

## IMPROVING THE METHOD OF CONDUCTING MARKETING RESEARCH ON THE PRICING OF PRODUCTS OF THE CHEMICAL INDUSTRY

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**Annotation:** The chemical industry is the main branch of heavy industry and is of great importance in the national economy. The chemical industry of Uzbekistan is very well developed, produces chemical products corresponding to the present time, produces plastics, artificial fiber and synthetic rubber, lacquers, acids and alkalis, medicines, as well as many chemical products. At present, the demand for products of the chemical industry is increasing day by day, so much attention is being paid to the development of this industrial network in the Republic. For the development of this industry, Uzbekistan also has large resources, such as Asian countries, especially gas, oil, gas condensate, electricity, coal, industrial and agricultural waste, mineral raw materials and labor resources. In this article, opinions and comments on the method of conducting marketing research on the pricing of products of the chemical industry are collected and analyzed.

**Keywords:** *chemical industry, productiveness, pricing system and methods, marketing system, research, method and new methods, natural materials, raw materials, development, conditions, industries.*

At present, the raw material base and conditions necessary for the restoration and development of the chemical industry in Uzbekistan have appeared relatively late, even if all were sufficiently available. The organic chemical industry in Uzbekistan has developed at a much faster pace than other industries. The raw materials of the organic chemical industry are mainly coal, oil, gas, wood waste. We also have gas, much larger oil and coal reserves in particular. These items caused the emergence and development of the organic chemical industry of our republic. The production of chemical fibers and threads (polymers) is also one of the now developing branches of the Republican chemical industry. Its development is positively influenced by the growth in the gas industry.

The measures taken to introduce the markets of Mineral fertilizer sales, restructuring the debts of the enterprises of the chemical industry allowed them to improve their financial health and increase the level of use of production capacities. At the same time, the systemic problems of further development and diversification of the chemical network, modernization of the existing capacities of the production of chemical products and attraction of investments for the construction of new ones, as well as the volume of exports, are preserved.

In particular, the low level of investment attractiveness and lack of own funds for the development of the network do not give an opportunity to introduce advanced technologies for deep processing of raw materials resources, as a result of which the share of mineral fertilizers

in the produced product remains high. In the sphere of production of chemical products there is no fundamental scientific base and modern project-engineering developments taking into account the trends of the development of the world chemical industry and the significant potential of the Republic.

In 2018-2030 years, the production of chemical products increased by 4,5 times, including mineral resources – 2 times (from 1,2 million tons to 2,4 million tons), exports of products – The “road map” was approved on the implementation of the main directions of expansion and modernization of production capacities in the activities of the “Action Plan”, which envisages the diversification of the network by increasing the share of organic chemical products by 4 times, as well as increasing the share of organic chemical products from 7 to 54 percent, further deepening the processing of

At the enterprises and associations of the chemical industry of Uzbekistan, in cooperation with Chinese, US, Japanese, German and Italian firms, a lot of work is being carried out in the field of production of new products from local raw materials, automation of industrial waste processing, expansion of export opportunities of the chemical industry, construction of joint ventures. In particular, combine Kyzylkum (capacity 210 ml. tons), Kangaroo caustic soda plant, Potash fertilizer plant and riding Joint-Stock enterprises are being built rapidly.

Industry is the main branch of material production, the foundation of the economy. It is the key to solving the problems of globalization of all production. Industry is the leading branch of the national economy and material production, where material blessings are created, which is a set of enterprises engaged in production and processing. The industrial turnover is considered the initial tier of the process, which is a means of ensuring the continuity of the chain. Political, economic and organizational aspirations of all countries, international cooperation are reflected in the industry. Having formed the basis of industrial material production, all processes in it are carried out at industrial enterprises.

Industrial enterprises regard marketing as a means of achieving the goals set for a certain period of time, aimed at the highest economic efficiency, according to certain market segments. However, when an industrial enterprise has the opportunity to regularly change its scientific and technical, production and sales plans in accordance with the changes in the market conjuncture, it finds its practical expression only when, following the results of marketing research, it makes use of its material and intellectual resources in solving strategic and tactical tasks, in order to ensure the necessary adaptation. It consists of activities such as the creation of material goods in the form of industry, products and energy, the extraction and processing of Natural Resources, the processing of agricultural and forestry products. It is noted in numerous studies that the industry is regarded as a "key base point" of economic growth.

