

Use of Marketing Strategies in Uzbekistan Printing Field

Kholmiraeva Feruza Abdullaevna

Researcher at Tashkent state university of economics, Tashkent, Uzbekistan

Tel: +998 90 226 64 65

E-mail: holmirzayeva73@gmail.com

Abstract. In this thesis, a scientific-theoretical analysis of the importance of using the marketing strategy in the development of the printing industry in Uzbekistan was carried out. It is based on the fact that it is urgent to regularly study the printing network, and recommendations are given on the identification of factors affecting the volume of sales in the industry, and the use of marketing strategies.

Keywords: Marketing strategy, 4P, customers, sales volume, marketing communication.

1. INTRODUCTION

It is important to increase the competitiveness of the printing industry in Uzbekistan in the process of globalization of the economies of countries, in the period of developing printing markets. In this case, one of the important elements of ensuring the competitiveness of the industry is the development of marketing strategies and its implementation. A unique aspect of marketing strategy is that it directs conceptual directions such as sales organization, studying demand and competitive environment to strategic management.

In the conditions of increasing competition in various business sectors, the printing industry is developing rapidly due to the increasing technological changes. The transition from manual labor to automatic technology led to the appearance of significant changes as a product. Every service or manufacturing company has the same goal: to survive and thrive. However, to achieve this goal, it is essential to build long-term trust among consumers and improve product quality to meet their expectations.[1]

In the modern world, every enterprise must have a very clear understanding of its goals, objectives and the necessary set of measures that will be required to achieve them. In other words, any enterprise must develop a strategy that affects all structures of the organization at almost all levels. Marketing strategy, in essence, is one of the most important components of the overall strategy of the company, the development of the enterprise, its prospects, and sometimes its existence. The content of the marketing strategy includes clearly formulated current and future positioning of the company, its "cover", as well as a set of actions that will allow the marketing goals to be realized as efficiently and in a rational time frame as possible.

What is meant by the development of a marketing strategy? This is the choice of such a set of consumer-oriented actions that will ensure the company's stability, development and prosperity for many years to come. That is, a kind of flexible plan, to which additions and changes can be made at any time, based on the current market situation and conditions that can change within the company itself

Development of a company's marketing strategy is a start that determines whether a business, a new project, or a new production product, or perhaps an innovative service, will be in demand. Who is the service primarily aimed at, who are the potential consumers, what are they like, and how can we reach them? That is, the development of a marketing strategy is considered a key stage in the strategic planning process of the enterprise as a whole and is a necessary element that allows achieving the best results for the company. It is strategic planning that allows the company to determine its goals and what the company needs to strive for, by means of which to develop its business, and sometimes to stay afloat in an environment of increasing competition.[6]

2. LITERATURE REVIEW

One of the groups is the "Kommersant generation" or "artists" - people born from 2000 to the present. Their values were influenced by globalization, the global economic crisis, information redundancy, and widespread business development. The basic principles of the representatives of this generation are still being formed, but their key feature can already be identified - an escape from real problems to the virtual world, only in it do they feel free and safe.

Among foreign authors, the influence of the brand on the Kommersant generation and the specifics of its impact on its representatives were studied by Susan A. Gelman, Margaret E. Eschelbarger, D. John, L. Chaplin, and H. Young. The above issues are also considered in the works of Russian authors such as E. Yu. Rozhina, I. V. Selivanova, V. D. Nechaev, E. E. Durneva, and S. S. Maletin.

Susan A. Gelman and Margaret E. Eschelbarger write that the children's audience understands the world in a hidden and non-obvious structure. Accordingly, zoomers determine the value of a particular object differently depending on the supposed qualities and context. At an early age, children form conceptual frameworks that affect their consumer behavior.

D. John and L. Chaplin say that children understand the non-obvious features of goods, which affects how they evaluate products. Most representatives of the Kommersant generation use products and brands as a way to achieve goals that are an instrumental assessment. In particular, the key goals are the development of the self-concept, self-presentation and level of happiness.

