

MARKETING RESEARCH IN INDUSTRIAL ENTERPRISES

Rasulkulova Arofathon Khakimdjanoyna

In today's conditions of intensified global competition, technological innovation, and changing market demands, the success of industrial enterprises largely depends on their ability to effectively implement customer-oriented marketing strategies. A deep understanding of customer needs and the satisfaction of their demands are among the key factors ensuring the company's long-term competitiveness. From this perspective, the concept of customer orientation occupies a central place in the systematization of marketing research.

In recent years, the Republic of Uzbekistan has adopted a number of strategic documents aimed at modernizing the economy, developing industry, and increasing export potential. In particular, the "New Uzbekistan Development Strategy" (Presidential Decree No. PF-60, January 28, 2022) identifies the modernization of industrial sectors, improvement of product quality, and production of innovative goods that meet consumer demand as priority directions. President Sh.M. Mirziyoyev also emphasizes in his works the importance of developing modern marketing approaches, especially customer-oriented management systems. In the book "The Strategy of New Uzbekistan," it is noted that adapting production to demand and needs and taking consumer opinion into account are among the key conditions for the success of economic reforms. This scientific article theoretically and practically analyzes the issue of systematizing marketing research in industrial enterprises based on the principle of customer orientation.

During the research process, international experience, strategic state documents, and tasks defined in presidential decrees were analyzed to develop a scientific and innovative approach. As a result, mechanisms are proposed for achieving efficiency in industrial enterprises by integrating marketing research with modern management principles.

The purpose of systematizing marketing research in industrial enterprises based on the principle of customer orientation is to develop theoretical

foundations, analyze international practice, and provide recommendations adapted to the conditions of Uzbekistan. In the process of writing this scientific article, methods such as literature review, comparative analysis, content analysis, and SWOT analysis were effectively used.

Under the conditions of the global market economy, the competitiveness of industrial enterprises largely depends on how effectively their marketing activities are organized. In particular, the principle of customer orientation should be at the core of the company's strategy—ensuring long-term market advantage through a deep analysis of consumer needs and the provision of appropriate products and services. In recent years, strengthening the scientific foundations of marketing research and adapting production to market demands have become priority directions of state policy in Uzbekistan.

However, the effective organization of marketing research in industrial enterprises and its implementation on the basis of a customer-oriented approach face a number of challenges. First of all, in many enterprises, marketing research is not systematized—that is, research is conducted irregularly and not on a continuous, planned basis. This undermines the completeness and relevance of customer data. Another issue is the lack of sufficient financial and human resources allocated for marketing research. Studies are often conducted on a short-term and superficial basis, and as a result, the obtained data cannot serve as a solid foundation for strategic decision-making. In addition, enterprises do not sufficiently use modern marketing research methods and technologies such as digital analytics, CRM systems, and big data analysis.

In conclusion, systematizing marketing research in industrial enterprises with consideration of customer orientation is not only about collecting information about the market and competitors, but also about shaping the company's strategy through an in-depth study of customer needs, behavior, and values. Such a systematized approach ensures the long-term success of the enterprise, as a customer-centered strategy increases competitiveness and strengthens market share.