

EFFECTIVE USE OF MARKETING RESEARCHES IN THE FOOD INDUSTRY ENTERPRISES

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ABSTRACT: The article is based on the need for effective use of marketing research in the activities of food industry. Scientific proposals and practical recommendations on the organization and improvement of marketing researches in the food market are developed.

KEYWORDS: Foods, Marketing, Marketing Research, Food Market, Food Industry.

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INTRODUCTION

In the face of intense competition in the global markets, the development and improvement of economic relations further complicates the market mechanism. This is due to changes in consumer demand, demand, taste and outlook, as well as proportional behavior of manufacturers in relation to market laws. In addition to the intense economic competition between producers, there is also a distinctive competition between the seller and the buyer to match the price and quality of the product. Such competition requires the use of effective mechanisms to effectively meet consumer needs in developed market economies.

In his address to the Oliy Majlis, the President of the Republic of Uzbekistan Shavkat Mirziyoyev noted that “the formation of a state program to renew the state, training a new generation of personnel, the effective use of innovation and investment, a new class of investors is very important. This requires a strong national idea and a national program for technological development of Uzbekistan and modernization of the domestic market. This program should allow Uzbekistan to become one of the most developed countries in the world.

One of the most important directions is the need to fully reconsider the volume of production and pricing practices and to introduce market principles”¹.

One of the characteristics of food is that it produces less yield than expected, due to natural and climatic conditions and other factors. At the same time, global warming and environmental crises are also making it more difficult for consumers to deliver the required amount and timing of food.

In order to meet the growing needs of the population and increase exports, new production facilities and modernization of existing facilities are underway. However, an effective system for determining the target market for food products has not been established.

The main part of foodstuffs export in Uzbekistan is Russia, Afghanistan, Turkmenistan and Kazakhstan the target segments of Europe, China, India and Africa, the largest markets, are still being identified. In modern practice, the key to preventing such situations is the use of effective marketing research.

LITERATURE REVIEW

Recently, the concept of "food marketing" is also used in market relations in this complex. One of the main reasons for its attention is the fact that food expenditures play a significant part in the total expenditure of the population. That is why it is important to use marketing facilities in the delivery of food to consumers.

In the delivery of food to the population, the country has a great responsibility in the trade and on the basis of it organized in the consumer markets. Therefore, a marketing approach to this issue is a modern requirement.

Although the scientific and theoretical aspects of marketing research in the food market have been studied by many scientists, there is insufficient research to organize applied research and develop specific methodological approaches. In particular, L. Abdukhalilova², B. Mamaev³, G. Madiyarov⁴, and other scientists, such as A. Mirzajonov⁵, used to conduct marketing research on the domestic consumer market, particularly meat and dairy products. In recent years, our scientists have been focusing on marketing research in the fruit and vegetable market⁶. There is little research by researchers to identify target markets for certain types of food products.

¹ Ўзбекистон Республикаси Президенти Шавкат Мирзиёевнинг Олий Мажлисга Мурожаатномаси. Тошкент. 2018 йил. <http://uza.uz/oz/politics/zbekiston-respublikasi-prezidenti-shavkat-mirziyeevning-oliyasy-28-12-2018>

² Абдухалилова Л.Т. Гўшт ва сут маҳсулотлари маркетинги стратегияси: иқт.фан.ном.дисс. Тошкент.2005, –147 б.;

³ Мамаев Б. Озиқ-овқат товарлари бозорларида маркетинг тадқиқотларини такомиллаштириш. 08.00.11 – Маркетинг. Иқтисод фанлари номзоди илмий даражасини олиш учун тақдим этилган диссертация автореферати. ТДИУ, 2011 йил. 26 бет.

⁴ Мадияров Ғ.А. Истеъмол товарларида маркетинг тизимини ривожлантирилиши: и.ф.н.дисс. автореф. – Т.: ТДИУ, 2008. – 23 б.;

⁵ Мирзажонов А.Қ. Ўзбекистон Республикаси дон маҳсулотлари мажмуасини ривожлантиришнинг маркетинг тадқиқотлари: иқт.фан.ном.дис.автореф. – Т.: ТДИУ, 2008. –19 б.;

⁶ Т.Мамажанова. Мева-сабзавот маҳсулотлари экспортини ривожлантиришнинг маркетинг стратегиясини такомиллаштириш. 08.00.11– Маркетинг. Иқтисодиёт фанлари бўйича фалсафа доктори (PhD) диссертацияси автореферати. ТДИУ, 2018 йил. 55 б.

