

Ways to Effectively Use Marketing Strategies to Increase the Customer Satisfaction of Physical Education and Sports Services

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Abstract--- *It is known that the service sector is a common activity, and developed countries are the most important source of income that forms the gross domestic product. And also, the more developed the service sector, the more likely it is that the health of users is such. This also means the level of profitability of the country's population. The article deals with issues related to the impact of the development of the service sector on the well-being of the population on a global scale.*

Keywords--- *Service, Service Industry Management, Service Market, Revenue, Consumer Budget, Expensive Services, Additional Resources, Local Industry, Service Market, Inflation Rate, Political Stability and Defense Services, Standard of Living.*

I. INTRODUCTION

As it is clear that that the tendency of increasing the share of revenue in the service sector in GDP occurred in the experience of developed countries in 1960-1970 years. In countries where the majorities are slowly developing or are now moving to the stage of development, three-quarters of the population is tied to agriculture. In developed countries, on the contrary: there is 10 percent of the total populations eligible for employment. Even in countries that are not in the top leading 20 and do not take advantage of the opportunity there, at least 50 percent of the population in the service sector is busy. The share of the "service economy" in relation to GDP, in particular, was 85 percent in Luxembourg, 87 percent in France, 86 percent in the United States, 85 percent in Belgium, 83 percent in England, as well as 94 percent in some countries in Southeast Asia, including Hong Kong, 91 percent in Singapore, especially in countries that make up 4/3 percent of GDP. For such countries, a high level of development falls on self-sufficient types of services, including financial and educational, domestic and tourism services, medical services, telecommunications services, and so on. Taking into account the fact that the sphere of services does not require additional resources, it is necessary to note that in addition to climbing the field, which is an important indicator of well-being and at the same time determines, it is also a significant achievement in the provision of employment with

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this work. Indeed, in a number of countries with a high level of the economic prosperity of the world, the contribution of the employed population to the services sector is above 50%. Notably, in the US, this figure is about 79%, the Netherlands -78%, Great Britain - 76%, Sweden 76%, Luxembourg - 76%, Canada - 76%, Austria-75%, France-74%, Denmark-74%.

Service is a common type of activity. Almost all people are engaged in this activity. Simple services it is - to help someone in everyday life, to give advice (provide information), etc. These services do not require special knowledge and preparation. But from history, it is known that since ancient times, there have been some individuals and organizations that have provided professionally challenging and expensive services at a professional level. This required special knowledge and professional training. In the twentieth century, the service system became a wide-ranging activity of human activity. Currently, 70% of the industrialized countries are participants in the global service market.

Physical education and sports are of great importance for human perfection. Physical education and sports services, as they say, are a set of labor that is spent on strengthening the health of people, being physically harmonious in all respects, spending their free time meaningfully, carrying out services aimed at active recreation.

To substantiate this definition, it is expedient to proceed from the content of physical education and sports services. Firstly, if these services are aimed at strengthening the health of people, and secondly, it is an expression from services that are aimed at being physically harmonious in all respects.

Most importantly, thirdly, through the organization of these services, this movement will be aimed at ensuring that people spend their free time meaningfully and have an active rest. Fourthly, the implementation of these services is also directly through the labor expended by employees, people. Due to this, the set of labor is also reflected in this definition. Thus, we believe that this definition fully reflects the content of this type of service under study.

II. LITERATURE REVIEW

Of particular importance is the provision of proportionality between the growing solvency of the population and the volume of services created in Uzbekistan, the expansion and quality of service types, the establishment of a reliable Consumer process among the "goods» created in the field of services and their recipients. The process of social satisfaction of needs creates conditions for the life activity of the population. These conditions are characterized by the concept of "Quality of Life" [2]. We know that many factors influence the formation of quality of life.

Factors Influencing	The Formation of Quality Life
Provision of population with food products and household services	The level of profitability and employment of the population
Provision of health services for the purpose of maintaining and restoring the health status of the population	Inflation rate, political stability and provision of defense services
Provision of educational services	Development of the spiritual environment and safety of life activities
The state of the natural environment	Provision of population with housing and communal services

Figure 1: Factors influencing the formation of quality of life [3].

