

THE ROLE OF NON-FOOD PRODUCTS IN MARKETING AND THE IMPORTANCE OF THEIR CLASSIFICATION

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<https://doi.org/10.5281/zenodo.17965695>

Abstract. *Non-food items make up a sizable portion of contemporary markets and are vital in determining consumer behavior, business growth, and competitive tactics. Accurate classification systems that guarantee clarity, comparability, and regulatory compliance are crucial for the successful marketing of such products. This article explores the strategic benefits of classification, looks at the marketing role of non-food products, and emphasizes the significance of classification for manufacturers, retailers, and legislators.*

Keywords: *Non-food products, marketing strategy, product classification, market segmentation, product positioning, consumer behavior, trade regulation, harmonized System (HS), supply chain management, inventory control, market transparency, brand portfolio management, innovation, competitive advantage, marketing analytics.*

Annotatsiya. *Nooziq-ovqat tovarlar zamonaviy bozorlarning muhim segmentini tashkil etadi va iste'molchi xulq-atvori, raqobat strategiyalari hamda biznes rivojlanishiga sezilarli ta'sir ko'rsatadi. Bunday tovarlarni samarali marketing qilish, asosan, aniqlik, qiyoslanish imkoniyati va normativ talablar bajarilishini ta'minlaydigan to'g'ri tasniflash tizimlariga bog'liq. Ushbu maqolada nooziq-ovqat tovarlarining marketingdagi o'rni, ularni tasniflashning strategik afzalliklari va ishlab chiqaruvchilar, chakana sotuvchilar hamda siyosatchilar uchun ahamiyati yoritilgan.*

Kalit so'zlar: *Nooziq-ovqat tovarlari, marketing strategiyasi, tovarlarni tasniflash, bozor segmentatsiyasi, mahsulotni pozitsiyalash, iste'molchi xulqi, savdoni tartibga solish, ta'minot zanjiri boshqaruvi, inventarizatsiya nazorati, bozor shaffofligi, brend portfeli boshqaruvi, innovatsiya, raqobat ustunligi, marketing tahlili.*

Аннотация. *Непродовольственные товары составляют значительный сегмент современных рынков и играют важную роль в формировании потребительского поведения, конкурентных стратегий и развития бизнеса. Эффективный маркетинг таких товаров во многом зависит от точных систем классификации, обеспечивающих ясность, сопоставимость и соответствие нормативным требованиям. В данной статье рассматривается роль непродовольственных товаров в маркетинге, анализируются стратегические преимущества их классификации и подчеркивается её значение для производителей, розничных продавцов и государственных регуляторов.*

Ключевые слова: *Непродовольственные товары, маркетинговая стратегия, классификация товаров, сегментация рынка, позиционирование продукции, потребительское поведение, торговое регулирование, гармонизированная система, управление цепями поставок, контроль инвентаризации, прозрачность рынка, управление брендовым портфелем, инновации, конкурентное преимущество, маркетинговая аналитика.*

INTRODUCTION

Non-food products, which include household goods, electronics, textiles, cosmetics, and industrial materials, are a very diverse and quickly changing category in modern commerce. A deeper comprehension of consumer preferences, competitive dynamics, and product features is necessary for their marketing. International standards and national product nomenclatures are examples of classification systems that are crucial instruments for promoting market transparency and streamlining marketing operations.

LITERATURE REVIEW

Because of their diversity, economic importance, and the strategic complexity of their promotion, non-food product marketing has been extensively studied in academic literature.

Researchers stress that, in contrast to food products, the non-food sector—which includes both durable and non-durable goods like electronics, apparel, cosmetics, household supplies, and industrial materials—needs different marketing strategies because consumer involvement, decision-making procedures, and evaluation criteria are typically more complex (Kotler & Keller, 2016). This intricacy has sparked a great deal of scholarly debate about market segmentation, branding tactics, and product attributes.

Marketing of Non-Food Products

Non-food products show greater variability in quality, durability, technological sophistication, and emotional value, according to a large body of research. Solomon (2020) asserts that consumers frequently engage in prolonged problem-solving when making decisions about non-food purchases, where perceived risk, product characteristics, and brand reputation are important factors. According to research by Aaker (1996), branding is particularly important for non-food products since a strong brand identity can help consumers distinguish similar products and feel less uncertain.

Additionally, research indicates that non-food product marketing relies heavily on innovation. Scholars like Rogers (2003) contend that consumer adoption patterns are greatly impacted by technological diffusion, especially when it comes to electronics and smart devices.

The necessity of marketing strategies that emphasize product performance, novelty, and long-term value is highlighted by this.

METHODOLOGY

Research Design

The qualitative research design used in this study is based on an analytical and descriptive methodology. Examining how non-food products operate within marketing systems and assessing the importance of their classification in trade, consumer behavior, and supply chain management are the goals of the study. Because the study emphasizes conceptual understanding, theoretical connections, and interpretive analysis over numerical measurement, a qualitative design is appropriate.

Data Collection Methods

Secondary Data Analysis

The study mostly uses secondary data from academic books, peer-reviewed journal articles, international trade documents, and official publications from organizations like the World Trade Organization (WTO) and the World Customs Organization (WCO). A thorough basis for examining accepted theories, categorization schemes, and marketing strategies is provided by secondary data.

