

ASSESSMENT OF TENDERS OF DEVELOPMENT OF THE CONSUMER GOODS MARKET IN UZBEKISTAN

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Abstract: *The article examines the consumer goods market and its main features, development factors. The current state and development trends of the consumer goods market of the Republic of Uzbekistan were statistically analyzed and the main problems were identified. Based on the results of the assessment of development trends in the consumer goods market, scientific proposals and practical recommendations on the main directions of its development have been developed.*

Keywords: *consumer goods, consumer goods market, competition, conjuncture, food, non-food, population income, consumer spending, retail, consumer goods production.*

Introduction

Today, it is important to fill the consumer market with quality consumer goods, to study the formation of the population's demand for consumer goods and the factors affecting it, and to organize trade on this basis to study consumer satisfaction and food security.

Meeting the demand for products necessary for the life of society is an important issue for any state and the basis of the well-being of the population. Therefore, a serious approach to the formation and development of the consumer goods market is required.

In his Address to the Oliy Majlis, President of the Republic of Uzbekistan Shavkat Mirziyoyev said, "It is very important to form a state program of innovative renewal, train a new generation of personnel, a new class of investors who will effectively use innovation and investment. This requires a strong national idea and national program for technological development of Uzbekistan and modernization of the domestic market. This program should allow Uzbekistan to become one of the most developed countries in the world. One of the important directions was the need to completely reconsider the practice of setting the volume of production and its pricing, and the introduction of market principles [1].

Therefore, in our country to meet the needs of the population in consumer goods, especially food, to fill the domestic consumer market with locally produced food products, to use marketing factors to fully meet the demand of the population for quality consumer goods, to formulate targeted marketing strategies in the consumer goods market and improvement is necessary and expedient to increase its effectiveness.

Literature review

In today's globalization, the state of the consumer market is an important socio-economic

indicator. It is no exaggeration to say that the level of consumption of the population is a reflection of the socio-economic development of the country and the well-being of the population. The state of the consumer market, on the one hand, is expressed as an indicator of economic stability, on the other hand, to some extent reflects the results of public social policy.

Therefore, the analysis of the consumer goods market and the definition of its development will help to determine the directions of development of the national economy.

What is the market itself? If we give it a full scientific definition, then it will be necessary to reflect the whole complexity of this economic category.

There are many different definitions of the market in the educational and scientific literature. The famous orientalist Ibn Khaldun was the first in the East to describe the market as follows: "The market is a factor in the development of handicrafts and the growth of labor productivity." [4] In the words of Philip Kotler, "In the consumer market, individuals and farms buy goods and services for personal consumption." [5]

The consumer goods market is a market of goods and services that people need for their daily needs and includes all the goods and services that households and individual buyers buy for their own needs. In this market, consumer goods, cultural, household and communal services are widely traded. In practice, the consumer goods market consists of trade outlets, which include shops, trading houses, firms, supermarkets, grocery stores, kitchens, bakeries, various workshops, farmers' markets, artisans and artisans.

Typically, the consumer goods market is categorized and studied according to several characteristics. Economists divide goods into 3 groups depending on the periodicity of consumption: long-term consumer goods; short-term consumer goods; types of services. [5]

Depending on the nature of trade in consumer goods, they are: daily consumer goods; goods obtained on the basis of the initial selection; goods in special demand; can be divided into passive demand goods. From these groups, we focus on the groups that are directly related to our research. Due to the level of socio-economic development of Uzbekistan, the income of the population, the characteristics of consumption, in most cases, only food products are included in the group of consumer goods [7]. This was especially true in times when the administrative command system of governing the economy prevailed. The main reasons for this are:

first, the income of families during this period was mainly spent on the purchase of foodstuffs;

secondly, the main part of the population of the republic (more than 63%) lived in rural areas, a large part of which was engaged in agriculture, where the level of wages is extremely low. Private gardening served as an additional source of income;

thirdly, due to the fact that the market of industrial goods in the country is almost underdeveloped, especially in the 1970-90s, there was a chronic shortage in the market of industrial goods of the republic.

After gaining independence, many companies and outlets in the country are trying to form consumer goods and bring them into line with international standards, based on foreign experience and the needs of the population. Therefore, consumer goods can include only food and other products necessary for daily life, including laundry, perfume, toothpaste, cleaning products, household necessities, daily newspapers, magazines, etc. .

