

IDENTIFICATION OF CONSUMER PREFERENCES IN THE DESIGN OF CLOTHING WITH NATIONAL DECORATIVE ELEMENTS

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Abstract. The article considers the results of a marketing study aimed at identifying the preferences of women in a wardrobe suit with decorative elements. After all, the best way to preserve our national values and spread them to the general public is to show them in the wardrobe. One of the urgent issues on a national scale is the transfer of values to the next generation, the expansion of production in the state, the creation of a diverse new range of clothing. In addition, the development of tourism is based on an increase in the diversity and quality of objects reflecting national values. The respondents were asked questions about the assortment and composition of the costume. The most convenient silhouette solutions, constructive and functional elements of the top of the suit and trousers with national decorative elements are determined. According to the results of the survey, the most attractive decorative elements for the consumer were identified by region. At the same time, the consumer answered the questionnaire questions, linking them with the social and economic past, productivity, which in the future will help the designed clothes become ideal in all respects. Thus, the importance of creating a costume design that ensures aesthetics and functionality is justified. The aesthetic design of the costume should emphasize the advantages and the coloristic design should provide psychological comfort.

Keywords: clothing, consumer preferences, decorative elements, assortment, ornaments, color, fashion, national, trends, national products, light industry, costume.

1 Introduction

Business owners and entrepreneurs can make confident, well-informed decisions to direct the development or evolution of their fashion businesses with the help of fashion market research, which offers them invaluable information. Market research may ensure efficient use of your marketing budget and raise the likelihood of business success, whether you are the owner of an established clothing company or are thinking about entering the fashion industry [1].

Fashion market research includes everything to help you find business prospects for the upcoming season—and many more after—from their buying habits to the success of campaigns. Fashion market research has a variety of objectives. A company getting ready to launch its first collection may wish to

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consider how large the potential for their future market share is before deciding whether or not to go live [1].

Nevertheless, even major firms like Inditex and Chanel regularly monitor their target markets. They do market research to learn more about how various customer categories respond to market trends and certain marketing tactics. Additionally, they seek to understand customer spending patterns in order to spot potential development areas and untapped markets. While they're doing it, they might even find a new customer group to target. In the fashion industry, long-term market research is all about gathering information that will enable a company to outperform the competition by simply strengthening relationships with their customers and developing new things they can't resist buying [1].

Marketing research is the backbone of a business and a compass pointing in the right direction. No method gives a 100% guarantee of the correctness of your business decisions. But this avoids the HiPPO Effect ("hippopotamus effect" - the decision of the head [2], based on opinion and judgment) with the help of research and to obtain objective information. Data is a more reliable advisor.

2 Research methodology and materials

Marketing surveys were conducted among the residents of the Republic of Uzbekistan at the intersection of the city of Tashkent. Questionnaire was carried out among representatives of different regions and ages. The research work was carried out at the Department of "construction and technology of sewing objects" of the Tashkent Institute of textile and light industry. Samples of Navoi, Nurota, Samarkand, Fergana, Bukhara embroidery schools were used as research material in marketing surveys.

3 Results

The study and creative processing of folk art contribute to the enrichment, development, renewal of modern costume, the creation of a peculiar national flavor in it.

Currently, light industry is the main production network in every state, including Uzbekistan. People's need for clothes is growing day by day. Every enterprise must involve new methods and technologies in order to achieve economic efficiency. Only then will he be able to develop a fast and high-quality product [3].

Marketing research refers to the systematic collection, display, and analysis of data on various aspects of marketing activities. Marketing research is a function that connects marketers with markets, consumers, competitors, and all elements of the external marketing environment through information. Marketing research is related to decision-making on all aspects of marketing activities. They reduce the level of uncertainty and relate to all elements of the marketing mix and its external environment in those components that affect the marketing of a particular product in a particular market.

National products with decorative elements, their embroidery techniques, patterns, color embodiment have been improved from generation to generation. Embroidery has been and continues to be used in various types of products, especially at present the demand for canvas and finished products with embroidery is significantly increased. In each district, their ornaments and embroidered stitches were

developed [4]. Marketing research on the manufacture of women's clothing should be carried out regularly, each time the purpose of marketing research should change, as a rule; it follows from the problem that is currently the most urgent.

