

Improving Marketing Research In Food Enterprises

Tashkent Institute of Chemical Technology, faculty of management and professional education, teacher of the department of industrial economy and management

Baymukhamedova Gulnoza Fattakhovna

Annotation: Nowadays, the demand for children's food and drinks is increasing. Although the overall nutritional profile of some products marketed for children has improved, some gaps and gaps remain in the market for children's food products. In closing this gap, it is essential to clearly define the importance of advertising and marketing to children. This article discusses the role of marketing in the domestic market for baby food products and the marketing strategies used to appeal to children and adolescents.

Key words: marketing, advertising, branding, market segmentation.

Anotatsiya: Hozirgi davrda bolalar oziq-ovqatlari va ichimliklariga bo'lgan talab tobora ortib bormoqda. Bolalar uchun sotiladigan ba'zi mahsulotlarning umumiy ovqatlanish profili yaxshilanganiga qaramay, bozorni bolalar oziq-ovqat mahsulotlari bilan boyitishda ayrim kamchiliklar va bo'shliqlar saqlanib qolmoqda. Ushbu bo'shliqni bartaraf etishda bolalarga qaratilgan reklama va marketing qanday ahamiyatga ega ekanligini aniq belgilash zarur ahamiyatga ega. Ushbu maqolada ichki bozorni bolalar oziq-ovqat mahsulotlari bilan ta'minlashda marketingning roli hamda bolalar va o'smirlarni o'ziga jalb qilishda qo'llaniladigan marketing strategiyalari haqida gap boradi

Kalit so'zlar: marketing, reklama, brend, bozor segmentatsiyasi.

Аннотация: В настоящее время растет спрос на детское питание и напитки. Несмотря на улучшение общего профиля питания некоторых продуктов, продаваемых для детей, на рынке продуктов детского питания остаются некоторые пробелы и пробелы. Чтобы устранить этот разрыв, важно четко определить важность рекламы и маркетинга для детей. В данной статье рассматривается роль маркетинга на внутреннем рынке продуктов детского питания и маркетинговые стратегии, используемые для привлечения детей и подростков.

Ключевые слова: маркетинг, реклама, брендинг, сегментация рынка.

In 2017-2021, in the third direction of the Strategy of Actions on five priority areas of development of the Republic of Uzbekistan, on the organization of small industrial zones, "...the effectiveness of operating free economic zones, technoparks and small industrial zones to increase, to establish new ones" [1]. Today, the head of state emphasized the need to establish small industrial enterprises in that region, to increase the volume of production of finished competitive products and to export them not only to the domestic market, but also to foreign markets.

Today, it is important to expand the volume of production through the establishment of small industrial zones, to develop the activities of small industrial zone enterprises by expanding the assortment of goods, to implement marketing activities in them, to effectively evaluate the activities of small industrial zone enterprises and to develop their development strategy in the future. Organization of marketing activities, development of a marketing strategy for the development of the activities of enterprises has an important place, especially in production enterprises.

Nowadays, the demand for children's food and drinks is increasing. When planning marketing activities in the children's food market, it is important to study consumer behavior. To create a product that is in demand, it is necessary to identify the unsatisfied needs of buyers and consumers. When changing recipes and packaging, it is important to understand how consumers and buyers will perceive these changes. It is important to know and learn how the product is received and to find timely solutions if the situation does not change in favor of one manufacturer.

Many product companies use different marketing strategies and techniques to appeal to children and teenagers. In addition to traditional television advertising, companies are engaging children with new digital media through websites, social media, and mobile devices. Such marketing strategies and methods play an important role in supplying the domestic market with baby food products.

Despite the improvement in the overall nutritional profile of some products marketed for children, some gaps and gaps in the market for children's food products remain. To bridge this gap, there is a need to clearly define what constitutes advertising and marketing aimed at children.

Several researchers recognize that food and beverage marketing is a dynamic industry that rapidly adapts to changing market opportunities, technology, and the regulatory environment[2]. There is a need to fill the domestic market with baby foods by regularly monitoring and evaluating the impact of industry marketing practices on children, and by developing media and marketing practices. Continued attention to these issues will help support a healthy children's food marketing landscape and help establish adequate child nutrition in the marketplace.

Marketing to children.

Considering the unique nature and needs of children and adolescents, marketing to children is any marketing activity aimed at children from infancy to 14 years of age .

Children is a target demographic based on a business's media or marketing plan, developer designation, or description of projected viewers, listeners, readers, participants, or visitors.

According to research on marketing to children, children make up 25 percent or more of the audience at the time of advertising placement or based on planned attendance.

Marketing strategies and methods

Marketing strategies and methods that are widely used by product manufacturers in marketing to children when enriching the domestic market with baby food products include:

- Support parents' efforts to meet their children's needs and desires (in this case, marketers should not encourage children's parents to buy low-nutrition foods);
- Children's food products should be depicted and packaged in moderate quantities and not directly or indirectly encourage overeating;
- Developing new products that promote healthy eating for children, especially in terms of nutrient density, energy density and portion size;
- Reformulating products to improve nutritional quality, including more fruits, vegetables, and serving sizes, adding calories, sodium, refined sugar, and fat to products;
- Expand efforts to promote healthy eating habits for children in accordance with the Dietary Guidelines and to promote healthy products such as fruits, vegetables, low-fat products and milk .

Children's knowledge of food brands increases significantly from the age of 3 [5]. Branded products for children should only contain products that meet the nutritional criteria. Branded products help companies communicate product messages, assert credibility, connect and motivate customers on an emotional level, and increase customer loyalty to a particular product. Brand marketing influences children's preferences and choices in a similar manner.

Nutrition standards for products marketed to children apply only to products described in media advertising, regardless of how prominently or otherwise the product is portrayed in marketing. Many marketing efforts aimed at children only show brief images of specific products and instead focus children's attention on products associated with the larger brand. Such actions are aimed at increasing children's knowledge and preferences for an entire market, a single brand or product line within a company, and require that other products included in these well-known brands meet nutritional criteria.

CONCLUSION

Today's information society is inextricably linked to advertising, and brands require consumers to engage through traditional media and websites. In filling the baby food gaps in the domestic market, marketers shape the tastes of customers, study their opinions, and determine the desired deficiencies and reasons. This is important for the free entry of food products of this type into the market and finding a place in the domestic market. In such conditions, it can be said that the opinion that the world is being shaped by means of marketing communications is justified.

List of used literature:

- 1.<http://lib.jizpi.uz/mod/resource/view.php?id=17437&redirect=1>
- 2.<https://cyberleninka.ru/article/n/ichki-bozorni-bolalar-oziq-ovqatlari-bilan-ta-minlashda-marketing-strategiyasini-ishlab-chiqish/viewer>
- 3.Harris JL, Schwartz MB, and Munsell CR (2013). Fast Food Facts: Measuring Progress in Nutrition and Marketing to Children and Teen
- 4.Ergashxodjaeva Sh.Dj., Samadov A.N., Alimxodjayeva N.E., Sharipov I.B. Marketing kommunikatsiyasi. O'quv qo'llanma. –T.: "IQTISODIYOT", 2019. -418