

## MODELS FOR EVALUATING THE EFFICIENCY OF THE SERVICES MARKET IN THE REGIONAL INDUSTRY

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### Abstract

The article analyzes the economic and social development of the Republic of Uzbekistan. The analysis used indicators such as the increase in the share of paid services rendered to the population in the gross regional product, the growth of employment in the service sector. The main factors influencing the efficiency of the service sector are identified. Based on the analysis of the scientific research works of the scientists who researched the market efficiency models for the purpose of these directions, various models were studied and based on them, a new conceptual model of increasing the market efficiency was developed. These measures are detailed in the article.

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**Introduction:** Today, an acceptable strategy has been developed and is considered to be the development of a new Uzbekistan development strategy as its important task, with the development of a new U.S. development strategy for 2022-2026. According to the strategy, 130 modern markets and commercial complexes, as well as 65 large and 5,000 small service facilities for road infrastructure development, are set to be established through the development of commercial and road services in the regions of the country. These tasks require the development of priority directions for improving and evaluating market efficiency in the region. With the development of society, the growth of productive forces, the sphere of services is developing. There is an increase in employment in this sphere, an increase in the technical equipment of labor, the introduction of more and more advanced technologies. At present, the role of services, as one of the most important sectors of the economy, is very great and relevant. This is due to the complication of production, the saturation of the market with goods both daily and individual demand, with the rapid growth of scientific and technological progress. Nowadays, there are more than 160 types of services (according to the WTO classification) - from research to repair services, from education to tourism, and industries based on the use of complex,

**Literature analysis:** The economy of the regions, as well as the Uzbekistan economy, faces the constant task of increasing the gross domestic product. Previously high rates were achieved mainly due to the production and sale of raw materials in the world and domestic markets. The economy of the regions, as well as the Uzbekistan economy, faces the constant task of increasing the gross domestic product. Previously high rates were achieved mainly due to the production and sale of raw materials in the world and domestic markets.

The efficiency of the goods and services market is regarded as an important indicator. Various scientists have carried out research on market efficiency assessment. They approached differently and studied

market efficiency based on different models. There are two main reasons why interactive marketing models go beyond the experimental stage. Calculating decisions is a set of model-based procedures for processing decisions and data to help the manager make decisions.

Models are evaluated by theoretical criteria and management criteria. Based on these criteria, three models are useful. The test market concludes with discussion of future areas of research in the field of models.

Indeed, the only choice available will be between conscious models and subconscious models and models that have been verified and superficially verified or not. The model is highly malfunctioning, preventing the acquisition of accurate solutions or analytical stability analysis.

The business model is a way of creating and acquiring value within the market network of business developers, suppliers and consumers. Businessmodeli concept is related to business strategy (business model design process) and business operations (the introduction of a company business model into organizational structures and systems).

Heads of educational institutions have been informed about some aspects of managerial activity and problems of strategic management in educational systems from CIS scientists: Yu Also, theoretical-methodological foundations for the management of education systems and institutions, heads of general secondary schools are directed at improving the efficiency of management activity, improving the quality of education, including U. I. Inoyatov, R. Sh. Ahlidinov, J. G. Yuldashev, S. A. Usmanov and others.

