

USE OF MODERN MARKETING CONCEPTS IN AN INNOVATIVE ECONOMY

Umurzakova Kommuna Khursanovna

Lecturer at the Department of World Languages, Kokand University

umurzakovakommunaxon@gmail.com

Annotation: The rapid introduction of modern innovative technologies in the economy, social and other spheres with the widespread use of scientific and technical achievements is an important condition for the rapid development of the Republic of Uzbekistan. Therefore, this article discusses the use of modern marketing concepts and their effectiveness.

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The rapid development of all spheres of society and state life requires the implementation of reforms based on modern innovative ideas, developments and technologies that will ensure rapid and quality progress of our country on the way to becoming one of the leaders of world civilization. [1]

Extensive work has been done in the country in the short term to create an innovation-oriented economy and create conditions for the widespread introduction of innovations.

One of the important steps in this direction was the establishment of a single state policy body in the field of innovation and scientific and technological development of the Republic, under which the Fund for Support of Innovative Development and Innovative Ideas was formed. [2]

The innovation process is closely related to a number of modern marketing concepts. These concepts are relationship marketing, internet marketing, and value creation together. Let's take a look at each of them and show the connection to the innovation process.

Communication marketing is global as an economic concept. This globalism is based on an objective fact - no two are the same buyer (regardless of market type: consumer or industry). Ideally, the product should be created for individual requests. In the past, this was almost impossible. With the development of the productive forces, this task has become urgent.

Of course, when creating a new product, the company takes into account the average needs of one or more groups of customers. However, by creating a basic model, a firm should immediately see the prospect of product differentiation for the needs of small groups and individual customers. Relationship marketing for a company is, first of all, a new concept - individual marketing. Table 1.5 shows data comparing the characteristics of mass marketing and "individual" marketing [1].

Comparison of mass marketing with individual marketing

Mass marketing	One-on-one marketing
The average buyer	Single buyer
Customer privacy	Characteristics of buyers
Standart buyer	Special marketing offer

Mass production	Special production
Mass distribution	Individual distribution
Mass advertisement	Private appeal
Mass stimulating	Individual privilege
One-way communication	Two-way communication
Large-scale economy	Target economy
Portion of market	Customer share
All buyers	Potentially beneficial customers
Attraction of buyers	Customer retention

The need for the emergence of individual marketing stemmed directly from market demands - ever-increasing competition, a fierce struggle for every potential customer, customer demands (in many respects, service growth from service provider to service quality) - these and many other factors have led to the creation of a customer-oriented business strategy.

In an avalanche-like growth environment that allows data storage and processing, it is critical to make a qualified choice to serve customers at the right time and in the right place in the chosen market area. An enterprise that does not have a monopoly in the market will inevitably face the problem of retaining customers. In modern market conditions, this task is becoming increasingly difficult, which means that the planning of real volumes and turnover is becoming a very serious problem. A well-structured, well-thought-out database that contains the most complete and detailed information about the client and the range of services provided to him, as well as tools for analyzing and planning the relationship with this client without a system, the retention function (other things being equal to competitors) is almost impossible.

One-on-one marketing is becoming really effective with the advent of modern information technology. The basis of modern information technology is the Internet. The Internet is especially important for companies. On the one hand, the Internet and information technology are the most important objects of entrepreneurship. In many countries around the world, a whole network of firms specializing in the production of software products has grown at different levels in relation to the Internet. On the other hand, information technology and the Internet have become tools of economic policy of firms, significantly increasing their competitiveness. The development of information technology, among which the Internet occupies one of the leading positions, the emergence and rapid growth of e-commerce has become the basis for a new direction in the modern marketing concept "

The term “**Internet marketing**” refers to the theory and methodology of organizing marketing activities in the hypermedia environment of the Internet.

The Internet has unique features that are significantly different from traditional marketing tools. One of the key features of the Internet environment is its hypermedia feature, which is characterized by high efficiency in presentation and assimilation, which significantly increases marketing opportunities in strengthening the relationship between businesses and consumers.