RESEARCH METHODOLOGY

Each industry is managed by an industry manager and team of analysts reporting on their specialist categories. This collaborative approach means research teams are in constant dialogue with industry players and opinion makers. Our research programmes reflect the latest market trends and industry events, providing invaluable input to the testing, review and finalisation of our data. The specialist in-house teams bring together research from all stages of the research process, working closely with in-country analysts. The teams assess and challenge data and exercise final editorial control over the publication of market research.

The food and beverage industry is in a state of flux. Several factors are creating change in the industry. These factors include urbanization, increased population growth, and changing consumer trends. The trend towards food and drinks made from natural elements is rising worldwide. Also growing is the trend towards online food delivery, which will be the focus of this report.

The recent innovation of Food Delivery marketplaces has been accelerated by the rise of mobile payments, GPS tracking, and Big Data. These platforms use technology to match supply and demand in a similar way to the ridesharing industry. For app companies, reaching “critical mass” is an important priority, and managing supply and demand is especially important in time sensitive food delivery solutions.

We use analytical research in the food market of Uzbekistan. Analytical: The third of the key terms in the definition given a little earlier was analytical. The marketing researcher's task goes beyond the collecting of data. He/she must also interpret it in terms of what the data means to the organisation which commissioned the research. Knowing that sixty percent of those interviewed thought that product A was superior to product B is, in its self, of little value. The organisation needs to know the alternative ways it can respond to this data. Data is equivalent to the raw materials of manufacturing it has to be converted to information before it becomes useful in decision making. The process of converting data into information is achieved through analysis.⁷

Whilst there is a need for accuracy, precision and thoroughness in marketing research it is to be remembered that, in practice, there is a perpetual conflict between the demands of expediency and the search for truth. The reality is that management is frequently under pressure to make timely decisions. Therefore management often seeks answers through marketing research in the shortest time possible and moreover, at minimum cost. On such occasions its methods tend to be less theoretically rigorous and its analysis more superficial.

ANALYSIS AND RESULTS

Uzbekistan has developed an effective system of food industry management, has attracted investments for modernization, technical and technological re-equipment of industry enterprises, increased production of high-quality local food products competing in the domestic and foreign markets and meeting their growing needs. The results of reforms in the food industry will provide a significant increase in its share in total industrial output. In particular, the share of food, drinks and tobacco in the structure of industrial output in 2010 was 18%, and by 2018 this figure was 22.8% (Figure 1).

⁷ Radjabov Bunyod Abduhalilovich, Directions of development of the services on the basis of modern marketing strategies , Academia Open: Vol 1 No 2 (2019): December.

<https://press.umsida.ac.id/index.php/ijins/article/view/326>

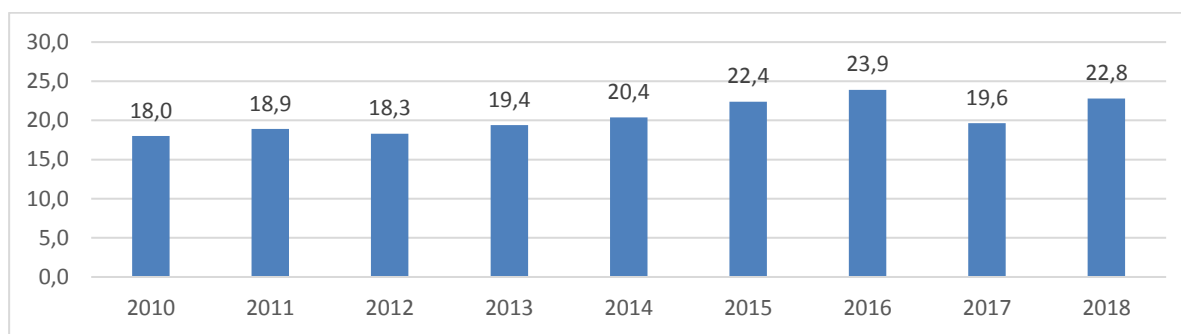


Figure 1. Share of food, beverages and tobacco production in the total industrial output of Uzbekistan⁸

There is an effective export policy in our country. Importance is also paid to export of agricultural products. The following table shows the changes in exports by product type.