Typically, the developed countries of the world generate about 70% of their GDP based on income from entrepreneurial activities in the service sector. And this is evidenced by the fact that the impact of service activities is high even in the field of entrepreneurship. In this regard, the entrepreneur acts as a "catalyst". Because it skillfully combines the factors involved in any service process. In this regard, in the book "Economics: Principles, Problems and Politics" by K.R. McConnell and S.L. Brue: "An entrepreneur is a person who is not afraid to take risks. He takes risks not only with his property and time, but also with the funds contributed by his partners and shareholders [4]". Thus, in the development of the services sector, along with economic factors, the influence, weight and prestige of the entrepreneurial factor is quite high. Indeed, as a result of the rational activity of this factor, the essence of the above diagram (Figure 1) is reflected in social welfare.

There are several factors in the active development of the services sector. Scientists distinguish this group of factors differently. However, based on his research in the field of services marketing, K. Lavlock in his work "Marketing methods: personnel, technology, strategy" highlights the following factors in the management of service organizations, which play a key role in the development of the industry [5]:

- State and politics;
- Changes in business;
- Development of information technologies;
- Changes in the social sphere;
- Internationalization of the service sector.

LS Demidova's article "Sphere of services in the post-industrial economy" states that apart from these achievements, the scientific and technical revolution and the structural and technological reconstruction of material production have also had a serious impact on the development of the sphere [6].

There are several definitions of the concept of services in the literature:

- It is a useful action, work or activity in general;
- These are intangible assets produced for sale;
- This is a process or a series of actions, i.e. these actions can be a means of creating value. They can create value, but they are not considered independent value.

Combining our conclusions from the results of scientific research by some economists-scientists and researchers, such as M.K. Pardaev and I.S. Ochilov [7], Z. Akbarova [8], X.M. Mamatkulov [9], J.I. Isroilov, A.K. Gapparov [10], Yu.P. Urunbaeva [11], G.H. Kudratov, B.A. Abdukarimov [12], G.H.Kudratov and G.M. Shodieva [13], who researched in this area in Uzbekistan, we can conclude that services are the result of productive activities that change the condition of Consumers (Legal and natural persons) or promote the turnover of goods, services or financial assets. And it's not a secret at the moment that it is going directly into the field as one of the largest channels aimed at satisfying the socio-economic needs of the population, of course.

III. THE MAIN RESULTS AND FINDINGS

At present, systematic work on the deepening of structural transformation and diversification of economy Uzbekistan, employment, one of the important factors and directions of increasing the income and quality of life of people, as well as the rapid development of the service sector is consistently continuing [14].

The result of the reforms carried out in the country is manifested in the comfortable living conditions of people. And the ultimate product of the service sector serves this well-being, of course.

Particularly, the work carried out on the development of tourism through promising activities in the field of health care, the introduction of a simplified visa regime and the improvement of infrastructure, the provision of educational services to the highest level was emphasized in the petition of the head of the country to the Senate and Legislative Chamber of the OliyMajlis of the Republic of Uzbekistan January 24, 2020 [15].

Physical education and sports services include;

- Entrance tickets to sports competitions, holidays, sports-watching events, schedule and competition meetings, which are indicated in the buildings of the sports facilities of the population, orientation to health care in sports groups and teams, general physical training, conditioning of health, swimming, running, rhythmic and therapeutic Gymnastics, skiing and the like schools, abonnement for participation in classes in clubs and;
- The amount of fees for training in physical education and physical training, physical education and sports instructors who intend to work in paid groups;
- Use of sports equipment, utensils, equipment, simulators, clothing and sports facilities, other services to visitors (baths, saunas, childcare, dressing, massage, physiotherapy and hot water treatment, etc.) fee paid for use.

