



DEVELOPMENT OF MARKETING ACTIVITIES IN THE MARKET OF SPORTS SERVICES

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ABSTRACT: - This article discusses the problems of developing marketing activities in the sports services market, taking into account the specifics and aspects of sports, and suggests appropriate recommendations for overcoming them.

KEYWORDS: Marketing, services, sports industry, specifics, fan, athlete, businessman, sponsor, econom.

INTRODUCTION

This article discusses the problems of the development of marketing activities in the sports services market, taking into account the specifics and aspects of sports and offers appropriate recommendations for overcoming them.

The sports sector is a complex and diverse phenomenon, part of the national economy, a special institutional system characterized by a specific process of social activity. In both developed and developing countries, this sports industry is a lucrative activity covering various sports, as well as the production of goods and sports equipment. Thousands of organizations and millions of people take part in it, including not only athletes, but also

businessmen, government agencies, specialized organizations and associations, service workers, the media, sports journalists, non-profit organizations, sports clubs and, of course, spectators and fans.

All subjects of the sports market have different goals and objectives, in particular, to popularize the sport, increase the number of fans, as a result, increase the number of ticket sales for games and competitions, increase the demand for goods and services, sponsors and aimed at attracting professional coaches and increasing profitability sports business. The achievement of these results depends on many factors: political, social, economic, cultural and competitive. It clearly demonstrates the mechanisms and elements

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of marketing activities that require the highest professionalism and knowledge of the specifics of this industry.

Along with increased competition in the field of sports, the development of ways to influence fans and a wide audience, the active use of sports events for political, economic and image purposes, the importance of sports marketing, which has various forms and mechanisms, is increasing, is also increasing in today's market.

In a broad sense, sports marketing is any activity related to the creation, promotion and sale of sports products, sports events and their participants. In turn, a sports product is a multifaceted concept that includes the following elements: intangible goods; sports process, sports and entertainment product, sports education, sports image product; material products; sportswear and footwear, accessories, equipment, equipment, drinks, sports equipment; mixed product; athlete, sports club, team, goods for sports and recreation, engineering products.

Sports marketing is mainly aimed at the sports market, primarily at groups of people who are interested in watching sports - spectators, fans. They pay for these products by buying tickets or passes, or they receive them indirectly by watching TV or listening to radio, which in turn generates revenue from advertising and airtime rights.

Thus, sports marketing is aimed at the audience (mass consumer), its main goal is to maintain and stimulate the interest of the audience, serving it is high-quality sports viewing. The market is an important tool for achieving the strategic and tactical goals of sports organizations interested in promoting and selling their products.

This makes it possible to pursue a long-term strategic policy in sports activities, avoid large

economic losses, achieve sustainable development and success. The development of marketing activities in sports is an important topical issue in determining the possibilities of the sports services market and pursuing a strategic policy. These opinions became the basis for choosing the topic of this article.

The level of knowledge of the problem. In the Republic of Uzbekistan, the theoretical foundations of marketing activities in the market of physical culture and sports services have not been studied enough, but the problems of increasing the competitiveness of the market for services in the field of physical culture and sports and their effective use are problems in many countries of the world, especially in countries where market relations have been formed. In scientific sources of foreign countries, Kotler, Saunders and Armstrong (Kotler, Saunders and Armstrong, 2004) or Brassington and Pettit (Brassington and Pettit, 2002), N.A. The works of Voskolovich, J. Galbraith, I. B. Gurkov, V. Gerami, I. I. Pereverzin, V. V. Kuzina, K. A. Kulunkovich, R. Heinz and other foreign experts. In addition, this is reflected in the work of the CIS countries. Among them, E.A. Safronov, G.A. Gureeva and scientists of our country M. Boltabaev, I.A. Akhmedov, M. Yusupov, M.A. Ikramov, R.Kh. Although general theoretical and methodological guidelines were developed and recommended for practical application in the research work carried out by Nabiulin and others, we would like to present our views on the development of marketing activities in the sports services market.

Results of studying the problem

Open any newspaper or magazine, watch any sports program on TV, walk around the cities of the world, you will come across different aspects of sports marketing. Beckham, Schumacher, Kournikova, Nike, Ferrari,

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Vodafone and Manchester United are the names that appeal to consumers on billboards, display screens and in the pages of magazines and newspapers. Star names and the big money associated with them have become synonymous with sports marketing. So many in the employers' world are saying, "If sports and sports stars can be packaged and sold, then why not?" But that's only one side of sports marketing, because for every Beckham, there are hundreds of other athletes, teams, clubs, businesses and organizations trying to make a little money to stay competitive or simply survive.

Take any book on marketing such as Kotler, Saunders and Armstrong (2004) or Brassington and Pettit (2002) and the authors view marketing as an exchange process aimed at meeting the needs and desires of customers. These definitions usually emphasize the importance of marketing to the profitability and effectiveness of an organization. Other definitions of marketing, such as Gronroos (1994), go much deeper as they emphasize the importance of long-term and strong customer relationships.

