
Scientific and Theoretical Foundations for the Development of Marketing Strategies for the Development of Service Enterprises in the Digital Economy

Khakimov Doston Allaberdi ugli
Graduate of the Tashkent Financial Institute

Abstract: In the article, the essence and concept of the formation of services marketing, the legislation and features of the development of the services industry are studied, requirements for the strategy of services marketing are developed. Methodological approaches are proposed, which give the opportunity to choose marketing strategies aimed at ensuring the superiority of service enterprises in the competition.

Keywords: marketing, service sector, strategy, marketing strategy, digital economy.

Special attention is being paid to the rapid development of service industries in the context of the deepening globalization process in the world and the increasing digitization of the economy. "While the weight of this sector in the world gross domestic product is on average 65 percent, this indicator is 80 percent in the USA, 70-75 percent in the EU countries" [1]. According to the practice of the developed countries of the world, such as the USA, Germany, Great Britain, Japan, South Korea, marketing strategies are effectively used in the conditions of investment in which the development of human potential is approached as one of the prospective goals. This, in turn, shows the relevance of marketing activities, especially the wide use of marketing strategies, in the practice of ensuring a high level of socio-economic development [2, 3, 4, 5, 6].

In the conditions of the rapid development of the digital economy in the world, special attention is being paid to scientific research aimed at improving marketing strategies in order to ensure the competitiveness of the production and service sectors, especially the implementation of service activities with a targeted and differentiated principle [7, 8, 9, 10]. Among the priority areas of scientific research are conducting marketing research aimed at increasing the diversification of product types, increasing the level of satisfaction of consumers with service quality, wide introduction of innovative technologies in marketing approaches, diversifying service types and ensuring their competitiveness.

In the process of building a new Uzbekistan, special attention is paid to the development of service industries as one of the important areas of socio-economic development and improvement of the quality of life of the population. According to estimates, at least 160,000 additional jobs can be created in this direction. Tasks such as development of a service sector development program in each district and city section, as well as regulation of the network, adaptation of its methodology and statistical data to international standards" have been defined. In this regard, it is necessary to dramatically expand the size of the service sector and increase the quality of products, to ensure the competitive advantage of the future development of enterprises in the conditions of internal and external factors, to take into account short-term changes in consumer conditions, as well as to coordinate the marketing of

services across regions, the point of socio-economic growth from the potential of the services market.

As a result of the study and analysis of scientific literature, the author revealed concepts such as service, service delivery, service market, service, their content and essence. In the practice of developed countries, "service" and "service" have never been contrasted, they are accepted as one economic category. However, in the developing countries, including Russia and Uzbekistan, by giving a confusing definition to these terms, the service sector has been led to not clearly define its place in the economy. Also, in the official documents of our state, "service" and "service" are used as different categories. According to the author, it is logically wrong to compare "service" and "service" as they represent one content. Service is a type of economic activity, and service delivery means the process of its implementation. For this reason, from a scientific, practical and methodological point of view, it is based on the fact that "service is an activity or process carried out by one object to satisfy the needs of another object". The less tangible the services, the more service marketing differs from product marketing. Intangible services can be evaluated only after they are received, but they cannot be evaluated in the same way just because they are affected by different factors. For this reason, there are specific aspects of the marketing concept in service enterprises, which every service enterprise or entrepreneur must take into account.

Based on holistic marketing concepts, the article justified the feasibility of organizing market activities by coordinating the marketing activities of service enterprises of different complexity and competence (ownership of authority). The use of holistic marketing, which is a modern concept of marketing, allows to ensure that every service organization or business activity is focused on the human being, that is, on satisfying the wants and desires of the consumer.

The results of the theoretical research in the thesis allowed to determine the general laws of development of service enterprises from the point of view of marketing, which are as follows:

- increasing demands for the quality and culture of services. In particular, the requirements of the Internet and mobile communication systems require service providers to adapt to changing conditions;
- increase in the level of income generation of the service sector as expenses increase;
- observation of decrease in the number of primary consumers while consumption volumes are increasing;
- increasing the size and coverage of service enterprises;
- expanding the types and assortment of offered services.

In economic literature, services are distinguished from goods mainly by four features:

- insensitivity;
- simultaneous service development and consumption;
- changeability of the client's attitude to service quality and culture;
- failure to maintain service.

But as life changes, service features are also changing. For this reason, we found it appropriate to divide the four features into 8. The last feature, that is, the inability to save the service, is now distinguished by the possibility of saving the same services. For example, preservation of information and knowledge in the field of education and ICT, the ability to pass it on from generation to generation, the possibility of forming intellectual property, etc. Use based on the marketing strategy for the development of the service sector requires adaptation to the development trends of the digital economy.

Elements of the marketing strategy of service enterprises serve not only as a comprehensive plan for achieving marketing goals, but also as specific growth points. However, the main problem is that enterprises cannot choose strategic directions for their specific target areas. When choosing marketing strategies aimed at ensuring the superiority of service enterprises in the changing competition, it is necessary to use the characteristics of the network of services, the situation of the enterprise in the market, and the resources.

There are many classifications of marketing strategy, and their systematization is as follows: marketing strategies according to the market demand situation (MC1), M. Porter's competitive advantage strategies (MC2), marketing strategies according to the product life cycle (MC3), F. Kotler's flexible strategies for the competitive situation (MC4), marketing strategies based on the BCG matrix (MC5), differentiation strategies (MC6).

The diversity of market conditions also implies different combinations of the complex of marketing tools that make up the company's competitive strategy. The choice of strategy depends on the company's resources and the risk management is willing to accept.

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