Currently, the range of physical education and sports services is expanding. Institutions of various forms of ownership that provide such services are emerging, among which the business and competitive environment is being formed and deepened. In the future, the need for such services will increase from year to year. This, respectively, creates an opportunity to further expand their scope. Most importantly, the development of these services is evidence of the development of a healthy lifestyle among the population, the emergence of their need for active rest, the increase in the quality of life. These issues constitute the ultimate goal of the socio-economic policy of Uzbekistan.

Today, innovative development and modernization, the improvement and rendering of entrepreneurial activity day by day is changing the needs of consumers to a different level, which in turn determines the duration of the life cycle of the service in the quality of goods in different ways.

In this regard, we have several economists, including M.I. Knysh, V.V. Puchkov, Yu.P. Tyutikov "Strategic management corporations", E.V. Lensky "Corporate business", N. Yuldashev, D.Sobirjanova, and with an in-depth analysis of the innovative marketing strategies recognized in Sh. Tulaganova's textbooks, such as "Strategic Management" and "Strategic Marketing", we adapt eleven of them to R. Vernon's theory of the product life cycle in marketing, and a special section consisting of small quadrants place on the matrix. In this case, the scheme of the

existing life cycle of the product in the economy remains unchanged, as shown in Figure 1. The quadrant cell to which each strategy and each process is connected represents a specific position.