You can not apply to this field without first turning to chemistry, a science that studies the elements of nature and the changes in them. In business, chemical-related studies reflect the projection of community support and direct influence. So chemistry is a science that is constantly evolving in the entire industry. As a science, it is aimed at studying the origin and properties of natural and synthetic substances, substances that are processed and used for the preparation of new profitable articles. In this sense, the chemical industry is not only a means

of social progress, it represents technological evolution. It is involved in social development because it benefits individuals and the economy through what it has created, and this is a technological evolution because these discoveries are very important for development in this area. This technical procedure area is extensive and complex because it includes scientific inventions, administrative agents, Natural Resources and the environment. The chemical industry has the goal of responding and delivering products that may be worthy of first-class and secondary products.

This idea is explained by the high availability of the industry to use a new combination of innovation and knowledge in relation to other economic sectors, the application of scientific and technical achievements and scientific work, the ability to provide the economy and production sectors with technologies, modernization and diversification of the economy, as well as the peculiarity of ensuring the development of each Industrial development is such a form of change in it that it reflects the changes in the economic system in a certain period of time and space in a holistic way, irreversible, with a tendency to change, quantitatively and qualitatively and it manifests itself in such forms as "growth", "change", "cause and effect dependence".

The chemical industry is one of the most important elements of the enterprise marketing strategy, which operates in the market of products pricing. The price determines the effectiveness of all its elements separately taken and combined. The goals that companies usually follow in the development of a price formation strategy should correspond to the goals that the enterprise marketing strategy generally envisages to achieve. In marketing, the concept of pricing is viewed as a concept that defines the strategies and principles for determining the price without being limited by the process of setting the price to the materials produced. With the formation of the price, it is necessary to distinguish the concepts of pricing from each other, prices are formed in the market according to the above theoretical views, and we understand that the influencing relations of the enterprises with the market are nailing.

In the market based on free competition, the enterprise, economic entities, first of all, must plan and develop the strategies and principles of diversification before the organization of its activities. Effective solution of the tasks assigned to them by the enterprise, while they are applied to them, is the main factor that plays an important role in the successful functioning of the market, achieving the specified profit and market share. As a result of the non-formation of pricing strategies by marketers in enterprises, the lack of study of the dynamics of market prices, a number of problems in their marketing activities, including the delay in the sale of products, the increase in reserves, the weakening of their position in the market, the loss of profits and profits, can be attributed. It is worthwhile to consider the price as part of the brand offer. So the price strategy should be considered in addition to the product strategy.

In the first place, the price is an important factor that affects the buyer's perception of the product – its openness, quality and other characteristics. Tiradi exactly the price form the total acceptance by the buyer of the value of the product. For an industrial customer or a client from a government establishment, the price of the product is an important factor in the structure of costs.

Secondly, from the point of view of the seller, the price set for the product, in addition to its usefulness, determines the net profit that can be directed to cover all other aspects of the commodity offer, including the cost of technical support, after-sales service, delivery, credit provision, etc.

Thirdly, the price is an important strategic indicator in planning the life cycle of the product. The same is true for the product lifecycle model, the marginal profit will be the highest at the stage of growth – this explains the possibility of relatively high price support in the absence of strong competition.

Such a situation changes when the product enters the stage of maturity. At the initial stage of the product lifecycle, management can choose the size of the sales volume and the strategy of affordable prices, with the intention of mastering production faster than competitors. This approach can prevent the emergence of competitors and help the manufacturer of innovative products to take a leading position in the market. It is necessary for the enterprise to pay attention to the stage of development of the product in the market and the price ratio and to develop a special price formation strategy for each stage of the life cycle of the product.

