



UDC: 334.716

CHARACTERISTICS OF INNOVATIVE MARKETING IN THE DEVELOPMENT OF INDUSTRIAL ENTERPRISES

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Annotasiya. Ushbu maqolada O'zbekistonda sanoat korxonalarini rivojlantirishda innovasion marketingning ahamiyati doirasida bilimlar darajasi o'rganilgan, shuningdek, mavjud tadqiqotlar tahlili asosida sanoat korxonalarida innovasion marketingni amalga oshirish yo'nalishlari aniqlangan.

Kalit so'zlar: sanoat, marketing, innovasiya, investisiya, tadbirkorlik

Аннотация. В данной статье исследуется уровень знаний в контексте важности инновационного маркетинга развитии промышленных предприятий Узбекистана, а также определяются направления инновационного маркетинга на промышленных предприятиях на основе анализа существующих исследований.

Ключевые слова: промышленность, маркетинг, инновация, инвестиция, предпринимательство

Abstract. This article examines the level of knowledge in the context of the importance of innovative marketing in the development of industrial enterprises in Uzbekistan, as well as identifies areas for innovative marketing in industrial enterprises based on the analysis of existing research.

Key words: industry, marketing, innovation, investment, entrepreneurship

Introduction. The process of economic reforms underway in our country requires a significant change in the activities of industrial sectors, adapting their activities to the requirements of innovative marketing.

As noted by the President, "... economic growth is achieved, first of all, through the creation of competitive industrial chains and increased investment in such projects. According to Harvard University, our country has all the opportunities and relative advantages in producing more than 50 industrial products, especially petrochemicals, metallurgy, mechanical engineering, electrical engineering, pharmaceuticals, construction materials, textiles, leather and footwear, food and industries related to the "green economy" have all the necessary conditions to become "drivers" of our economy" [1].

Indeed, today in our country, along with other sectors of the economy, the industrial sector is developing rapidly. In particular, in 2019, the enterprises of the Republic will spend 331.0 trillion. In comparison with 2018, the volume index of industrial production amounted to 106.6% [2].

Today, attention is paid to the modernization of industries and enterprises, technical and technological renewal. Therefore, access to world markets requires the effective use of innovative marketing technologies.



Literature review. Product competitiveness assessment issues have been the subject of active research for many years, confirming the importance of this problem for the development of enterprises, high-tech industries and the economy as a whole, which require knowledge.

Innovative marketing represents the systematic integration of the entire innovation cycle from the study of innovation market conditions, business design of an innovative project, its implementation to the market of innovation, innovation diffusion and revenue generation.

J. Schumpeter and N.D. Kondratyev are rightly the first major theorists of innovation processes. According to Schumpeter, innovation is the main source of profit: "profit is, in essence, the result of new combinations", "there is no profit without development, there is no development without profit".

"Innovative marketing strategy is defined as the commitment of enterprises to use new or significantly improved marketing methods that allow them to effectively use their resources to meet customer demand and create greater value for customers" [3].

"Innovative marketing is applied after all the other possibilities of traditional vertical marketing are exhausted. Innovative marketing then significantly transforms a product that meets a need, can be used for other purposes and situations, or appeals to other target groups of the customer" [4].

"The principle of innovative marketing requires a company or enterprise to constantly seek real improvements in its products and marketing. Organizations that ignore new and better ways of doing business lose customers in favor of their competitors and allow them to find a better way" [5].

Problems of development of modern marketing concepts, including innovative marketing concept and business restructuring based on them F. Much of Kotler's work is a general theoretical nature or devoted to solving certain aspects of the problem. Innovative marketing allows you to better meet the needs of consumers, to occupy the market by shifting the priority in modern business from "functional" products to "innovative" products. A new product involves the introduction of any innovation or change in an existing product that the consumer considers important.

In our opinion, the purpose of innovative marketing is to develop ways to increase the competitiveness of enterprises through the study, evaluation and optimization of economic development parameters

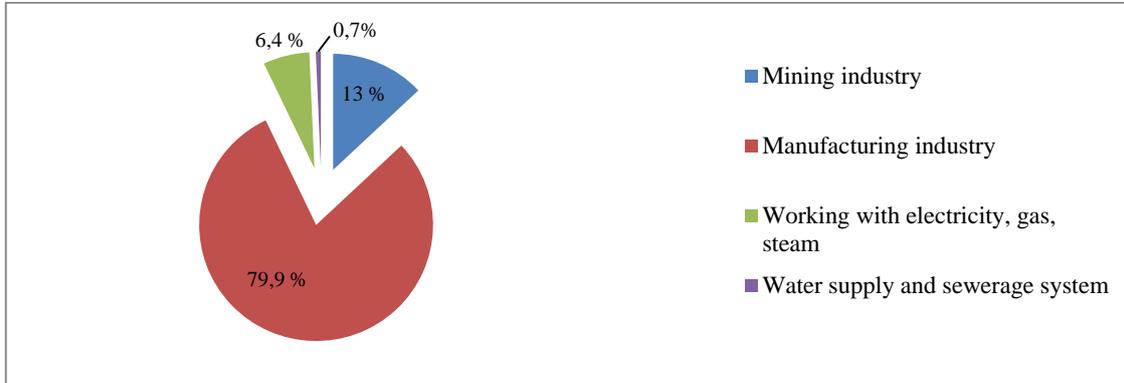
Research methodology. In the detailed coverage of this article, scientific observation, analysis and synthesis, dialogue, theoretical and empirical methods of scientific research have been widely used. Also, many local and foreign literature, modern scientific developments were used in the study of the research topic.

