

# The Essence And Content Of Marketing In The Field Of Innovation

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**Abstract:** Innovative marketing is one of the company's activities to ensure competitiveness in the industrial market. innovative marketing as a marketing concept is aimed at creating and or identifying the demand for innovation in the market to meet the needs of consumers in the use of new ideas in relation to goods, services and technologies. With the right use of innovative marketing technologies, companies have the opportunity to have a competitive advantage - to predict the behavior of consumers, clients, partners and competitors, as well as to actively influence it.

**Keywords** - marketing, innovation, management, strategy, market, technology, production, consumption, promotion, price, place, personal marketing, ambient marketing, environmental marketing, guerilla marketing, ambush marketing, buzz marketing, viral marketing, product placement, mobile marketing, even marketing, word of mouth marketing.

## 1. INTRODUCTION

The interaction of innovation, science and technology development stems from a review of the process of creating and mastering new technology, which is the basis of the innovation process. The innovation process includes the following stages: science-technology-production-consumption. He connects the beginning of the innovation process with scientific research of a fundamental and research nature, is a purely theoretical type. In other words, the properties of nature that have little or no abstract information in the current period are examined. The results of such research are the discovery of specific or general laws and laws of nature, as well as the discovery of new material objects, substances of nature, based on theoretical calculations.

## 2. METHODOLOGY

In this days innovative enterprises face urgent tasks such as updating the technological base of production, improving the quality of products, expanding sales markets, as well as increasing export potential. Effective solution of these tasks requires active innovation policy and development of marketing activities in the innovative enterprise. Marketing is the activity of market research, management and regulation of production of products and services based on market conjuncture data.

Today, marketing is understood as a unit of three aspects:

- 1) The specific philosophy of the business;
- 2) a set of tools that allow you to assess and influence the market situation;

3) management function, which implements the market strategy of the innovative enterprise.

Marketing of innovations - the activity of an enterprise to create products of market novelty, allowing to provide high-quality satisfaction of needs (including emerging ones).

Innovative marketing is characterized by a great strategic focus. It is associated not only with promoting ready-made innovations to the market, but also managing the process of their creation, taking into account market requirements. This concept is slightly broader and includes the development of a strategy and tactics for conducting innovative processes using a marketing mix.

Innovation marketing is a set of marketing technologies for identifying goods and technologies that have substantially new properties and are aimed at creating, expanding and maintaining markets for new goods and services with sustainable competitive advantages. The level of novelty of innovation determines the level of competitive advantages, and in innovation marketing - the degree of innovative potential. The core competence of innovation marketing is product compliance with market demands. The objects of innovation marketing are intellectual property, investments, new products, new materials and components, new ways of promoting goods and services, as well as means of labor and employment.

Marketing innovation provides an opportunity to capture a market or create a new niche by shifting product priorities from "functional" to "innovative", while achieving greater customer satisfaction.

The strengthening of the role of marketing is also facilitated by the processes taking place in the organization and

management of the modern innovation process, among which are:

1. An increase in the speed of dissemination of innovation, and the possibility of copying them due to the development of information technologies and the emergence of additional technical capabilities, which reduces the importance of patents as means of protecting intellectual property, and stimulates the search for new means;

2. The need to involve a significant number of participants in the innovation process, including from different spheres of activity and industries, due to its greater intellectual component and technological complexity, which makes it important to coordinate activities and harmonize the interests of participants;

3. a decrease in the importance of product innovations for consumers due to (1) limited perception, when there are too many and too often of them, (2) problems of disposal of old products;

4. influence on the process of creation and adoption of innovations by state structures and public organizations, which can significantly contribute to or hinder its successful implementation;

5. active formation and development of markets for intangible products (services, information, knowledge), which determines the use of new methods of their promotion and sale.

Marketing innovation, product design, packaging, distribution or to use new marketing methods with magnificent changes in pricing. Marketing innovation is to shift customer needs to the newly opened market or aims to move to a new position with the goal of increasing sales. In innovative marketing, innovations are distributed according to the level of potential:

- radical innovations - radically new products and technologies. They are not many and, as a rule, ensure the emergence of a new consumer and / or a new market;

- combinatorial innovations - a new combination of elements and features already known. Combinatorial innovation is usually aimed at attracting new consumer groups and / or developing new markets;

- modified innovations - consists of improving or supplementing existing products. Modified innovations are usually aimed at maintaining or strengthening an enterprise's market position.

The concept of marketing innovation is the foundation of the entire marketing service, market research and the search for a competitive strategy. Marketing departments study the market at the initial stage of the search for innovation: the level of demand and competition, the dynamics of customer behavior and their advantages, the availability of competitive

products and the ability to integrate new products in the market.

Marketing strategy, market analysis and operational marketing consist of six main stages:

- General economic analysis of the market
- Analysis of economic conditions
- special market study
- Development of innovation strategy
- operational marketing activities
- Estimates of marketing costs and revenues

It follows from the concept of marketing that innovative marketing in the modern sense is a unity of strategies, business philosophy, functions and management procedures and methodological foundations.

Innovative marketing in the hierarchy of goals of the enterprise includes tactical and strategic elements. Strategic marketing is focused on market research and identifying the competitive behavior of an enterprise. It is based on marketing research, market research and evaluation of the firm's capabilities. Marketing research deals with a clearly defined market segment, i.e. a market segment consisting of a group of consumers focusing on a particular modified product. Market segmentation can be done in 2 directions:

1. By group of consumers;
2. According to product parameters.

In the first case, it is determined to which group of consumers a particular product is intended, in which industries and for what purposes it can be used. In the second case, the functional and technical parameters of the product, which are crucial for increasing the competitiveness of the product, are determined. Segmentation is based on the following criteria:

- Quantitative parameters of the segment: market size, potential consumer size, etc;
- Openness of the segment to the enterprise: product distribution and sales channels, storage conditions and transportation opportunities;
- Segment essence: Is this segment growing, stable, or declining?
- The relationship of the segment with the main competitors' market: to what extent are the competitors ready to enter this market segment?
- Efficiency in this market segment: analysis of the company's experience in this segment and assessment of the necessary resources;

- Competitive protection of the selected segment: opportunities and advantages of the enterprise in the competition.

