



Marketing Tools

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Abstract: *This article presents the specifics of marketing and its tools.*

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Introduction: Today, the service sector is one of the most promising and dynamic areas of economic growth in the country. In developed countries, most of the GDP is produced in the service sector, with an annual growth rate of more than 10%.

The service sector of the region acts as a subsystem of the territorial economic system, and its vital activity is impossible without interaction with other branches and spheres of the national economy. At the moment, the service sector can be called a hyper-industry of the economy, which includes all types of services provided both on a commercial and social basis. The economy of the service sector includes such services as: healthcare, educational services, leisure and recreation services, domestic and international trade, restaurant business and catering, financial, leasing and insurance services, household services, transport services, communications, information and consulting services, etc.

Methods: For the effective functioning of the service sector, it is necessary to use its resource capabilities wisely and rationally. However, fierce competition, rising costs, changing consumer preferences in the modern world - all this leads to the need to use marketing tools at small businesses to develop the right strategy for market behavior. In developed countries, many research institutes have been dealing with marketing issues in the service sector for several decades, but in our country this issue began to be paid attention only in the early 90s. Currently, marketing issues in the service sector are of increased interest and a significant part of the research is focused on the production of goods in order to ensure stable profit growth for entrepreneurs. Marketing of services occupies a significant place in the areas of non-commercial and commercial activities, and the results of marketing activities at enterprises are directly related to obtaining economic and social effects.

It is far from always that enterprises correctly understand the essence of marketing, its capabilities and advantages that a service sector enterprise can get, as a result, provided that marketing tools are used in its activities. One of such necessary tools used in the service sector is the development of strategic and tactical methods of adaptation to the requirements of potential buyers in combination with simultaneous targeted impact on them. These methods imply the systematic use of marketing activities. Those marketing methods that are used at service enterprises are not systematic and incoherent, often limited to advertising and sales activities, while the implementation of a marketing strategy requires daily activities, as well as systematic analysis, planning and control.

Speaking about marketing activities at small enterprises, it is necessary to highlight several main functions that the marketing department should perform:

1. Continuous study of consumer preferences through surveys, questionnaires, observations and other methods.
2. Systematic analysis of the company's pricing, advertising, and sales strategies, SWOT analysis.
3. Study and selection of the most promising market segments, target audience, development of strategies focused on them.
4. Development of proposals for the formation and correction of a positive image of the company using advertising means.

The above functions can be implemented at the enterprise only with the help of an interconnected systematic approach in the use of marketing tools for management in the service sector. The professionalism of marketing specialists and their use of modern means of communication play an important role here.

Relationship marketing has also become widespread in the service sector, and it has begun to be used especially actively abroad, and today it is being implemented quite quickly in Russia. The concept of relationship marketing was proposed in the late 80s of the XX century in Sweden, by R. Morgan and Sh. Hunt. In their opinion, relationship marketing is that it is relevant to all marketing activities that are aimed at establishing, developing and maintaining successful interactions.

The main element of relationship marketing is the process of retaining customers and the subsequent increase in profits. Interaction marketing is not in vain most clearly manifested in the service sector, because it is here that services have specific characteristics. We know that a service is a manufacturer's reaction to the needs of the market, often a physical product that always has its own consumer value and commodity character.

The more common and concretizing characteristics of services include:

- Continuity of the process of service production and consumption, i.e. it is assumed that services are inseparable from the one who provides them. For example, the hotel services are inseparable from its employees, the service in the barber shop is from the hairdresser, etc.
- Inability to accumulate and store the service, for example for further sale.
- Variability in the quality of the service, directly depending on who and how it is provided: politely, diligently or rudely and negligently.
- Intangible, which implies that it is impossible to try or study a particular service before receiving it. As a result, there is always trust in the seller of the service. At the same time, this trait significantly complicates the entrepreneurial activity of a service seller who is unable to demonstrate the goods to the client and explain what money is being paid for. In this case, the seller's task is to describe all the significant advantages and benefits that the buyer will receive after purchasing or receiving the service.
- Individual character and often a high proportion of manual labor.

Results and Discussion: When solving problems caused by the above-mentioned characteristics of services, it is important to take into account certain abilities of service enterprises: are they able to create an individual image of the company and the goods produced, maintain the reputation of the enterprise and brand authority at a decent level, organize channels for the dissemination of positive information, etc. Services are inseparable from the source, therefore, the quality of the service sector offer depends on the level and nature of the relationship between the company's personnel

and its customers, on the ability of employees to respond clearly and promptly to requests arising in the process of cooperation. Today, long-term mutually beneficial relationships with the consumer can be safely attributed to the assets of the company. For such clients at large Western enterprises, and in our country, it is customary to develop comprehensive loyalty programs that form the client's commitment to the company and its products or services.

To date, the method of conveying information to consumers, business partners and even employees through special event events that are part of the event marketing system is becoming increasingly widespread. Event marketing is a system of planning, organizing, conducting, analyzing event events of a diverse nature and scale. For companies operating in the service sector, event marketing tools are the most effective tool for direct communication. Therefore, today event marketing is an important part of the strategy in the system of promotion of services of enterprises in this sector.

There are several approaches to classifying special events and social events in event marketing.

According to the target criterion, event marketing events are divided into: entertainment, educational, special marketing events, integrated events.

Conclusion: Thus, the use of marketing tools at service enterprises allows you to establish feedback with customers, improve the quality of service, as well as achieve higher sales volumes, and gain high competitive positions in the service market.

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