H. Young points out that the Kommersant generation audience is very different from other groups due to its digitalization. The methods of obtaining information and learning methods are changing especially dramatically. It is this group that is capable of e-learning, expanding institutions and corporations of this format, including representatives of goods and services.[8]

Some experts in their studies have previously tried to outline this approach when describing concepts. Thus, Bagiev and co-authors note that "... depending on the dominant type of marketing activity, competitive advantage factors, buyer sensitivity to price changes and the level of marketing integration, one of the six marketing concepts or a combination of them can be used to penetrate its ideology into other functional units of the organization"³. But the authors did not present the mechanism for such interaction of concepts.

The concept of holistic (integral) marketing presented by F. Kotler and K. Keller is based on the planning, development and implementation of marketing programs, processes and activities taking into account their breadth and interdependence. Holistic marketing contains four components: relationship marketing, integrated marketing, internal marketing and socially responsible marketing. According to the new approach that was identified, an attempt is made to recognize and balance the various competencies and complexities of marketing activities⁴.

Despite such a comprehensive vision of the interaction of the main concepts, it should be noted that this approach is initially limited to four clearly defined concepts and the absence of any connections with the components of the marketing environment. In addition, this approach takes little account of the industry specifics and the specifics of different areas of marketing. Therefore, without trying to come to the only correct marketing concept in its development by evolution, we believe that the most promising direction in marketing is the conceptual-integral (holistic) approach, but with the allocation of a dominant marketing concept that will reflect the industry specifics of the market.

This approach is associated with the desire to synthesize existing concepts into a single and complex model as elements of a holistic structure, when creating an innovative mechanism for regulating socio-economic relations on uniform principles and taking into account the industry specifics of the markets.

A systemic-structural model based on this approach can represent a fundamental theoretical and methodological base and includes the following concepts as components:

- 1) structural elements of interaction - principles and tools of marketing concepts;
- 2) the reasons or source of interaction — the motives of market participants;
- 3) the carrier of interaction — initiative groups;
- 4) the mechanism of interaction — a complex, system-forming, dynamic process that should be regulated based on the stages of the industry life cycle.

Taking into account the environmental focus in the production, processing, distribution of organic products, there is no doubt that the dominant concept should be the concept of environmental marketing, which finds common ground within other concepts and predetermines the adjustment of their tools with a general impact on the market. The main objective of this concept is to direct the activities of market entities to educate consumers in the field of environmental issues, reduce the use of limited resources, create environmentally safe life activities to meet the needs of consumers and lead society to sustainable development.[7]

3. ANALYSIS AND RESULTS

Ensuring competitiveness in a market economy is the most important task for any organization. It is important to understand that marketing and management of an organization is associated with management in a market economy with all aspects of the organization's activities, and, consequently, with the choice of its development strategy. It is customary to distinguish, first of all, between global and basic marketing strategies. Global strategies determine the directions of the organization's development. These include:

- market segmentation strategy (defining your market niche, the consumer of your product);

- diversification strategy;
- cooperation strategy (creation of common brands, etc.);
- globalization strategy (development of foreign markets while maintaining generally accepted standards);
- internationalization strategy (development of foreign markets taking into account their national characteristics).

Any global strategy involves a certain specification, which leads to the development of so-called basic strategies.

It is with the selection of a general (managerial) competitive advantage that the phase of developing a basic marketing strategy (cost advantage, or market power advantage based on the rarity of the product) begins, with the support of which the presented organization will subsequently begin to achieve the designated strategic goals. The basic strategy is selected based on the existing advantages.

The "leader" strategy. The market leader is an organization that occupies a dominant position in the market, and this is recognized by most competitors and buyers. Most often, the market leader plays the role of a "reference point" for rivals, who either attack, imitate, or stay away from it. The leader has a sufficient number of positive strategic features at his disposal; he keeps the market under control and offers it his terms. The main risk of this strategy is that the leading organization is forced to spend its resources on maintaining leadership and parrying attacks from competitors. The "challenger" strategy. An organization that strives for leadership, but is not a leader, often chooses the "challenger" strategy for itself. In this case, the organization must identify the "weak links" of the leader and be able to use these "weak links" to break the single strategic chain of the leader and conquer the leading position. A significant risk of the "challenger" strategy is that by spending too much energy on the competitive struggle, the organization may not take into account the real needs of the market.

