

EVALUATION OF COMPETITIVENESS IN THE APPAREL MARKET THROUGH PANEL RESEARCH

ASKAROVA MAVLUDA TURAPOVNA,
Department of macroeconomics, Tashkent State University of Economics

RADJABOV BUNYOD ABDUHALILOVICH,
Student of Tashkent State Economic University, tel: +998 99 8350101

ABSTRACT

Satisfaction with demand for essential goods for society is an important issue for any country and the basis for determining the standard of living of the population. Analyzing the state of the garment market and setting strategic goals for future changes is of vital importance. The article describes the feasibility of using the panel research tool to evaluate the ready-to-wear market and its changes.

KEYWORDS: Apparel, merchandise, apparel market, competition, panel research method, household

INTRODUCTION

Clothes are consumer goods that are in high demand for the population of Uzbekistan, and the fact that 6% of consumer spending is related to changes in consumption and composition of the population on these products. Satisfaction with demand for essential goods for society is an important issue for any state and the basis for determining the level of well-being of the population. Therefore, the consumption of ready-made garments requires a specific approach to the issues of its development and the development of each country separately. Clothes are the most popular consumer goods in Uzbekistan, accounting for 6% of consumer expenditures and the development of this market. Clothes are the most popular consumer goods for the population of Uzbekistan, accounting for 6% of consumer expenditures, the issues of this market development require further study.

The garment industry is one of the most developed industries in Uzbekistan, It is a unique marketing environment for the development of the industry in the world.

The development of the garment industry will not only satisfy the population's demand for consumer goods, but will also contribute to improving the living standards and culture of the population, and will be a key factor in ensuring the country's currency. In the industrial sector, the garment industry, like all developed countries, is one of the major sources of revenue to the state budget in Uzbekistan, and is a large-scale industry. Taking into account these aspects, the study of the apparel market, the formation and development of strategies for the development of the market are of vital importance.

Taking into account the above, it is important for enterprises to provide competitive advantages in the apparel market. We use this article's panel research approach to identify strategies for improving competitiveness.

LITERATURE REVIEW

Panel research is a commonly used method of marketing research. In marketing research, a recurring survey method is a panel. Repeating at specific time intervals, collecting data from selected household respondents is a panel research method. Panel survey respondents are compensated by the host organization and various incentives are implemented, including gifts, prizes, information, and more. Examination of the assortment of clothes and the contents of the wardrobe of families and their members allows to make a definitive diagnosis of the consumer market. Therefore, it is advisable to use panel research in the study of consumer discourse.

The panel participants are households.

Household - a group of people living together in a particular residential area, with a common household income, in whole or in part. Observation is done by the interviewer.

Failure to encourage household surveys can lead to distortions of the survey results.

Panel research is widely used in practice as a way to form and explore consumer wardrobe. It can identify competitors' share in the assortment, and analyze the composition of the assortment by the characteristics of different segments of the consumer.

For the panel survey, households will be provided with a daily questionnaire to record the results of the survey. The daily media panel research method is also widely used today. Online surveys are common and allow you to identify every purchase process. We focused on identifying garments collected during one year in families' wardrobe formulas, and the questionnaires were collected in the last month of December (December). At the same time, the respondents who filled the wardrobe with their families for the year filled in the questionnaires filled out by the respondents.

Usually, based on household surveys, data are collected to study the impact of socio-economic processes on the living standards of the population and to develop additional measures to further improve the welfare of the population, the development of consumer goods markets, and the formation of the consumer basket.

METHODOLOGY

The structure of the Panel Survey questionnaire conducted by us is shown in Table 1.2. The questionnaire consists of two parts: the first part collects information on the family and its composition and the characteristics of the family members. In the second part, the label for each segment is labeled with clothing that is added to the family's wardrobe for one year.

Table 1. Defining Customers Segment Features

Criteria for segmentation	The number of family members and their sex segmentation	Segmentation of family members by age groups	Segmentation by total family income	Segmentation by family occupations and education level
Segment Properties	Men Women The number of men in the family Number of women in the family	Pensioners (over 60) Middle aged (31-60 years) Youth (17-30 years old) Pupils (Ages 8-16) Children (0-7 years)	Marked by 5 quintals	The number of higher education The main occupation of the head of the family

Table 2. Determination of assortment composition

Name of the assortment of clothes	Number of purchases (fixed during the year)	Country of origin (main competitor countries)	Place of purchase	Purchase Price
Popular and elite assortment: Sewing clothes Knitwear Underwear Socks Shoes	The outline is recorded in size	Uzbekistan Russia Kazakhstan Turkey China and other key competitors	District The city Out of range Supermarket Universitymag Shop Boutique Specialized brand stores Market complexes Spreads Individual seamstresses, etc.	Price of every ready-made garment is fixed.

