



MEVA-SABZAVOTLAR UCHUN NARXLAR STRATEGIYASI:
O'ZBEKISTON UCHUN TAKLIFLAR

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https://doi.org/10.55439/ECED/vol25_iss2/a50

Annotatsiya. Ushbu maqolada qishloq xo'jaligi sohasida narx strategiyasining nozik jihatlari, O'zbekistonda meva va sabzavotlarga alohida e'tibor qaratilgan. Tahlil tarixiy narxlash amaliyotini, yangi mahsulotlarni joriy etishning rivojlanayotgan manzarasini va innovatsiyalar va narxlashning kesishishini qamrab oladi. Bu korxonalar, ayniqsa, qishloq xo'jaligi sohasida narxlarni mahsulot yoki biznes modeli innovatsiyasi kabi jiddiylik bilan ko'rib chiqish zarurligini ta'kidlaydi. Maqolada narx-navoning turli yondashuvlari, jumladan, narx-navoga asoslangan, raqobatga asoslangan va mijozlar qiymatiga asoslangan strategiyalar o'rganilib, ularning bozordagi joylashuvi va narxlashning murakkabliklarini boshqarishga ta'siriga e'tibor qaratiladi. Bundan tashqari, u semirishning global muammolari va iste'molchilarning xatti-harakatlarini shakllantirishda narx strategiyalarining rolini muhokama qiladi. Taklif etilayotgan yagona amaliy tadqiqot usuli yangi qishloq xo'jaligi mahsulotlarining narx strategiyasi bo'yicha adabiyotdagi sezilarli bo'shliqni to'ldirishga qaratilgan, ayniqsa o'tish davridagi mamlakatlarda.

Kalit so'zlar: narx strategiyasi, bozor segmentatsiyasi, barqaror narxlash, innovatsion marketing.

СТРАТЕГИЯ ЦЕНОВАНИЯ НА ФРУКТЫ И ОВОЩИ: ПРЕДЛОЖЕНИЯ ДЛЯ УЗБЕКИСТАНА

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Аннотация. В данной статье рассматриваются тонкости ценовой стратегии в сельскохозяйственном секторе с особым акцентом на фрукты и овощи в Узбекистане. Анализ охватывает историческую практику ценообразования, развивающуюся среду внедрения новых продуктов, а также пересечение инноваций и ценообразования. В нем подчеркивается необходимость для предприятий, особенно в сельскохозяйственной сфере, относиться к ценообразованию с той же серьезностью, что и к инновациям продуктов или бизнес-моделей. В документе исследуются различные подходы к ценообразованию, в том числе стратегии, основанные на затратах, конкуренции и ценности для клиентов, обращая внимание на их влияние на позиционирование на рынке и преодоление сложности ценообразования. Кроме того, в нем обсуждаются глобальные проблемы ожирения и роль стратегий ценообразования в формировании потребительского поведения. Предлагаемый подход к отдельному тематическому исследованию направлен на заполнение заметного пробела в литературе, касающегося стратегии ценообразования на новую сельскохозяйственную продукцию, особенно в странах с переходной экономикой.

Ключевые слова: стратегия ценообразования, сегментация рынка, устойчивое ценообразование, инновационный маркетинг.

PRICING STRATEGIES ON FRUITS AND VEGETABLES: SUGGESTIONS FOR UZBEKISTAN

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Abstract. This paper delves into the intricacies of pricing strategies in the agricultural sector, with a particular focus on fruits and vegetables in Uzbekistan. The analysis spans historical pricing practices, the evolving landscape of new product introductions, and the intersection of innovation and pricing. It emphasizes the need for businesses, especially in the agricultural realm, to treat pricing with the same seriousness as product or business model innovation. The paper explores various pricing approaches, including cost-based, competition-based, and customer value-based strategies, drawing attention to their implications for market positioning and navigating pricing complexities. Furthermore, it discusses the global challenges of obesity and the role of pricing strategies in shaping consumer behavior. The proposed single case study approach aims to fill a noticeable gap in the literature regarding the pricing strategy of new agricultural products, particularly in transition economies.

Keywords: pricing strategy, market segmentation, sustainable pricing, innovative marketing.