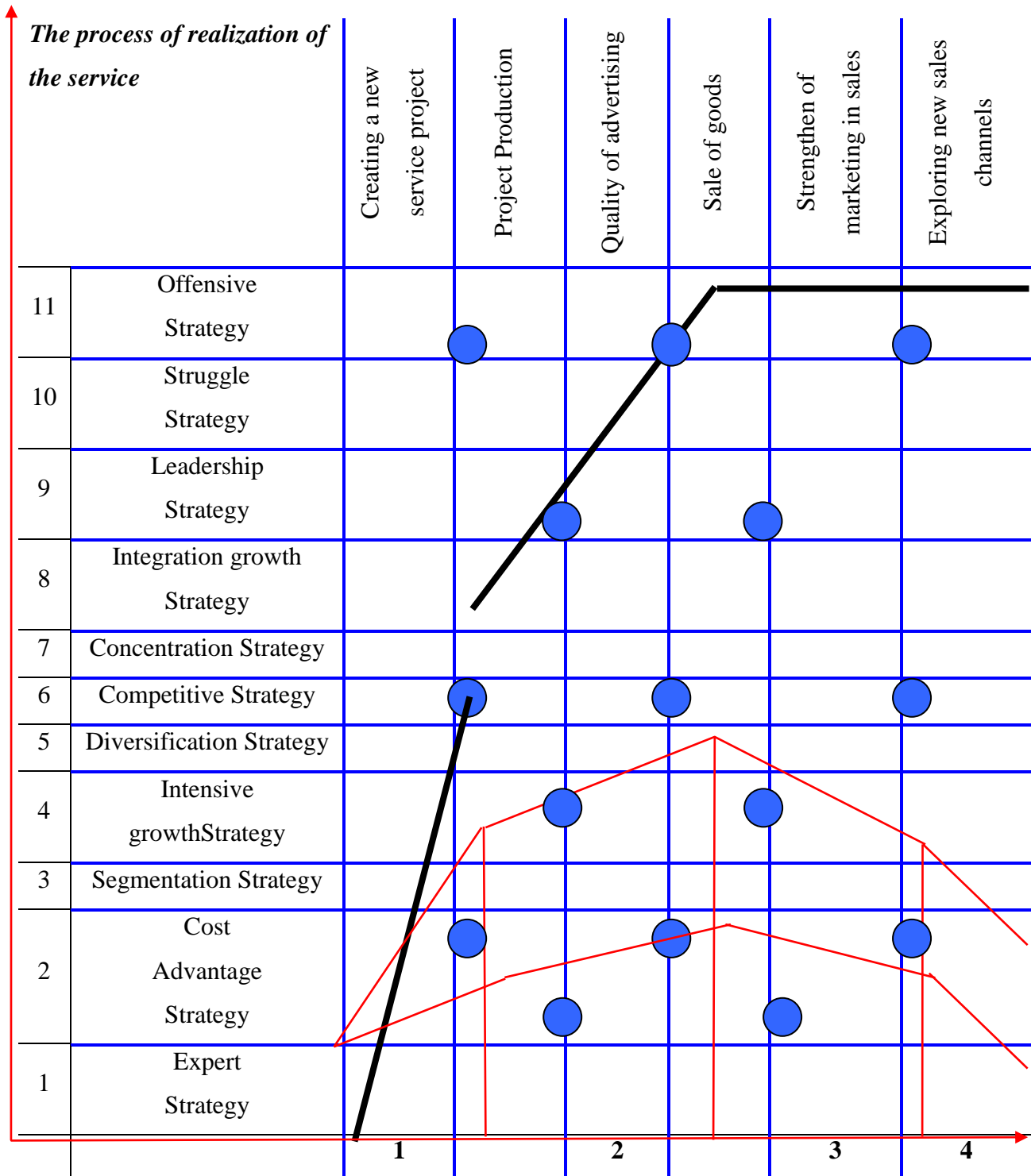


Figure 1: The order of matrix management of the life cycle of physical education and sports services on the basis of innovative strategies (created by the authors).

The process of creating a service begins with the introduction of a "specialist strategy". If only one strategy is used during this period, the coverage of the strategies will also increase as the service life cycle continues, and most importantly, when the next strategy is applied, it will continue to move forward, not only completing its task and leaving the process but also continuing its activities as a basis for the next strategy. The duration of this action will never end while protecting the company from the tense situation in the competition. In this new cycle, the viability of the commodity consists of a total of three stages: the first two stages are in the usual way, and the logistical line of the third stage continues without falling down, but with a hanging movement in a certain direction. This makes it possible to further extend the life cycle of goods, work, and services.

In short, the main rule of the economy is to increase material wealth by conducting "honest" and "active" policies.

In addition, it is recommended to establish special requirements for the final list of information entering into the secret of confidential information, the criteria for entering information into the secret of confidential information, as well as the procedure for the use of this information, as well as for the Prevention of abuse of information by insiders. In the disclosure of Information, its objectivity must be ensured.

Table 1: The growth rate of the volume of services rendered by the main types of economic activity [16].(Compared to the previous year, in %)

