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WAYS TO IMPROVE MARKETING METHODOLOGICAL PROBLEMS IN FURNITURE ENTERPRISES

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Abstract: This article examines the main factors limiting the competitiveness of the industry, including systematic market research, the formation of competitive advantage, the formation of pricing policy, the quality of marketing as a strategic element of enterprise management, and methodological problems of marketing activities in furniture enterprises.

Keywords: Enterprise, market, marketing, pricing policy, competition, furniture products.

Introduction. In recent years, large-scale economic reforms implemented in the Republic of Uzbekistan have brought the country to a new stage of development. In particular, the Development Strategy, developed within the framework of the "New Uzbekistan" development model, has set as a priority task increasing competitiveness in all sectors of the national economy, strengthening the activity of the private sector, and increasing the share of high-value-added products in domestic and foreign markets. In this process, along with manufacturing sectors, the strategic importance of the service and processing sectors is increasing.

The furniture industry is one of the sectors of the economy with a high multiplier effect. This sector is inextricably linked with the sectors of wood processing, design, logistics, trade and services, providing employment and expanding the possibilities of deep processing of local raw materials. According to the Agency for Statistics of the Republic of Uzbekistan, as of 2024, more than 3 thousand furniture manufacturing entities were operating in the country, and more than 50 thousand jobs were created in the sector. Over the past five years, the volume of furniture production has increased by almost 1.8 times, but the domestic market is not fully satisfied and the share of imported products remains high.

Analysis of literature on the topic. An analysis of the existing literature on marketing shows the need to improve modern marketing principles, brand promotion methods and a flexible approach to consumer requirements. In his textbook on marketing strategies, the expert RGIbragimov states the following: "Marketing strategy is understood as the use of a model of the principles of the enterprise's behavior in the market, established for a certain period of time. With its help, the enterprise seeks to ensure its success."Many economists have been involved in the development and implementation of marketing strategies. Among them are such famous scientists as F. Kotler, David Aeker, Clayton Christensen, Seth Godin, Kevin Keller, Byron Sharp, and Jay Bayer.

While the research conducted in the field of marketing in our country for many years is based on national characteristics, it is also necessary to recognize the scientists who have made a significant contribution to the development of marketing theory. These include R.Ibragimov, YO.Abdullaev, A.Saliev, M.Sharifkhodjaev, D.Rakhimova, Sh.Ergashkhodjaeva, Sh.Musayeva and others..

Research methodology. The study used a systematic approach, marketing analysis, benchmarking, and digital metrics. Mass surveillance methods were used to collect and analyze data from social media platforms.

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Analysis and results. This situation is explained by the insufficient methodological formation of marketing activities in furniture enterprises, along with production. In many enterprises, marketing is still at the level of a sales or advertising function, and modern approaches such as in-depth market analysis, consumer behavior study, and strategic brand management have not been sufficiently introduced. Therefore, in the context of the New Uzbekistan Development Strategy, improving marketing methodology in furniture enterprises is emerging as an urgent scientific and practical problem.

We aim to identify methodological problems of marketing activities in furniture enterprises in the context of implementing the New Uzbekistan Development Strategy, analyze them, and develop scientifically based proposals for their elimination.

The New Uzbekistan Development Strategy identifies industrial modernization, support for local production, and increased export potential as priority areas. This strategy identifies the creation of high added value in the economy through the development of the processing industry as one of the main goals. The furniture industry is a sector that fully meets these goals, which, while providing the domestic market with quality products, will also expand export opportunities. According to statistics, in 2023, the volume of furniture and wood products production in Uzbekistan amounted to 6.5 trillion soums, while imports exceeded 800 million US dollars. This indicates that domestic production cannot fully meet market demand. At the same time, exports of local furniture products account for only 8–10 percent of total production. These indicators clearly demonstrate the need to increase competitiveness in furniture enterprises. Increasing competitiveness is achieved not only by expanding production capacities, but also by organizing marketing activities on a systematic and strategic basis. It is through marketing that market needs are identified, product assortment is formed, and long-term relationships with consumers are established.

The majority of furniture manufacturing enterprises in Uzbekistan are small and medium-sized businesses. In these enterprises, marketing activities are often viewed as a component of the sales process, rather than as a separate system. As a result, important functions such as marketing research, strategic planning, and brand management are underdeveloped.

One of the main problems in marketing methodology is the lack of mechanisms for systematic market research. Many enterprises rely on production capabilities rather than consumer demand in the production of products. This leads to an increase in the number of products that are not in demand or quickly become obsolete in the market. According to modern marketing theory, the production process should be organized based on market demand.

The second major problem is the insufficient application of segmentation and positioning strategies. The furniture market is highly differentiated in terms of consumer income, lifestyle, regional characteristics, and design requirements. However, many local companies are trying to offer the same product to all consumers, which prevents them from building a competitive advantage.

Another important problem in the marketing methodology of furniture enterprises is related to the formation of pricing policy. In practice, the price is often determined by adding a certain mark-up to the cost of production. However, the perceived value of the consumer, the prices of competitors and the brand image are not taken into account. As a result, although local furniture products are sometimes of lower quality than imported products, their prices remain high. This leads to the dominance of foreign brands in the domestic market. The formation of a price based on value is one of the important principles of marketing methodology.

The development of the digital economy is identified as a separate priority in the New Uzbekistan Development Strategy. Despite this, the level of use of digital marketing tools in furniture manufacturing enterprises remains low. According to statistical observations, only 25–30 percent of

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furniture manufacturing enterprises conduct active sales through social networks, and the level of use of CRM systems is less than 10 percent. Digital marketing tools allow for direct communication with consumers, quickly identifying their needs and developing individual offers. Insufficient use of these opportunities reduces marketing effectiveness.

