

## **Problems and Characteristics of Movement of Innovative Goods on the Market**

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### ***Abstract***

*The article discusses the features of using marketing technologies of shifting in the market of innovative goods. It is shown that these characteristics are determined by the market specificity and the consumption properties of innovative products as goods. Separate elements of marketing research and the need for a special approach to the system of promoting innovative products are revealed.*

**Key words:** *innovative marketing, innovative market, innovative product, innovative market research, innovative product promotion.*

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**Enter**

A number of legal, administrative and organizational measures have been implemented based on the need to move to the path of innovative development of economic sectors on the part of our country in the following years due to the global competition conditions in the world economic community. Due to the strategic goal of moving the country's economy to the path of innovative development, interest in the issues related to innovation management and marketing has increased, many scientific research developments are appearing in foreign and domestic publications on this topic, but the movement of goods created on the basis of innovative approaches produced in the process of these innovative reforms in the domestic and foreign markets and the question of specific characteristics of marketing, which are extremely important in sales, remains open.

*The level of study of the problem.* Research on the theory of innovative development and its implementation policy has intensified since the 70s and 80s of the XX century. Feldman M.P., Cantwell D., Yamarino S., Furman D.L., Porter M.E., Stern S., Sonn D.W., Storper M. in the creation of the theory of innovative development. the works of scientists like Scientific works on this topic are noteworthy. In their works, the essence of innovative development and innovative policy, as well as the mechanisms of their implementation, were studied. Issues of innovative development in Uzbekistan R.G. Abdullaeva, Kh.P. Abulkasimov, S.S. Ghulomov, A.V. Vahabov, T.S. Rasulov, M.M. Mukhammedov, M.Q. Covered in the scientific works of Pardaev, et al. Sh.E. on the modern approach to innovative marketing issues. Ergashkhojaeva, Sh.A. Musaeva, D.H. Aslanova, M.T. Alimova's scientific research developments can be noted.

*The purpose of the study.* The term "innovation" is widely used in science and practice, but when we talk about innovative marketing, it means radical innovations (radically new and new products and technologies for our manufacturers).

Looking at the literature and other publications on this topic, the purpose of this article is to organize additional professional education training programs in this area, to discuss some features of innovative marketing based on the experience of innovative projects, and to make relevant suggestions.

*the object and subject of the research,* specific aspects of marketing of innovations, which play an important role in the development of the field in connection with the transfer of socio-economic fields to innovative development in Uzbekistan, were studied.

*Research methodology* consists of economic-statistical methods such as scientific abstraction, analysis and synthesis, qualitative and quantitative analysis methods, comparative analysis, observation and comparison.

*Results of research.*

The initial condition is that the characteristics of innovative marketing, as well as any other types of products or services, are mainly determined by the characteristics of the market and the objects presented in it. Accordingly, the algorithm of innovative marketing research is built according to: market characteristics of innovative goods, characteristics of goods (services), specific characteristics of marketing tools and methods.

*Features of the innovative market.*

In our opinion, an innovation market as a public institution that promotes exchange or brings

together sellers and buyers of innovative products has the following characteristics:

- by its very nature, it is a "seller's market", where supply significantly exceeds demand, so the seller must convince the buyer of the feasibility (profitability) of purchasing an innovative product;
- high barriers are characteristic of this market, but they are not barriers to entering this market, but barriers to the perception of new products by potential consumers are prioritized (these are psychological barriers that are objectively characteristic of a person);
- the market capacity depends significantly on the innovative activity of the macro and micro level of the economy;
- this market is global;
- a characteristic feature of the market is the absence of a certain "place" where innovative products or trade channels are presented in the terminology of commodity markets;
- buyers of innovative products (with the exception of mass market goods) are specialists for whom the language of communication is important in the process of communication;
- there are many different products in this market, as well as specific forms and methods of sales are used from the results to the use for commercial purposes;
- the activity of the innovation market, like any other market, is supported by a certain market infrastructure (financial, informational, organizational, etc.). The underdevelopment of the innovation market infrastructure complicates the problems of communication, investment attraction, formation of new markets, and leads to the need for these market subjects (scientific institutes, technology park structures and enterprises) to perform functions that are not characteristic of them.

*Characteristics of innovation as a commodity.*

In the innovation market, the object of exchange is the innovative products that become a specific commodity. The distinctive features of such goods, along with novelty, include:

- a low level of perception of the quality of the goods, because it is impossible to fully feel the features and advantages of innovative products until they are used in practice. The low level of accuracy, complemented by the uniqueness of innovative products, makes it difficult to assess the attractiveness and effectiveness of the proposed innovations, as well as their inherent risk level;
- the personification of innovative products, which is manifested in the existence of authorship (intellectual, industrial property), depending on the subjects of innovative activity, their knowledge, experience, and talent;
- in many cases, unlimited exchange and the ability to multiply income from sales, for example, in the sale of licenses;
- innovative products can form new needs that are not immediately recognized and accepted by potential consumers (often rejected by them). Innovations can lead to the emergence of new markets that cannot be built by a single company (partnerships, alliances and other forms of cooperation, including with competitors).

