

### Systematic Marketing Research-Industrial Enterprises as a Guarantee of Increasing Production Efficiency

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#### ABSTRACT

*The article is devoted to marketing research, which ensures that industrial enterprises increase production efficiency. Opinions and considerations were made expressing the need to carry out Marketing Research in a systematic way, forming primary and secondary information, their base, which is considered an important and integral component of Marketing Research.*

Today's global environmental problems, the aggravation of competition in rapidly changing market conditions, a significant shortage of available resources, especially energy ones, have a serious negative impact on the activities of all economic entities, regardless of the form of ownership.

In this regard, the president of our country Sh.M. Mirziyoyev noted the following points in his address to the Oliy Majlis and our people, which he called "our creative people strengthen our independence and continue to boldly advance in the path of sustainable development."

"The introduction of free market mechanisms, ensuring healthy competition and the inviolability of private property, support for entrepreneurship should take a special place in the Constitution.

You are all aware of the drastic processes taking place in the world today. Complex in the world the geopolitical situation, the shortage of energy resources is increasing, the need for food is increasing, and financial resources are becoming more expensive.

In this situation, no matter how severe it may be, we will firmly continue economic reforms, fully mobilize internal opportunities and further support the private sector. To do this, first of all,

we will accelerate reforms to improve the entrepreneurial environment more and more"<sup>1</sup>

In such complex conditions, the problem of ensuring stable growing activity before each economic entity is considered relevant. In order to positively solve this problem, it is desirable that the following tasks be identified:

- rational use of available opportunities and resources;
- achieve regular updating of existing and existing raw materials with competitive techniques and equipment that can produce competitive products due to their ability to process existing and local raw materials, as well as achieve the withdrawal of morally and physically obsolete techniques and equipment from circulation at reasonable costs;
- formation of a healthy psychological environment in the team and achieving regular maintenance of its stability;
- systematically organize scientific and innovative work and achieve its implementation in practice;
- achieving the formation of labor resources on the basis of a modern system of requirements;
- the combination of long-term mutual benefits on the basis of legal properly formalized agreements with supplier enterprises formation and strengthening of the supply system of economic relations;
- systematic regular achievement of the quality of manufactured products to be at the level of consumer requirements, that is, standard requirements;
- It is necessary to achieve work on the principle of "reasonable costs + intended profit".

The systematic implementation of all the tasks highlighted above is ensured by marketing research, which is carried out systematically. Marketing research is a set of processes aimed at the sustainable development of any activity, the implementation of an absolute new business, obtaining the intended profit, as well as the formation and strengthening of the reputation(image) – systematic collection of information on factors affecting the selected activity, processing them and recommending their results to timely management decisions. The effectiveness of Marketing research depends primarily on the formation of a reliably protected computerized database. It is necessary that this database is constantly filled with primary and secondary data.

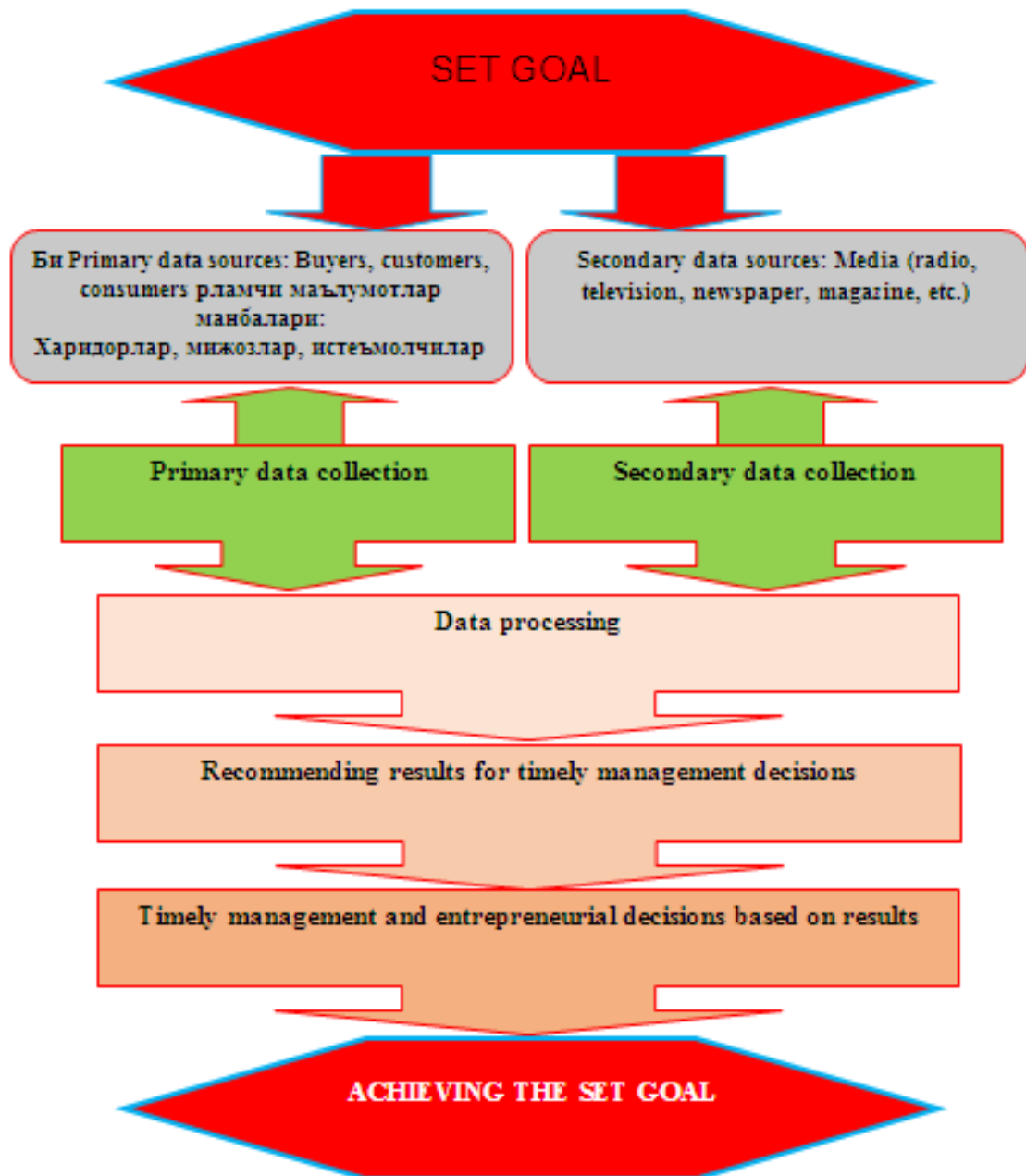
Primary information is informal information, which is collected directly from buyers(client, consumer)through questionnaire surveys, telephone and Telegram interaction, mutual exchange of letters, tasting, conversations, dialogues, presentations.