Samarkand region is one of the economically developed regions of the Republic of Uzbekistan, which is distinguished not only by tourism and service, but also by industrial sectors. In particular, furniture enterprises occupy an important place in the regional economy. The activity of housing construction and urbanization of the population increases the demand for furniture products. At the same time, due to the fact that the marketing activities of enterprises are not adapted to regional conditions and consumer characteristics, their competitiveness is limited

This article aims to conduct an in-depth analysis of the methodological problems of marketing activities in furniture enterprises in the Samarkand market, enrich them with available statistical data, and develop effective recommendations.

The estimated population of Samarkand region by 2025 will be 4.3 million people, of which more than 60% will live in urban areas.[2] The growth of the urban population will increase the activity of housing construction, which will lead to a steady increase in demand for furniture. In Samarkand region, housing construction and new housing area are steadily growing, which will ensure an increase in demand for furniture. At the same time, if marketing activities are not modernized, enterprises will lose their competitive advantage.

The number of furniture manufacturing enterprises operating in the Samarkand market is increasing. The characteristics of the regional market are determined by the following:

1. Consumer requirements:Product quality, design, and price are important.
2. Competitors' influence:Competition is increasing between local and other regional businesses.
3. Logistics and raw materials:Local raw material sources and transportation services affect the production process.

Marketing activities at furniture enterprises in the Samarkand market face a number of methodological problems: insufficient integration of traditional and digital marketing, underdeveloped segmentation and brand management, insufficient use of marketing effectiveness assessment methodology. To overcome these problems, it is necessary to: expand digital marketing, optimize segmentation and product policy, improve brand management and information systems. This will increase the competitiveness of enterprises and ensure sustainable growth in the Samarkand market.

The following were identified in terms of the origin and description of the problems of the furniture market:

-Many furniture companies in Uzbekistan focus their marketing on increasing short-term sales volumes. This strategy often focuses on strengthening operational purchasing and sales processes, limiting the ability to build long-term competitive advantage.

-Products in the Uzbek market are often produced generically for all consumers. As a result, they do not meet the needs of certain segments.

-In many businesses, marketing research is not conducted regularly or is ineffective due to subjective evaluations.

-Typically, marketing effectiveness in enterprises is assessed based on single indicators and there is no in-depth methodological system.

-Most furniture companies do not pay enough attention to digital marketing and brand development.

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Furniture production in Uzbekistan and marketing problems (2024)

Table 1

Area	Number of enterprises	Market share (%)	Digital marketing prevalence (%)
Tashkent	120	35	40
Samarkand	45	12	25
Fergana	30	8	20
Bukhara	25	7	15
Kashkadarya	20	5	10
Khorezm	15	3	10
Andijan	18	4	18

As the table shows, in many regions of Uzbekistan, the level of marketing research and digital marketing is low, which limits the competitiveness of enterprises.

To eliminate the above problems, it is advisable to improve marketing activities in furniture enterprises in the following areas:

-First, it is necessary to introduce marketing as a strategic element of enterprise management. Making production and sales decisions based on marketing research increases competitiveness.

-Secondly, it is necessary to diversify the product range by developing market segmentation and positioning strategies. This will allow you to create suitable products for different income groups.

-Thirdly, by implementing digital marketing and CRM systems, it is possible to develop long-term relationships with consumers. This will help increase brand loyalty.

Marketing problems in furniture manufacturing enterprises and ways to overcome them

Table 2

Problem	Reason	Proposed solution	Expected result
Marketing strategy focuses only on short-term sales	Marketing is not sufficiently recognized as strategic management	Establishing the marketing department as a participant in strategic decision-making in corporate management	Marketing decisions will be long-term and effective
Insufficient market segmentation	There is little research on market and consumer segments	Identify specific segments, develop a separate marketing strategy for each segment	Products adapt to market needs, increasing competitive advantage
Marketing research is poorly conducted	The information system is insufficient, the research is subjective	Implementing a modern marketing information system, conducting regular research	Decision-making will be scientifically based, resources will be used efficiently
There is no methodology for evaluating marketing	There is no single indicator system.	Using metrics such as ROMI, brand equity, customer loyalty	Cost efficiency increases, marketing investments are

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effectiveness.			optimized
Digital marketing and brand development are not enough	Limited use of technological tools	Developing a digital marketing strategy, implementing a brand management system	Market share increases, customer loyalty increases

Comparison of the main problems in furniture marketing in the global and Uzbek experience
Table 3

Problem	Global experience	Uzbekistan experience
Competition	Intense competition, brands difficult to differentiate	Competition between local and imported brands, poor quality products abound in the market
Innovation	AR/VR, IoT furniture, design innovations	Technological innovations are few, design standards are outdated
Price and quality balance	Brands try to match high quality with price	Price sensitivity is high, quality is sometimes secondary
Delivery	Global logistics networks are available	Transportation and installation services are limited, delaying the time
Market research	Customer behavior is analyzed through big data and analytics	Market research is limited, accurate statistics are not enough
Online marketing	Powerful, professional, brand storytelling	Social media is used only for advertising, strategy is not enough

ConclusionWhen we do this, in the context of the implementation of the New Uzbekistan Development Strategy, methodological problems of marketing activities at furniture enterprises remain one of the main factors limiting the competitiveness of the industry. Increasing production volumes without bringing marketing to the level of strategic management will not yield the expected results. Improving marketing methodology, introducing digital technologies, and strengthening a consumer-oriented approach will serve to increase the competitiveness of furniture enterprises in domestic and foreign markets.This approach will increase the competitiveness of furniture manufacturing enterprises in the Uzbek market, expand market share, and contribute to sustainable development.This process is of great importance in achieving the economic goals set out in the New Uzbekistan Development Strategy.

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