An organization that claims leadership must first define the goals of the strategy. Most organizations in the context of the main long-term task determine the expansion of the market share. Therefore, the decision to go on the offensive against the leader is associated with the timely choice of the moment of attack.

The "follower leader" strategy. The basis of this strategy is adaptive behavior, coordinated with the actions of competitors and the market leader, including. Such a strategy counts on "peaceful coexistence" and a meaningful division of the market and is chosen when the possibilities for differentiating goods or services are extremely small, and the struggle to reduce costs will lead to losses for all competitors.

Most organizations prefer to adhere to the market leader, but they are very jealous of their aspirations to pull customers. The leader has the opportunity to immediately take adequate action if the follower dumps prices, namely, to offer high-quality services or an improved product. Usually the leader outcompetes the followers. But to the delight of the competitors, the fight can very likely weaken both organizations, and the follower should think twice before rushing into the attack. If the follower does not have the strength to offer the consumer a new product or to dramatically expand the distribution channel system, he should stay behind the leader without trying to strike.

"Specialist" strategy. The "specialist" strategy assumes that the organization shows interest in its specific segment, and not in the market. It is a logical continuation of the basic focusing strategy and is aimed at greater differentiation of the organization's product.

Specialists have three tasks, such as: 1) Creating a niche 2) Expanding a niche 3) Protecting a niche. The key idea of a market niche is specialization. The position of a niche can always change, so the organization must take care of creating new market niches. The organization must also adhere to the principle of several niches, but not a specific niche: a single niche is less preferable than multiple niches. To increase its chances of survival, the organization must operate in two or more market niches.[5]

The printing industry, especially digital printing, is experiencing rapid development amid fierce competition and increasing technological advancements. Marketing strategies are crucial in achieving product marketing goals. This study aims to understand marketing strategies in the printing industry. Taking into account the elements of the 4P marketing mix, this study allows for the development of marketing strategies by collecting and analyzing data through observation and statistical documentation.

So, it is necessary for the company to use marketing strategies to survive in the market. In this regard, strategy is a crucial element in selling products for a company. Anthony, Parrewe and Kacmar [3]: Strategy is the development of the organization's mission and goals, which defines the action plan taking into account competitive conditions and external factors affecting the continuity of the enterprise. Marketing strategy is an effective tool in achieving sales goals.[2]

Location is an important element in product distribution. In order to cover a wide trade area, printing enterprises need to strategically choose the location of their branches in large and populous cities of our Republic. It will be

possible to support a specific address in different cities and strengthen mutual relations with customers in different regions through branches.

According to the information provided by the State Tax Committee of the Republic of Uzbekistan, books worth 111.7 billion soums were purchased by citizens through the online cash register technique in January-August 2022.

During this period, book products were sold 980,600 times through 15,300 sales outlets of 5,708 book-selling entities.