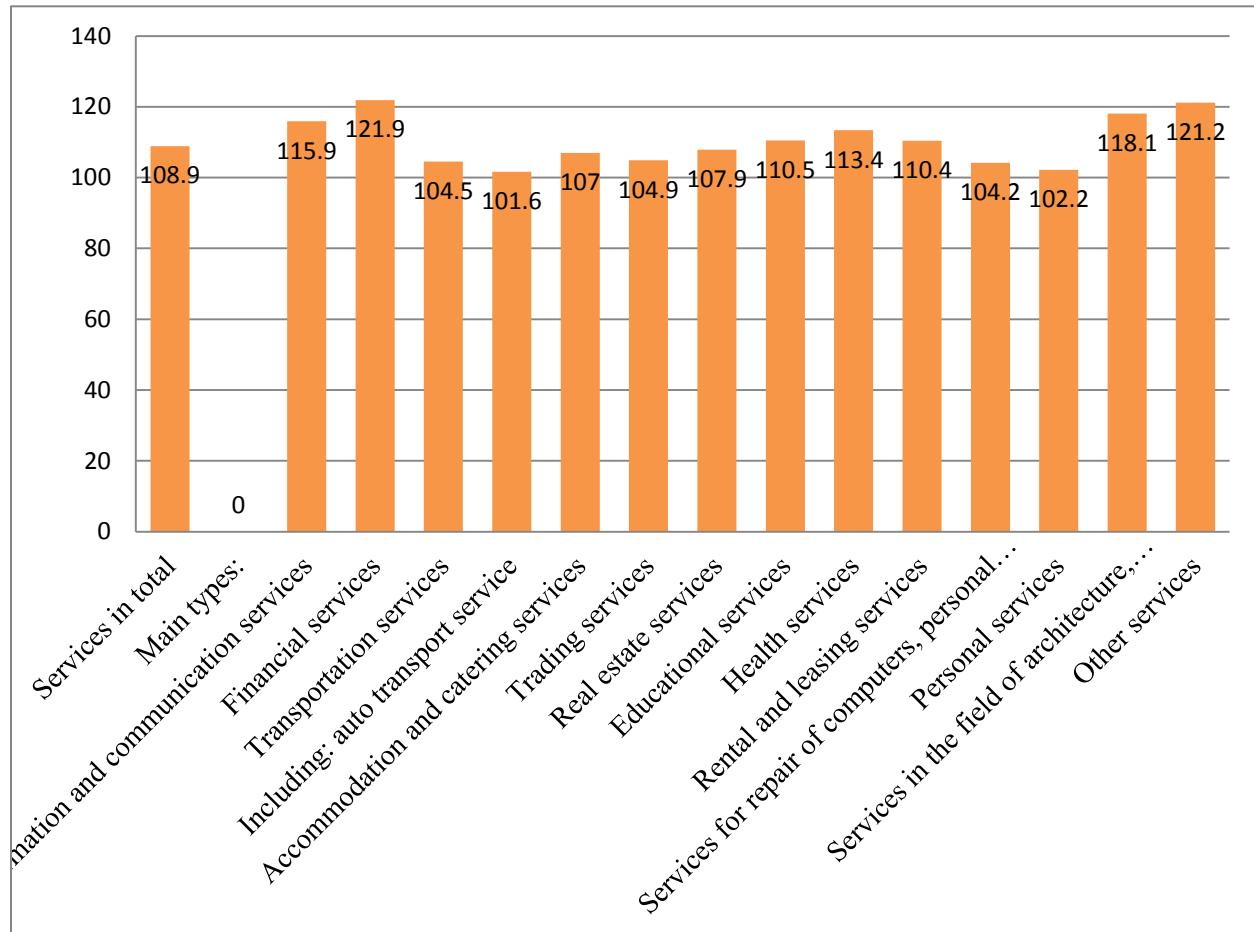
	2010	2011	2012	2013	2014	2015	2016	2017	2018
Servicesintotal	115,8	117,2	114,7	114,4	114,2	113,4	114,7	110,7	108,9
Maintypes:									
Informationandcommunicationservices	130,5	141,4	123,6	121,2	127,6	116,0	114,6	121,3	115,9
Financialservices	116,4	115,4	114,5	131,5	132,1	130,6	119,8	136,5	121,5
Transportationservices	109,8	112,5	109,4	108,0	104,6	104,3	107,8	109,9	104,5
Including: autotransportservice	122,3	118,5	117,6	118,7	116,7	115,9	117,2	102,1	101,6
Accommodationandcateringservices	127,1	123,5	116,0	119,1	116,5	119,0	121,1	112,1	107,0
Tradingservices	121,5	115,7	115,4	113,9	115,7	118,5	120,5	100,3	104,9
Realestateservices	128,4	122,0	123,6	116,8	119,9	118,5	117,5	106,6	107,9
Educationservices	90,1	105,0	105,2	105,2	109,1	111,2	107,8	125,6	110,5
Healthservices	121,2	133,2	138,8	130,9	116,3	117,2	122,2	116,9	113,4
Rentalandleasingservices	116,0	117,9	121,2	119,2	119,1	113,8	117,6	102,1	110,4
Services for repair of computers, personal items and household goods	115,3	119,5	120,7	117,5	116,3	116,3	115,6	102,6	104,2
Personalservices	119,0	124,9	124,5	121,7	121,4	107,0	113,8	100,7	102,2
Services in the field of architecture, engineering research, technical testing and analysis	108,0	118,8	131,0	115,8	107,4	106,6	115,3	124,7	118,1
Otherservices	121,0	123,9	120,7	113,6	117,0	113,5	114,9	111,8	121,2

The data in the table above show that despite the fact that the total volume of services provided in the country in 2011 shifted by 1.4% compared to 2010, the share of financial services is -1%, the share of road transport services - 3.8%, housing and the share of catering services decreased by -3.6%, the share of trade services decreased by -4.8%.

