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The main directions of socio-economic development of New Uzbekistan: problems and solutions

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JIZZAKH BRANCH OF THE NATIONAL UNIVERSITY OF UZBEKISTAN NAMED AFTER MIRZO ULUGBEK

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The main directions of socio-economic development of New Uzbekistan: problems and solutions collection of materials of the international scientific and practical conference on the topic

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Department of Economics and tourism of Jizzakh branch of the National University of Uzbekistan named after Mirzo Ulugbek
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In the collection of materials of the conference, the role and role of Science, Education and production in the era of globalization, the pressing problems of the issues of interaction of these processes, feedback on their solutions were presented by mature specialists of the field.

In addition, research on the scientific and practical topic, carried out in the economics, Exact Sciences, Natural Sciences and socio-humanities during the globalization period, information is presented in the scientific and practical fields, which includes the latest innovative technologies in the fields of production.

It can be argued that this collection is one of the specific intersections of current thoughts and innovative ideas of the world of science. This scientific and practical conference was actively attended by professors and scientific researchers engaged in scientific research in Uzbekistan and foreign countries. In increasing the position of the scientific and practical conference, the professors and teachers of domestic and foreign higher educational institutions made a significant contribution.

Professors and teachers of foreign higher educational institutions who actively participated in the work of the conference made a worthy contribution to the high level of interaction with scientists of our country. The processes of international cooperation with foreign countries and exchange with them in the field of Science in the era of globalization have a positive effect on the development of Higher Education, the fields of Science and production. The materials of this conference are special in that they include a wide range of research, from theoretical developments to practical solutions, demonstrating the diversity of approaches and directions in this area.

In conclusion, it should be noted that this scientific and practical conference will be a very useful collection for everyone who is interested in modern research in the fields of further development of Higher Education, Science, Education and production in the era of globalization. The authors are responsible for the content and quality of the articles and abstracts included in the collection.

MARKETINGDA AXBOROTLARNING AHAMIYATI



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Annotatsiya: Ushbu ilmiy maqolada marketingda axborotlarning ahamiyati va uning marketing strategiyalarini samarali amalga oshirishdagi roli tahlil qilinadi. Axborot marketingning ajralmas qismiga aylangan bo‘lib, bozorni o‘rganish, iste'molchilar ehtiyojlarini aniqlash, raqobatchilarni tahlil qilish va samarali qarorlar qabul qilish uchun zarurdir. Maqola axborot oqimining to‘g‘ri boshqarilishi, axborot texnologiyalarining rivojlanishi va big data (katta ma'lumotlar)ning marketing faoliyatidagi o‘rni haqida ham so‘z yuritadi. Axborotning tahlili va tegishli qarorlar qabul qilishda foydalanish, kompaniyaga bozor sharoitlarini tushunishda va o‘z mahsulotlarini muvaffaqiyatli taqdim etishda yordam beradi. Shuningdek, axborotning samarali boshqarilishi iste'molchilarning sadoqatini oshirish, marketing kampaniyalarining samaradorligini o‘lchash va yangi imkoniyatlarni aniqlashga imkon beradi.

Kalit so‘zlar: Marketing axboroti, axborot tizimlari, bozor tadqiqotlari, raqobat tahlili, big data, marketing strategiyasi, axborot boshqaruvi, iste'molchilar ehtiyojlari, axborot texnologiyalari.

Kirish

Marketingning muvaffaqiyatli amalga oshirilishi uchun to‘g‘ri va o‘z vaqtida axborot olish zarur. Marketingda axborot, kompaniyalar uchun bozorni to‘g‘ri o‘rganish, iste'molchilarning ehtiyojlarini aniqlash, raqobatchilarni tahlil qilish, samarali qarorlar qabul qilish va muvaffaqiyatli marketing strategiyalarini ishlab chiqishda muhim rol o‘ynaydi. Zamonaviy marketingda axborot texnologiyalarining rivojlanishi, katta ma'lumotlar (Big Data) va analitika sohalarining ahamiyati ortib bormoqda. Bu maqolada marketingda axborotning o‘rni, uning turlari, axborot oqimini boshqarish, axborot texnologiyalarining marketingda qo‘llanishi va axborotning marketing strategiyalariga ta’siri kabi masalalar ko‘rib chiqiladi.

Marketingda axborotning ahamiyati

Marketingda axborotning asosiy vazifasi kompaniyaga bozorni tushunish, iste'molchi ehtiyojlarini aniqlash, raqobatni tahlil qilish va samarali qarorlar qabul qilishda yordam berishdir. Axborotning marketing faoliyatidagi roli quyidagi sohalarda o‘zini namoyon qiladi:

1. Bozorni tushunish va segmentatsiya

Bozorni to‘g‘ri tushunish, marketingning samaradorligini oshirishda asosiy ahamiyatga ega. Axborot, kompaniyaga bozorni tahlil qilish, turli bozor

segmentlarini aniqlash va ularni maqsadli guruhlarga bo‘lish imkonini beradi. Iste'molchilarni demografik, psixografik, xulq-atvoriy va geografik jihatlariga qarab segmentatsiya qilish orqali kompaniyalar o‘z mahsulotlarini maqsadli auditoriyaga samarali ravishda yetkazishlari mumkin.

