



FEATURES OF USING CONSUMER LOYALTY TO IMPROVE MARKET MECHANISMS

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Annotatsiya: This article examines ways to effectively use consumer loyalty in the process of improving market mechanisms. Consumer loyalty is an important factor in increasing market stability and enterprise competitiveness. The article recommends various strategies for implementing loyalty programs, in-depth analysis of customer needs, personalization of products and services, strengthening brand image, and developing quality service. It also emphasizes the importance of taking customer feedback into account and integrating online and offline services. It is argued that through these approaches, enterprises can establish long-term cooperation with consumers and effectively develop the market.

Keywords: market, marketing, consumer behavior, consumer loyalty, market mechanisms.

Introduction. In the organization of market mechanisms and the improvement of existing ones, various factors affect the purchasing process of buyers. The most popular of them are cultural, personal, social and psychological.

After all, it is very important that the organization, development, design and improvement of market mechanisms are carried out with a view to achieving future income and profit. The main issue in this is the importance of the consumer behavior model in the process of improving, organizing and designing market mechanisms. In addition, the issues of optimizing purchasing processes are one of the main processes facing the government. The object of our study is to improve the activities of enterprises producing grain and flour products and introduce market mechanisms in conditions of competition between them, and to monitor and assess the psychological factors of consumers in the process of purchasing grain and flour products.

The Decree of the President of the Republic of Uzbekistan Sh.M. Mirziyoyev No. PF-217 dated December 28, 2023 "On measures to ensure the stability of prices for basic food products in consumer markets" also sets out tasks to ensure the stability of food prices. It is precisely in order to fulfill the tasks set out in this decree that a government resolution has been developed. The Resolution of the Cabinet of Ministers of the Republic of Uzbekistan dated June 11, 2024 "On measures to purchase wheat from the 2024 harvest and ensure price stability in the domestic market" also provided for the continuation of reforms to liberalize the grain market, to continuously provide the domestic market with wheat and flour products, and to maintain price stability, in order to continue the reforms to liberalize the grain market, to continuously supply the domestic market with wheat and flour products, and to maintain the stability of their prices, 2 million 550 thousand tons of wheat from the 2024 harvest, at an average of 2.5 tons per hectare of irrigated areas, of which 1 million 513 thousand tons will be temporarily stored with the commercial representative of the State Support of Agriculture Fund under the Ministry of Economy and Finance for subsequent sale by farms and other wheat growers on the stock exchange, 837 thousand tons of commodity wheat will be used as a state resource, and 200 thousand tons will be used for seed at the expense of the Fund's funds. purchase has been determined.

It is also very important to constantly analyze and evaluate the psychological factors of the buyer by

studying the behavior of the buyer, optimizing production, improving the targeted delivery of the grown crop during the research process.

Literature review. As a result of the study, scientific research of foreign and domestic scientists on improving market mechanisms was studied.

One of the CIS scientists, I.N. Dementieva, in her research, puts forward her views on theoretical and methodological approaches to the study of consumer behavior, the fact that consumer behavior is the main factor of economic development, that consumer demand stimulates economic growth, and that the process of forming demand for various goods and services, taking into account consumer income and personal preferences, is at the center of “consumer behavior” as an important factor and system [1].

Another scientist puts forward her views on consumer behavior and loyalty as an important factor in the formation of market and economic relations. V.G. Vasiliev, in his textbook, emphasizes that consumer behavior of the population of a region, reflecting changes in the socio-economic environment, is also an important factor affecting the quality of reproduction of human capital. In addition, he emphasizes that the concept of “consumer behavior” covers a wide range of phenomena and processes, and in the most general form, the category under consideration can usually be understood as “activity aimed at obtaining, consuming and disposing of products and services” [2].

Research methodology. In carrying out the research and achieving scientific results, scientific research was conducted, using literature analysis, statistical analysis, dynamic series capabilities, types of market mechanisms, consumer behavior models and consumer loyalty characteristics.

Analysis and results. According to the sociological approach, consumer behavior is a social process that arises from the activities, interests, actions and interaction of social subjects (consumers) operating in it and depends on certain historical and social conditions. The socio-psychological model represents consumer behavior as a special case of social behavior, the regulators of which are the values, attitudes, feelings and moods of participants in market relations, and cognitive processes. In research conducted by marketing specialists, consumer behavior is considered as a set of actions related to the search for, selection, payment, use of a product, as well as the consumer's assessment of the correctness of the choice. In our opinion, consumer behavior is a complex phenomenon that requires a comprehensive study from the perspectives of economics, politics, sociology and psychology, marketing, economic theory and management. The study of consumer problems in a market economy should be supplemented by an approach from a social perspective and, first of all, population and demographic theory.

The following are the main ways in which consumer loyalty can be used to improve market mechanisms (Table 1):

Table 1

Key ways to leverage customer loyalty [5]

№	Ways to use	Usage content and components
1.	Introducing loyalty programs	<ul style="list-style-type: none"> • bonuses and discounts; • points system; • company membership.
2.	Consumer research and meeting their needs	<ul style="list-style-type: none"> • develop questionnaires, analysis and data collection mechanisms to identify customer needs; • increase customer loyalty by adapting the product or service to their requirements.
3.	Strengthening brand image	<ul style="list-style-type: none"> • implementing corporate social responsibility (CSR) programs to increase customer trust in the brand; • consistently providing quality products and services.
4.	Personalization	<ul style="list-style-type: none"> • offer personalized offers and services, taking into account the needs of each customer. • forecast the behavior of flour products customers using Big Data and artificial intelligence technologies.
5.	Integrating online and offline services	<ul style="list-style-type: none"> • create compatibility between digital platforms and stores for the sale of flour and cereal products;

		<ul style="list-style-type: none"> • offer fast and convenient shopping opportunities.
6.	Mijozlarning fikr-mulohazalarini inobatga olish	<ul style="list-style-type: none"> • develop flour and flour-based products based on customer feedback and suggestions; • monitor and respond to customer satisfaction.
7.	Developing long-term relationships with customers	<ul style="list-style-type: none"> • stay in constant contact, informing customers about news and promotions; • offer special offers and events to regular customers.
8.	Public Relations (PR) and Marketing	<ul style="list-style-type: none"> • attract consumer attention through effective advertising and marketing activities; • publicize historical customer results to develop market mechanisms based on loyalty.
9.	Improving service quality	<ul style="list-style-type: none"> • offering a service that responds quickly to customer needs; • continuously training employees in working with customers.

Improving market mechanisms through customer loyalty will help not only to retain customers, but also to use them as a source of permanent income. At the same time, these strategies can also be effective in increasing competitiveness in the market.

Conclusions and recommendations. As a result of the research conducted during the study, the following suggestions and recommendations were developed for enterprises producing grain and flour products.

1. Enterprises and service organizations should develop customer-oriented loyalty programs based on bonuses, discounts, a points system or exclusive privileges. This will increase the demand for flour products and their consumption.
2. Introduce individual and profitable offers for customers to encourage long-term loyalty. In this regard, it is necessary to address the issues of producing product ranges with high nutritional value.
3. Create a new ecosystem based on the needs and desires of consumers through regular surveys, customer feedback and data analysis.
4. Consistently provide quality products and services, as well as focus on the socially responsible activities of the enterprise. Revise the brand image and visualization of the enterprise.
5. Introduce services through digital platforms (websites, mobile applications, social networks) to ensure easy communication with consumers. In this regard, launch the marketconsul.uz platform.

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