The development of the chemical industry began when the lead Chamber technique was sprouted to obtain sulfuric acid, and the soda process (reactive method) was used to improve it. This is a reflection of the continuous evolution of projects and manufactured products, one of the main features of the chemical industry. Tries to respond to health and Environmental Protection Regulations. For example, new research that seeks to find effective treatment options for some diseases is constantly being developed. In the same way, at present, more suitable production techniques are used, which do not have a sharp impact on the environment. The chemical industry uses it to create new formulas (such as engineering) that contribute to the discovery and treatment of other products. This is why it is an ever-evolving field of Science and business that is supported by other disciplines. Currently, the materials used in this area are studied for a long time in laboratories before processing. Previously, they were used almost without verification, due to the lack of the necessary means for changing natural or artificial substances. In the chemical industry, the moment of transition between the laboratory and the factory is very important, since operations that change chemical substances meet there. This process is very important for production.

These observations about the interconnectedness of brand offer and price formation are important when dealing with products that are not differentiated-for example, caustic soda, isopropanol or sulfuric acid. If the supplier sells only such tokens and there is no possibility to differentiate the offer of goods with the help of services, then, most likely, there will be no basis for adding a master to the price. In this case, the prestige of the enterprise will not be of great importance if the customers are not offered specific benefits, such as openness of the product in a guaranteed way, quality continuity or assistance in the production carried out by the customer. Thus, even for commodity futures, the "price-product" correlation is considered to be relevant.

The commodity requires a commodity price, that is, it can also be added to it by the master. The task of the employees of the Marketing department is to increase its status by adding

different features to the product and adding services to it. There is always such an opportunity, it allows to set a more expensive price and thus increase the profit that the enterprise will receive. However, for customers, there will always be a risk that such a set of services will not have enough cost to justify the marketing costs to provide them.

Two strategic decisions are necessary for the pricing of products in the chemical industry. The first decision concerns macro segmentation – the choice of clients to which the enterprise serves them. The second strategic decision is to develop a product strategy. It is necessary to clearly define the value of the target customers and position the product, taking into account competitive offers. In the brand strategy, the role of the price leading to the expression of the objectives of pricing of products of the chemical industry, corresponding to the general objectives of the marketing activity of the enterprise, should be defined.

A careful analysis of the market situation and the needs of customers for the pricing of products of the chemical industry should include a review of the entire range of competing brand offers and prices, as well as a careful assessment of the importance of the same price for customers in comparison with other elements of the brand offer. This may require a detailed analysis of the activities of the client-Enterprises – their cost structure and how likely changes in the price of the supplier's products are reflected. Evaluation of the state of competition in the client network (macro segment) should also be part of the analysis of customers and the market. The purpose of these actions is to determine the value of the product for the client, both from an economic and psychological point of view. Of course, it is also necessary to take into account the costs, but it is important to note that the role of consumer spending is fundamental.

The decision-making on the pricing of products in the chemical industry is associated with many objectives. The complexity of the price formation goals is the result of the influence of many factors, such as the interaction of price formation with other elements of the marketing set, the dynamic nature of the market situation (the level of competition and demand) and the special impact of price formation on the financial aspects of the enterprise's activities. The last factor is margin profit, return on investment, production volume, commodity-material investment and hacking. This is the most exemplary goal of price formation:

- invested achieve targeted profits;
- profit and price stabilization;
- possession of fixed market share;
- resistance to competitors.

The pricelist price of products of the chemical industry can be reduced with the aim of resisting the actions of competitors. Such price reductions can take several forms:

- lower the normal prices;
- change of payment terms;
- cancellation of fees for additional services;

Marketers can offer a low price to one customer, but not to another customer who does not compete with it. The cost of production of products in terms of pricing of Chemical Industries is one of the main factors that determine the price of products in the industrial market. The

process of setting the price in a simplified way will be as follows in this case: to evaluate the indicators of all production costs, add a reasonable share of the fixed allowance and the corresponding recorded costs for obtaining profit, it is necessary to pay attention to the forecasts in relation to the probable sales volume of the bond.

Price formation on the basis of costs allows you to bypass the difficulties associated with the problem of setting a price, assessing the ratio between demand and price, which should ensure maximum profit. It is more reliable to formulate a price on the basis of costs for the pricing of products of the chemical industry: if the target estimates of the volume of production are correct, then it is possible that the invested capital of the enterprise is convinced of the receipt of the targeted profit. Another challenge with price formation on the basis of costs is also related.

