

A P2P MARKET CONCEPT SPECIALIZING IN THE SALE OF ART OBJECTS

Zakirova Sayyora Abdulkhakovna

*Head of the department Informatics and management National institute of fine art and design
named after K.Behzod, Uzbekistan, Tashkent*

Zaynulloyeva Shaxodat Saidaxmat kizi

Student of the National institute of fine art and design named after K.Behzod

Abstract:

The market is a mechanism connecting commodity exchange relations between sellers and buyers and production and consumption. The object of the market is useful goods and services, and the subject is market participants (sellers and buyers), which consist of firms, households, state organizations, agencies, etc. Market participants enter into relations for the exchange of goods and services in monetary terms. Trade relations with goods in the market are carried out according to the laws of commodity production, commodity exchange and money circulation. Market participants have the status of seller and buyer.

Keywords: *Free market, demand and supply, controlled market, spontaneous market, services, capital and goods, labor market.*

The market is divided into a free market and a monopoly market depending on the position of its participants. In a free market, there are many sellers and buyers, and prices are formed on the basis of supply and demand. In a monopoly market, the dominance of a minority of sellers is established, and prices are determined based on their interests only. Such Markets are characterized by little or no competition. In terms of the material form of the object of exchange, there are consumer goods and services, resources, labor, finance, intellectual goods, weapons, means of production, investment, securities, scientific ideas, technical developments, and labor (labor) markets. The market is divided into local, regional, national and global markets depending on its scope. Depending on whether the goods come from abroad, there are open and closed types. The expanding market is divided into the expanding market depending on the volume of pre-sale, i.e., the volume of turnover.

There are unorganized (spontaneous), planned and managed markets. The transition from a spontaneous market to an orderly, planned market is characteristic of a civilized society. Currently, in no country is an unregulated market dominant, rather a regulated market is in the leading

position. As the economy grows, the types of markets increase, because the goods and services sold become more diverse, the buyers are also differentiated according to their income, taste, and overall demand, and the amount of goods and services sold in the market increases.

Markets, a specific place for trade, consisted of stalls and storehouses, temples, workshops, etc. in a rectangular square with 3 or 4 rows of columns in the ancient Roman and Greek cities of Miletus, Pergamum, and other cities. The market square was considered a part of the city complex (agora, forum). The architecture and construction of the markets of each country was related to climatic conditions, economic, geographical location and trade traditions. In the Mediterranean basin, markets were developed in open spaces, and in the East, covered markets ("suq", "asvok", "chorsu"; in Turkey and Iran, they were called "khan", "bedistan").

The development of commodity production has become a necessary condition for the emergence of market relations. So there was a market concept. This object of economic relations began to develop rapidly. It is not just the sale of products that are the result of labor. The market includes land, forest and other things created by natural means. Let's take a closer look at the market concept. This is a system of relations with an economic nature that is formed as a result of the production, movement, sale, cash and other types of values. Market relations are entirely based on the principles of buying and selling. Initially, there were places of mass sale of markets. Gradually, cities and large trade centers were established at these points. Sellers and buyers are the entities in the market. It can be individuals, businesses, firms and even countries. Some entities perform the functions of seller and buyer at the same time. It is an organized network of relationships that is the basis for buying and selling. Money and goods as market objects. The product can have different forms. It is a product that is the result of labor, as well as factors of production (capital, labor, land, etc.). The role of money fulfills all financial instruments. But the most common equivalent is money itself. Objects of market trade are different. Here the labor market, capital and goods and services are distinguished. The labor market provides vacancies and applicants for these positions. The modern concept of the market is slightly different from the reality. Today, thanks to technical progress, trading can almost be done by computer. The concept of the financial market includes the circulation of capital, money in any form.

The concept of the currency market includes all relations in the market, which is connected with the circulation of currency or securities of this value. It also includes investments in foreign exchange capital. Internationally, all operations are carried out in global currency. Markets are divided based on specialization. It is a form of division of labor depending on the sector or manufacturing industry. The concept of the market arose for several reasons. First of all, it is related to the limited capabilities of a person. That is, there is a lack of resources. A person can produce a certain product, so it is necessary to buy other goods or exchange them for existing products. Another reason for the need for the market is the economic individuality of producers. Everyone decides what product to produce and how much. The main function of the market is to regulate the level of demand and supply, as well as the formation of the price level. Under its influence, it is necessary to introduce new technical developments to reduce costs and improve product quality. The market is a source of information for the participants of this process. In addition, he acts as an intermediary between buyers and sellers who have the right to choose a partner. According to the results of the market competition, only those with more opportunities and prospects will survive. Problems related to the lack of goods and services in the market can be avoided.

