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MARKETING STRATEGY IN THE CONSUMER MARKET

Abstract: In article marketing strategy of firm "East-West" in which results of the company has reached the purposes because of a choice of the most suitable marketing strategy is considered. Thus marketing strategy as assortment strategy, explanation of current strategy, carrying out of the analysis of a portfolio of business of both choice of strategy of firm and an estimation of the chosen strategy have preliminary been considered.

Key words: strategy, current strategy, financial risk, firm activity, the financial policy, strategic management, marketing, manufacture, shots, finance.

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Introduction

Explanation of current strategy is very important; because it is impossible to make decisions concerning the future, without having accurate representation concerning in what condition there is a firm, and what strategy it realizes. Various schemes of explanation of current strategy can be used. We in current strategy had been considered five external and five internal factors which were necessary for an estimation of realized strategy of firm "East-West". We have carried scope of activity of firm and degree of a variety of made production To external factors of, its diversification; the general character and recent acquisitions of firm and sales of a part of the property by it; structure and an orientation of activity of firm for last period; possibilities on which the firm and the relation to external threats has been focused recently. We have carried the purposes of firm to internal factors and criteria of distribution of resources and the developed structure of capital investments on made production; the relation to financial risk, both from a management, and according to real practice and a carried out financial policy; level and degree of concentration of efforts in the field of innovations; strategy of separate functional spheres (marketing, manufacture, shots, the finance). The analyzes of a portfolio of business represents one of the major tools of strategic management and gives evident representation that separate parts of business are interconnected and that

a portfolio as whole differs from the simple sum of its parts. By means of analyze of a portfolio of business we have balanced such its major factors, as risk and receipt of money. The analysis of a portfolio of business is a basis of strategic planning and it is one of tools of strategic management. After consideration of available strategic alternatives, we have addressed to concrete strategy. At definition of position of firm and its goods in relation to possibilities branch of enterprise, the technique has been used by the Boston consultative group. At the portfolio analyzes it was spent comparison of a share of firm or its goods in the market with rates of increase of all economic activities.

The principal view of activity of firm is granting of services in sale of cellular telephones and accessories to them. The thought over and planned management of firm has allowed to raise substantially its competitiveness and to lower production cost price. The advantage connected with a great demand on accessories, it is possible to consider that the goods have high quality. The majority of accessories are a domestic production that involves the consumer in purchase realization. Leather handbags and covers for cellular telephones, the prices for them as more slowly than at competitors use a great demand. Long-term effective work of firm "East-West", has defined its economic growth, and its development has been certain by a

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correct choice of the strategic reference points allowing in the best way to realism

Materials and Methods

The potential human capital and other resources very impotent for firm and strategy has provided steady economic growth and firm development, increase of its competitiveness on production made by it and rendered services. The majority of strategic decisions which are accepted by any company, all lie in sphere of marketing and creation of new business, merge and absorption, development of a new market niche, the dealer policy, narrowing or expansion of a grocery ruler, a choice of suppliers and partners this and many other decisions are accepted within the limits of marketing strategy. The success in business depends on adequacy marketing firm strategy. The strategic plan was developed by us from the point of view of firm prospect. We were analyzed the three models of formation of strategy: The first model - planned which considers strategy development as completely realized and controllable thought process finding the material embodiment in system of plans. The second model is the model for formation of strategy which is characterized as enterprise. According to it this process is carried out on the basis of our business and good knowledge of a situation. It has given the chance to us to generate the vision of a problem of firm and a way of its decision and advancement to the future. Thus personal and informal character of vision of the future has given to firm flexibility and fruitfulness.

The third model of formation of strategy is training model on experience. It starts with developing and simultaneously repeating character of this process, and grows from dynamism of firm within the limits of multilateral dialogue in which the maximum number of employees of various ranks under condition of the minimum intervention and control participates from administration. In the course of formation of strategy consisting of three stages, we had been created the general concept of strategy and in its frameworks a set of variants. At a stage of operational development variants were finished to level at which most adequately reflect an object in view in all variety of its displays. At a stage of a strategic choice there was analyze and estimation of variants therefore best of them was accepted as base which formed a basis of creation of special and functional strategy. For a survival of our firm on were анализированы similar firms with marketing strategy, four principal views of marketing strategy in particular are considered: not differentiated marketing, the concentrated marketing, goods segmentation, goods differentiation. Undifferentiated marketing includes such characteristics as the uniform, standardized, homogeneous nomenclature of the goods. Following this strategy, any firm lets out one or only some

standard kinds of the goods realized in all markets the same. The analysis has shown that advantage of such strategy is the big degree of profitability as costs for manufacture of the goods and the sale organization are shown to a minimum at the expense of the big scales of manufacture. Lacks is absence of possibility to leave on other similar segments of the market, that is favorable conditions of market conditions are not used the risk level, thus, is high.

