personnel to conduct research.
2. They have extensive experience in conducting marketing research.

3. Consumers consider these organizations to be neutral, therefore they answer questions more accurately.

Marketing is, first of all, a practical discipline that arose and developed as a result of the economic activities of enterprises in the market (the marketing environment, market, competitors and consumers were studied). The results of such research are specific developments that are aimed at determining and implementing an enterprise's strategy to reduce uncertainty and risk in the market.

In order to make important decisions related to market selection, volume of services, forecasting and strategic planning, it is necessary to systematically collect, analyze and compare all information related to the market in which the enterprise operates. In practice, this is difficult to do without marketing research, especially in a competitive market system.

From the point of view of the object of research, marketing research is complex. The subjects of market research are not only the subjects and trends of market development that affect it, but also economic, scientific and technical, legislative factors, as well as the structure and geography of the market, its opportunities, sales dynamics, market barriers, current and potential restrictions, competition, and the possibility of expanding the market by attracting new customers.

In practice, it is impossible to limit the scope of research to the market, consumers, competitors, or the external environment of the company. After studying the market, it is impossible to separate it from consumers or other companies that work on it. The results of market research are:

- market development forecast;
- identification of the most effective methods of conducting a competitive policy;
- development of new markets;
- segmentation of the market and achieving a common result;
- identification of key success factors;
- increase the company's market share
- increase in profit.

Research can be conducted in the following main areas: consumers and their preferences, market segmentation, competitors and the external environment of the enterprise, the internal environment of the enterprise, prices of goods and services offered, sales promotion and distribution channels, advertising. Thus, the subject of research is the factors that attract and influence consumers. During the research, it is necessary to segment the market and focus on the most attractive segments of consumers, which will provide the greatest revenue. [10]

Information such as how consumers pay attention to the actions of competitors, what is the market share of each, and whether there is an opportunity to use the strengths and weaknesses of competitors to increase profits is also important. Based on this information, it is possible to segment the market and identify certain segments, which the enterprise uses in its activities. The information obtained as a result of the research serves as the basis for ensuring competitive advantages in selected market segments.

Marketing research is effective when it is conducted regularly, is not random, and covers a variety of information sources. The sources of information for marketing research on passenger transportation are statistical reports (network and network) and survey results (questionnaires, surveys, public attention centers, etc.). [9]

Here, it is necessary to accurately determine the true level of competitiveness of the enterprise by comparing all factors of the internal and external environment. The study of prices for goods and services allows you to determine the price ratios that provide the greatest profit at the lowest price. The objects of such research are the development, production and sale of products, the level of influence of competitors and the reaction of consumers to prices. As a result of such research, the optimal ratio of costs, prices and revenues is determined. [8]

A company conducting marketing research must receive complete and reliable information on sales and sales promotion. This information is of decisive importance in the context of competition and serves as a basis for determining the goals and strategy of the enterprise as a whole. Marketing research methods.

The process of conducting marketing research is divided into the following stages (Figure 1).

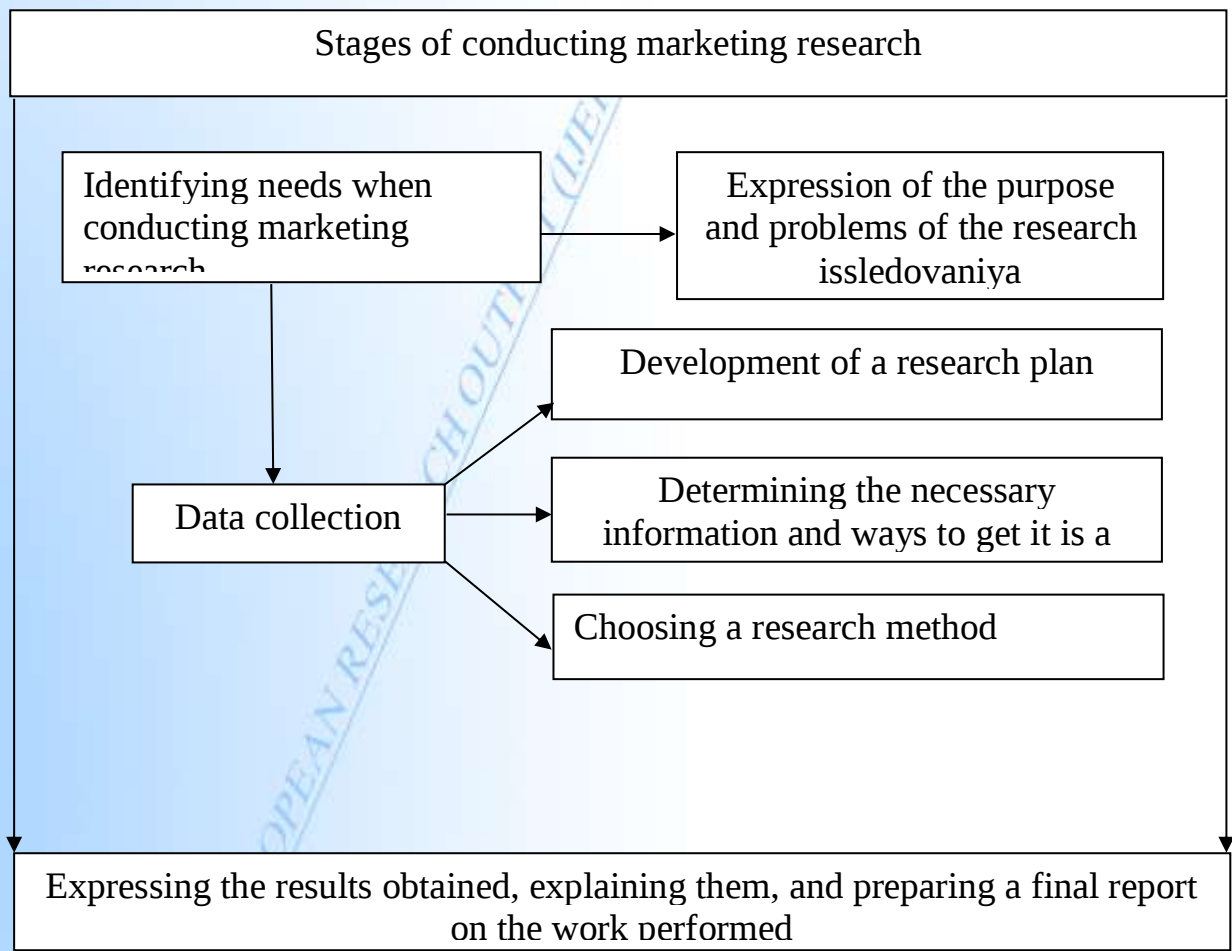


Figure 1. Marketing research on passenger transportation transfer steps

Source: Compiled by the author based on a summary of scientific literature.

The marketing strategy developed on the basis of development prospects is the main content of the company's marketing service and serves as the basis for determining the type of transport services. In the current environment, marketing strategy does not play a significant role in the management of domestic companies. However, increasing competition in the markets imposes certain requirements on companies to develop business prospects based on the use of marketing strategies.

In conclusion, we can say that on the basis of market research, important strategic and tactical decisions are made that help to develop the entire enterprise. Timely research helps to determine the priority activities of the company in the market, to identify the existing shortcomings of the company and the negative impact of the external environment.

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