However, the share of services in the field of architecture, engineering research, technical testing, and analysis is + 10.8%, the share of services for the repair of computers, personal items, and household goods is + 4.2%, the share of health services is + 12% and the share of educational services A significant increase of + 14.9% indicates that the industry is engaged in innovative activities to expand the range of promising services.

As of January 1, 2019, the volume of total services in the country fell down by -6.9%.

Diagram 1: Changes in the volume of services provided by the main types of economic activity [17].(In% until January 1, 2019)



If we compare the digital data presented in this diagram with the statistical data in Table 1, we can see that the reverse trend occurred in the percentage of the volume of services during the 2018 year. However, this view of economic changes can be explained by the emergence of private entrepreneurship and the emergence of small and modern types of services. Particularly, if we look at taking only one healthcare sector today, along with public institutions, the direction of private medicine is developing rapidly. Since the types of treatment activities are increased and the scope of benefits is increased, 634 medical institutions have been established in the previous year [18]. And this is more expedient if the reduction in the types of services under the state guarantee is explained not by a reduction in the general service sector, but by the transfer into the hands of the private sector.

IV. CONCLUSIONS AND RECOMMENDATIONS

Until the middle of the XX century, the sphere of services was considered a relatively secondary economic activity. Although it covers a very large percentage of workers, it was mainly employees with a low level of qualification (especially in the area of trade, where services are the largest area of performance). It was precise because of the low role of the services sector in the economy that from the XVIII century to the middle of the XX century, work in this area did not increase the wealth of society at all.

The main reasons for the fact that the level of development of the services sector was very low were the priority of the state property and the implementation on the basis of residual printing in the financing of the services sector.

In the consumer budget of the population, a very low percentage of the share of services was generated, which led to the deformation of demand and solvency in the assortment, which was incredibly limited and low-quality products. Very low-quality standards in the field of living, rest and leisure have affected the development of material production.

By today, the level of development of the services sector has become a criterion that determines the rapid development of society. Improving and modernizing the system of services will help improve the quality of life of the population, investment climate, business environment and the development of entrepreneurship.

Since the early years of independence, the development of the service and service sector as one of the important areas that increase the economic potential of the country, special attention has been paid. Because, one of the main issues in the conditions of structural transformation of the economy is the development of this sphere, as well as the increase in the level of employment of the population in the sphere. The market of services in our country is improving with the development of new types of services – tourism, banking, finance, insurance, information, and communication. Also, the sharp increase in the provision of the population with complex household appliances, computers, and personal vehicles has made it possible to provide them with a sharp increase in the number of services rendered. As a result of the fact that the development of services has a long history, its share in the world GDP content has also reached almost 70% to date.

With the development of market Relations, various types of services have been created. The development of various measures has intensified, realizing that attracting the consumer with the offer of services in the sale and exploitation of the commodity; marketing is the driving force of sales. The complex of services and services that make trading a profitable business is an important competitive factor in today's modern trade.

It is worth noting that a number of works are being carried out in our country today on the formation of an innovative economy, the creation of modern, world-recognized types of products and services. This is reflected in the tendency of changing the share of the service sector in exports and imports to the positive side. Certainly, the follow-up to this tendency is undoubtedly the ultimate result of innovative approaches to this sphere and the improvement of new types of services created in accordance with world standards.

In short, service sectors have led to an increase in the total employment in the spheres of economy, such a situation is one of the important priorities that reflects prosperity while being in proportion to the requirements of

industrial innovation development of the country. The rapid development of the spheres of service in our country and the provision of increasing their role is not only an economic but also an important social issue.

The provision of services contributes to the growth of all spheres in the economy of every modern state. Paying serious attention to the sphere will make a worthy contribution to the economic development of our country in the future, of course. The sphere of service is also an entrepreneurial activity that is initiated with the help of intelligent potential and is done with risks. A distinctive feature of other types of entrepreneurship is manifested in the presence of its social function along with its economic function.

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