

INNOVATIVE MARKETING CONCEPT IN THE SPHERE OF SERVICE

Abbasov Farukh Feruzovich

Ministry of defense of the public of Uzbekistan

Abstract. *This article is devoted to the role and importance of innovative marketing concept in the sphere of service. Moreover, the article highlights theoretical and practical issues of marketing concept. It has been described components of innovative marketing concept in this sector.*

Key words: *innovation, marketing concept, service sector, segmentation, target market.*

Аннотация. *Данная статья посвящена роли и значению инновационной концепции маркетинга в сфере услуг. Кроме того, в статье рассматриваются теоретические и практические вопросы концепции маркетинга. Описаны составляющие концепции инновационного маркетинга в данной отрасли.*

Ключевые слова: *инновация, маркетинговая концепция, сфера услуг, сегментация, целевой рынок.*

Annotatsiya. *Mazkur maqola xizmat ko'rsatish sohasida innovatsion marketing konsepsiyasining o'рни va ahamiyatiga bag'ishlangan. Bundan tashqari, maqolada marketing konsepsiyasining nazariy va amaliy jihatlari yoritilgan. Shu sohadagi innovatsion marketing konsepsiyasining tarkibiy qismlari ham ko'rib chiqilgan.*

Kalit so'zlar: *innovatsiya, marketing konsepsiyasi, xizmat ko'rsatish sohasi, segmentatsiya, maqsadli bozor.*

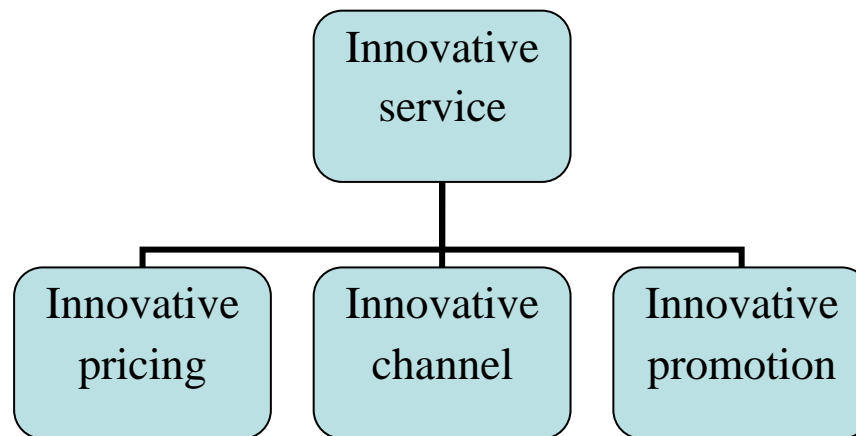
Marketing is the process of communicating the value of a product or service to customers. It includes the coordination of four elements called the 4 Ps of marketing: product, price, place and promotion. In order to generate more profits and revenue, firms offers its customers new products or services or finds new users for older products and services. An innovation is viewed as anything new that solves needs by offering a significant advantage (more features, more convenient, easier to use, lower cost). The term innovation refers to a new way of doing something. Accordingly, marketing innovation is a new marketing method involving significant changes in product design or packaging, product placement, product promotion or pricing.

Based on that, we can analyze several issues like innovative marketing concept of export-oriented service (tourism, transport, consulting, finance and so on). The innovative marketing concept consists of four parts (picture №1).

Marketing concepts can be defined as the marketing philosophies by which a firm's goal can be best achieved through identification and satisfaction of the customers' stated and unstated needs and wants. The consumer is the key in the condition of market competition. Therefore the satisfaction of consumer is the prime object of an enterprise. A business enterprise has dual objectives of customer

satisfaction and profit maximization. Needs and wants of customers must be identified properly and deeply before starting production. Service must be presented according to these needs and wants. In other words, these needs and wants must be converted into goods and services. All the resources of production must be utilized to their best extent so that the cost of production may be minimized.

Picture №1



Picture №1. Components of innovative marketing concept

It is known all over the world that marketing is an organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing customer relationships. Marketing is sometimes misunderstood as only selling. The definition also states that an organization should only provide products that fulfill its goals. Thus, marketing is a restless, changing, and dynamic business activity.

Therefore, innovative marketing is the process of creating and implementing a business design surrounding a creative idea, with the goal of transforming an invention into an innovation, and ultimately to achieving sustained competitive advantage in the marketplace. Moreover, innovative marketing is not just the conception of a new idea, nor the invention of a new device, nor the development of a new market. The process is all these things acting in an integrated fashion. Additionally, innovative marketing is the management of all the activities involved in the process of idea generation, technology development, manufacturing of a new or improved product and service.

And innovative marketing concept is focused on these:

- monitoring customers and markets;
- measuring awareness, attitudes, and image;
- tracking product usage behavior;
- diagnosing immediate business problems;
- supporting strategy development.

Every activity of an enterprise must start with the customer and end with the satisfaction of customer. Customers are classified into groups in the basis of income, life-style, education, age, volume of purchase (called market segmentation) and a firm chooses one of the segments or classes of customers for presenting its product or service. This selected segment is called target market. Another feature of modern concept of marketing is integrative marketing. It seeks to co-ordinate various marketing functions such as advertising personnel, finance, selling, product management for the ultimate objective of customer satisfaction. Modern marketing concept emphasizes the role of information as the key to both customer satisfaction and profitability.

For this reason, we have prepared several recommendations for development of innovative marketing concept in the sphere of service.

First, today's most urgent issue is the innovative marketing concept and its impact on the progress of service sector in the conditions of Uzbekistan. That's why, researchers should explore theoretical and practical significance of innovative marketing concept in service sector.

Second, it should be supported the export of service like tourism, transport, consulting, and finance by innovative marketing mechanism.

Third, the quality of service should be increased by implementing of experience of developed countries.

In conclusion, the most important priority is to further develop the service sector as a significant factor in modernizing the national economy and increasing the employment of population. Additionally, it is necessary to thoroughly analyze the innovative marketing aspects of export-oriented service.

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