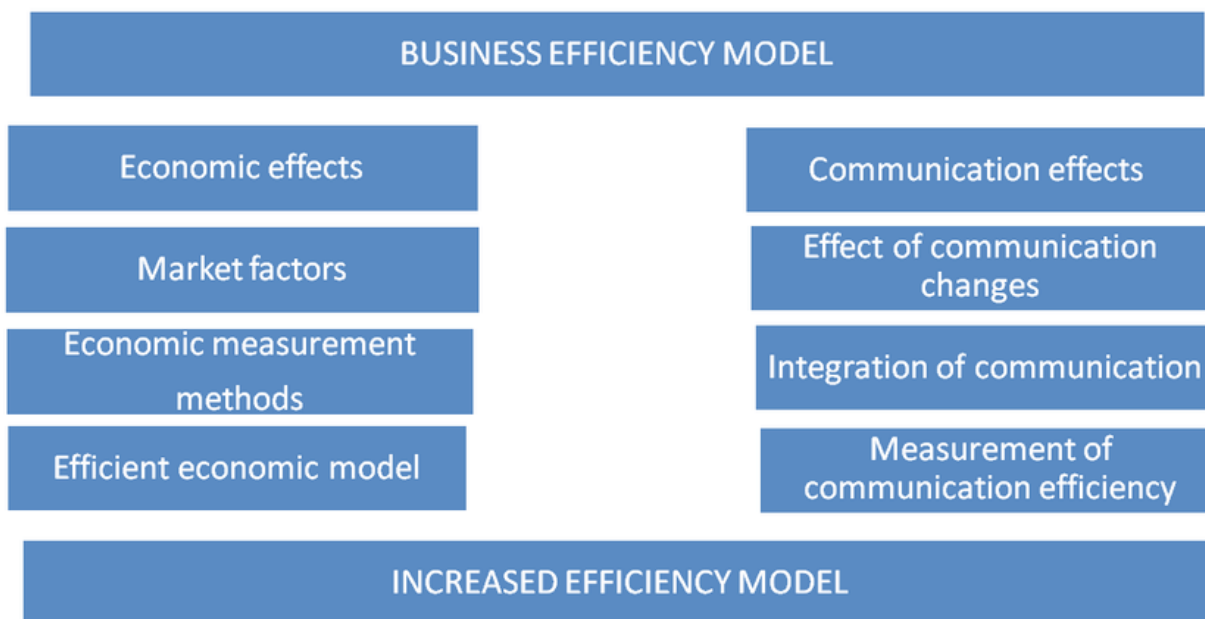
**Research Methodology:** The study used methods such as observation, comparative analysis, synthesis, content analysis, systematic approach, modeling, and BCG (Boston consulting grouping). Moreover, the dissertation uses methods such as theoretical comparison, comparative analysis, statistical analysis, surveillance, modeling, experimental research, experimental testing, analysis, expert evaluation.

**Results and discussion:** The modern interpretation of the market is the marketing sector, and its practical outcome will directly depend on the market and its effective development as a study of it. Marketing practices are performed to effectively maintain the market and reform its content. To do this, effective market analysis should be carried out and this analysis should be analyzed at a regional, national and international level.

In the process of developing international marketing, the following concepts have emerged in terms of market analysis:

- ✓ the concept of an expanded national market;
- ✓ the concept of a multinational market;
- ✓ the concept of a global market.

The enlarged national market within these is the original market concept. The primary market is the national market, the secondary is the foreign market, the national market is viewed as an additional "program" that is effective. In addition, the strategy of expanding the national market can bring benefits.



Analyzing the economic and social development of the Republic of Uzbekistan, we are based on certain indicators of the system of regional accounts, namely, on paid and household services, identify trends in the formation of the GRP of the republic for 2000-2011, the share of services in GRP, employment in services. It is known that the rapid development of the service sector and the increase of its share in the gross national product is a characteristic feature of the country's transition to the post-industrial stage of development. Gross domestic product (GDP) is the most important indicator of the system of national accounts (SNA). The analog of GDP at the regional level is the gross regional product (GRP), which is the value of goods and services produced for end use. So, consider the GRP for the Republic of Uzbekistan for 2000-2011. GRP in 2002 compared to 2001 decreased by 8425.1 million soums or by 3.52%, which was due to a fall in the production of goods in 2002 and an increase in net taxes (net of subsidies) on products. Since 2003, GRP has a positive trend.

Models based on all structures are used to evaluate the effectiveness of the goods and services market. There are the following 10 popular marketing models that can be used to predict customer behavior, company growth, and revenue expectations:

- **SWOT and TOWS analysis.** SWOT and TOWS are both shortcuts for strengths, weaknesses, opportunities, and threats. While both use the same basic ideas in their analysis, TOWS puts a strain on the external environment, while SWOT focuses on the internal environment. These models help to visualize strategic options and direct the strengths and minimize weaknesses to avoid threats and maximize opportunities.