But they do not take into account the characteristics of sports and the difference between sports goods and other goods and services. For those working in sports and for marketing itself, these definitions may not be useful in many ways (eg Mullin, Hardy and Sutton, 2000; Pitts and Stotlar, 1996; Shank, 2005) and the traditional marketing definition. the word "sport" is added automatically. However, getting a consumer to buy tickets to a sporting event, pay for an online sports website, or purchase sports memorabilia is not the same as selling washing powder.

Sports marketing is an ongoing opportunity to comprehensively address the direct and indirect needs of sports consumers, sports companies and other individuals and

organizations related to sports in the changing and unpredictable conditions inherent in the concept of "sport". Search.

What is behind this definition and to whom is it directed? In fact, he notes that it contains the concept of "unpredictability." Economists believe that it is the unpredictability of outcomes that makes sports so attractive (Dobson Andrade Goddard, 2001). People go to the races or to the tennis match, but no one knows who is playing. It returns and is compared with the pleasure of other entertainments. If "Sport" lacks the usual intensity and drama, people will turn to it with interest. For example, I got tired of it for a long time: Michael Schumacher recalls Formula 1 when he shot down a suspicious leader. People react in unpredictable ways. Some go to stadiums, watch sports on television, read sports sections in newspapers and magazines. Other sports allow you to survive rejection, sketches, defeats. Some people bet on "their" sport to beat people and the like - neighbors, etc. and for those who love sports, it's a reflection of core values ("I love them for the way they play")

-Sports clubs and teams need an audience because they create an atmosphere of interest and tension for which many people watch sports. In this case, fans will not cheer for and support clubs, and participation in sporting events will decrease. For example, the Scottish team Claymore recently appeared due to the declining interest of English fans in American football. . Sports organizations also need to gather enough spectators to earn, if not for prosperity, then at least for survival. Sports events are sometimes held purely for charitable purposes, but even so, marketing helps make them fun to watch while at the same time making them recognizable to more people and giving them the opportunity to watch the events. And the Tour de France for the French is a national event, which, thanks

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to competent marketing, gathers about a million spectators every day on both sides of the track. For those who watch the Tour de France, the main event of each day is the distribution of the peloton participants for each stage of the cycling race. Official sponsors and suppliers give souvenirs to the audience, as a result of which their companies are strongly associated with the competition. Many stages of the competition are completely unpredictable, so the same general exciting atmosphere is created around these companies as in the competition. Sports relations allow sponsors to promote their products, services and brands, as well as engage in PR. They have other advantages than such "visualization". The list of organizations that use associations with sports may include newspapers and television companies (because of sports, people read more and watch TV more often); companies providing competition; local and central authorities; sports equipment manufacturers and booksellers. This list gives an idea of how big the impact of sports on the economy today is. Sport, with its unpredictability and marketing, allows for a number of different tasks for different people and organizations.

Sports marketing is an ongoing process. Whether the competition is year-round (e.g. Football League Championship, Olympic Games) or a one-time event (Football Cup Final), marketers need to constantly plan their activities, solve tasks and evaluate their work.

In addition, maintaining relationships with fans and customers is of great importance. Finally, if sports events are held, say, once every four years, then the main problem is to constantly remind people.

For example, marketers working at the Olympic Games have to deal with more complex and large-scale tasks. Before public marketing, they must "sell" their offer to the

relevant structures and organizations in order to be eligible to host contest games.

Many other definitions of sports marketing focus on the commercial activities of sports organizations. Of course, our definition in no way detracts from its importance. However, small and non-profit organizations will only benefit if they are marketed professionally. Thus, a public enterprise or voluntary organization must know those who work specifically for them. Sports, for example, can help in the implementation of programs aimed at helping vulnerable social groups. It helps to find out who the people who need help are, where these people live, their expectations and how to communicate with them, etc.

In conclusion, it should be noted that the above definition of marketing in sports does not only apply to organizations that are directly related to the fields and arenas of stadiums. Sports marketing can be used by various organizations related to sports. After the success of the British cycling team at the Athens Olympics, everyone knows that bike sales have skyrocketed over the past few months. To see that sports marketing is needed not only by sports organizations, it is enough to recall how countries fight for the right to host the Olympic Games. This fight in itself is an interesting competition. Winning it raises the prestige of the country, promotes the development of tourism, increases the income of local businesses and employment.

Many people have a good idea of what marketing in sports is, but often do not understand its essence. Here are five of the most common myths about sports marketing (there may be more, but we often come across them). We will review them in random order.

Myth one: marketing in sports is the ability to sell a product.

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The British government plans to implement a number of initiatives aimed at the development of sports organizations, including the organization of social events. This requires a clear understanding of what England wants to achieve in the sport; What to do about it; Who are the initiatives aimed at? and how to inform the target audience about them. You need to think about the correct "delivery" of the project. The organization does not sell anything, no product changes hands. Investment funds do not always bring clear returns. Some sports organizations may associate marketing only with commercial activities, but its objectives are much broader.

Myth two: sports marketing is a tool for selling sports goods.