Introduction. The process of determining the optimal price for farm produce in the agricultural industry is a strategic endeavor that requires careful consideration. The primary goal of this endeavor is to strike a balance that not only appeals to customers but also ensures a higher income for the farmers. This delicate equilibrium takes into account a multitude of factors, including the production costs incurred, the current market demand for the agricultural products, and the perceived value attributed to them.

Farmers play an indispensable and pivotal role in setting prices that resonate with their target customers. In order to achieve this, they must adopt a pricing strategy that aligns with the preferences of their customers, takes into account the prevailing market trends, and considers the unique characteristics of the agricultural products they offer. Whether it is fruits, vegetables, or any other form of farm produce, a comprehensive understanding of the dynamics of the market is absolutely essential for farmers to make well-informed pricing decisions.

In addition to pricing, farmers also employ a variety of promotional techniques to enhance the visibility and desirability of their products. Advertising and personalized sales tactics serve as powerful tools that allow them to effectively inform potential customers about the quality and benefits of the farm produce they offer. These techniques not only create a heightened awareness among consumers but also serve to motivate them to make a purchase.

The pricing and promotional strategies adopted by the agricultural sector are significantly influenced by a multitude of external factors. These factors include the broader economic landscape, the prevailing consumer behaviors, and the competitive environment in which farmers operate. It is worth noting that the pursuit of sustainable pricing practices not only contributes to the financial well-being of farmers, but also plays a crucial role in fostering a positive relationship between farmers and consumers.

In the context of the agricultural sector, pricing transcends being a mere numerical value; it becomes a critical factor influencing the dynamics of a nation's economy. Fruits and vegetables, vital components of the agricultural landscape, are not exempt from the intricate dance of pricing strategies. In Uzbekistan, a country rich in agricultural potential, understanding and optimizing the pricing of these essential commodities is paramount for sustainable economic development.

Literature review. As Nykiel (2003) succinctly defines, price encapsulates the monetary worth of a product or service. However, in the agricultural realm, it embodies more than just a financial figure. The pricing of fruits and vegetables in Uzbekistan holds the potential to shape the nation's agricultural image, define its market position, and contribute to the perceived brand value of its produce. It is in this nuanced landscape that the significance of a well-crafted pricing policy becomes evident.

Drawing parallels to the broader corporate context emphasized by Toni, Milan, Saciloto, and Larentis (2017), the agricultural pricing policy in Uzbekistan stands out as one of the most pivotal decisions in the realm of management. Its implications ripple through corporate profitability and market competitiveness, influencing the livelihoods of farmers, the accessibility of produce for consumers, and the overall economic resilience of the nation.

Throughout much of history, the determination of prices relied heavily on the art of negotiation between buyers and sellers, a practice aptly described by Kotler and Keller (2012). This culture of bargaining, still prevalent in certain trade domains, has shaped the pricing landscape for centuries. However, the late nineteenth century marked a transformative shift with the rise of large-scale retail sales, ushering in an era where uniform pricing for all consumers became the norm.

Understanding how to set prices in this evolving paradigm is not merely a commercial skill; it is a strategic imperative for business owners, as highlighted by Cornelisse, Graziani, and Berntsen (2020). Recent research, as noted by Hallberg (2017), underscores the complexity and costliness of pricing products, emphasizing the variability in firms' capabilities to implement effective pricing strategies.

As enterprises navigate the challenging path of creating and launching new products into the market, the importance of pricing policies becomes even more pronounced. The acceptance, positioning, and adaptability of a new product amid competitive forces and environmental challenges require meticulous analysis. This paper devotes a special section to the pricing of new products, acknowledging the inherent challenges in this process.

In the intricate realm of pricing new products, Jakupi (2000) identifies several influential factors that guide pricing decisions. These factors include technological changes, the degree of product differentiation, purchasing

frequencies, and the strategic combination of marketing mix instruments.

The dedication and meticulous effort required for effective pricing decisions are emphasized by Nagle and Hogan (1995), underscoring the potential consequences of any misstep in the pricing strategy. As the seeds of success are sown through product development, promotion, and distribution, the harvest is reaped through the effective implementation of pricing strategies.