However, the role played by the Internet is not limited to communicative functions, but also includes the ability to make transactions, make purchases and make payments, which gives it the characteristics of the global electronic market.

Considering the prospects for the development of the innovation process leads to an interesting conclusion. In the near future, the buyer, the consumer of a new product, will play a significant role in the innovation process. One of the modern concepts of innovative marketing - co-creation of value - focuses on the role of the buyer as a co-producer, a co-producer of a new product. The practice of leading high-tech companies in the most developed markets demonstrates the growing importance of using this approach.

Examples include many Internet companies, such as the Google search engine, the social networking sites Facebook and MySpace, the electronic encyclopedia Wikipedia, the Amazon.com online store, and their analogues around the world. In many cases, these companies care not about the customer’s role as a customer, but about the customer’s role as a user. Most of these companies allow you to design a consumed product or service independently, while others involve customers in the process of co-creating the product. For example, users are the creators of Wikipedia pages themselves; Using Amazon.com’s Kindle, users can download any of the 290,000 books in real time, and many of Google’s services are set up automatically and manually for a specific user. Such companies create business models. Many examples can be found in the real sector of the economy, although this process is most clearly expressed in the service sector.

Creating value together with consumers is the process of creating, developing a product or service in which the customer plays an active role, forming an offer or even creating a product on its own, based on its needs, preferences, goals and objectives.

We highlight several levels of consumer engagement in the process of co-creation or co-production. The first level is self-service, when a part of the production process is transferred to the consumer, such a step is positively evaluated (for example, the customer assembles the necessary computer configuration from the provided blocks and nodes). One of the best examples of furniture production and manufacturing is the Swedish company IKEA. Many new furniture models have been offered by the buyers themselves. The firm specializes in self-service, self-delivery, self-assembly of furniture, and so on. actively promotes his ideas. The second level is the consumer's independent choice of options offered by the manufacturer to solve a particular problem (for example, the choice of the passenger car buyer or the call center of a large bank where consumers work with an automated system). The third level is the participation of the consumer in the creation (development) of the product (for example, direct ordering of the options (parameters) required by the consumer or customization of the service provided in real time). This degree is fully implemented in the **Quality Function Deployment (QFD) methodology**.

According to leading researchers, value creation should be actively used in identifying the needs and desires of the consumer in co-creation. This approach does not contradict the general rule, that is, consumers have always chosen the offer that is most valuable to them. The logic of innovative marketing is based on the logic of improving important and valuable features for smaller and smaller segments of an increasingly evolving product. Creating value together means that the consumer creates what he or she wants, and the cost of producing that product can be lower because typically buyers want less than they receive and companies don't have to include all possible features. Constantly adapting and improving features for an increasingly small segment requires an expectation from an innovative marketing manager.

The business models of innovative companies aimed at gaining a competitive advantage in the future should involve consumers in creating shared value.

The economic model of the society of the future should work on the principles of the concept of value creation, which should be as innovative as possible.

The general scheme of operation of the new economic model is as follows:

1) universities, scientific organizations create a scientific basis for the production of new products;

2) large companies with maximum productivity produce the main components of future goods (parts, blocks, assemblies, etc.);

3) many small firms that employ a large number of people adapt (complete) the product to the needs of small groups of buyers (small market segments);

4) each individual is engaged in the delivery of the product to personal needs, making maximum use of their creative potential;

5) state institutions ultimately coordinate and encourage the activities of the creative innovation process of all other participants aimed at the formation and development of the personality of each individual.