The concentrated marketing includes such characteristics, as the uniform, standardized, homogeneous nomenclature of the goods. In this case the firm concentrates the activity on one segment of the market. Advantage is considerable scales of manufacture of an expense for manufacture of the goods, but financial resources are reduced to advertising. But lacks are, as well as in case of not differentiated marketing, absence risk distribution. Goods segmentation includes such characteristics, as the various nomenclatures of the goods having divergent character. Firm making different kinds of the goods, but, each is directed on satisfaction of corresponding segment of the market, with the conditions of conjuncture. As have shown researches, advantages are the big cover zone of the market, high degree of distribution of risk. Considerable of costs on manufacture of commodity unit, heavy expenses on advertising. Goods differentiation is the uniform, standardized, homogeneous nomenclature of the goods with "pseudo-differentiation".

This strategy assumes a number of the characteristic moments: the company makes basically the same goods, but with little changes (for example, with different marks, color, etc.) Including in the sale organization (according to market segments); the company makes the same goods, but with changes in area of the organization of its sale. If advantage is costs on manufacture of commodity unit and the big share of coverage of the market lacks are the declared advantages of production sometimes cannot represent the facts, buyers can change one mark of the goods for another, aspiring to receive benefit from an exchange. Therefore the success of this strategy depends on how much the consumer believes that declared advantages are real. For realization of marketing strategy working out of its basic communication problems has great value, which can be formulated as strategic concepts of the enterprise.

Communications and stimulation strategy is developed by the expert in the planning, working together with the representative of the enterprise who will be responsible for realization of the given project. These experts study all aspects of the goods, the market, trade channels, a planned target on profits and fund of assignments for goods advertising; then make the advertising campaign plan. The structure of a complex of stimulation in

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many respects depends on what strategy of maintenance of sales the firm: strategy of pushing through of the goods or strategy of attraction of consumers to the goods uses. Strategy of pushing through of the goods assumes use of the trading personnel and stimulation of sphere of trade for goods pushing through on channels of goods movement. The manufacturer aggressively imposes the goods to wholesalers; wholesalers aggressively impose the goods to retail dealers, and retail dealers to its buyers. Strategy of attraction of consumers to the goods assumes the big publicity expenses and stimulation of consumers for the purpose of formation of demand from their party. In case of success of such approach consumers will start to ask the goods the retail dealers, retail dealers - at wholesalers, and wholesalers at manufacturers. The enterprises adhere to the different points of view on use of strategy of pushing through or attraction.

Control strategy over distribution channels where the desire to have big control degree over distribution channels conducts to alternative vertical strategy which are considered as integration of advancement of the goods is interesting. The firm - the manufacturer gets the property right and control over distributors. But, in integration back distributors receive control over suppliers of production, in a strategy counterbalance. "Advancements" forward where it is visible positive cooperation with a retail trading network, but not control over it. At decision-making on a choice of marketing strategy in firm a number of methods which will help to order and estimate the purposes by means of diagrams is used, to consider problems which are necessary for solving, and to place them as performance: the diagram me "an estimation of the purposes"; a matrix of definition of a problem; sheet of check of influence; an estimation of degree of dependence on buyers; an estimation of degree of dependence on suppliers; the analysis of a field of forces. Definition of the corresponding purposes for the organization is a key for working out of successful strategy. The purposes should not concentrate on the decision of problems, should not be excessively limited.

The method of "analyze of a field of forces" reflects idea of existence in the organization of the forces operating pros and cons of change. The given method will help to define forces which promote carrying out of the change necessary for achievement of objects in view, or disturb to it. It is necessary to try to define all forces supporting or encouraging change, and to estimate their relative size. One of methods of resort at a choice of marketing strategy is the diagrammed "an estimation of the purposes". Other method is sheet of check of influence: this form of check includes the analysis of the planned steps and possible troubles which can be expected at each stage. It is the form of "the planned prediction", showing as the planned problems could be solved.

Promotion of the most important problems in the field of the industrial, price, marketing policy of the enterprise, definition of general directions, increases of its business activity with use of favorable external factors and internal possibilities of influence on buyers (consumers) and competitors make a marketing strategy essence. It is carried out through the strategic planning, allowing bringing into accord the purposes and possibilities of the enterprise for their achievement. Process of strategic planning consists of development of the program of the enterprise, a formulation of its problems and the purposes, the analysis of an economic portfolio and forward planning of growth of the organization. The purposes of strategic development revealed on the basis of analyzes the first of all reflect lines of activity on overcoming weak and to strengthening of strong competitive positions of the enterprise. As components of strategic potential are directly connected with all kinds of resources of the enterprise, expansion of this or that resource in interrelation with others will allow realizing strategic targets. In modern conditions each enterprise is interested in efficient control the marketing activity. In particular, he needs to know how to analyze market possibilities, to select the suitable target markets, to develop an effective complex of marketing and successfully to operate implementation of marketing efforts. Thus, the essence of strategic marketing consists in search of the decisions directed on satisfaction of requirements of consumers and on reception at them of advantages in comparison with competitors by means of special market actions leaning against modern toolkit. The competent, well-founded marketing decision will help the enterprise to survive with adverse environment. The strategy choice depends on a situation in which there is an enterprise, therefore marketing programs both short-term, and long-term working out and application of such strategy which under the set conditions as much as possible would answer the state economic policy demand and at the same time provided to commercial structures necessary efficiency, profitability and a material interest in results of work. Use of methods of marketing allows joining closely interests and the purposes of the business, separate managing structures to the public purposes and interests, to provide unity micro- and macroeconomic approaches to economy development that finally promotes decrease in risk of bankruptcy. In 2017 in comparison with previous year of sale of mobile phones and accessories 15 % as a whole on the market have grown. Expensive phones as consumer crediting does their more accessible to various strata of society are more and more interesting to buyers. Besides, there is a repeated purchase of phones, and this factor too существен on sales.

