

## COMMODITY AND PRICE POLICY MANAGEMENT STRATEGIES IN MARKETING

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**Annotation:** In the article, the level of competitiveness of goods is determined by several factors will be influenced. Some of them have a positive, some negative, some long-term, some short-term, some direct, some indirect influence.

**Keywords:** Incorrect comparison of goods in advertising, informing; violence against competitors through racketeering, blackmail, etc., opportunities for goods to satisfy new needs.

Marketing research shows that in developed countries, when purchasing a product, buyers primarily pay attention to its qualities, appearance, and design. After this, attention is paid to the technical characteristics of the product. Among such indicators, prices rank 6-7th. However, this is characteristic of rich countries with a high standard of living. Meanwhile, in countries like Uzbekistan, price remains an important indicator for the buyer. This must be taken into account. In addition to prices, mature firms pay attention to the following in competition and in return achieve uniform development of the firm:

- \* technical novelty of the product, its automation;
- the possibilities of satisfying new needs of goods;
- \* the degree of durability, reliability, high quality of the manufactured product compared to similar products;
- \* the variety and status of services provided to buyers who have purchased goods;
- economical, compact, efficient use of goods;
- \* environmental friendliness, etc. The importance of each of them - in large and powerful firms, paying attention to these things has become a way of life and activity. There is also an informal type of competition, viewed by society. Here we must also talk about unfair competition. Since competition is a matter of life and death for firms, they sometimes use illegal methods in competitive struggle. In doing so, they act in violation of various laws and regulations regulating the state's competitive struggle. Illegal methods include:
- \* mutual agreement of several firms on prices;
- \* unauthorized use of the names, appearance, trademarks of goods of other firms;
- \* dissemination of false information about competitors or, if true, information that harms their reputation;
- \* inappropriate comparison of goods in advertising, informing;
- \* violence against competitors through racketeering, blackmail, etc.;
- \* secretive knowledge of the competitor's trade secrets;
- \* disclosure of confidential and sensitive information;
- \* Deceiving customers, providing inaccurate information, and advertising on issues such as product quality and characteristics. The level of competitiveness of goods is influenced by several factors. Some of them have positive, some negative, some long-term, some short-term, some direct, some indirect effects. The widespread application of the results of scientific and technological progress in production can lead to a reduction in the life cycle of goods, significant changes in their overall composition and parameters, and a decrease in the competitiveness of previously developed models. The impact of scientific and technological progress on competitiveness requires continuous improvement of materials technology, production organization, and management within the company.



In the national economy, the use of inexpensive and efficient means of production in operation allows the company to obtain more profit, reduce sales costs, and reduce production costs. The impact of applying new discoveries at the level of competitiveness is sometimes so great that the foreign economic system protecting scientific goods may not be able to prevent the influx of highly competitive foreign goods. Much work has been done to improve quality, mainly by Japanese firms. After improving product quality, Japanese firms do not change their selling prices in the world market for a long time. This led competitors to accuse them of "quality dumping," regardless of the price. Currently, the quality level of Japanese firms in all products is so high that many firms in Southeast Asian countries are selling their products with Japanese brands. This brings them good income. Thus, the level of trust in the brand of goods plays an important role in the competitive struggle.

The price characteristic of a product is one of the key indicators that determine competitiveness. For each capitalist, the difference between the price of his commodity and the cost of production is of great importance. The difference determines the capitalist's profit. Western monopolies make extensive use of technological advancements to reduce costs. US monopolies are fighting Japanese cars, focusing primarily on reducing production costs. The American firm "General Motors" spent 5-7 billion dollars a year on the modification of its means of production and technologies. This will ensure that in the future production costs and product sales costs will be 30-50% cheaper than in Western Europe. To enter new markets, the firm must thoroughly study the important aspects of competition and the degree of monopolistic constraint in competitors' activities. If goods that do not possess clearly expressed quality are sold on a large scale in a specific market, this "barrier" to market entry becomes insignificant. When entering such a market, the firm can reduce the price of its product by 5% for a period not exceeding 2 years, which includes products of the processing industry (copper, cement, textiles, pencils, rolled steel, women's and men's footwear).

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