2. Raqobatchilarni tahlil qilish

Raqobatchilarni o‘rganish va ularning faoliyatini tahlil qilish marketing strategiyasining muvaffaqiyatli bo‘lishi uchun zarur. Axborot kompaniyaga raqobatchilarning kuchli va zaif tomonlarini aniqlashga, bozorning o‘zgaruvchan sharoitlariga moslashishga yordam beradi. Raqobatni tahlil qilish orqali kompaniya o‘zining raqobatbardosh ustunliklarini aniqlashi mumkin.

3. Iste'molchi ehtiyojlarini aniqlash

Axborot, iste'molchilarning ehtiyojlarini va istaklarini aniqlashda asosiy vosita hisoblanadi. Marketing tadqiqotlari orqali olingan axborot iste'molchilarni yanada chuqurroq tushunishga yordam beradi. Bu esa mahsulotlar va xizmatlarni yanada moslashtirish, innovatsion yechimlar yaratish va mijozlarning sadoqatini oshirish imkonini beradi.

4. Marketing strategiyalarini yaratish

Marketing strategiyasi ishlab chiqishda axborotning roli katta. Bozor sharoitlarini va iste'molchi xulq-atvorini tahlil qilish orqali kompaniya o‘zining marketing strategiyasini aniq belgilaydi. Masalan, reklama kampaniyasini ishlab chiqishda, axborot to‘g‘ri va samarali reklama vositalarini tanlashda, maqsadli auditoriyaga to‘g‘ri yetishish imkonini beradi.

5. Karor qabul qilish va risklarni boshqarish

To‘g‘ri axborot kompaniyaga samarali qarorlar qabul qilish imkonini beradi. Marketingda axborot asosida qaror qabul qilish orqali kompaniya o‘zining resurslarini yanada samarali ravishda taqsimlash, marketing kampaniyalarini optimallashtirish va xavflarni minimallashtirish imkoniga ega bo‘ladi.

Axborot oqimi va marketing axborot tizimlari

Marketingda axborot oqimi kompaniyalar uchun ma'lumotlarni to‘plash, tahlil qilish va undan foydalanish jarayonini anglatadi. Axborot oqimini boshqarish, kompaniyaga bozorni tushunishda, qarorlar qabul qilishda va marketing strategiyalarini yaratishda yordam beradi. Marketing axborot tizimlari (MIS) kompaniyaga zarur bo‘lgan barcha ma'lumotlarni yig‘ish, tahlil qilish va tarqatishda yordam beradigan vositalar to‘plamidir. Bu tizimlar bozor tahlili, iste'molchi tahlili, raqobatchilarni o‘rganish va boshqa marketing faoliyatlarini samarali boshqarish imkonini beradi.

Marketing axborot tizimining asosiy vazifalari:

- Ma'lumotlarni yig‘ish va saqlash: Marketing axborot tizimlari ma'lumotlarni to‘plash va saqlashning samarali usulini ta'minlaydi.
- Ma'lumotlarni tahlil qilish: Axborot tizimlari yig‘ilgan ma'lumotlarni tahlil qilib, kompaniyaga bozor tendensiyalari, iste'molchi ehtiyojlari va raqobatni tushunishga yordam beradi.

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- Ma'lumotni tarqatish: Olingan va tahlil qilingan ma'lumotlar kompaniya ichidagi tegishli bo‘limlarga, boshqaruvchilarga yoki marketing jamoasiga tarqatiladi.

Big Data va axborot texnologiyalari

Zamonaviy marketingda axborot texnologiyalarining rivojlanishi katta rol o‘ynamoqda. *Big Data* (katta ma'lumotlar) marketingning muhim qismiga aylangan. Katta ma'lumotlar yordamida kompaniyalar iste'molchilarning xulq-atvorini, xarid qilish odatlarini, mintaqaviy talablarni va boshqa ko‘plab o‘zgaruvchan omillarni aniq tahlil qilishlari mumkin. Ushbu axborot tahlili kompaniyalarga aniq va o‘z vaqtida marketing qarorlarini qabul qilishda yordam beradi.

Big Data ning marketingda qo‘llanishi:

- Personalizatsiya va segmentatsiya: Katta ma'lumotlar yordamida kompaniyalar o‘z mijozlariga individual yondashuvni amalga oshirishlari mumkin.
- Samarali reklama va targ‘ibot: Katta ma'lumotlar orqali kompaniya o‘zining reklama kampaniyalarini yanada samarali qilish uchun maqsadli auditoriyaga to‘g‘ri reklama kontentini taqdim etadi.
- Raqobatni tahlil qilish: Katta ma'lumotlar raqobatchilarning faoliyatini tahlil qilishda yordam beradi, bu esa kompaniyaga bozorda muvaffaqiyatli pozitsiyani egallashda yordam beradi.

Xulosa

Marketingda axborotlarning ahamiyati beqiyosdir. To‘g‘ri axborot olish, uni tahlil qilish va qarorlar qabul qilishda samarali foydalanish, kompaniyaga o‘zining bozorini tushunishga, marketing strategiyalarini yaratishga va raqobatchilardan ustun bo‘lishga yordam beradi. Marketing axborot tizimlari va axborot texnologiyalari (Big Data) yordamida kompaniyalar yanada tezkor va samarali qarorlar qabul qilishlari mumkin. Bugungi kunda axborot marketingning ajralmas qismiga aylanib, kompaniyalar uchun raqobatbardoshlikni oshirishda katta ahamiyatga ega bo‘lib qolmoqda.

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