The purpose of this marketing research is to identify and predict the opinions, behavior and preferences of buyers of women's clothing with national decorative elements. To do this, it is necessary to conduct marketing research.

The results of surveys of foreign companies on their various types of marketing research indicate that the priority areas are research in the field of product sales; distribution of market shares between companies and the main characteristics of markets; determining decorative elements. To do this, it is necessary to conduct marketing research.

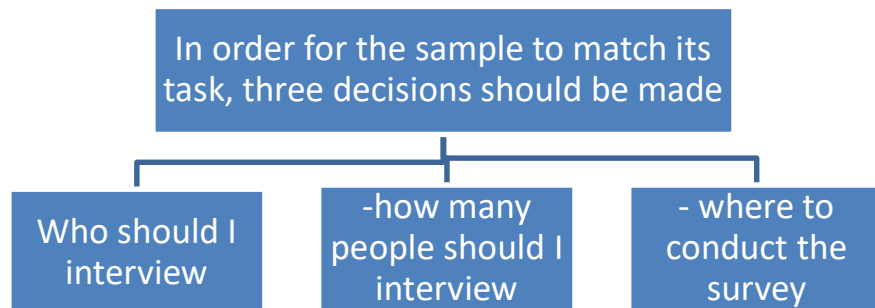


Fig. 1. Drawing up a sample plan

The results of surveys of foreign companies on their various types of marketing research indicate that the priority areas are research in the field of product sales; distribution of market shares between companies and the main characteristics of markets; determining the reaction of buyers to a new product; studying competitors; advertising effectiveness; consumer motivation [5]. A clear, clear statement of the problem is the key to conducting a successful marketing research. When conducting it, it is necessary to choose a course of action that will make it possible to take full advantage of favorable circumstances. The most important factors determining the scope of marketing research and its direction are the size and specialization of the enterprise. So, medium-sized enterprises spend 1.5% of their budget on marketing research, and large ones spend 3.5%. Enterprises producing consumer goods spend 0.08% of gross turnover on marketing research, while manufacturers of industrial products spend 0.04%. Small businesses, regardless of their specialization, usually do not have significant funds for marketing research [6].

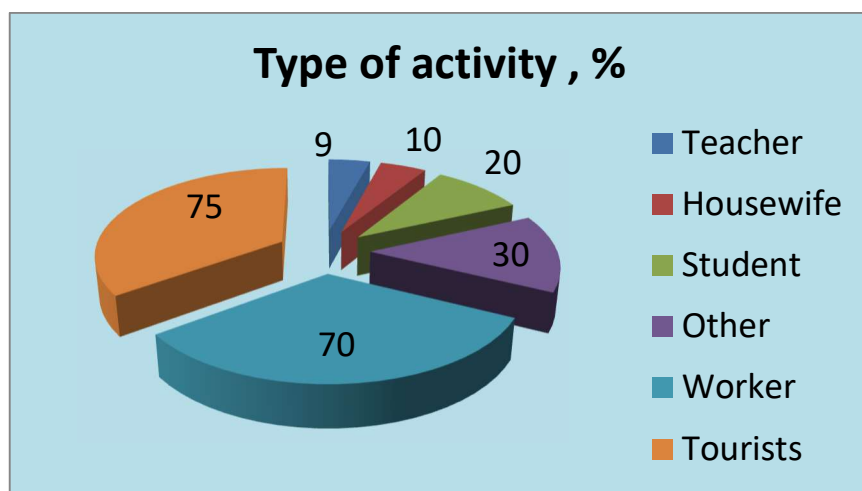


Fig. 2. Diagram of answers to the questionnaire question "Occupation?"

The application of the method of artistic design with national decorative elements makes it possible to display original creativity in the design of modern models, which can meet the needs of our society not only in the utilitarianism of clothing, but also in its aesthetic qualities, diversity, beauty.

