

Issues of Marketing Development in the Market of Personal Services

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Abstract: This article examines the market of household services, reproduction, a complex and self-regulating socio-economic system, the constant influence of all its links on supply and demand of the population, as well as its center, that is, the interests of the service consumer, the task of a target indicator for all service enterprises.

Keywords: Services market, consumer, market, population, strategy, mechanism.



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Introduction

Services in the market of marketing its active use depends on the existing conditions. Today's in the day services market in our country market mechanisms development takes the lead in

Samarkand province as an example, by the end of 2022, services worth 9906.3 billion soums were provided, that is, the growth rate compared to the previous year was 107.8 percent. Analyzing the composition of services, trade services accounted for the largest share of services (30.5%), and transport services took second place with 27.5%. It is worth noting that most of the provided services, i.e. 62.6%, correspond to the city of Samarkand.

Especially in the case of personal services, we can observe market relations that are favorable for modern marketing. The volume of personal services amounted to 419.2 billion soums, or 4.2% of the total volume of services. Although the volume of services has a low financial indicator, it is far superior to other services in terms of scope, as it covers all the residents of the region.

There are several key factors to this, namely:

- Services the sector is considered to be a sector with low intervention of state management bodies, which is the most basic condition of free market relations;
- Freedom of business activity guaranteed by legislation, that is, most service enterprises are free business entities;
- A large number of service entities, i.e., no service enterprise of any size and having a monopoly in a specific market is allowed;
- The wide range of services and, as a result, rapidly growing needs.

Most importantly, marketing activity in the market of personal services is recognized as the most basic activity of business entities. Modern consumer service enterprises are widely using marketing programs to meet customer demand. For this, all methods of consumer market research are being used. The main thing is that not only relatively small multi-sectoral enterprises, but also individual entrepreneurs engaged in a type of household service are engaged in marketing activities.

It is known that the market of household services is a complex and self-regulating socio-economic system of reproduction, all its links are under the constant influence of supply and demand of the population, and at the same time, its center, that is, the interests of the service consumer, is a target indicator for all service enterprises. performs its function

It should be recognized that the entities operating in the market of household services in the Republic of Uzbekistan are not sufficiently diversified. Multidisciplinary household service centers are mainly concentrated in large cities, and their range of services is not able to fully meet the needs of the population. According to the trends in the world of household services, it is highly effective for entities in this market to engage in all types of personal services. Our market is dominated by unilaterally developed enterprises. The main reason for this is the ever-increasing fund capacity of household services and high requirements for personnel qualifications. First, the complexity of personal services requires the provision of expensive equipment in a household service enterprise, that is, the conditions for entering the industry become difficult. Second, the stricter requirements for personal services by consumers dictate that the qualifications of service personnel meet higher standards. As a result, the service provider's ability to penetrate into various fields is limited. If we analyze the composition of the entities in the personal services market of our country, the main part of them is made up of private entrepreneurs or family businesses. It is observed that guzar-type household service centers, established within the framework of regional development programs, will separate into several separate small business entities over time. stricter requirements for personal services by consumers determine that the qualifications of service personnel meet high standards. As a result, the service provider's ability to penetrate into various fields is limited. If we analyze the composition of the entities in

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Today, the growth trends of the personal services market cannot be called stable. As an example, we can cite the low share of personal services in the total volume of services, as the level and volume of personal services should increase as the population's well-being increases. According to scientists, up to 50% of families prefer to exchange their needs for personal services with paid services.

Thus, there are two main models for the development of household service enterprises. The first is to develop the power and specialization of business entities in the status quo, that is, to expand enterprises that provide services in a narrow field (the Western European model). The second is the transformation of household service enterprises into large, economically strong, industrial technology-adapted, multi-sectoral centers (the model of the Russian Federation and Belarus). Both models have their positive and negative aspects and require a lot of resources and efforts to be accepted as a single system.

Therefore, in order for the market of personal services to be at the level of demand, it will be necessary to consider the wide use of marketing tools by household service enterprises, to increase the level of marketing management, and to increase the effectiveness of marketing decisions. Practical experience shows that two main forms are used in the development of strategic marketing solutions in

household service enterprises: the form of network services and the form of auxiliary services.

The first form of household services enterprise is transformed into a network connecting a number of service providers. It is a complex matter to have a single center, and network participants are only seen as strategic partners. The network model ensures reaching the point of formation of consumer students, but is less effective when the volume of demand is unstable. In the second model, the household service enterprise becomes an auxiliary branch of large manufacturers, i.e. performs the function of providing auxiliary and additional services in the goods movement system. Economically, even if the enterprise gives up its independence to a certain extent, it can be more effective due to financial risk distribution.

We believe that in order to solve existing

problems:

- Formation of a marketing complex (marketing-mix) taking into account the client's needs to the maximum extent, that is, development of the content of the service and the conditions of its provision based on the theory of marketing;
- Solving the financial problems of household service enterprises and launching special credit programs taking into account the low profitability of the sector;
- Provision of special consulting services for the study and analysis of the market of personal services, that is, the formation of a market database;
- Developing the idea of organizing mobile branches of household service enterprises in areas with low population density;
- Redevelopment of standards and other regulatory documents of household services in line with today's level.

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