Analysis and results. Every year, our country carries out large-scale reforms aimed at further development of all sectors of the economy. As a result, new jobs are being created and incomes are increasing. Consistent implementation of the long-term development strategy allows Uzbekistan, among the few countries in the world, to ensure high growth rates of gross domestic product and industrial production. In particular, in 2019 the volume of gross domestic product (GDP) of the Republic of Uzbekistan in current prices will reach 511 838.1 billion sum and increased by 5.6% compared to 2018. The GDP deflator index was 119.2% of prices in 2018 [2].

According to the results of 2019, the share of GDP in the production of goods amounted to 300 304.2 billion sums, in the field of services - 165 053.2 bln. sum. The gross value added in the amount of 46,480.7 billion sum was created.

**The structure of industrial production in 2019
by major economic activities, in %**

Table 1

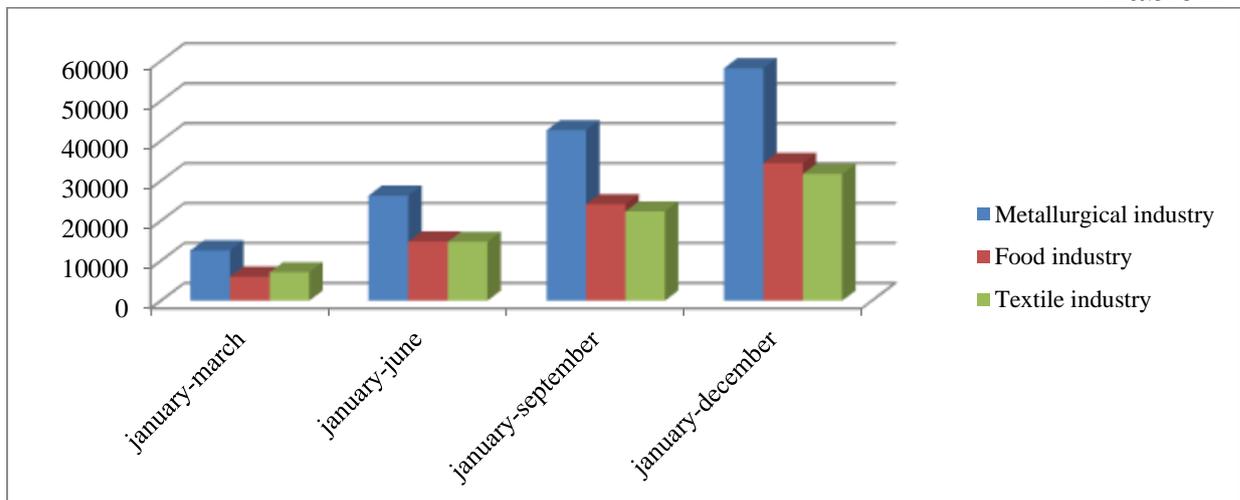


The table shows that the volume of products produced by industrial enterprises amounted to 264.4 trillion sum or 79.9% of the total industrial output. Today, as a result of diversification of industrial enterprises in the country, its export structure is growing.

We know that the metallurgical industry, food industry and light industry play a strong role in the production of industrial products. (Table 2)

The volume of industrial production in 2019, in bln. sum

Table 2



In addition, the largest share in the value added of the manufacturing industry fell to the metallurgical and metal processing industries, which accounted for 36.3%, the share of food, beverages and tobacco products - 13.8%, production of textiles, clothing, leather and leather products - 13.4%, rubber, plastic products and other mirrors - 9.7%, production of chemical products - 7.3%, vehicles, trailers, production of semi-trailers and other transport equipment - 6.2%, electrical equipment - 3.2%, coke and oil refining - 2.5% and other products of the manufacturing (refining) industry - 7.6%.

