



Development Prospects of Consumer Goods Market in Samarkand Region

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Abstract: The article examines the market of consumer goods and its main features, development factors. Statistical analysis of the general situation and ways of development of the consumer goods market in the Samarkand region was carried out, and the main problems were identified. A scientific proposal and practical recommendations have been developed for determining the ways of development of the consumer goods market and its main directions.

Key words: consumer goods, consumer goods market, competition, conjuncture, food, non-food, population income, consumer spending, retail trade, wholesale trade, production of consumer goods.

Introduction. Meeting the demand for products necessary for the life of society is an important issue for any country and the basis of the well-being of the population. Therefore, a serious approach to the problems of the formation of the consumer goods market and its development is required.

Further deepening of the reforms implemented in Uzbekistan is a territorial demand affecting the formation of the commodity market at different levels and conditions. Meeting the demand for products necessary for the life of the society is an important issue for any country and is the basis of the well-being of the population in the regions. Therefore, the consumer market is more form a serious approach to the problems of nutrition and its development is required.

Analysis of literature on the topic. Based on foreign experiences, it should be noted that many economists have been engaged in the development of marketing principles and their practical application. Among them, we can include famous scientists such as F. Kotler, M. Porter, D. Evans, I. Ansoff, M. Berman, M. Golubkov, P. Samuelson, D. Marshall.

It is necessary to acknowledge the scientists who made a great contribution to the development of the marketing theory in the economy, while the researches conducted in the field of marketing in our country for many years are based on national characteristics. These include M. Mukhammedov, M. Pardaev, R. Ibragimov. Y. Abdullaev, A. Saliev, M. Sharifkhojaev, B. Khodiev, D. Rakhimova, R. Boltaboev, D. Ergashkhodjaeva and others can be included.

Consumer goods market includes a set of trade relations of food and non-food products that satisfy the personal needs of the population and are purchased for the purpose of equipping the household for living. The market of consumer goods, in turn, is divided into special markets: food, clothing, household goods, cultural goods, and others. The material and technical basis of this market is the infrastructure: wholesale bases, shops, kitchens, teahouses, pharmacies, farmers' markets, and all retail outlets.

Consumer goods are divided into: food goods, non-food goods and paid services. These, in turn, are divided into subgroups. Among consumer goods, there are many types of non-food goods (they vary depending on who they are intended for, what needs they satisfy, convenience of consumption, and

individual taste and fashion). Consumer goods consisting of services can be conditionally divided into such types as cultural, household and social services. Effective demand depends on two groups of factors, namely the market for consumer goods and the market for means of production. An increase in demand for consumer goods and means of production leads to an increase in supply, in turn, an increased supply ensures an increase in employment.

Research methodology. Systematic approach, abstract-logical thinking, grouping, comparison, factor analysis, selective observation methods were used in the research process.

Analysis and results. Ensuring reciprocity between the volume of consumer goods offered in the markets of the country's regions with the increasing payment capacity of the population, expanding the range of products, producing local goods of higher quality and lower price than imported goods, it is of particular importance to carry out research on more fully meeting the growing demands and needs of consumers.

Modernization of the leading branches of the consumer goods industry and establishment of new ones due to increasing the flow of foreign investments that directly affect the development of the consumer goods market in the regions; encouraging the development of small business and private entrepreneurship, household; development of livestock and poultry farming, which are the source of meat, milk and egg products; expanding the production scale of competitive and exportable products that meet world standards; further improvement of credit activities of commercial banks; it is desirable to work in directions such as effective use of existing mineral resources.

Table 1. Composition of goods that make up the category of consumer goods

Consumer goods series			
Daily consumer goods	Goods to be purchased on the basis of initial selection	Special demand goods	Goods in passive demand
1	2	3	4
a) basic goods in constant demand b) impulsively purchased goods c) emergency goods	a) similar goods b) goods of special appearance	It is a product of famous companies, which are considered very valuable for buyers, and for which the buyer spares no time and effort.	It contains goods that are unfamiliar to buyers or that they think little about

Source: Ye.P. Golubkov. Osnovy marketinga: uchebnik.-M.: Finpress, 2008.-205 b

In most cases, the inclusion of only food products in the group of daily consumer goods has become a habit for the people of our country. Because the large-scale specialization in the initial administrative economic system was directly repeated in the industrial consumer market.

The organizational structure of retail and wholesale trade in the region and the scattered location of business entities engaged in informal trade have a negative impact on the development of trade at the level of modern requirements.

The results of the sale of products introduced by business subjects at relatively low prices, and the lack of control of retail trade, do not allow for the formation of a competitive environment in this area. According to the results of the analysis, it is necessary to improve the culture of entrepreneurs who provide trade services to Samarkand region, to increase the assortment of goods, improve their quality, further reduce transport costs, and develop a mechanism to improve the financial situation of entrepreneurs engaged in trade.

A product is a product offered to the market for purchase, use and consumption in order to satisfy a certain need. A product becomes a commodity as soon as it is priced and offered to the market.

The development of the consumer goods market is a process related to wholesale and retail trade.

Retail includes business activities related to the direct sale of goods and services to the population. Retail trade participates in the formation of the assortment of goods, provides information to buyers about the quality indicators of goods, performs storage of goods, additional processing, setting prices and other tasks.

The regional consumer goods market is a complex system consisting of various interdependent exchange institutions. However, each of its participants has their own interests. Producers try to recoup their costs and make a profit, while consumers try to satisfy their needs optimally. The formation and functioning mechanism of the regional consumer goods market creates the need to research the interaction between the processes and factors of production, distribution, exchange and consumption of products in this region.

It is known that consumer goods are a commodity form of consumer goods designed to satisfy human needs; consists of material products and various services that can be bought and consumed with money. Consumer goods satisfy personal consumption, differ from investment goods in that they ensure human livelihood, create conditions for re-creation of labor resources.

In order to better understand the nature of the consumer goods market, it is necessary to explain the concept of consumer goods.

Wholesale trade is a generalized intermediary between the producer and the consumer and the final consumer of the product. Wholesale trade firms buy goods wholesale from manufacturers or other intermediaries and other intermediaries in accordance with their duties; delivers to retail enterprises or private trade entrepreneurs, manufacturers, service providers.

Demand is one of the main factors driving the consumer goods market and its component.

Consumer goods are the most necessary goods intended to meet the personal needs of people. It is necessary to strengthen the economic organizational and investment base that serves to modernize the industries and sectors serving the sustainable development of the consumer goods market in the region. Modernization of the food industry producing fruits, vegetables and meat-milk preserves, butter, cheese, confectionery products, pasta and bread products in the region through the establishment of small enterprises focused on deep processing of agricultural products will bring positive results. .

We can see the turnover of wholesale trade in Samarkand region from 2010 to 2022 from the data of this picture. We can see a 16.6 times increase in 2022 compared to 2010. We can see that the turnover of wholesale goods in Samarkand region is increasing year by year and the turnover of wholesale goods in Samarkand region is developing.

The market of consumer goods makes a significant contribution to the economic development of the city, region, and country and is a source of tax revenues for budgets at all levels; being affected by internal, external economic, social, political situations, that is, the flow of interregional goods, there are products of strategic importance that affect the socio-economic situation of the country; development of strategies for economic development of retail trade enterprises, organizations that provide transportation and storage of goods, which are the main subjects of the consumer goods market. In general, by regulating and improving the consumer goods market, it creates conditions for developing a healthy competitive environment in the goods market, increasing the efficiency of business entities, and ensuring the competitiveness of manufactured products.

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