



AKTUAR MOLIYA VA BUXGALTERIYA HISOBI ILMIY JURNALI

Vol. 5 Issue 02 | pp. 102-107 | ISSN: 2181-1865

Available online <https://finance.tsue.uz/index.php/afa>

FEATURES OF MARKETING ORGANIZATION IN THE MARKET OF CONSTRUCTION SERVICES



Musayeva Shoira Azimovna

Professor of Samarkand Institute of Economic and Service,
Samarkand, Uzbekistan

Email: musaeva_shoira@mail.ru

Abstract. This article is aimed at elucidating the specifics of organizing marketing activities in the construction industry. The authors focused on two aspects of marketing activities, namely, marketing services among market participants and segmentation of the construction market.

Keywords: investment construction sector, construction market participants, marketing service, market segmentation.

Аннотация: Данная статья направлена на выяснение особенностей организации маркетинговой деятельности в строительной отрасли. Авторы сосредоточили внимание на двух аспектах маркетинговой деятельности, а именно на маркетинге услуг среди участников рынка и сегментации строительного рынка.

Ключевые слова: Инвестиционно-строительный сектор, участники строительного рынка, маркетинговая служба, сегментация рынка.

Аннотация. Мазкур мақола қурилиш соҳасида маркетинг фаолиятини ташкил қилиш хусусиятларини ёритишга қаратилган. Муаллифлар маркетинг фаолиятининг иккита жихати, яъни бозор иштирокчиларида маркетинг хизмати ҳамда қурилиш бозорини сегментлашга эътибор қаратганлар.

Калит сўзлар: инвестицион қурилиш соҳаси, қурилиш бозори иштирокчилари, маркетинг хизмати, бозорни сегментлаш.

Introduction. The Decree of the President of the Republic of Uzbekistan on the approval of the Strategy for the modernization, accelerated and innovative development of the construction industry of the Republic of Uzbekistan for 2021-2025 envisages a radical reform of marketing activities in this sector. [1] This strategy addresses one of the current problems of the sector: It is shown that the science of practical construction is underdeveloped. It is necessary to develop the scientific and methodological views of construction marketing in order to find full-fledged market relations in investment-construction processes.

Analysis of literature on the topic. There are a number of specific aspects related to the organization of marketing in construction practice, without which it is difficult to talk about effective marketing activities. Theoretical developments indicate the need to link the

specifics of the construction market primarily to the properties of construction products.[2] Other scholars point to the complexity of organizational relations in the construction market as the main factor. [3] Some literature on construction marketing suggests dividing this activity into external and internal types of marketing.[4] An analysis of the works of our scientists and foreign literature shows that there are many issues awaiting solution in organizing marketing activities in construction organizations. [5, 6]

In this article, we have considered it necessary to dwell on some of these issues. When talking about marketing in construction, it is first necessary to dwell on the tasks of marketing in this area, that is, to analyze the essence and main directions of marketing in investment and construction processes.

Research methodology. This issue can be addressed by implementing the basic principle of marketing methodology - ensuring the priority of the needs of construction product consumers. The fact that the actual consumer is not directly involved in the investment process requires additional research.

As is known, investment and construction processes are a wide-ranging and multifaceted process, characterized by a large number of participants and a variety of their interests. In this case, the needs and requirements of the investor, customer, designer, builder and users for construction products are different. In addition, the results of the investment and construction process are in the interest of many state, financial and market entities. In this regard, we believe that the essence of marketing in the construction sector should be considered from the point of view of the interests of the participants themselves.

Analysis and results. According to the market philosophy function of marketing, the main interest of the investor is to ensure the target location of the capital and the efficiency of the investment project. Based on this, the main content of marketing activities is to correctly assess the opportunities of the investment market and to find marketing solutions for capital allocation.

The client, as the legal representative of the investor, must select the most appropriate investment and construction scheme based on research into the construction market and carry out the necessary marketing actions to bring the project to a tangible object in order to protect its interests.

During the investment process, the project organization takes an active part in studying the market of architectural solutions and creating a construction object suitable for the customer in the materialization of the investment idea.

The construction organization's marketing activity in the market is manifested in two main forms: meeting the needs of the customer and the designer, and maintaining and expanding its position in the market in the face of intense competition. In the first form, marketing activity is the basis for focusing production capabilities on the product, and in the second, it covers the sale and movement of construction products.

It is clear that in the investment-construction process, both marketing subjects and objects can take on different forms and be interpreted differently. However, for construction organizations, which are the most active participants in the construction market, marketing is of particular importance. Based on the above, the question arises of what form and structure it is appropriate to organize marketing activities in construction organizations.