Thus, according to Jean-Jacques Lamben's definition: consumer goods are "consumer goods that are often purchased in small quantities with minimal effort" [8]. Jean-Jacques Lamben described consumer goods based on European characteristics. In foreign countries, the composition of daily consumer goods includes not only food, but also non-food products. For example, household soap, perfume soap, newspapers, magazines and more.

Professor A. Soliev, a local scientist, described consumer goods as follows: "Consumer goods are goods that are necessary for the daily life of the population and used to furnish their homes (food, medicine and non-food)." [9]

In addition to the above definitions, we interpret and analyze the set of daily consumer goods in a broad sense. According to our comparative analysis, based on the analysis of the views of economists and experts, the concept of consumer goods can be defined as follows: "Consumer goods - the most based on the natural conditions, living standards and lifestyles, customs and traditions of each nation. it is a collection of widely consumed food, clothing, household items, and cultural items. "

The market of consumer goods is created for "Hazrat Man" in order to ensure his well-being, for which it is also called the main market.

All other markets are the main factor in ensuring the abundance of this market of consumer goods, the balance of supply and demand in it [2].

The study of the consumer goods market is first of all reflected in determining the demand of the population for suitable goods. The demand study should reflect data that can help predict market capacity and composition, and possible changes in the processes of production and consumption of goods and services [3].

According to I.K.Belyaevsky, the consumer market is a market that includes food and non-food products. B.A. Reisberg describes it as "a pre-sale relationship between seller and buyer."

Analysis and results

The market of consumer goods today is of great macroeconomic importance, and its situation is reflected in the ratio of supply and demand at the level of material consumption of the population, income and expenditure, the structural structure of the economy. Therefore, a comprehensive study of various macroeconomic issues is needed to assess its status and development prospects. The state of the consumer goods market as macroeconomic indicators,

demand and supply, valuation, level of demand satisfaction, brand production, its sales, increase in the number of enterprises, etc.[10]

From the first days of our independence, Uzbekistan has been paying special attention to the development of the consumer goods market. As a result of gradual measures taken in recent years, the consumer goods market has undergone significant changes. That is:

first, the monopoly of sellers in the consumer goods market has almost disappeared. At present, food and non-food products are imported from different sources, by organizations of different forms of ownership in conditions of free competition.

second, the infrastructure of the consumer goods market has been brought closer to the conditions of a market economy. Currently, most retail organizations operate in the form of open joint stock companies. Relations with wholesale organizations and manufacturers are based on equal economic independence and mutual interest.

third, the consumer goods market is becoming an independently regulated system without government. If earlier the main consumer goods were provided on the basis of state funds or interstate agreements, now the main place in the consumer market is occupied by commercial enterprises, private entrepreneurs.

The development of the consumer goods market depends on a number of factors, such as the production capacity of consumer goods and the level of satisfaction of demand and needs of the population, the balance between supply and demand in the market, income differentiation and consumption, consumption level and its composition.

The equilibrium of the consumer goods market is one of the most important indicators in the national economy. It is characterized by the ratio between supply and demand. The balance of the consumer market is one of the important conditions for improving the welfare of the population and activating the labor force.[11]

The increase in living standards is determined not only by the increase in income of the population, but in many respects by the ability to spend them wisely and the continuity of this process. The completeness of supply in the consumer market in terms of quantity and quality, in a sense, reflects the level of social satisfaction (demand) of the population. So, one of the factors increasing the demand for consumer goods is the increase in the welfare of the population. The creation of a unique model of transition to a market economy in Uzbekistan, the implementation of deep economic reforms and other measures have a positive impact on the formation of the consumer goods market.[12]

One of the peculiarities of the model of transition of the Republic of Uzbekistan to a market economy is the implementation of a strong social policy, taking into account the demographic situation in the country. All the principles of economic reform are subject to this principle. Because it is based on the welfare of the population of the republic.

During the years of independence, the production of consumer goods in industry, including food and non-food products, has grown rapidly. In 2000-2019, the volume of consumer goods production increased by 100.2 times, including food products - by 61.5 times, non-food products - by 150.8 times, wine and vodka products and beer - by 31.9 times. (Table 1).

Table 1
Dynamics of consumer goods production in the Republic of Uzbekistan in 2000-2019 (in current prices) [10]

Indicators	2000 y		2010 y		2019 y	
	Billions UZ\$	In % to total	Billions UZ\$	In % to total	Billions UZ\$	In % to total
Total consumer goods	833,2	100,0	10847,0	100,0	101417,5	100,0
Including						
Food products	391,0	46,9	3817,5	35,2	29715,3	29,3
Wine and vodka products and beer	60,9	7,3	502,8	4,6	2231,3	2,2
Non-food products	381,3	45,8	6526,7	60,2	69470,3	68,5

The table shows that during the analysis period, the share of non-food products in the structure

of consumer goods decreased from 46.9% to 28.8%, the share of wine and beer from 7.3% to 2.3%, and the share of non-food products from 45.8%. Increased by 68.9 percent.

