



THE CONCEPT OF A PRODUCT AND ITS PLACE IN THE MARKETING SYSTEM.

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Article history:	Abstract:
Received: 24 th November 2023 Accepted: 20 th December 2023 Published: 26 th January 2024	A product is a product created to satisfy a need and offered in the market for the purpose of attracting attention, purchase, use or consumption. These can be various physical objects, services, persons, places, organizations and ideas. In the marketing system, it is considered as a set of useful features that more fully satisfy the needs of the target group of consumers, the presence of demand for the product in the market and the determination of the date of sale (together with a certain price).
Keywords: Product, physical, objects, services, persons, places, organizations, demand, market, price, credit, security, reliability, quality.	

The practical utility of the product for the consumer is determined within the framework of a number of attributes, i.e. symptoms (important inseparable features of this object). The multi-attribute model of the product at the border of marketing is the basis for making decisions on its development and improvement. According to F. Kotler's classification, the product has three groups of symptoms (dimensions):

1. Product creation begins with an idea, that is, with the determination of the main benefit that the consumer will receive. the idea must be focused on a basic need.
2. Questions about technical classification, design (beauty), price, packaging, marking, style and quality of the goods, i.e., real execution, should be thoroughly considered.
3. It is necessary to think in advance about the sale of goods, delivery and installation, after-sales service, guarantees, credit and incentives, that is, auxiliary power (charged goods).

According to the classification of J. Lamben (a famous French marketer), the indicated dimensions are core (functional usefulness), periphery (related to the main function of the product: economy, convenience, service, etc.) and Added services (not related to the main function, but expanding the possibilities of consumer satisfaction, for example, at the expense of the price of a used product, which is transferred when buying a new product) are indicated.

When evaluating a product, its quality takes the main place. This concept includes:

- technical and economic descriptions;
- preparation technology;
- reliability and long-term use;
- compliance with the intended purpose;

- environmental characteristics (compliance with environmental protection requirements);
- ergonomic characteristics (taking into account the structure and characteristics of the human body);
- aesthetic features (external shape and appearance, attractiveness, expressiveness).

Requirements for goods sold can be defined as follows:

- availability of demand and favorable sales conditions;
- to meet the needs of customers and have additional positive features compared to similar goods, i.e. to be competitive;
- security, reliability, quality;
- availability of advertising, information about goods and their producers, trade mark, marketing preparation;
- novelty for the market;
- the price for the consumer (low price; the result that the buyer wants to get from the product; the level of quality he gets for the price he pays);
- the popularity of the model and the reputation of the product manufacturers;
- protection from unfair competition and unauthorized reproduction;
- availability and openness of the trade (sales) network;
- service and guarantees, ease of replacement.

Compliance with these basic requirements creates conditions for long-term supply of the goods to the market.

The product range is the set of products of the enterprise, which can be characterized by two main indicators: width and depth. The width of the assortment is determined by the number of



different goods or their groups, and the depth is determined by the number of modifications, variants of these goods within one group, that is, the number of goods intended for different levels of satisfaction of needs.

Product assortment development is the most important function of enterprise marketing. It is manifested in the application of the traditional or hidden technical and material capabilities of the manufacturer to products and services that have a certain consumer value, satisfy the customer and benefit the enterprise

The diversity of the product offer on the market is not achieved only by expanding the assortment. If the offered set of goods is close to each other in terms of quality, assortment and prices, their service comes first. Service is the most important means of strengthening and increasing the competitiveness of goods offered to the market. The service defines the image of the company among consumers more clearly.

There are two forms of classification in marketing for consumer goods. The first is based on the nature of consumption. They show three categories of goods:

1. Short-term, one-time or multiple-use goods.
2. Durable goods. They are used many times.
3. Services - actions that give a useful result and satisfaction to a person. Services are the object of sale (dressing, watch repair, etc.).

Branded product. They increase the value of the product, distinguish it from similar goods, show its usefulness for consumers, ensure its successful sale, etc. Giving a brand name to a product is related to the assessment of the possibilities of gaining real advantages and the costs of achieving them. The main components that ensure the fulfillment of these conditions are:

1. Constant quality of goods. It doesn't have to be the highest, but it should be good enough, and the main thing is that it should be stable regardless of the time of production and sale.
2. Maintaining the constant price of the goods when the conditions of transportation, sale and service do not change.
3. The ability to buy the goods anywhere (within the limits of the specified market segments) easily and without additional requirements.
4. Possibility to pre-arrange a purchase based on advertising or other information (purchase by mail, phone order, etc.).

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