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AS A TOOL FOR PROMOTING AREA MARKETING TO CUSTOMERS

*Navruz-zoda Zebinisa Bakhtiyorovna - Senior lecturer Department of Economics
(PhD) Bukhara State University*

In the conditions of modernization of the economy of Uzbekistan, competitiveness of regions is an important factor of sustainable development of regions. The penetration of the regions of our country into the world markets requires increasing the competitiveness of the regions. In order to achieve this, it is necessary to support and develop the "marketing concept based on regions" in our country, which helps to create a positive image of the regions and raise their international reputation. Because the main goal of regional marketing is to strengthen the position and fame of the region in international competition. Because, in the conditions of market economy, regions gain a new essence: regions turn from a geographic unit of space into a specific product (goods) with value and consumer value.

Words such as Swiss watches, French perfumes, Venetian bottles, Vologda lace, Belgian chocolates, Egyptian pyramids, Samarkand bread, Khorezm lazgi, Karshi tandirkabob, Bukhara monuments have the ability to introduce them to a wide community, customers and investors as famous brands of these regions. Marketing experts consider such famous phrases to be examples of successful territory marketing.

Marketing is a method of conducting business in the market method, which is famous abroad for the commercial accounting method based on the marketing concept. The "4-R" concept of marketing forms the economic basis of the commercial accounting method. According to him, the four elements of marketing

- "product", "price", "place" (trade or goods distribution and movement) and "promotion" (marketing relationship) are harmoniously combined within the market on the basis of mutuality and reciprocity. if engaged in activities, a mechanism of

economic management in a new quality state is formed at the microeconomic level.

It should be noted that the idea, principles and methods of marketing in Uzbekistan are actively used mainly in the process of selling goods and services. Many scientific works have been written and practical works have been carried out in our country on the marketing of goods and services. Regional marketing is still an unexplored field. In the process of moving certain places, the concept of marketing is almost not used in our country. We think that the reason for this is that the 3rd "R" ("place", "place") element of the "4-R" concept of marketing is interpreted in a narrow sense by scientists and experts in this field. In Uzbek, it is interpreted as "distribution of goods" and/or "movement of goods", and in our opinion, such an interpretation does not fully reflect the essence of this element. As a result of such a one-sided interpretation, "place" as a marketing element is limited to the description of commercial activities such as the movement of created and delivered goods and services to customers, their distribution through commercial intermediaries, and ways of selling services.

The "place" element of marketing in the service sector, according to

T.A. Sebekina, has a double meaning: firstly, it is the place of service provision, which depends on the point of contact with customers or the location of the enterprise, and secondly, it is the marketing channels for the realization of services.

V.P. Radchenko divides the marketing object of rural areas into two types of structure: on the one hand, it is a regional product in the form of material goods and services created in the rural area, and on the other hand, socio-cultural factors (image, brand of the area, its socio-cultural and the region itself as a set of ethnic characteristics) serves as a target for stakeholders and external entities in choosing the directions of implementation of consumer efforts of the region. He recommends including the following four elements in the marketing complex of rural areas:

- "people" - workers (subjects of rural areas),
- "place" - a place (an area interconnected with the potential of social- cultural, production, natural resources),

- " processes" - a process (the process of creating and distributing the product of the rural area),
- "product" - a commodity product (by its dual nature: on the one hand, the appearance of the area as its own product, and on the other hand, the product produced in the corresponding area).

In our opinion, the 3rd "R" of the "4-R" concept of marketing ("place", "mesto", "place") is considered in a broad sense - as a measure to move specific areas, specific places, territorial units. , in the interest of the regions, rational use of their resources, increasing their external attractiveness and positive influence, directing investments towards the regions and attracting tourists, opportunities to access them to foreign markets would appear. In other words, it is necessary to apply the marketing concept based on regions in the regions of our competence .

According to Kotler: "Like goods and services, places need precise and skillful marketing. It is necessary for each city or commune to identify its own characteristics and to effectively disseminate information about its competitive advantages among current and future customers who want to achieve support. This is not a simple task".

The 3rd "R" ("place", "place") of the "4-R" concept of marketing as an object of regional marketing has two-sided characteristics: first, the logistical characteristics of regions related to the distribution and movement of goods and services; secondly, the capital feature, which represents the ability of geographical units to bring benefits and benefits to the territory through the rational use of resources, people, business entities and other unique existing strengths. "Place" as a marketing element represents the territory and product properties. It is precisely considering "place" as a product attribute, its component, that makes it possible to base a new concept of marketing - "territory marketing". What is "Area Marketing"?

"I," notes Denis Vuzgalov, "describe place marketing as a system of actions of local associations to promote the interests of the region. Its task is to present regions to investors (to happily invest in the region), tourists (to come here with interest), consists

of "selling" to future residents (to move here for the purpose of living)".

According to G. Golubkova, "Place marketing" is defined as an activity aimed at creating, supporting or changing the efforts or relationships of customers applied to particular places. In other words, place marketing is an activity aimed at creating and changing the attitudes and efforts of stakeholders towards particular places.

It would be appropriate to distinguish between the terms "territory (place) marketing" and "territorial marketing". In our opinion, if the first is aimed at selling and moving individual places, the second is related to activities aimed at accelerating the sale of goods and services created by enterprises within the region. As a result of such thinking, there is an opportunity to justify the concept of marketing based on territories (places).

Philip Kotler, a well-known marketing scientist, developed the basics of place marketing and divided it into four types. These are area business marketing, resort marketing, residential marketing, and real estate investment marketing.

O.A. Kozlova includes the following in the main principles of regional marketing:

1. Moving the area as a place for the implementation of various projects;
2. Effectively solving the problems of the economy at different levels;
3. Long-term sustainable development;
4. Influencing the behavior of subjects in the investment market and the process of forming consumers.

In foreign literature on place marketing, the following levels of non-commercial area marketing are distinguished: planning the most appropriate combination of regional goods and services; create incentives for users of these products/services; improving the use of regional products/services; moving the

image and value of places that are able to guarantee that potential users are aware of their benefits.

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