It is no secret that every person loves sports, and sports are the most popular form of recreation. In addition, as the income of the population grows, the struggle with the pocket of the consumer is also associated with sellers of other goods and services (manufacturers of washing machines and furniture, financial service providers).

Markets are flooded with products, and it's important to convince the consumer that sporting goods are, if not better than products from other industries, then at least different from them. Sports marketing provides a platform for realizing a competitive advantage (special product) that emphasizes the attractiveness of a sports product and draws the consumer's attention to its specific features. While it seems to some to mask the commercial side of the sport, sports marketing actually helps keep it attractive and popular.

Myth three: sports marketing is just a means to further enrich the business.

The goal of any business is to make a profit. If a business does not make a profit, sooner or later it will go bankrupt. In general, there are

many wonderful examples of cost-effective enterprises in the economy, and sports are no exception in this sense (remember, for example, the Strelka Formula 1 team). In this way, marketing helps organizations maximize the profits from the sale of their products, contributing to the development of many areas of the sports business. There is an idea that the source of profit is the "work" of consumers, the use of goods and services. Today, however, the process is reversed: today, sports organizations are increasingly dependent on consumers. For example, Manchester United Football Club has posted a customer service policy and standards on their website. At the same time, in many countries, government regulators are developing measures to prevent consumers from being "exploited". For example, the Special Commission of the English Football Association (England Football Task Force). But above all, marketing is not just a tool to get people to buy things they don't need. Marketing is the process of understanding the needs and aspirations of the market in order to produce goods and services that satisfy existing or latent demand.

Myth four: the ability of sports marketing to deceive the consumer.

There are people who are ready to move in winter, in cold and rain, for example, in the game of Rugby. A simple person may ask: why do we need marketing? After all, no matter what, a Rugby fan will still get wet and cold. But we must not forget that there are always fans who like to be at the stadium in any weather. This allows us to support and develop this sport. The purpose of sports marketing is to identify the presence of such fans. If people don't like the product presented here and now, it will be difficult to try to convince them to buy it. In this case, the role of marketing should be to develop an existing product, for example, to improve sports

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facilities and reduce their costs. In other words, the job of the marketer is to fundamentally change and offer the product, such as creating a more comfortable environment for fans and playing games in a more convenient place and at a more convenient time to increase the number of viewers.

Myth five: Sports marketing supports sports.

If it keeps the sport clean, then it's sports marketing. Today, as the structure of consumer spending is changing, sports organizations play an important role in maintaining the importance of sport in people's lives. Consumer incomes are rising, and the choice of goods and services in the field of leisure and entertainment is expanding. If we want sports to remain attractive, the most important task of sports marketing is to keep the importance of sports in the minds of consumers and make them willing to spend a significant portion of their money.

Sports marketing is an ongoing process. Whether the competition is year-round (e.g. Football League Championship, Olympic Games) or a one-time event (Football Cup Final), marketers need to constantly plan their activities, solve tasks and evaluate their work.

In addition, maintaining relationships with fans and customers is of great importance. Finally, if sports events are held, say, once every four years, then the main problem is to constantly remind people.

For example, marketers working at the Olympic Games have to deal with more complex and large-scale tasks. Before public marketing, they must "sell" their offer to the relevant structures and organizations in order to be eligible to host contest games. Sports marketing performs various tasks:

- tasks related to the study of the market where competitive and popular sports goods are formed, the study of competitive positions, the study of the preferences and impressions of the audience;

- tasks related to establishing relations with federations, leagues, trade unions;

tasks related to the promotion, production and popularization of sports competitions, teams and athletes: promotion of individual sports, image formation, awareness raising, various media and the Internet of sports organizations, teams or athletes providing regular information about the activities of the institute, ensuring participation in various targeted activities;

- the tasks of attracting sponsors: finding and attracting sponsors to fully finance the needs and mutually beneficial cooperation, as well as maintaining independence;

- Tasks for the implementation of ticket programs: organization of an efficient and flexible system for the sale of sports products and tickets for sports events;

- tasks related to interaction with fans: attracting spectators and fans, increasing their loyalty and loyalty not only in case of victory, but also in case of defeat, some emotions associated with sympathy, organizing online formation campaigns;

- tasks related to the creation of trademarks, paraphernalia and merchandising;

- tasks related to the implementation of anti-crisis measures.

To see that sports marketing is needed not only by sports organizations, it is enough to recall how countries fight for the right to host the Olympic Games. This fight in itself is an interesting competition. Winning it raises the prestige of the country, promotes the development of tourism, increases the income

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of local businesses and employment, and thus favors the development of the well-being of the population of the country.

CONCLUSION

This article discusses ways to solve problems associated with the development of marketing in sports. Reviewed tasks of attracting sponsors: finding and attracting sponsors to fully finance the needs and mutually beneficial cooperation, as well as maintaining independence. Tasks related to the promotion, production and popularization of sports competitions, teams and athletes: promotion of individual sports, image formation, awareness raising, various media and the Internet of sports organizations, teams or athletes providing regular information about the activities of the institute, ensuring participation in various targeted activities.

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