The landscape of new product introductions (NPI) has undergone a significant transformation, marked by increased diversity, varieties, and complexities, as noted by Prasad (1997). Bruce (2014) highlights the pivotal role of product managers in determining an appropriate marketing strategy before launching a new product. In the face of strong competition, enterprises must navigate the intricacies of the market, making strategic decisions that extend beyond mere product features.

Even in a market that may have experienced some contraction, understanding the true level of innovation remains the most challenging aspect for enterprises, venturing into new product launches (Prasad, 1994). Marn, Roegner, and Zawada (2004) echo this sentiment, pointing to the importance of discerning the real level of innovation amidst market dynamics.

Schumpeter's early insights dating back to 1911 continue to resonate, framing innovation as "doing new things or doing things that have already been done, in a new way" (Schumpeter, Opie, & Elliott, 1983). Innovations, as classified by various authors, encompass products, processes, marketing, and organizational dimensions (OECD, 2005; Oke, Burke, and Myers, 2007; Chetty and Stangl, 2010; Gunday, Ulusoy, Kilic, and Alpkan, 2011; Rowley, Baregheh, and Sambrook, 2011).

The intersection of innovation and pricing strategies in the agricultural sector, particularly in the context of fruits and vegetables, holds significant relevance. Building upon the foundational insights provided by Nagle, Hogan, and other scholars, it becomes crucial to adapt these principles to the unique challenges and dynamics of the agricultural landscape in Uzbekistan.

Prasad's (1997) observation on the increasing diversity and complexities during new product introductions (NPI) takes on a nuanced perspective when applied to the agricultural domain. In the face of evolving consumer preferences and global market demands, the introduction of new varieties of fruits and

vegetables requires careful consideration of pricing strategies. Agricultural product managers, akin to their counterparts in other industries, must navigate this intricate landscape to ensure the successful integration of innovative products into the market.

Bruce's (2014) emphasis on the role of product managers in determining marketing strategy aligns with the agricultural sector's need for strategic positioning. How fruits and vegetables are marketed, considering factors such as freshness, quality, and local versus global appeal, becomes integral to pricing decisions. The unique challenges of agricultural production, influenced by weather conditions, seasonality, and perishability, further underscore the complexity of these strategic decisions.

The challenge of understanding the real level of innovation in the agricultural sector, as highlighted by Prasad (1994) and Marn, Roegner, and Zawada (2004), is particularly relevant. Innovations in agriculture may not only pertain to the product itself but also extend to cultivation techniques, sustainable practices, and supply chain innovations. Recognizing and effectively pricing these innovations can significantly impact the success of agricultural enterprises.

Schumpeter's (1983) timeless definition of innovation as doing things in a new way finds resonance in the agricultural landscape. Whether it involves adopting novel cultivation methods, introducing eco-friendly packaging, or revolutionizing distribution channels, these innovations contribute to the broader spectrum of agricultural innovation.

Kotler, Armstrong (2019) delineate two fundamental types of new products: those that mimic existing products and completely innovative products that previously did not exist in the market. The strategic challenge for companies developing new imitation products lies in product positioning.

The first strategy involves offering high quality, high-priced products, constituting a premium pricing strategy (Kotler and Armstrong, 2019). Conversely, the economic strategy entails providing low-quality products at low prices. The good value strategy, endorsed by companies offering high-quality products at low prices, is suitable for mass-market penetration. The final strategy, known as the overcharging strategy, where low-quality products are offered at high prices, is cautioned against due to the potential negative impact on the company's image and product perception.

When introducing completely new products to the market, companies face the challenge of setting initial prices. Kotler and Armstrong (2012) outline two primary strategies for pricing new products: market segmentation (price shearing, market filtering, or price skimming strategy) and market penetration.

Pride and Ferrell (2003) explain that market-based pricing allows companies to set the highest possible prices for products, catering to consumers willing to pay a premium. This strategy provides flexibility in adjusting prices, especially when there is minimal competition for new products. Kurtz (2008) notes that this strategy is effective when there is limited competition, and Blythe (2005) suggests its suitability for firms with advanced technological products aiming to enhance their image and secure high margins.

Nagle and Hogan (1995) assert that consumers willing to pay high initial prices are typically not price-sensitive. This group values unique product attributes or might have business expenses covered by their organizations. The advantage lies in the rapid recovery of design and development costs, making it challenging new competitors to enter the market later.