First, it has not always been easy to calculate the recorded costs that are common to products of several chemical industries separately for each product.

Secondly, the size of the targeted return or profit of the investment may turn out to be unprofitable. Thirdly, there is no attempt to connect the price with the amount of the product demanded in the market. This means that the costs are calculated taking into account the predicted sales volume regardless of the prices.

Price formation on the basis of costs requires a smaller number of forecasts than price formation on the basis of demand. An acceptable value-based approach to price formation requires determining what value the product will earn for the customer. The main condition for price formation on the basis of acceptable value is the segmentation of the market, since one product itself can have a different value for different customers. In some market segments, price elasticity will be greater than in other segments.

In addition, the composition of commodity offers and services package on the pricing of products of the chemical industry can vary seriously in different segments. Thus, price formation on the basis of acceptable value may require approach. The approach to price formation, based on the value of the product, is organized based on the fact that the client accepts the cost of the product in different conditions and situations. According to such an approach, the following steps will be required:

- 1) to examine the situation in which the customer uses the product;
- 2) to identify and analyze the indicators that determine the profit that the customer will receive when using the product in such a situation;
- 3) to identify and analyze the indicators that determine the cost of the customer when using the product;
- 4) to determine the "cost-benefit" ratio in a situation where the customer uses the product.

The fact of price formation on the basis of the acceptable value of the commodity is significantly different from the conditions that lie on the basis of the demand curve connecting the required sales volume with the specified price. But nevertheless, price elasticity and demand curve conceptions can be useful when considering the issue of the "sales volume-price ratio". However, the demand curve for recognition as a useful analytical concession in reality should be assessed through tests.

This means that the ratio between the price and the volume of sales can be measured using the analysis of data on sales and prices in the past or in the course of experiments. The interaction of price with other marketing variables is complex, so it will be difficult to determine the ratio between the price directly and the amount of the necessary product through the tests.

Although there are many ways of pricing, we can combine them into the following main groups:

- cost-based pricing method; - demand-based pricing method;
- competitive pricing method;
- combined method of pricing;

In a cost-based method of pricing products in the chemical industry, marketers determine the cost of their tokens by adding the desired profit to the cost of production, handling costs and additional costs. And in the demand-based method of pricing, marketers analyze the desires and desires of consumers in the market and establish a price that corresponds to their own volume of money, while taking into account the market conjuncture. In a competitive pricing method, the price can be set to a higher or lower price than the market one. In it, the price is determined when the main attention is paid to the purity of the commodity compared to its competitors, the conditions of Service and the competitive environment. In the case of a combined method of pricing, the determination of the shelf of goods is carried out on the basis of ensuring mutual compatibility of different methods and methods.

In marketing, the concept of pricing is the main direction that determines the strategies and principles for determining the price, without being limited by the process of setting a price for the tokens produced. With the formation of the price, it is necessary to distinguish the concepts of pricing, prices are formed in the market according to the above theoretical views, and it is understood that the influencing relations of the enterprises with it are nailing. It is necessary for the enterprise to pay attention to the stage of development of the product in the market and the price ratio, and to develop a specific price formation strategy for each stage of the life cycle of the product, which requires it to be considered in addition to the product strategy.

**In conclusion**, in a cost-based method of pricing products in the chemical industry, marketers determine the cost of their tokens by adding the desired profit to the cost of production, handling costs and additional costs. And in the demand-based method of pricing, marketers analyze the desires and desires of consumers in the market and establish a price that corresponds to their own volume of money, while taking into account the market conjuncture. In a competitive pricing method, the price can be set to a higher or lower price than the market one.

In the strategy of price formation, a careful analysis of the market situation and the needs of customers should include the consideration of the entire range of competing brand offers and prices, as well as a careful assessment of the importance of the same price for customers in comparison with other elements of the brand offer in a simplified manner the process of price, this should pay attention to the forecasts in relation to the probable sales volume.

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