In order to further improve and ensure the safety of the production process in industrial enterprises, it is necessary, first of all, to improve product quality and adapt



to the competitiveness of domestic and global markets. Adaptation is understood as the harmony of innovation with potential individuals, the relationships they incorporate into their mental lives. It is important for potential users to know that the innovation you are offering is relevant to their lifestyle. This in turn requires any manufacturing enterprise to develop an innovative marketing strategy. Focusing on superiority in the application of innovative marketing in industrial enterprises will certainly contribute to its development. The relative superiority measure measures how well a product improves over the previous generation. Potential users will see how the current situation improves in the process of using innovative marketing will affect the development of industrial enterprises as the demand for the products produced in the enterprise will further increase. To do this, you need to do the following:

- further improving the quality of services;
- full satisfaction of product needs;
- improved interface;
- flexibility, long service life;
- expanding user capabilities;
- reduce the impact of user actions on the environment;
- increase efficiency;

To effectively implement innovative marketing, businesses need information about consumer preferences and needs, market demand, competition, distribution channels, and more. This information needs to be updated regularly as businesses operate in a dynamic environment:

- Change in technology – this change will lead to the production of new products and the implementation of new production processes.

- Changes in consumer tastes – demand for some products sometimes decreases sharply, while demand for other products increases.

- Changes in competitive products – the introduction of new competitive products or changes in pricing policy can significantly affect the demand for the product.

- Changes in the economy – the improvement or deterioration of the economic environment affects incomes at the national or regional level. This process can affect different products in different ways, for example, daily necessities and food products.

In particular, during growing Covid-19 pandemic around the world, consumer needs and consumer behavior have changed radically, making it important for businesses to use innovation in marketing strategies to maintain their position. For example, as consumers need to isolate themselves at home, firms need to focus more on developing and strengthening their online businesses through rapid marketing news.

The main conceptual aspects of innovation motivation can be cited to develop a more accurate analytical framework of the innovative marketing strategy applied by enterprises during the Covid-19 crisis (Figure 1). This parameter determines the level of impact an enterprise will experience during a crisis. If the business activity is lower than expected, the business will look for problems and seek solutions to them.

The level of innovation	Problem research	Weak research
LOW	Sensitive strategy	Proactive research

	Through this strategy, businesses can maintain their existing business by moving from offline to online	Through this strategy, new types of businesses are created using the existing customer base
HIGH	Collective strategy	collaborative strategy
	Through this strategy, businesses benefit from doing business together and thereby rebuilding their existing business	Through this strategy, businesses expand their customer base through complementary partnerships, and then acquire new types of business.

Picture 1. Innovative strategic analysis

Today, industrial enterprises suffering from the crisis of Covid-19 must choose and implement a unique marketing strategy to overcome the risks.

Sensitive strategy. In choosing this strategy, industrial enterprises need to use their existing resources and introduce marketing innovations to adapt to the new requirements of customers so that they understand the viability of their existing businesses. Since consumers will not be able to consume offline during the Covid-19 crisis due to home quarantines, orders for products or services will only be made through the online contact of buyers.

Collective strategy. Under this specific strategy, businesses innovate together and share additional resources and authority with other firms, based on the motivation to look for problems because their business is limited.

Active strategy. This strategy will consist of strategies aimed at finding the weaknesses of the enterprise and independent innovation. During the Covid-19 crisis, they will be able to take full advantage of their accumulated resources and capabilities, such as digital technologies, to optimize their business, regardless of changes in the environment.

Collaborative strategy. This strategy allows companies that are less affected by the Covid-19 crisis to partner with other manufacturing companies and develop new businesses that take into account the needs of consumers. The key point for businesses adopting this particular strategy is to develop a new business by combining their internal digital strengths with the external additional resources of their partners. In this way, they can enter new markets and attract new customer groups.

Conclusion. The relevance of the use of innovative marketing in the development of industrial enterprises in the regions of the Republic is based on the following conditions:

- The negative impact of the Covid-19 pandemic on real sectors of the economy;
- Insufficient demand for products of domestic manufacturers in the world market;
- Lack of branding of products manufactured at industrial enterprises;
- The need to increase the competitiveness of developed countries by preventing them from easily occupying the domestic market and optimizing the production process in the industry;
- Advantages of using the capacity of innovations for the industry to make full use of its export potential and take a strong position in the world market.

In our opinion, the implementation of innovative marketing measures in the industrial sector will provide manufacturing enterprises with the following opportunities:



1. New and improved technologies, products, equipment, materials, etc. ensuring the growth of product through the introduction;
2. Creation of systems of training and retraining of highly qualified personnel in the field of innovative marketing;
3. Creation of an effective, market-oriented innovation system that will increase the innovative marketing activity of enterprises; implementation of rapid structural changes in production on the base of innovations;
4. Improving the competitiveness of products and the technical level of production;
5. Creating conditions for further promotion of industrial and scientific-technical products in domestic and foreign markets;
6. Maximum use of best practices and advantages of international cooperation and intersectoral cooperation in the field of innovative marketing activities.

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