Contrary to the belief that market segmentation is unfeasible when production economies are high, Nagle and Hogan (1995) argue that even if only a small market share is not price-sensitive, catering to this segment with high-value, high-priced products can yield substantial profits comparable to or even exceeding those serving the larger, price-sensitive market. This emphasizes the importance of understanding and targeting specific segments within the market.

Czinkota (2000) introduces the market penetration strategy, where companies set the price of their new products below their real value. It is crucial to note that this does not necessarily mean offering low prices; rather, the price is low concerning the quality the products possess. Conditions under which this strategy can be effective, as highlighted by Chatterjee (2009), include a price-sensitive target market, falling production and distribution costs with increased sales volume (leveraging economies of scale and the experience curve), and using low prices as a deterrent against potential new competitors.

Nagle and Hogan (1995) emphasize that the success of the penetrating pricing strategy depends on the company's ability to prevent competition from undercutting its prices. This strategy can thrive when the company holds advantages in production and distribution costs or possesses resources inaccessible to competitors.

Additionally, success can be achieved when the company is small, increasing sales enough to trigger a response without significantly influencing competitors' sales.

In the realm of business innovation, Hinterhuber and Liozu (2014) point out that while new and innovative products are crucial, only a few companies treat innovation in pricing with the same seriousness as product or business model innovation. LaPlaca (1997) underscores the significance of pricing to a firm's success and questions why pricing has not received more attention in strategic discussions.

Buffett (2011) places a high value on a business's ability to raise prices, asserting that if a business can raise prices without losing customers to competitors, it signifies a robust business model (Wachtel, 2011). Hinterhuber and Liozu (2012) and Liozu and Hinterhuber (2013) highlight the importance of pricing power as a learned behavior and a skill, suggesting that firms can actively develop and enhance their ability to influence pricing dynamics.

While businesses may adopt various approaches to pricing, Hinterhuber and Liozu (2012) categorize them into three main types: cost-based pricing, competition-based pricing, and customer value-based pricing. The choice among these approaches has significant implications for how companies position themselves in the market and how they navigate the complexities of pricing strategies for both existing and new products.

The global challenges of obesity and overweight have spurred discussions about healthier food choices, including snacks. French et al. (2001) highlight the effectiveness of promoting desired food choices in community-based environments by lowering prices. This approach not only encourages healthier eating habits but also contributes to the overall profitability. Marketers play a crucial role in establishing innovative and accessible distribution channels for low-fat products, ensuring their reach to end-users. Building on this, French et al. (1997) delve into the impact of price on purchases of low-fat snacks from vending machines. Their findings suggest that reducing relative prices can effectively promote the choice of lower-fat food snacks among the population. This underscores the significant role pricing strategies play in shaping consumer behavior and influencing food choices, particularly in the context of snacks and processed food.

The penetration pricing strategy, as discussed by Chatterjee (2009), necessitates

substantial resources to support rapid production, distribution, and promotion of new products. Companies adopting this strategy prioritize long-term benefits over short-term profits, aiming for low costs and a robust market position. This approach becomes especially crucial in the context of introducing healthier and lower-fat snack products, where the societal and health benefits may be substantial in the long run.

Methodology. Despite the extensive literature on pricing strategies, there is a noticeable gap concerning the pricing strategy of new products in the agricultural sector, particularly for potato production and processing companies in transition economies. The proposed single case study approach aims to contribute valuable insights into the pricing strategies of new agricultural products, specifically focusing on a potato production company.

Results. Suggestions. Sustainable development in Uzbekistan's agricultural environment is dependent on the adoption of appropriate pricing techniques, as the nation's economy is heavily dependent on the quantity of fruits and vegetables. It is essential to adjust these tactics to the particular opportunities and difficulties faced by the agriculture industry. The following useful recommendations will improve Uzbekistan's pricing policies for fruits and vegetables:

Serving Diverse Consumer Groups: Use market segmentation in light of Uzbekistan's diverse consumer preferences. This entails developing pricing strategies that are specific to various consumer categories, taking into account variables like cultural preferences, income levels, and the differences between urban and rural areas.

Combining Sustainability and Competitiveness: Adopt competitive pricing tactics in line with the tendencies of the world market. Achieve equilibrium between sustainability and competitiveness to guarantee equitable profits for farmers and reasonable prices for consumers. Keep an eye on developments in global pricing and modify local prices appropriately.