The importance of work on increasing the level of accuracy of innovative products (production of virtual prototypes, layouts, models, prototypes, etc.) should be emphasized. This is due to the fact that in the administrative system, the evaluation of the social usefulness of the development was mainly carried out after the completion of research, at the stage of dissemination of results, and in the market economy, at the stage of determining research priorities. Accordingly, in order to increase the probability of receiving a positive assessment of an innovative product from an investor, a potential consumer, it is necessary to show them the attractiveness of this product in a materialized form and in a language understandable for business.

*Marketing research in an innovative market.*

An important aspect of innovative marketing, especially when the "push" strategy of new products is widespread in our country, is to search for areas of application of new products. This is a creative process that is not perfectly organized, and it uses brainstorming methods, benchmarking, wide net search, analysis of business systems in promising areas, etc. This innovation is a specialized type of activity in which a specialist can participate, but other specialists-managers are called to organize this process, because it requires a broad outlook, understanding and awareness, appropriate work experience, contacts in the business environment, courtesy, business skills and other qualities of the creator of innovation does not always have these qualities.

*The stage of materialization and commercialization of the idea.*

In order to increase the probability of commercial success of the innovation, the process of its creation should be accompanied by intensive research and testing. Several types of testing are possible:

- conceptual test—designed to provide verification of the innovation concept;
- field testing of the product by users (beta test conducted after laboratory alpha test);
- market testing tests (sample marketing test) — evaluation of consumer reaction and evaluation of the product launch plan.

Domestic companies and developers of new products are unlikely to conduct all these tests, but in order to reduce commercial risks, it is necessary to study the opinion of consumers about a new product. It should be noted that various, often non-standard methods should be used here—observation, involvement of consumers in the process of creating new products, early acquaintance, etc.

*Moving innovation goods.*

Difficulties in perceiving new developments, especially those that form new needs or replace existing goods and technologies, do not allow to immediately organize a normal communication process with potential consumers. This is mainly due to the formation of consumer barriers in the perception of new products, which require special methods of overcoming. American researchers have found that at the stage of virtual consumption of novelty, preparations for real consumption are made, and if the product is not recognized, recognized as unknown, the human mind can prohibit its further use. The emergence of such an obstacle, called "lack of fundamental knowledge", means that the need has not been formed or implemented. Accordingly, actions and non-standard methods of overcoming this obstacle are necessary. In addition to psychological barriers of perception, traditional barriers also appear on the path of any innovative product:

identification of an unsuccessful position, price barrier, administrative barriers, healthy conservative views of consumers, resistance of the employees of the company to which the innovation was introduced ("technological fear" syndrome), etc.

When communicating with potential consumers, the language of communication and the ability to benefit from the use of a new product are important. In practice, it is much easier to describe the characteristics of innovative products than to determine the utility (result) received by the consumer of the innovation.

*The initial stage of the move to the market.*

Examples of the most successful marketing methods for promoting innovations to the market:

- free distribution of samples (this is how the American company 3M formed the demand for products that are now widely used - post-it adhesive sheets);
- development of programs that force the main product to be updated (new software products, computer games);
- involving potential users in the development of new products. E. Toffler even introduced the term prosumers (shortened from proactive consumer);
- creating a legend for a new product, which is especially important in the era of the impression economy, creating interest in the novelty (adventure books, iPod smartphone).

### **Summary**

In general, the marketing activity within the innovation process depends on the development stage of the development: as the development becomes concrete, the process of selecting the necessary activities becomes more and more clear. If at the initial stages the concept of "innovation" is evaluated from the point of view of the consumer and possible fields of use, then at the later stages the innovation is "adapted" to the demands and wishes of consumers.

The processes of commercialization of innovative products require that their non-standard nature is not like other goods, but it is very difficult to define their sector and segment, so they need to focus on their own promotion and sales methods. Understanding these characteristics of innovation marketing is important for the development of strategies for the commercialization of new products, without which it is impossible to move forward on the path of the innovation economy.

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**Internet resources:**

1. <http://www.4p.ru> - Electronic journal of marketing, includes statistics and questions of theory and practical marketing, ready marketing research of market goods and methods.
2. <http://www.e-xecutive.ru> - Portal professionalnogo soobshchestva menedzherov, vklyuchaet rezultaty marketingovyx issledovaniy rynkov, publikatsii po marketing
3. <http://www.marketing.spb.ru> - Entsiklopediya marketinga, predstavleny marketingovye issledovaniya tovarnyx rynkov, rynkov promyshlennyx tovarov, uslug, knigi i stati po marketingi i dr.
4. <http://www.sostav.ru> - Informatsionno-analiticheskiy portal "Marketing, advertising, PR", includes information on market share marketing methods, analytical information on marketing methods, information on exhibitions, conferences, etc.