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The analysis of sale of production in which result conclusions have been drawn is carried out: what production is in demand also who is its consumer. Communicative means and advertising - process propagation of information having for an object advancement of the goods, services or ideas of the certain customer without its direct of participation, but at his expense. At personal sale pay attention to personal contacts of the trading personnel of the enterprise with buyers, oral representation of the goods during conversation with one or several potential buyers for the purpose of its sale or the conclusion of the trading agreement. Sale stimulation is actions, directly on increase in sales by active attraction to this process of buyers, intermediaries and suppliers with using any incentive measures in concrete time period. Public relations it is the long efforts directed on creation and maintenance of benevolent relations and mutual understanding between firms and the public. Advancement strategy is called forming about the goods of buyers and other subjects influencing decision-making on purchase. Advancement strategy assumes planning and control of communication process between firms and its consumers, and also participants of its other target audiences. Working out of the plan of marketing actions by working out of the concrete plan of action on realization of marketing services of firm in the target market according to the accepted strategic decisions. Such plan includes answers questions «that? When? Who? How many? ». Within the limits of a planned complex, it is detailed to define the actions on separate marketing tools: increase of useful properties of a product; formation of price perception; maintenance of availability of the goods; achievement of awareness, knowledge; find the partner relations.

The budget of marketing planning is developed for definition of expenses for marketing within the limits of the allocated means ("from top to down") or proceeding from necessity of expenses («from below upwards»), the analyzes of function of reaction of sale (sales) is carried out; procedures of accounting of expenses, workings out of financial estimates are thus used basically. The essence of expenses for marketing is expressed in the following: marketing expenses represent not an overhead charge, and the expenses providing of realization of the goods, marketing expenses have investment character, in the future they can bring in considerable incomes. Expenses for marketing cannot be unequivocally carried either to production costs, or to consumption costs. These are special type of expenses which, more likely, concern the investment expenses working on prospect. Financial planning of marketing expenses is carried out in the form of system engineering of the interconnected budgets. Marketing expenses can be divided into constants and variables conditionally. The constant component

of expenses for marketing is those expenses, which are necessary for constant maintenance for function of marketing system at the enterprise. Here usually its depend of expenses: the maintenance of workers of service of marketing; regular carrying out of marketing researches and creation of bank of the marketing data for operation of business; financing of works on constant perfection of a commodity output of the enterprise. The variable part of marketing expenses represents expenses for the marketing, caused by changes of market situation and acceptance of new strategic and operative decisions. Often both constants and a variable of part of expenses forming by working out perspective and current plans of marketing actions. As a basis the budgets defining volumes of resources, and the estimates forming directions of expenses serve. Strategic control represents an estimation of strategic decisions of marketing from the point of view of their conformity to external conditions of activity of the enterprise. Operative (or flowing) control is directed on an estimation of real achievements of the put marketing problems; define the reasons of deviations, their analysis and updating at market-grocery level.

By comparison of fact of work and the plan following indicators are supervised: volume and structure of sales; a market share; loyalty of consumers. A technique of control of sales and a market share on deviations include: the analysis of well realized goods and the offer of measures on preservation of this situation (the sale form, necessary size of stocks); the analysis of badly realized goods and the offer of measures on situation change (change of the prices, stimulation).

A technique of control of sales and a market share by a principle «80-20». Here the separate, differentiated analysis on the various goods, the markets, consumers is carried out (by a principle the AVS-ANALYSIS, the XYZ-analysis), are distributed marketing efforts for maintenance of larger orders.

The technique of control of loyalty of consumers: at this method is defined: quantity of regular customers; number of new clients; quantity of repeated purchases; size of intensity of consumption; the number of complaints and claims, etc. profitableness Control represents check is profitableness of various marketing actions. A technique of control of marketing expenses is profitableness on the goods, the markets (territories), groups of consumers or clients, and also to distribution channels, advertising, personal sales and other indicators as result of realization of plan of marketing actions is estimated.

The technique of control of direct profitableness of the goods considers completeness of the made expenses at the analysis of marketing profitableness. Here control of reaction of behavior потребителей on marketing efforts of the enterprise means. Are

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allocated those reactions: informative reaction (knowledge, recognition); emotional reaction (relation and estimation); behavioral reaction (actions). Methods of measurement of informative reaction: popularity measurement (testing for a cognizance, priority); measurement of “forget” (as time functions); measurement of perceived similarity (trade mark positioning in consciousness of potential buyers in relation to the goods-competitors).

Conclusion

The analysis of the methods of measurement of behavioral reaction considered strategy has allowed firm "East-West" to sustain a competition and to achieve certain efficiency in work.

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