Promoting Healthier Choices: Use price techniques to incentivize consumers to choose healthier fruits and vegetables. Take into account offering promotional campaigns or reduced prices for wholesome, locally farmed produce. Work together with medical associations and academic institutions to spread the word about the advantages of particular products for health.

Innovative Distribution and Marketing: Make an investment in creative marketing strategies to highlight the excellence and freshness of

regionally grown fruits and vegetables. To create a direct line of communication between farmers and customers, investigate direct-to-consumer distribution options like farmers' markets or online platforms. Make use of digital channels and social media to promote and advertise in niche markets.

Adopting to a New Product Introductions: Encourage the market debut of inventive and novel fruits and vegetables. Use pricing tactics that take into consideration the distinctive qualities of these products, taking into account aspects like flavor, look, and nutritional content. Encourage an innovative culture among farmers by offering incentives for them to try growing new types.

Collaboration and Research Initiatives: To jointly create efficient pricing strategies, promote cooperation amongst researchers, policymakers, and agricultural stakeholders. Invest in research to learn about global trends, market dynamics, and customer behavior in order to make effective price decisions.

Framework for Policy and Government Support: Promote laws that encourage equitable and sustainable pricing practices. Work together with the government to establish regulations that will benefit the agriculture industry.

By implementing these recommendations, the agriculture sector in Uzbekistan can maximize fruit and vegetable pricing techniques, promoting economic growth, better health results, and increased sustainability.

Conclusion. In conclusion, this thorough investigation highlights the crucial part that price plays in the agriculture sector and emphasizes the strategic necessity of pricing for long-term, sustainable economic growth. The analysis goes beyond simple numbers to recognize pricing as a complex variable that influences a country's agricultural image, position in the market, and brand value. The passage emphasizes how pricing policies are always changing, particularly in light of the launch of new products and the convergence of innovation. Companies are required to understand the importance of pricing power and actively cultivate this talent in conjunction with product and business model innovation, especially in the agriculture sector. The suggestions made are meant to direct Uzbekistan's agricultural industry in the direction of optimizing fruit and vegetable pricing strategies, encouraging economic expansion, endorsing healthier options, and guaranteeing sustainability. By means of collaboration, research endeavors, and strategic policy formulation.

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DEHQON XO'JALIKLARI FAOLIYATINING ISTIQBOLLARI VA TREND MODELLAR ASOSIDAGI PROGNOZI

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https://doi.org/10.55439/ECED/vol25_iss2/a51

Annotatsiya. Qashqadaryo viloyatida dehqon xo'jaliklari faoliyatining istiqbolli rivojlantirishning axborot bazasini shakllantirish bo'yicha keng o'rganilib, nazariy jihatlar yoritilgan. Dehqon xo'jaligi 2011-yildan 2023-yillarda statistika agentligi asosida tahlil qilingan va takliflar keltirib o'tilgan. Dehqon xo'jaligi mahsulotlari iqtisodiyotni rivojlantirish, agrar sektorining taraqqiyoti va dehqonchilikni ta'minlash uchun imkoniyatlari oid ma'lumotlar nazariy jihatdan yoritilgan. Dehqon xo'jaligi sohasidagi faoliyatni boshqarishga oid to'g'ri va samarali qarorlar qabul qilish amaliy ko'rsatkichlar va tahlillar yordamida muhimligi hamda qarorlar qabul qilish usullari dehqonlik sohasidagi faoliyatni boshqarishda yordam berishi nazariy yoritilgan. Dehqon xo'jaligi rivojlantirish kontseptsiyasi bo'yicha o'zlarining tahlillarini samaradorligining o'sishiga ta'sir etuvchi omillarni sarhisob qilingan va asosiy tushunchalar keltirilgan. Dehqon xo'jaligi va atrof-muhitni muhofaza qilish bo'yicha olimlarining fikriga ko'ra, ushbu sa'y-harakatlar natijalari berilgan.

Kalit so'zlar: dehqon xo'jaligi, subsidiyala, strategiya, eksport, investitsiya, bozor tahlili, daromad, modernizatsiya, klassifikatsiya, bozor iqtisodiyoti, ekonometrik model.