The market concept is a set of strategies and activities defined for managing the processes of selling products and delivering services of a company. Market concept includes important issues such as how to sell the product or service offered by the company, how to reach which customers, how to set prices and how to advertise. The market concept is very important in determining a company's market calculations, marketing strategies, and customer targeting methods. This concept requires

companies to learn to understand the market, understand customers and develop according to their requirements and wishes.

Market concept, market segmentation (dividing the market into segments), structure and positioning of products (unique features of products and value provided to users), marketing communications (establishing contact with customers through advertising, promotion, PR and other means of communication) consists of many basic elements. Market concept requires studying the market concept for the company, understanding the customers and learning to develop according to their requirements and wishes. This is very important for the company to be successful in selling its products. Within the market concept, the following important concepts can be indicated:

1. Market segmentation: Dividing the market into different segments and offering products or services specifically for each segment.
2. Product Positioning: How the product is positioned in the market through its unique features and the value it provides to users.
3. Marketing communications: Establishing contact with customers and ensuring that they receive information about the company through advertising, promotion, PR and other means of communication.
4. Pricing: How to price a product or service and how to present it to customers.
5. Customer Understanding: Gaining an understanding of the type of customers that are important to the company, their needs and wants.
6. Market Understanding: Study the market understanding for the company, understand the market trends and laws.

These important concepts are very important in defining a successful marketing strategy for the company and help in managing the processes of product sales and service delivery.

Market segmentation means dividing the market into several different segments. This shows the importance of what type of customers a company is specifically targeting when marketing its products or services. Each segment using market segmentation is separated according to its characteristics and requirements, and specific marketing strategies and communication tools are used for each segment. Market segmentation allows the company to identify different types of customers that are useful in selling its products and provide products and services aimed at them. This provides an opportunity for the company to identify products that are attractive to customers and enhance interaction with them.

Marketing communications is the process of building relationships and self-promotion to sell a company's products, services, or brand, helping to strengthen the relationship between the company and its customers. Marketing communications are carried out through advertising, PR, advertising, sales center and other means of communication performed by the company. Marketing communications can take many forms, such as:

1. Advertising: Advertising the company's products through television, radio, internet, print media and other platforms.
2. Public Relations (PR): Introducing oneself to the public through news, messages and articles about the company and its products or services.
3. Direct marketing: Offering products and services to customers through personal messages, e-mail, SMS and other personal communication tools.
4. Sponsorship: Promotion of the brand through financial or moral support by the company to sports events, community events or other activities.

Marketing communications are very important for a company to successfully market its products and ensure that they are valued by customers. This process helps to strengthen the interaction between the company and the customers and strengthen the image of the company.

Five directions (philosophical concepts of the market) have guided and continue to guide organizational activities:

1. Production concept
2. Product concept
3. Sales concept
4. Marketing concept
5. Concept of social marketing

Production concept. This concept is the oldest concept in business. According to him, consumers prefer widely available and cheap products. Managers focusing on this concept focus on achieving high production efficiency, low costs and mass distribution. They assume that consumers are primarily interested in product availability and low prices. This direction makes sense in developing countries, where consumers are interested in getting more than product features.

Product concept. This trend means that consumers prefer products that offer the best quality, performance or innovative features. Managers who focus on this concept focus on producing high-quality products and improving them over time. They believe that customers appreciate well-made products and can appreciate quality and performance. However, these managers sometimes fall into a love affair with their product and don't understand what the market needs. Management can make the mistake of "a better mousetrap" by believing that a "better mousetrap" will get people to their door.

Sales concept. This is another common line of business. He notes that consumers and businesses, if left alone, typically don't buy enough of the selling company's products. Therefore, the organization should make aggressive sales and promotion efforts. This concept assumes that consumers usually experience inertia or resistance and need to be motivated to buy. In addition, the company assumes that it has a full battery of effective sales and advertising tools to encourage more purchases. Most firms use the concept of selling when they have excess capacity. Their goal is to sell what they make rather than what the market wants.

Marketing concept. It is a business philosophy that opposes the three business lines above. Its central principles crystallized in the 1950s. He believes that the key to achieving his organizational goals (the selling company's goals) is for the company to be more effective than its competitors in creating, delivering, and communicating customer value to selected target customers. The marketing concept relies on four pillars: target market, customer needs, integrated marketing and profitability.

