

CREATING AND TACTICAL IMPLEMENTATION OF CUSTOMER SEGMENTATION FOR PRODUCTS AND SERVICES (In the Context of Uzbekistan)

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Abstract. This article provides a scientific analysis of the creation of customer segmentation for products and services and its effective tactical implementation under the market conditions of Uzbekistan. The study examines the theoretical foundations of customer segmentation, including its demographic, geographic, psychographic, and behavioral types, from the perspective of the country's socio-economic characteristics. In addition, the paper substantiates the possibilities of efficient use of marketing resources through segmentation, identification of target audiences, adaptation of products and services to local market needs, and enhancement of competitiveness. The results of the study are of practical significance for small, medium, and large business entities operating in Uzbekistan.

Keywords: customer segmentation, marketing strategy, products and services, targeting, positioning, Uzbekistan market, competitiveness, psychographic segmentation.

Introduction

In recent years, the structural reforms implemented in Uzbekistan's economy, the deepening of market relations, and the growing activity of the private sector have significantly increased the demand for marketing activities. The openness of the domestic market, the growing share of imported products, and intensified competition among local producers require companies to develop marketing strategies based on modern approaches. Under these conditions, a deep understanding of consumer needs and the provision of products and services that correspond to them are of critical importance.

One of the distinctive features of the Uzbek market is the demographic composition of the population, economic disparities between regions, uneven purchasing power, and differences in consumption culture. Therefore, applying a single marketing approach to all consumers does not yield high efficiency. In addressing this issue, customer segmentation emerges as one of the most important strategic tools of marketing.

Through customer segmentation, companies can analyze the Uzbek market by dividing it into distinct groups, direct resources more effectively, and develop products and services adapted to local needs. Hence, the creation of customer segmentation for products and services and its effective tactical implementation represents a pressing scientific and practical problem today.

In marketing theory, customer segmentation is interpreted as the process of dividing a market into groups of consumers with similar needs, behaviors, and socio-economic characteristics. The main objective of segmentation is to enhance market efficiency by developing appropriate marketing strategies for each group.

Under the conditions of Uzbekistan, the economic importance of customer segmentation is explained by the following factors:

- differences in income levels among the population;
- distinctions in consumption culture between urban and rural areas;
- uneven development of regional infrastructure;
- a high proportion of youth and rapid changes in consumer preferences.

Segmentation enables companies to identify high-potential segments, optimize marketing expenditures, and build competitive advantages. From this perspective, customer segmentation is a key element of strategic management in the Uzbek market.

The results of customer segmentation directly influence all elements of the marketing strategy, including product, price, place (distribution), and promotion policies. In the context of Uzbekistan, adapting products and services based on segmentation ensures a rapid response to market needs.

First, product design and functionality are shaped according to the needs of specific segments. For example, simpler and more affordable products are appropriate for low-income consumers, while premium products with additional features are suitable for high-income segments. In the services sector, service speed, convenience, and the level of individual approach vary depending on the segment.

Second, pricing policy is differentiated based on segmentation. In the Uzbek market, price plays a crucial role and often determines purchasing decisions. Therefore, companies should apply appropriate pricing strategies for different segments, including discounts, installment payments, and bonus systems.

Third, the level and quality of service are adapted to segment needs. For instance, in large cities, demand for high-quality service and digital solutions is high, whereas in remote regions, simple and reliable services are prioritized.

The segmentation process is closely linked to targeting and positioning stages, which represent the logical continuation of the marketing strategy. Targeting refers to the process of selecting the most promising and economically efficient segments for a company.

In the Uzbek market, the following factors are important in the targeting process:

- size and growth potential of the segment;
- consumers' purchasing power;
- level of competition;
- company resources and capabilities.

Positioning aims to create a clear and distinctive image of a product or service in the minds of consumers. In Uzbekistan, successful positioning is often associated with national values, reliability, quality, and convenience. For example, positioning locally produced goods as "national," "halal," and "reliable" increases consumer trust.

The effective integration of targeting and positioning enables companies to secure a stable market position, increase brand loyalty, and achieve long-term competitive advantages.

Strategies developed on the basis of segmentation and targeting are implemented in practice through marketing tactics. Customer segmentation tactical implementation refers to the development and application of specific marketing measures for each segment.

First, marketing communications are tailored to segments. Advertising through social media and digital platforms is effective for youth segments, while traditional mass media are more suitable for older consumers.

Second, sales promotion tools are selected according to segment characteristics. In the Uzbek market, discounts, promotions, loyalty cards, and bonus programs are widely used to stimulate purchasing activity.

Third, distribution channels are adapted to segment needs. For example, online sales and delivery services are important for urban consumers, whereas traditional retail networks play a key role in rural areas.

In Uzbekistan, several challenges exist in implementing customer segmentation, including limited availability of marketing data, rapid changes in consumer behavior, and uneven levels of digital technology adoption across regions, all of which may reduce segmentation effectiveness.

To overcome these challenges, the following measures are proposed:

- conducting systematic marketing research;
- widespread use of digital technologies and CRM systems;
- development of segmentation models that take local market characteristics into account;
- improving the qualifications of marketing personnel.

Conclusion

In conclusion, creating customer segmentation for products and services and its effective tactical implementation is one of the key directions of strategic management for companies operating in the Uzbek market. The segmentation process enables systematic and in-depth market analysis, identification of consumer needs, behaviors, and purchasing motives, and ensures that marketing decisions are made on a sound scientific basis. This, in turn, contributes to accurate target audience identification, optimal allocation of marketing resources, and increased cost efficiency.

Well-designed targeting and positioning strategies allow products or services to establish a clear, stable, and distinctive position in the market and in the minds of consumers. Marketing tactics developed on the basis of segmentation provide companies with opportunities to deliver individualized approaches, adapt products and services to local market needs, strengthen brand loyalty, and achieve long-term competitive advantages.

Moreover, customer segmentation implemented with consideration of Uzbekistan's regional, demographic, and socio-economic characteristics enhances companies' adaptability to market conditions, creates a solid foundation for introducing innovative marketing approaches, and serves as an important factor in ensuring sustainable economic development.

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