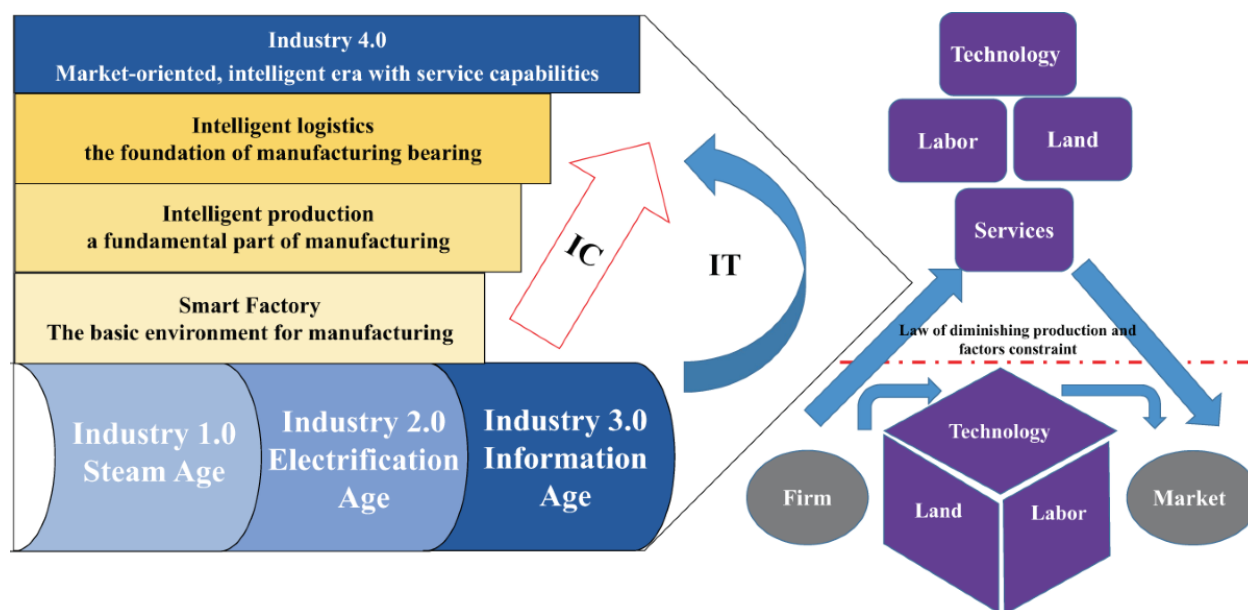
**7Ps marketing mix.** 7P in the marketing mix refers to product, price, niche, advertising, people, process, and physical proof. Marketing mix is a common marketing model that helps organize the stages of business strategy from concept to evaluation. Using a 7Ps deployment, it is possible to analyze every aspect of the company to optimize the strategy and identify ways to achieve goals.

**Porter's five forces.** It is competitive competition, supplier strength, customer strength, replacement threat and new entry threat. This model is unique, and it measures profitability by focusing less on the product or audience and more businesses understand competitiveness.

**The STP marketing model** (segmentation, target determination, positioning) is the basis for on external influences and competition. Using this analytics can be a simple but powerful way to make simplifying the market segmentation process. STP refers to segmentation, purpose and location. It is a

popular model that leverages the top-down approach by focusing on how the company addresses customers. Marketing is much more effective by dividing the market into groups, targeting the right groups, and placing products and services in those groups.

**AIDA.** This marketing model is entirely customer-focused and represents insight, interest, desire, and action. These are the four stages in which the customer goes through the process of buying a service or product. This model appeals to the customer's choice to make return purchases and build a loyalty to the brand. This model is unique, it recognizes the impact of social media on buyer and seller relationships and incorporates it into a sales strategy. As a result, other customers can share material and create online communities that affect customer behaviour.



**Conclusions:** To improve the efficiency of the market for goods and services in the region, mechanisms for shaping regional policies and improving its efficiency are needed. These processes are unique to the BKG matrix model for market efficiency and require a model aimed at implementing a service system in the goods and services market. It is intended to develop a conceptual model aimed at improving market efficiency as a practical nataj of this. These areas also serve as priority directions for assessing the effectiveness of the goods and services market for the region of Khorezm region. Also, the share of employed in the service sector in the total number of employed people tends to increase. The research was carried out according to the types of activity of the service industry. But among the employed in the service sector are not only those who work directly in this industry (household, transport, medical, etc.), but also workers in other sectors of the economy.

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