Differences between sales concept and marketing concept:

1. The sales concept focuses on the needs of the seller. The marketing concept focuses on the needs of the customer.
2. The sales concept is concerned with the seller's need to convert his product into cash. The marketing concept is concerned with the idea of satisfying the customer's needs through a product to solve the customer's problem (needs).

References:

1. Fayziyev, T., Zunnunova, U., & Zakirova, S. (2020). Academic and organizational aspects of entrepreneurship education in art universities of Uzbekistan. *Journal of critical reviews*, 7, 19.
2. Zakirova, S. A., & Zunnunova, U. G. (2021). Classification Of Creative Industries In Uzbekistan. *Nveo-natural volatiles & essential oils journal| nveo*, 15296-15302.
3. Mukhamedov, U. S. (2021). Trends In The Emergence And Development Of Styles In WebDesign. *The American Journal of Interdisciplinary Innovations and Research*, 3(10), 21-24.
4. Мирзаюнусова З. И. Расулова М. Х. (2011). Роль образа исторической личности в воспитании гармонично развитой личности. МОЛОДЕЖЬ И НАУКА: РЕАЛЬНОСТЬ БУДУЩЕЕ. Материалы IV Международной научно-практической конференции, 1, 572-573.
5. Расулов, И., & Хамдамова, М. (2020). Лексико-грамматическая характеристика афгективных фразеологизмов. *Иностранная филология: язык, литература, образование*, (1 (74)), 128-132.
6. Kiramidinova, I. D., & Diyora, A. (2023). IMPORTANCE OF FORMATION AND DEVELOPMENT OF CREATIVITY SKILLS AMONG STUDENTS IN TEACHING GENERAL TECHNICAL SUBJECTS. *INTERNATIONAL JOURNAL OF SOCIAL SCIENCE & INTERDISCIPLINARY RESEARCH ISSN: 2277-3630 Impact factor: 7.429*, 12(03), 39-41.
7. Kiramidinova, I. D., & Rustam, M. (2023). Talabalarni ijodiy qobiliyatlarini rivojlantirishda tizimli tahlil va qaror qabul qilish texnologiyalari: talabalarni ijodiy qobiliyatlarini rivojlantirishda tizimli tahlil va qaror qabul qilish texnologiyalari.
8. Kiramidinova, I. D. (2023). Talabalarning ijodkorlik qobiliyatlarini rivojlantirish mexanizmini takomillashtirish texnologiyalaritalabalarning ijodkorlik qobiliyatlarini rivojlantirish mexanizmini takomillashtirish texnologiyalari: talabalarning ijodkorlik qobiliyatlarini rivojlantirish mexanizmini takomillashtirish texnologiyalari.
9. Эргашев А. М (2016). Аҳоли фаровонлигини таъминлашда оилавий тадбиркорликнинг ўрни ва аҳамияти Тежамкорликнинг концептуал асослари ва унинг ижтимоийиктисодий шарт-шароитлари.2/174, 254.
10. Бабаева, Н. М. (2021). Роль государственного регулирования в развитии инвестиционной деятельности страховых компаний.
11. ХОДЖАЕВА, Д. Способы выражения обстоятельственной семантики во фразеологизмах. 11. Мухамедов, УС (2019). Технические средства для компьютерной графики. *Мухамедов, УС (2019). ТЕХНИЧЕСКИЕ СРЕДСТВА ДЛЯ КОМПЬЮТЕРНОЙ ГРАФИКИ. Мировая наука*,(10), 135, 138.
12. Shavkatovna, K. D., & Davlatjonovich, K. E. TEACHING SLOW LEARNERS IN RUSSIAN AND ENGLISH CLASSES.
13. Babayeva, N. M., & Gafurova, N. I. (2023). Relevance and importance of forming the economic and legal culture of future specialists. In *ICARHSE International Conference on Advance Research in Humanities, Sciences and Education AUSTRALIA, CONFERENCE <https://confrencea.org> JULY15th*.
14. Azizova, M. (2023). DEVELOPING OF READING STRATEGIES IN EFL CLASSES. *Академические исследования в современной науке*, 2(19), 8-12.
15. Moxinur, A. (2022). Toast" concept in different language system.
16. Azizova, M. (2022, October). Distinctive Features of Natural And Artificial Bilingualism. In " *ONLINE-CONFERENCES" PLATFORM* (pp. 150-151).