Another important component of marketing research is related to the analysis of the potential opportunities of the enterprise. It allows the development of production and the development of action programs in the market based on market requirements and the real resources of the firm.

Strategic innovative marketing can be continuous and sanitizing. Ongoing marketing is aimed at supporting the competitiveness of the innovative enterprise and capturing new sales markets. Sanitary marketing is carried out in the context of declining competitiveness of innovative

enterprises. The following factors serve as indicators of these conditions: The market for innovative enterprise products and services is shrinking; the production and financial performance of the enterprise deteriorates; the strategy and tactics of the innovative enterprise do not correspond to the changing economic conditions of the external environment. Tactical marketing involves a marketing activity program that deals with the following key concepts: product (or technology), price, product sales location, and sales. The company is working on a strategy based on marketing research, while at the same time continuing research to adjust the strategy in line with market requirements, as well as looking for new strategic solutions.

**Table 1. The following table shows the main characteristics of strategic and tactical marketing:**

Strategic marketing	Tactical marketing
I. Market risk description in terms of market description, buyer-supplier cycle, limit and degree of deviation from the firm's main position	I. Description of the principles of operation of the innovative enterprise (internal criteria of efficiency)
II. Competition strategy: <ul style="list-style-type: none"> <li>a) Customers (assessment of customer needs and solvency, assessment of the company's competitiveness from the customer's point of view, future requirements that affect it);</li> <li>b) Competitors (identification of competitors, their strengths and weaknesses, evaluation of competitors' products from the customer's point of view, cost management in competing enterprises);</li> <li>c) Costs (cost estimates depending on the life cycle of the product; fixed and variable costs; cost estimates; determination of cost competitiveness);</li> <li>d) Firm opportunities (assessment of firm achievements and advantages)</li> </ul>	II. Marketing activity program: <ul style="list-style-type: none"> <li>a) Brand policy (product design; product positioning; product line weight, trademarks; packaging; quality assurance; warranty service);</li> <li>b) Price policy (price formation in the whole chain of sales);</li> <li>c) Sales policy (direct and indirect inquiries, distribution channel parameters; control of sales channels);</li> <li>d) Communication policy (advertising, direct marketing, public relations, trade shows and other special events)</li> </ul>
III. Business description: <ul style="list-style-type: none"> <li>a) Assessment of business boundaries;</li> <li>b) Defining the boundaries of competition;</li> <li>c) Develop an innovative strategy to be implemented.</li> </ul>	III. Operational management of marketing activities; determine the effectiveness of the tactical parts of marketing.

Innovative marketing includes the following stages when the company begins to technically update its product on the basis of improving some of its characteristics: changing and improving its technical characteristics in order to modernize

the product; implementation of product modifications that allow an innovative enterprise to acquire or retain a particular segment.

Innovative marketing should include:

- conducting marketing research of the innovative market, including the introduction of innovations in new markets

- the spread of innovations. analysis of potential industrial consumption and demand for innovations (consumption volume dynamics, analysis of consumer market segments, determining their size, solvency demand, analysis of demand structure, consumer demand analysis, consumer motivation, market trends and prospects, assessment of current and potential market opportunities);

- analysis of competition in markets (identification of key competitors and their market share, identification and analysis of points of competition - quality, product features, prices, marketing strategies, etc. Analysis of strengths and weaknesses of competitors, analysis of product, marketing, advertising strategies competitors);

- price and price structure analysis.

The object of innovative marketing is intellectual property, new materials and components, new products, new processes, new markets, new ways of promoting goods and services, new organizational forms of management. The main thing in innovative marketing is the study and forecasting of consumer demand for a new product based on in-depth study of innovations and important features of the product.

Marketing innovation must be part of a marketing concept and strategy that is significantly different from the original marketing methods. Marketing innovation is based on the understanding that adhering to existing marketing rules alone is not enough to ensure success and competitiveness in crowded markets. Marketing innovation is based on lateral thinking, of which the principle is playfulness, boundlessness, and provocativeness. The areas of marketing innovation have a progressive development, including personal marketing, ambient marketing, environmental marketing, guerilla marketing, ambush marketing, buzz marketing, viral marketing, product placement, mobile marketing, even marketing, word of mouth marketing, neuromarketing, geomarketing, behavioural marketing and more. These new areas are rapidly emerging, and their definitions and breakdowns are often uneven.

### 3.CONCLUSION

Innovative marketing is the first stage of the object life cycle and the first task of the functional subsystem of the management system. The main condition of innovative marketing is the innovative potential of the organization - it is its readiness to perform the tasks that ensure the achievement of the set innovative goal, ie the level of readiness to implement an innovative project or innovative changes and programs. Innovative activity is often interpreted as an activity related to the application of new

technologies. Many enterprises try to carry out innovative activities independently, through branches or innovation centers established specifically for this purpose, established to promote and promote the use of innovative products.

Innovative marketing is an objective type of production and entrepreneurial activity of a company or institution, based primarily on research and active influence on the market conditions of the enterprise, aimed at optimizing and controlling the innovative and production and marketing activities of the organization in other words, it is a traditional marketing concept according to which an organization must constantly improve its products.

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