In our opinion, it is difficult to find a clear and definite answer to this question, since each enterprise has its own unique features that distinguish it from others. [5] However, based on the general characteristics of the construction industry, we can make the following recommendations.

1. The organization of the marketing service should be consistent with the organization's market strategy and policy, that is, this service will not have any effect if it is created in the name of organizations;

2. Based on the experience of large foreign construction companies, the marketing service can be formed as part of the estimate-contract and sales departments, or as a separate marketing department. In this case, the marketing department serves to comprehensively organize work with clients. Such an independently formed service takes into account only the interests of this company. At the same time, a structure of this form occupies a special place and becomes an integral part of the organization from a functional point of view, which leads to an increase in administrative costs.

3. In the construction industry, financially weak organizations also play a significant role in market research and the implementation of marketing strategies. In such organizations, the costs of extensive marketing services can harm economic stability. In this regard, in our opinion, the following two organizational forms can be used: integrated marketing structures and external specialized marketing services. It is advisable to organize integrated marketing structures under construction associations or under a regional engineering company. In the first case, the marketing structure has an inter-organizational significance, while in the second, it operates in the form of a vertical marketing structure of a single customer. The reason why such structures are not developed in Uzbekistan is that they are confined within one organization, which reduces the value of marketing information. Indeed, no matter how large a construction organization is, it cannot cover the entire market and the requirements for marketing information are not met.

Today, external specialized marketing services are widespread in the construction industry, as in all industries. In this organizational form, the organization of marketing activities in construction organizations is entrusted to independent specialized firms on a contractual basis. Independent consulting firms can provide services in all areas of marketing, and for this it is not necessary to distract the construction organization from its main activities. Consulting firms can provide information to all participants in the construction market. Unlike the consumer market, this situation can not only cause harm, but also give a positive result. In this case, the manager in the construction organization has access to high-quality marketing information, but also maintains the focus of the organizational structure on production.

An important feature of marketing activities in the construction sector is related to market segmentation. In this regard, it is appropriate to consider the concept of the construction market separately, based on the actions of consumers and their representatives.

The construction market is understood as an economic sector primarily related to the allocation and absorption of capital investments. When studying it, the main focus is on the implementation of construction work and the commissioning of facilities.

On the other hand, market segmentation serves the specialization of construction organizations and the diversification of the market. A single approach to segmenting the construction market has not been developed. For example, it is possible to distinguish the characteristics of segmenting the construction market on a national scale based on state statistical data on investment and construction. A number of characteristics of segmenting the construction market are associated with construction and installation work (Figure 1).

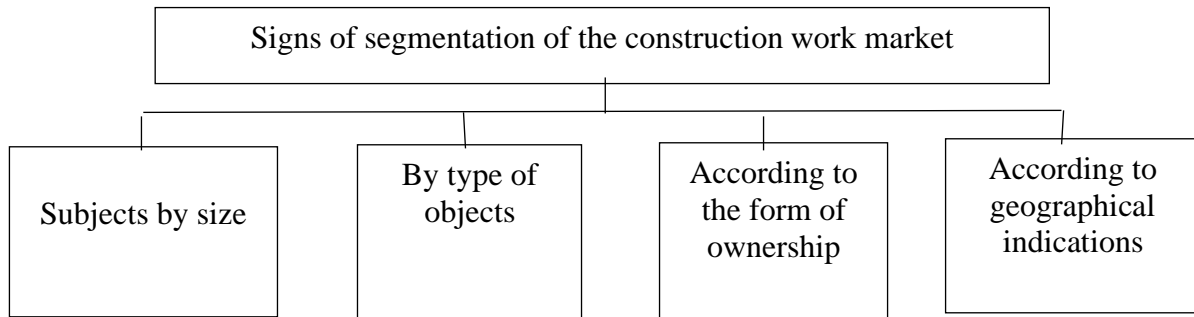


Figure 1. Signs of segmentation of the construction work market at the country level.

The first sign of segmentation distinguishes market participants in construction orders: large and small organizations, as well as organizations performing work independently (informal sector) on the basis of a contract. Of the total volume of construction work performed in 2023, 24,239.4 billion soums of construction work were performed by large contracting organizations, accounting for 27.6% of the total volume of construction work, while the share of small enterprises and microfirms accounted for 52.8% of the total volume of construction work, or 46,371.0 billion soums. The share of the informal sector accounted for 19.6%, or 17,213.5 billion soums of construction and installation work. The state of the construction market is indicated by the division of construction objects by function, i.e. non-residential premises, i.e. production facilities, residential and public or civil facilities, and specialized construction work. In our country, over the past period, 73.2% - 64287.0 billion soums were spent on the development of construction projects and the construction of non-residential buildings and structures, 15.1% - 13261.4 billion soums were spent on the construction of civil construction objects, and 11.7% - 10275.4 billion soums were spent on specialized construction works. State organizations spent 3652.0 billion soums, or 4.2% of the total construction work, and non-state organizations spent 84171.8 billion soums, or 100% of the total 95.8% of works have been completed.