Production of consumer goods per capita increased from 33.8 thousand soums in 2000 to 2534.0 thousand soums in 2019 (74.9 times), and food products from 15.9 thousand soums to 729.8 thousand soums (45.9 times).), wine and vodka products and beer increased from 2.4 thousand soums to 59.1 thousand soums (24.6 times), non-food products from 15.5 thousand soums to 1745.1 thousand soums (112.6 times).

Until the second half of the 90s of the last century, the republic did not produce sugar, sausages, confectionery and soft drinks. Production of these products has been launched since 1996 (Table 2).

According to this table, in 2019, compared to 1995, the production of bread and bakery products increased by 3.3 times, pasta by 5.1 times, meat and meat products by 3.5 times, milk and dairy products by 2.9 times. In 2019, compared to 2000, the volume of sugar production increased by 46.4 times, sausages by 99.3 times, soft drinks by more than 3.6 times, confectionery by 1.9 times.

Table -2
Dynamics of production of basic consumer goods in the Republic of Uzbekistan in 2000-2019 [11]

Consumer goods	Measurement unit	2000 y.	2010 y.	2019 y.
Bread and bakery products	Thous.t ons	843,4	912,9	1473,9
Flour	Thous.t ons	1726,7	1579,8	2733,5
Pasta	Thous.t ons	77,8	20,5	64,0
Meat and meat products	Thous.t ons	83,3	57,4	110,2
Sausage products	Thous.t ons	127,1	178,5	233,7
Milk and dairy products	Thous.t ons	2942,0	23863,2	29201,8
Vegetable oil	Thous.t ons	182,4	307,2	579,9
Beef oil	Thous.t ons	245,9	244,2	236,3
Confectionery	Thous.t ons	2,2	5,2	12,4
Margarine products	Thous.t ons	57,5	36,3	95,2
Sugar	Thous.t ons	22,4	16,2	38,6
Natural tea	Thous.t ons	10,2	286,1	473,3
Salt	Thous.t ons	1,0	21,1	18,2
Consumer goods	Thous.t ons	28,4	58,7	59,4

Production of vegetable oil and salt decreased during the analysis period. This is explained by the increase in imports of these products.

The current situation in the production and consumption of consumer goods per capita in the country indicates that the norms of consumption of the population are improving, the market of consumer goods is developing further.[13]

The agricultural sector is an important source not only for the supply of raw materials to the industrial sector, but also for the production of agricultural products, as well as consumer goods. About 70% of consumer goods are produced from agricultural products, 225 types of industrial products are made from cotton alone. In our opinion, improving the structure of agricultural production is the basis for the development and stability of the consumer market.

The main focus in assessing the development of the consumer goods market can be assessed by calculating the total share of consumer goods in the income of the population. During 2005-2017, the share of expenditures on consumer goods in total revenues in the country tends to increase (Table 3).

Table-3
Share of expenditures on consumer goods in total revenues in the country [13]

Indicators	2005 y	2010 y	2015 y	2017 y
Per capita income, thousand soums *	373.9	1801.2	4256.3	5798.0
Average per capita consumption expenditures **, thousand soums	226.1	890.4	3967.7	5479.2
The share of consumer spending in income,%	60.5	49.4	93.2	94.5

*Note:** Cash income of the population up to 2009 is determined by dividing the total income of the population for 2010-2017 by the population of the corresponding period.

** Calculated annually by the State Statistics Committee of the Republic of Uzbekistan by multiplying the average monthly consumption expenditures per capita in the Republic of Uzbekistan by the number of months

According to Table 4, in 2005 the share of expenditures on consumer goods in total incomes of the population tended to decrease in the period up to 2010, while in 2010-2017 an upward trend was observed. In 2016, about 97.1 percent of the total income of the population was spent only on consumer goods, while in 2017, this trend was positive and decreased by 2.6 units. Per capita retail trade turnover is also a key indicator of the international statistical report, indicating its level of consumption. Because the consumption capacity of the population of any

country or region, that is, the volume of goods purchased at retail and its range, can answer many economic and social issues. Theoretically, the volume of satisfied demand of the population in the indicator of retail trade turnover means that the goods put on the market, ie the part of supply and price that meets demand, and most importantly, the products produced are recognized in society as a product of social labor. At the same time, the growth of retail trade is a sign of well-being, while the increase in the share of non-food and durable goods, in particular, reflects the positive and cultural changes in their way of life, that is, the prosperity of life.

