

## **ROLE OF MARKETING IN THE SERVICE SPHERE**

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**Abstract:** The article discusses the main purpose of marketing in the service sector. The main influence of marketing on this area is shown and the necessity of using marketing tools is substantiated. The main directions of using marketing as a tool for promotion in the service sector are shown.

**Key words:** service, service market, marketing in the service sector, marketing principles, marketing goal.

**Introduction.** Uzbekistan's Five-Area Development Strategy for 2017–2021 stipulates the need to “Enhance the competitiveness of the national economy by deepening structural transformations, modernizing and diversifying its leading industries: increasing the share of industry and services in its structure”. The service sector is currently undergoing serious transformations, when the traditional methods of doing business are replaced by new ones, such as information and communication technologies, tourism, consulting, recruiting, etc. Introduction of more and more advanced technologies into the service processes and carefully designed service systems which meets the needs of consumers, serves for the growth of competitiveness of companies in new industrial and regional service markets.

With the development of society and the growth of productive forces a certain development of the service sector takes place. There is an increase in employment in it, an increase in the technical equipment of labor, the introduction of advanced technologies.

The service sector is a consolidated generalizing category that includes the reproduction of various types of services provided by enterprises, organizations as well as individuals. This area is often referred to as a post-industrial economic structure due to its developed modern infrastructure. The service industry includes various activities that help improve the quality of labor and increase production efficiency.

The service market is represented by various industries. In many countries, the state provides basic services such as education, health care, transport and information services. But also it should not be forgotten about the significant role of the commercial services sector, for example, banks, advertising agencies, entertainment services, legal services, air transportation and others.

**Materials and methods.** Marketing in the service sector is an aggregate, universal mechanism for managing an organization which changes very quickly under the influence of external factors and responds to

the wishes of consumers.

The role of marketing in the service sector is very high because it is integral to the development of a service organization. Modern society and an overabundance of the market for various types of services dominate the classical model of organization management which does not include a marketing approach. Even a high quality service cannot attract a large number of consumers without marketing. In order to be competitive you need to use marketing tools.

Currently, marketing in the service sector plays a key role in the development of not only an organization but also a market economy.

Service marketing focuses on two objectives: maximizing the organization's profits and meeting consumer demand. Service marketing is flexible and adapts to current trends. Marketing in the service sector performs several functions: market research and analysis, optimization of the range of services, sales promotion, demand generation, pricing development.

The main purpose of marketing in the service sector is to accompany the client from evaluating the service to purchasing it, as well as encouraging the consumer to buy again.

The growth of operating enterprises belonging to small businesses has had a positive impact on the increase in the total number of operating enterprises and organizations engaged in the service sector.

For information: the share of the number of small enterprises and organizations involved in the service sector for the same period last year was recorded in the equivalent of 59.1%.

Currently, the role of services as one of the most important sectors of the economy is very large and relevant.

The service sector is a complex, ramified specific socio-economic system with a variety of properties, functions, resources, connections due to the very essence of services, their purpose, the functioning of various types of activities and characteristic features of service processes.

According to preliminary data, the volume of market services provided in January-March 2020 reached 50 365.7 billion soums, the nominal volume of which increased by 9 078.6 billion soums. In comparable terms, compared to the same period last year, the growth rate was 109.9%.

Services are the result of production activities that change the state of consumers (legal entities and individuals) or facilitate the exchange of goods, services or financial assets.

The development of the service sector plays a huge role in the modern economy. In services such key factors of economic growth are formed as scientific knowledge, intangible forms of accumulation, information technology as well as the integration of entrepreneurial activity.

Today the service sector is one of the most dynamically developing sectors of the economy of Uzbekistan.

Compared to January 2020, the volume of market services provided in March (discrete month) of the current year increased by 0.8 trillion. soums and reached 17.1 trillion. soums. For comparison: over the same period last year, the volume increased by 1.0 trillion. soums and is equal to 14.5 trillion. soums.

At the end of the first discrete quarter of 2020, the volume of services provided was equal to 50.4 trillion. soums, compared to the first discrete quarter of 2019 (41.3 trillion soums), the volume increased by 9.1 trillion soums. For comparison: the difference between the first discrete quarters of 2019 and 2018 was 7.6 trillion. soums.

The service industry includes a variety of activities that help improve productivity and production efficiency. Its final result is not a finished product, but the provision of services that can be provided not only to enterprises, but also to individuals - final consumers.

**Results and discussions.** At present, the service sector is not limited to traditional types of activity, it is constantly expanding its presence in public life, is integrated into social production and is also intertwined with peculiar ties with almost all areas of the economy.

The specificity of marketing in the service sector is determined by the service sector and its characteristics. In order for marketing, as a mechanism, to effectively cope with its main goal, it is necessary to clearly define the target audience and the promotion market, form a budget as well as a promotion policy.

The principles of marketing in the service sector are the same as in traditional marketing, there only are some features that affect the nature of marketing.

These principles include:

- The influence of the social factor;
- A complex approach;
- Production of goods oriented to consumer demand and solving consumer problems;
- Focus on achieving the most positive implementation of the service and capturing market share;
- Integration with actively changing demand;
- Creation of conditions for long-term work using innovative technologies;
- Consideration of external factors affecting the market.

Marketing is aimed at maximizing the automation of business processes at the same time these business processes must be controlled. Hence follows the main function of marketing activities in the service sector - the aggregate activity for the implementation of services focused on modern society taking into account innovations, with the maximum exclusion of the human factor.

This main function is accompanied by some sub-functions:

- Formation of the budget, search for investments;
- Planning of sales policy;
- Analysis of the market activity;
- Determination of real consumer demand;
- Organization of activities for the creation and implementation of innovative services;
- Orientation of the range of services to consumer demand;
- Development of pricing policy;
- Impact on demand through advertising;
- Formation of the image of the organization.

For efficient operation of both the main function and all sub-functions a sequence of actions is necessary. These actions can be grouped into five main blocks:

1. Development of the marketing strategy of the organization and analysis of the effectiveness of market opportunities;
2. Market analysis, forecasting changes;
3. Creation of a complex of marketing activities and its methods aimed at the implementation of services;

4. Implementation of marketing activities;
5. Analysis of the effectiveness of marketing activities.

Market analysis is only possible by researching the marketing environment. The marketing environment is a set of elements aimed at covering the organization's market share. At the same time, the marketing environment has a complex structure and is subject to external and internal factors.

**Conclusion.** In conclusion we would like to say that the service sector is a very rapidly developing sector of the economy. The basic marketing principles apply to the service industry. Also, it should not be forgotten that when choosing a marketing policy one needs to focus not only on the external and internal marketing environment but also on the trends of modern society. Based on this we can conclude that marketing in the service sector plays a huge role, therefore it is necessary to use marketing as a function to promote services both in the domestic and international markets.

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