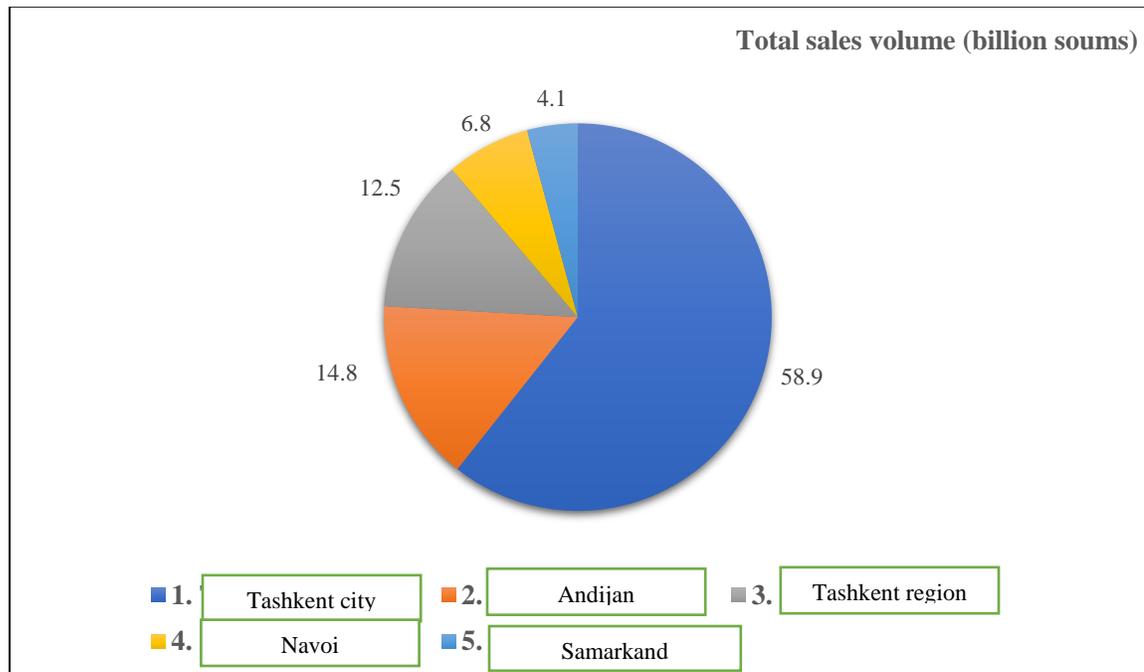


Figure 1. Regions with the most book purchases [4]

As you can see from the above picture, it is necessary to pay special attention to the 4 P's (marketing mix) as the main indicators affecting the sales volume of printing enterprises.

Enterprises with a service network located in the capital have their own effective deployment strategy. This location provides a strategic advantage as it facilitates the sale of products due to the large population flow and population in the metropolitan area. In addition, the organization of exhibitions for printing enterprises is an important means of demonstrating the services offered to customers.

Marketing strategy is important for business continuity, but businesses need to view their products as a means to achieve their goals. However, the steps in the strategy must be adapted to the existing situation and environmental conditions. Before planning a marketing strategy, companies must consider the type of marketing needed to meet consumer needs and help them understand the products being offered. A well-targeted and mature marketing strategy allows consumers to easily choose products, create loyal customers and ultimately increase product sales.

4. CONCLUSIONS

Choosing the right marketing strategy has a positive effect on increasing the volume of sales of the enterprises. By combining the principles of the 4P marketing mix, businesses can build a solid foundation for influencing consumer purchasing. The success of a marketing strategy is influenced by factors such as focusing on product quality, reasonable and competitive pricing, and focusing on good after-sales service. Product quality and effective after-sales service help to build long-term relationships with customers, while balanced prices make it attractive to potential customers. In general, the success of printing enterprises is a clear evidence that a comprehensive approach to the use of marketing strategy can have a positive effect on the financial results of the enterprise. This highlights the importance of continuous innovation to adapt to market changes and meet changing consumer needs.

Printing companies are required to improve the quality of products and services, to introduce innovations in production, and to strive for a good reputation in the minds of customers. For customers, communicating with the

company and using after-sales service is an important step in maximizing purchasing power.

REFERENCES

- [1]. Abdullah, Thamrin dan Francis Tantri. 2013. Manajemen Pemasaran. cet. II. Jakarta: PT Raja Grafindo Persada
- [2]. Alma, Buchari. 2014. Manajemen Pemasaran dan Pemasaran Jasa. Bandung: Alfabeta.
- [3]. Anthony, W. P., Perrewé, P. L., & Kacmar, K. M. (1993). Strategic Human Resource Management. <https://api.semanticscholar.org/CorpusID:166891940>
- [4]. <https://yuz.uz/uz/news/eng-kitobxon-hududlar-aniqlandi>
- [5]. <https://cyberleninka.ru/article/n/tipologiya-marketingovyh-strategiy>.
- [6]. <https://cyberleninka.ru/article/n/razrabotka-marketingovoy-strategii>.
- [7]. <https://cyberleninka.ru/article/n/formirovanie-marketingovyh-strategiy-razvitiya-rynka-organicheskoy-produksii-na-osnove-teorii-zhiznennyh-tsiklov>.
- [8]. <https://cyberleninka.ru/article/n/spetsifika-potrebleniya-tovarov-i-uslug-pokoleniem-z>.