When dividing the construction market into segments based on statistical data, great attention is paid to the geographical location, since it is possible to determine which region will receive the most investments and construction products. For example, if we analyze the construction and installation works carried out by region as of the end of 2023, the region with the largest share is Tashkent city (18,758.9 billion soums), followed by Tashkent (6,930.6 billion soums), Samarkand (5,665.9 billion soums) and Bukhara (5,387.2 billion soums) regions. The most attractive construction segments are:

Based on the territorial construction market and the interests of separate organizations, the following signs are also used to segment the market: construction,

assembly and adjustment, repair work; general contracting and subcontracting works; segmentation of buildings by functionality (residences, public buildings, industrial buildings, etc.); project, search, general construction, special construction works; construction of separate objects and complexes, etc. Therefore, it is appropriate to use the above signs when organizing marketing activities in the investment-construction market, studying the macro environment, and segmenting the market.

Conclusions and suggestions. That marketing creates the opportunity to obtain comprehensive information about the construction market, its principles are proposed to be widely used. Only a marketing information system allows a construction organization to see the state of the market, therefore marketing should be aimed at classifying existing and potential customers, finding new solutions for design organizations and the properties of objects, and identifying significant quality characteristics of construction products. In addition, while the pricing system in construction is changing, the role of marketing knowledge and methods in developing an optimal pricing policy is also invaluable. Accordingly, the development of external marketing services in the construction sector is becoming an urgent issue for the industry.

References:

1. Decree of the President of the Republic of Uzbekistan "On approval of the Strategy for the modernization, accelerated and innovative development of the construction industry of the Republic of Uzbekistan for 2021-2025", November 27, 2020, No. UF-6119. www.lex.uz
2. Marketing v stroitelstve: ucheb. posobie / L. V. Kovaleva; [nauch. ed. N. V. Vasina]. - Khabarovsk: Izd-vo Tikhookean. Mr. un-ta, 2017. -126 p.
3. Byvaltsev, V. Byvaltsev. — Text: neposredstvennyy // Molodoy uchenyy. — 2018. — No. 23 (209). — S. 289-291. — URL: <https://moluch.ru/archive/209/51249/> (data processing: 02/04/2021).
4. Fedotov V. M. Marketing podryadnogo stroitel'nogo predpriyatiya. <https://www.marketing.spb.ru/lib-special/branch/pso.htm>
5. Kogotkova I.Z., Mekhtieva A.Yu. Sovershenstvovanie marketingovoy deyatel'nosti v stroitel'noy organizatsii. <https://cyberleninka.ru/article/n/sovershenstvovanie-marketingovoy-deyatelnosti-v-stroitel'noy-organizatsii> 2016g.
6. Giovanna Naranjo, Eugenio Pellic, Víctor Yepes. Marketing in the construction industry: state of knowledge and current trends. *Dyna*, year 78, No. 170, pp. 245-253. Medellin, December, 2011.
5. Usmanov I., Fayzieva I. Practical issues of marketing in construction services. Materials of the international conference "Problems of using marketing concepts to increase the effectiveness of the Strategy of Actions in Uzbekistan". - Namangan, May 17, 2019.
6. Musaeva Sh.A. Marketing research. Textbook "STAR-SEL" LLC publishing and creative department. Samarkand-2023
7. Musaeva Sh.A. Integrated marketing communication Study guide "Maharat" publishing house, Samarkand - 2022
8. Musaeva Sh.A., Usmonova DI Innovative marketing "TURON EDITION" study guide for 2021.

9. MS Azimovna heoretical aspects of marketing tools in increasing the international competitiveness of the textile enterprise Science and Innovation 2 (1), 47-53

10. S Musayeva Mechanisms of functioning of logistic structures Science and innovation 2 (A2), 196-202

11 S .Musayeva Ways to improve the policy of distribution of goods in furniture production enterprises Science and innovation 2 (A2), 152-156

12. MS Azimovna Efficiency of advertising activities of trading organizations and ways to increase IT Asian Journal of Research in Social Sciences and Humanities 12 (3), 93-97

Copyright: © 2025 by the authors. This work is licensed under a Creative Commons Attribution-4.0 International License (CC - BY 4.0)