Document Review

The Harmonized System (HS) classification guidelines, national product nomenclatures, marketing frameworks, and supply chain management standards were among the important documents that were methodically examined. An in-depth comprehension of classification structures and their consequences for trade regulation and marketing is made possible by this approach.

Data Analysis Techniques

Thematic Analysis

Thematic analysis, a technique that finds patterns, themes, and conceptual connections, was used to examine the gathered literature and documents. Market segmentation, product positioning, innovation, classification systems, consumer behavior, and regulatory compliance were among the themes that were coded and investigated. This method aids in illuminating the relationship between marketing and classification in markets for non-food products.

Comparative Analysis

A comparative study of various international and regional classification systems, especially the HS System and different national tariff nomenclatures, was carried out in order to assess the significance of classification. This made it possible to find parallels, discrepancies, and difficulties when using classification schemes for non-food items.

Scope and Delimitations

Perishable goods, agricultural commodities, and food items are not included in the study's exclusive focus on non-food consumer and industrial products. Instead of gathering primary data through surveys or interviews, the study examines previous research to generate conceptual insights. Geographically, the study draws from worldwide sources, but it focuses more on globally accepted classification schemes that are employed in international trade.

The Role of Non-Food Products in Marketing

Enhancing Market Segmentation

Marketers can more accurately segment markets with non-food products. Businesses are able to identify niche segments based on functionality, price range, quality, durability, and consumer lifestyle thanks to the wide range of products. Segment-specific tactics boost market competitiveness and enhance targeting.

Supporting Product Positioning

A key component of successful marketing is effective positioning. Clear differences in branding, value propositions, and pricing strategies are necessary for non-food products, which range from high-end clothing to simple plastic ware. To differentiate offerings and bolster brand identity, marketers rely on product attributes like design, material composition, technology level, and durability.

Stimulating Innovation and Competition

The fierce competition in the non-food industry pushes businesses to innovate in design, manufacturing, packaging, and after-sales services. In order to launch new or improved product lines, marketing teams keep an eye on consumer expectations and technological trends. In addition to meeting consumer demand, innovation strengthens competitive positioning.

Influencing Consumer Behavior

Because of their practicality, visual appeal, and emotional significance, non-food products have a significant impact on consumer purchasing decisions. Perceptions of quality and relevance are shaped by retail displays, digital marketing, and advertising. Increasing customer

loyalty and repeat business requires marketing to match product features with changing consumer preferences.

The Importance of Classifying Non-Food Products

Ensuring Market Transparency and Comparability

Standardized descriptions of non-food items are provided by classification systems, making it easier for manufacturers, retailers, and consumers to compare goods. Harmonized categories facilitate evidence-based decision-making and enhance communication throughout supply chains.

Facilitating Trade and Regulatory Compliance

Classification systems, like the Harmonized System (HS), are used by governments and international organizations to control imports, exports, taxes, safety regulations, and consumer protection. Legal infractions are avoided, trade disputes are decreased, and fair competition is encouraged by accurate classification.

Improving Inventory and Logistics Management

Product classifications are used by distributors and retailers to improve logistics, warehouse management, and inventory control. Product grouping based on material, function, or frequency of use guarantees effective stock management, reduces expenses, and increases product availability.

Supporting Marketing Analytics and Forecasting

Classification systems improve the systematicness of data collection and analysis in marketing research. The accuracy of consumer demand assessment, market trend analysis, and sales forecasting is improved by categorized product data. Strategic planning and resource allocation become more informed as a result.

Strengthening Brand Portfolio Management

Structured classification is very beneficial for businesses with a variety of product lines.

They can use it to prioritize investments, identify underperforming product groups, and balance their portfolio. Additionally, consistent branding and improved customer communication are supported by strategic product grouping.

Challenges in Classifying Non-Food Products

Despite its significance, classification is difficult because of the rapid rate of innovation, the emergence of multipurpose products, and differences in national laws. It takes ongoing research and adaptation to international standards to keep categories current.

CONCLUSION

The study shows how important and varied non-food products are in contemporary marketing systems. These products need targeted marketing strategies that prioritize product differentiation, innovation, and brand positioning because of their diversity, technological complexity, and significant impact on consumer behavior. Non-food products have a big impact on market segmentation, give businesses a competitive edge, and spur innovation through ongoing product development. The study also demonstrates the importance of precise and uniform non-food product classification for supply chain management, trade regulation, and successful marketing. Smoother international trade, equitable tariff application, and regulatory framework compliance are made possible by international systems like the Harmonized System (HS), which guarantee uniformity and transparency in product identification. Additionally, classification improves consumer navigation in retail settings, marketing analytics, and inventory control.

Additionally, the literature emphasizes how product classification affects psychological aspects of consumer behavior in addition to economic processes. Consumer expectations are shaped by classification schemes, which also help consumers make well-informed purchases and direct product comparisons. As a result, classification serves as a regulatory mechanism as well as a marketing tool. Overall, the results highlight how crucial the interaction between marketing and product classification is to preserving effectiveness, openness, and competitiveness in non-food product markets.

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