Table 1

Export Dynamics of the Republic of Uzbekistan by Product Types

T/p	Product name	2014 year		2015 year		2016 year	
		Size, thous.	Share, in percent	Size, thous.	Share, in percent	Size, thous.	Share, in percent
1	Vegetables	225,18	36,81	232,38	39,40	242,13	30,09
2	Fruits	123,5	20,19	63,19	10,71	229,61	28,53
3	Vegetables	61,74	10,09	7,85	1,33	6,78	0,84
4	Grapes	59,87	9,79	106,41	18,04	96,24	11,96
5	Beans	82,27	13,45	67,21	11,40	120,24	14,94
6	Dried products	59,12	9,67	112,75	19,12	109,74	13,64
	Total	611,66	100,00	589,79	100,00	804,76	100,00

The table shows that in the structure of exports, fruits and vegetables increased, while the share of melons decreased. Consequently, significant changes in the structure of agricultural exports are required.

In general, it is useful to learn not only the production of food products, but also the process of their processing. Because these directions have been complementary to each other lately. As a result, there is hope for a solution to the problem of food supply to the world population.

During the years of independence, production of consumer goods, including food and non-food products, has grown rapidly. In 2005-2018, consumer goods production increased by 15.2 times, including foodstuffs by 16.5 times, non-food products by 14.4 times, wine and beer products by 12.9 times.

It is no secret that today the country's economy needs to be addressed, first and foremost, to threaten food security in the first place. For this purpose it is necessary to identify, prevent and trace them. This issue is one of the most urgent problems of the economic policy of the present time and it is necessary to undertake urgent measures to address it urgently.

⁸ Ўзбекистон Республикаси давлат статистика қўмитаси маълумотлари

The main focus of effective marketing research at food processing companies is to ensure that the population of the country is provided with basic food products with sufficient internal capacity to achieve a minimum import dependency.

The majority of food industry enterprises of the country have shortcomings because most of the marketing research is not conducted by specialists. In particular, the research does not specify who the problem is, and the reasons for it are not specified, the purpose is very simple and the objectives are not stated. The research conducted does not indicate the target market, although several products are studied. The same criteria are applied to all businesses.⁹ The survey methodology is widely used in the survey. However, the questionnaires in the questionnaire, their simplicity and lack of focus on the study of a particular problem, suggest poor research quality.¹⁰ Because the questionnaire does not focus on the consumer's wishes, satisfaction with the quality of the goods or services, and their future intentions.

CONCLUSIONS

Taking into account the above, it is advisable to improve the marketing research in the food markets and conduct a deep and comprehensive study of related issues, based on the results:

There are various directions and methods of modern marketing research, which are divided into five types: qualitative, quantitative marketing research, surveillance techniques, experiments or experimental testing and cabinet studies. In marketing research conducted in the Republic of Uzbekistan it is advisable to rely on specific methodological directions;

In recent years, the main focus of company "Uzbekozikovskold" was the wide use of marketing research technology in creating the necessary conditions for marketing research in the food markets. However, given the time and money involved in marketing research, businesses need to collaborate in studying foreign markets, establish a system for collecting information regularly and establish effective partnerships with foreign research campaigns;

The Statistical Committee of the Republic of Uzbekistan has established a system for regularly collecting information on changes in population, household consumption. However, there are no skills for using this system by food companies in the country, and the statistical data collected is largely focused on macroeconomic issues;

Research and innovation in our country are mainly focused on food production, processing, logistics and production improvement. Since the main problem is the sale of food, we believe that the ongoing research and innovation should be focused on identifying target markets and overseas markets, and funding it for funding such research.

Any marketing research is based primarily on the information on domestic and foreign markets. The main problem that businesses face is the lack of market information. In this regard, it is advisable that the Statistical Committee of the Republic of Uzbekistan conduct a survey of population on the basis of orders from food processing companies and collect information and establish a system to provide them with specific methodological approaches. This enables the systematic collection, processing, analysis and reflection of information on various aspects of the network for marketing research.

⁹ Z.A.Hakimov. Journal of Accounting Marketing. 2017. Volume 6, Issue 3. ISSN: 2168-9601. DOI: 10.4172/2168-9601.1000251. Impact Factor (JIF) 0,13. <https://www.omicsonline.org/open-access/panel-researching-in-study-of-the-competitive-environment-in-clothingmarket-2168-9601-1000251.php?aid=92640>

¹⁰ Radjabov B. Development of international trade in intellectual property items. Indonesian Journal of Public Policy Review Vol 8 (2019): October Economic Policy.

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