According to Table 2, in 2005, 94.8% of average per capita consumption expenditures were covered by retail enterprises, while in 2017 this figure was 60.1%, indicating an increase in the share of informal retail trade in the country. It is known from this situation that the level of supply of consumer goods by official retail enterprises has been declining over the years.

Table-4
The share of retail trade in the Republic of Uzbekistan in terms of consumer spending [13]

Indicators	2005	2010	2015	2017
Average per capita consumption expenditures *, thousand soums	226.1	890.4	3967.7	5479.2
Retail turnover per capita *, thousand soums	214.3	781.1	2294.6	3292.8
The share of retail trade in consumer spending,%	94.8	87.7	57.8	60.1

Note: * Cash income of the population up to 2009 is determined by dividing the total income of the population for 2010-2017 by the population of the corresponding period.

** Including catering establishments.

Today, there are more than 34.4 thousand legal entities engaged in retail trade in the country, with a turnover of more than 1 billion soums at 3,850 enterprises. However, the analysis shows that the turnover of large retail outlets is still declining, including the share of large retailers in total retail sales in 2000 was 25.4%, in 2005 - 11.8%, and in 2016 - 10% . , 4 percent. According to the analysis, in 2016 compared to 2000, the number of eggs increased by 19.3 times, confectionery - by 8.2 times, milk and dairy products - by 4.6 times, vegetable oil - by 2.9 times, and retail sales of meat and meat products - by 2.7 times.

The main source of supply in the consumer goods market is the volume of consumer goods production in the country and its composition. The deepening of domestic raw material resources has

allowed the growth of production in processing enterprises, the expansion of the range of finished products, an increase in the share of consumer goods in the total volume of industry. If in 2010 the share of consumer goods in industrial production was 35.9%, in 2017 this figure rose to 38.9%. The share of non-food production in the structure of consumer goods produced in the country in 2017 increased by 54.8%.

Conclusions

It is expedient to develop the consumer goods market in the country, to use effective marketing tools, to establish a system for assessing market conditions, to increase the range of new services that provide information services to businesses in the domestic consumer market. The analysis shows that the growth of retail enterprises in terms of area is one of the main features of the development of the consumer goods market. The growth of retail trade is a key criterion for the provision of modern retail services to the population. These circumstances lead to the need to increase the number of large supermarkets in the regions, the distribution of retail outlets in districts and villages. This situation will allow the effective provision of the population with consumer goods, further increase the culture of trade.

1. In the study of theoretical and practical aspects of the consumer market, it is necessary to study the elements of need (demand), supply and evaluation as the basis of marketing activities. As human society develops, people's need for consumer goods, spiritual goods, and services is constantly increasing. The growth of needs is an objective economic law, and it must be taken into account in the conduct of economic activity and in the management of the national economy.

2. In a market economy, the needs of the population of Uzbekistan are determined by income. Although there is a need for a particular commodity, the income of the population will have to be increased in order to turn it into a satisfied demand. Hence, it is necessary to increase the income of the population in order to further expand the current consumer range of consumer goods. Only then can those consumer goods be brought up to the required standards.

3. Based on the analysis of long-term statistical data, it is expedient to note the following trends in demand for consumer goods in the country:

- Money spent on food makes up the bulk of the population's income (more than 57.5%);

• Incomes are "naturalizing" due to private entrepreneurship, small business, and the increase in the number of farmers in rural areas;

• In our country, the coefficient of elasticity of daily consumer goods relative to income is less than one, ie if the income of the population increases by one percent without changing other factors, the

population's demand for food will increase by less than one percent. Because the population's demand for food is approaching the level of "saturation";

• During the years of independence, the consumer goods market is gradually moving from a state of "mass" deficit to a state of "saturation";

• Organizations engaged in the sale of food and other daily commodities face free competition. This creates a basis for improving the quality of services provided in stores and the gradual decline in prices for goods, improving the quality, offering new types of goods.

4. In our opinion, the needs of the population of Uzbekistan in consumer goods, in particular food products, should be determined not on the basis of physiological norms, but through logical and expert assessment and marketing methods in relation to the actual level of consumption.

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