Secondary data are official data, which are information from the media(radio, television, newspaper, magazine, etc.), statistical reference books and official sites regarding the selected activity.

As noted above, primary and secondary data complement, enrich each other and ensure the effectiveness of marketing research, that is, they do not provide for the achievement of the set goal without one-the other (drawing 1).

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<sup>1</sup> Sh.M.Mirziyoyev. The appeal of the Oliy Majlis and our people" our creative people strengthen our independence and continue to boldly advance in the path of sustainable development". People's word newspaper, No. 272 (8334), 21.12.2022.



**1-drawing. The procedure for conducting Marketing research.(Author's work).**

In our opinion, it is very difficult to ensure the objectivity of primary information, since the customers in the audience in which the survey is conducted have different opinions and opinions regarding the object under study, the goal being set, as well as the information they report not all can be reliable, correct. There are many factors that influence the consumer and his purchasing decisions.

A deep understanding of motives, desires and unconscious factors will help the consumer better understand what he needs and offer what he wants<sup>2</sup>. But it is worth noting that when primary data is collected directly from the consumer(client)through responsible employees, the degree of probability of objectivity increases, and the management being taken increases the effectiveness of decisions.

The importance of secondary information is that, firstly, they are reliable official data, and

<sup>2</sup> Kotler F., Vinogradov A.P., Czech A.A., Tsaruk L. Marketing from A to Z: 80 concepts that every manager should know: A textbook, / Kotler F., Vinogradov A.P., Czech A.A., - 7th ed. – Moscow: SIC INFRA-M, 2016.-320c.

secondly, the necessary information that directly affects the selected activity, that is, the volume of export – import goods turnover of competing enterprises, foreign economic activity, statistics and information on the adoption of law, decree, legal, regulatory and technical and other documents affecting Real sectors of the economy. decisions.

As can be seen from the above points of view, on the basis of the results of marketing research carried out systematically, timely management and entrepreneurial decisions form the following positive aspects that guarantee the sustainable development of any activity:

- ✓ increased adaptability to rapidly changing market conditions;
- ✓ increased competitiveness of manufactured goods(services) and products;
- ✓ the image(prestige)of the enterprise increases i;
- ✓ it is necessary to research the activities of competitors and systematically study their activities;
- ✓ the degree of utility increases;
- ✓ employee-the attitude of employees to work and their own workplaces changes radically in a positive way;
- ✓ labor remuneration and incentive system will be improved;
- ✓ a healthy psychological environment is formed in the team;
- ✓ takes a stable place in the competition struggle;
- ✓ opportunities arise to expand the range of manufactured goods;
- ✓ increases the possibilities of improving the quality of technically complex goods;
- ✓ industrial enterprises production efficiency increases;
- ✓ production
- ✓ a scientific and innovative environment is formed at the enterprise;
- ✓ opportunities for conducting foreign economic activity are formed.

Based on the above opinions and considerations, we can conclude that the systematic use of marketing research, taking into account the specifics of any activity, the results of the analysis of factors influencing it, the results of the study of the requirements and needs of buyers (customers), guarantees the provision of stable growing activity, regularly increasing production efficiency.

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