The questionnaires distributed to the respondents indicate that all family members put ready-made clothes on their wardrobe for one year. The results of each questionnaire are entered in the database exell and SPSS statistical database.

The main issue in our research is the issue of changing the composition of families buying ready-made garments and developing assortment strategies for manufacturing companies by analyzing their share of competing countries. Шунга кўра, истеъмолчилар гардеробида шаклланаётган ассортимент таркибида мамлакатимизда ишлаб чиқарилган маҳсулотларнинг улуши аниқланди. For this purpose it is necessary to determine the share of competing countries in the wardrobe by the assortment group of each segment. To

further clarify the analysis, it is advisable to identify the composition of the assortment by segments of children, students, women and men.

ANALYSIS AND RESULTS

The market share of consumers' ready-to-wear wardrobe by selected segments is shown in Table 3.

Table 3. Share of competitors in the consumer segment wardrobe

Assortment of ready-made clothes	2012 йил				2014 йил			
	Uzbekistan	China	Turkey, Korea	Other	Uzbekistan	China	Turkey, Korea	Other
	%	%	%	%	%	%	%	%
a women's wardrobe	16	45	32	6	13	38	39	11
men's wardrobe	50	31	14	4	63	17	8	12
pupil's wardrobe	16	69	12	3	34	47	11	9
Children	10	56	24	10	31	25	37	6
all of them	20	51	22	6	32	35	24	9

According to the results of Table 3, the share of women's wear in Uzbekistan decreased by 16% in 2012, 13% in 2014, and China - from 45% to 38%. Sales of clothing made in Turkey and other countries have increased. As for men's wardrobe, the share of Uzbek clothing has grown from 50% to 63%, trying to push the market out of its competitors.

There has been a tremendous change in the range of student speakers, and the share of their products in Uzbekistan has grown from 10% to 31%. In the wardrobe of pupils, the share of Uzbekistan made almost 3 times.

The results of the study show that in 2012-2014, the share of clothes produced in Uzbekistan has grown from 20% to 32% as a result of strategies aimed at suppressing Chinese goods from the domestic market. Ready-made garments made in Uzbekistan are competing with Chinese and Turkish products (32%, 35%, 24% respectively).

CONCLUSIONS

Based on the results of the analysis, strategies for protecting the clothing market of Uzbekistan from its competitors are proposed.

In order to further simplify the analysis of consumer purchases by assortment variations and the proportion of countries that produce them, Table 3 provides relevant indications. The market share matrix is based on the inputs. Given that the analysis was conducted at the end of two years, the following assortment management strategies are proposed based on the matrix criteria (red (x), yellow (!) And blue (√)) for each assortment.

Matrix specifications are also available for businesses that produce each assortment of clothing. The following strategies should be implemented for each designation.

For an enterprise that offers an assortment of development strategies (red (x) Marking) at the appropriate level, there are strategic objectives to find and penetrate the domestic market. The directions for entering the interior market were specified.

Stage 1 development strategy is recommended for market entities producing women's clothing. We believe that in this assortment, market-based businesses should focus on the following: developing technical and economic capabilities, creating new models, focusing on innovations, developing innovative programs, and diversifying products.

The strategies of action (**yellow (!) Marking**) are consistent with the market players operating in the segment of students and pupils. This strategy is mainly a strategy to squeeze foreign assortments from the domestic

market. Accordingly, this strategy focuses on the use of effective ways to communicate with consumers. The first level of this strategy should be applied to the main assortments of students and children. The main emphasis here is on the effective use of marketing communications. Especially the use of branding opportunities in the range of students will increase the market share in the competition. The development strategy will be focused on the full push for imported goods and will continue until the share of enterprises is up and running. At the same time, the main factors of development are diversification, concentration, increase of marketing costs, and promotion of fashion design to the international level.

The levels of conservation strategies, in turn, reflect a set of actions to maintain the full interior market and maintain its share of the market, and include the criteria for formulating development strategies for foreign markets.

The strategy of conservation is specific to the market players with men's ready-to-wear. They should focus on the core business of the enterprise to retain existing customers. Enterprises operating at this level of competitive matrix should be united on a unified basis and effectively use international marketing strategies and increase their access to foreign markets. Businesses need to improve the efficiency of consumer communication channels to maintain the existing market, increase advertising costs, integrate all manufacturers into a single unit, increase brand attractiveness, set strategic goals for international markets and make full use of interior market opportunities for this process, use of trading houses, brokerage offices, foreign design and fashion, consulting centers, engineering services, international quality certificate horses, detailed study of foreign markets and and it is worth spending on marketing research based on this.

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