According to this scheme, the main labor costs occur in the field of small business and individual labor activity. The main goal will be the maximum individualization of goods for the needs of each individual, which will provide broad employment of the population, the creative nature of labor. The product is designed so that everyone has the maximum opportunity to participate in the creation of the final version of the product in accordance with their physiological characteristics, tastes and preferences. Such an approach to production will certainly affect the volume indicators, but the quality of the finished product will increase dramatically, the consumption of non-replaceable natural resources will decrease, and the level of environmental pollution will decrease. The situation described in terms of the three-spiral theory of innovative development allows us to draw conclusions about the emergence of the fourth spiral in the new economic environment. And this spiral becomes the creative activity of the human consumer in co-creation, co-production for individual needs. The classical model includes three elements: universities (science), business, and government. Universities create ideas, the government creates the regulatory framework, provides business resources. The concept of the fourth spiral is schematically presented in the table.

Table 1.6

The concept of the "fourth spiral"

Country	Big bussiness	Small bussiness	Customer
Science+education	Science +education	Science	Private creativity
Fundamental research and global innovation. Encouraging innovative processes at all levels	Development of innovations at the level of basic models. Serial production of basic elements for high-tech products	The first type of small innovative enterprise: the development of successful innovations. The second type of small innovative enterprise: a) customer needs study (B2B; B2C); b) an individual	The object of research is this need. Consciously formulate the query. Product improvement for personal needs.
		Analysis of goods for the needs of small segments and individual buyers; c) after-sales service that is not available to the consumer	Co-production of goods. Perform possible service functions

As you can see, small innovative companies play a big role in the proposed scheme. There are two types of small innovative firms. The first round focuses on developing the highest level of innovation. They are called small innovative enterprises of the first type. They deal with developments that precede the customer’s expected need. It will be necessary to shape the need for the created product. But there are many other companies whose development is characterized by a low level of innovation, individualization of key innovations (involvement of technology) for small segments of the market and the needs of individual buyers. They can be called the second type of small innovative enterprises. The main functions of this type of enterprise are:

- 1) study of customer needs;
- 2) individualization of goods for the needs of small segments and individual buyers (low level of innovation);
- 3) after-sales service that is not available to the consumer himself.

The work of a small innovative firm based on the principles of the concept of co-creation of value means:

- a dialogue that combines interactivity, mutual understanding and a willingness on both sides to act (firm, client);
- access of consumers to information, resources and technologies at various points of interaction;
- assessing risks and informing consumers about them so that they can consciously take some of the risks for themselves;
- Transparency of information needed to build trust between individuals and organizations.

These conditions ensure a high quality of stakeholder interaction in creating value together. Using this approach, a small company can:

- Involvement of marketing participants in the process of creating an "ideal" product for the consumer (buyer);
- Involve shareholders in the process of formulating the company's strategic goals and decision-making, revealing what is really important for its owners;
- minimizing risks by using the powers (knowledge, skills and experience) of all participants in the marketing network;
- Gain experience in creating value in the operational activities of participants in the marketing network.

There are a number of reasons why small companies operating in a technically complex product market work together to create value for the consumer who acts as both a buyer and a participant: the uncertainty and variability of the external environment, which tends to globalize.

The peculiarity of the sale of technically complex products is that their design, production and commissioning is carried out with the direct participation of consumers (customer), which can be directly or indirectly (through the general contractor).) interacts with many counterparties. Thus, a marketing network is formed around the customer company, which is characterized by a large number of contacts between its participants and a high level of active, constructive interaction within the process of creating value together. Each network participant is both a value consumer and a value-added producer for the other participant in the network, up to the consumer. At the same time, the resources of each company are used to develop key competencies related to the formation of unique value added for consumers.

Thus, we can conclude that the market of new technically complex products is a marketing network of companies, which is characterized by a large volume of interactions between participants at all stages of interaction in the process of creating joint value. Depending on the level of joint investment, the collaboration between companies can be a partnership or a contract to jointly create value added to the marketing network. If the client-company performs the functions of the general contractor, then the efficiency of joint value creation will increase due to the intensive communication between the participants of the marketing network. This means that large innovation-oriented companies should not manage the use of value-added concept tools.

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