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APPLICATION OF PRICE MARKETING IN THE PRACTICE OF INFORMATION-LIBRARY ACTIVITY

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### Annotation

This article provides detailed information about marketing and its types, price marketing, library culture, professional activity and behavior of employees in the practice of information library activities.

**Keywords:** internal marketing, market, leadership, direction, behavior, employee, team, culture, price, marketing, information.

### Introduction

Price marketing is one of the areas that describes the formation of the service (product) price in the implementation of a marketing strategy, the introduction of a price for a new service (product) or a change in the price of a product. Price is an integral part of marketing and provides a comprehensive content to its main parts, such as product variety, product description, sales method and forms of service. When conducting price marketing, various factors affecting price are taken into account.

The following are the main and most commonly used factors: costs, demand, competitors, pricing objectives, and government actions to control prices. Library and information institutions have been dealing with practical issues of pricing for a long time. Because the pricing of a number of existing types of paid services is carried out by the central state or industry management bodies, and the specific aspects of a specific library were not taken into account.[1]

In connection with the development of microeconomic activity models in the current conditions of library issues, this problem, that is, pricing, is becoming the main issue of the library's marketing concept.

Additional services and pricing process of information-library activity is carried out taking into account activity calculation (costing) and profitability (profitability). It is a component of the financial planning and management of the Information-library institution. It is appropriate to call the methods of implementation of science-based price policy in libraries with one term, that is, "price marketing".

When developing a pricing strategy for a specific library, it is necessary to follow a common proven approach and principles for pricing. In this, the main attention should be taken into account of the justified cost of services (products) recommended by the library and the ability of leading consumers to pay. As a result of comparing these data to each other, the general level (high-medium-low) and the possible range of the market price ("from" to "to") are determined. Here, price plays the role of a flexible marketing tool and acts as an adjustment device for demand, competition and product proliferation. In the pricing policy, first of all, it is necessary to study the existing requirements and potential requirements of consumers, as well as take into account the consumption of information-library services and products (communicative, educational, cultural-educational, etc.).[2]

As a result of the analysis of these factors, it is possible to establish a target market price for the sector. Library institutions can use the following generally accepted pricing guidelines in their practices:

Variable (descending) price is determined based on demand and supply; attraction of new consumers gradually decreases as a result of saturation of the industry market. A long-term price is a

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predetermined rate that lasts for a long time in different situations; It can be used in public requests for information-library services and products.

The price intended for individual consumers of the market is intended for a specific group of consumers, and the same service or product is classified according to consumers and the service provided to them. A flexible (elastic) price adapts to the current state of the industry market and changes its value immediately.[3]

It realizes the necessary services and products, thereby exerting its influence on competitors. Preferential price is determined in order to maintain the market position and prevent competitors from maintaining the demand for their products. Negotiated prices - (different from the current term) base prices are relatively cheap and are set on the basis of agreement with the consumer in certain cases with various benefits (for example, receiving a certain volume of services and products, long-term service agreeing to show, using the form of payment, preferential form, etc. ).[4]

As the pricing policy for information-library products characterizes the general approach, the library should take into account the demands of consumers and also take into account competitors, at the same time, the relationship between price and service/product quality, the principles chosen in pricing optimality and price advertising, forms of payment, preferential prices should be taken into account. Even relatively small libraries would do well to conduct their own price marketing research when setting prices.

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