Drawing up a sampling plan. A sample is a part of consumers representing the interests and tastes of all consumers in the general population (a set of consumers or subjects who are the objects of research).

In order for the sample to match its task, three decisions should be made (1-Fig.).

In order to identify consumer preferences regarding the constructive and compositional solution of the costume, a marketing study was conducted in the form of a questionnaire.

The survey was conducted among potential consumers of people in a clothing store that is visited by people with average incomes.

A survey is a systematic collection of information from respondents through interviews using a series of questions presented in the form of a questionnaire.

A questionnaire is a formalized set of questions for obtaining information.

Diagrams of answers to key questions are presented in Figures 2-5.

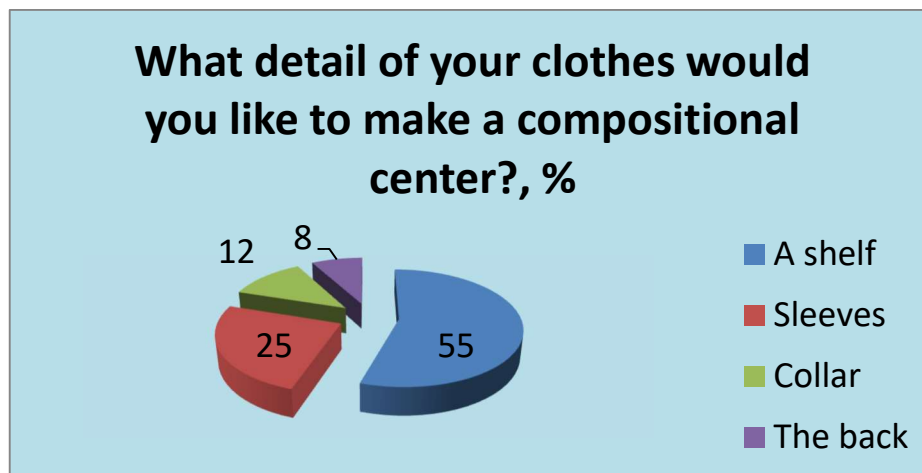


Fig. 2. The diagram of the answers to the questionnaire question "What part of your clothes would you like to make a compositional center?"

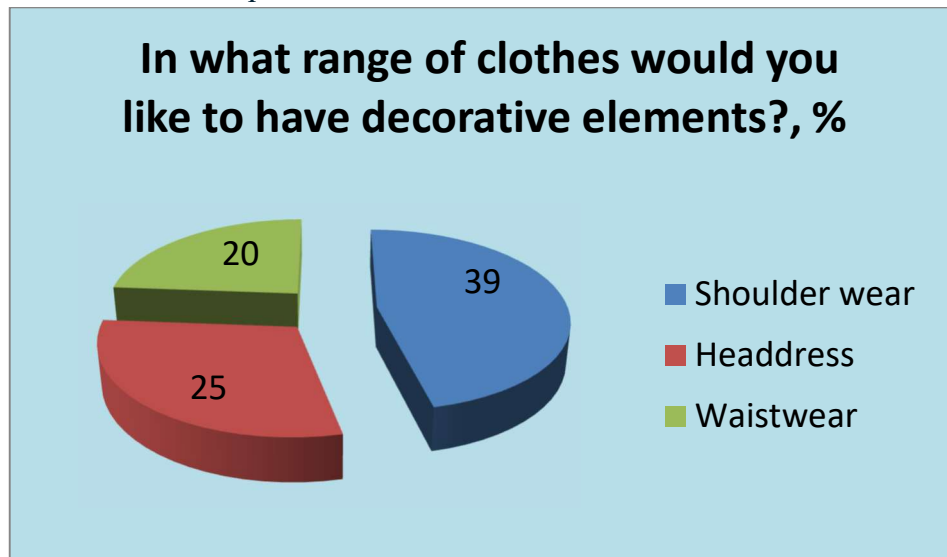


Fig. 2. The diagram of the answers to the questionnaire question "In which range of clothes would you like to have decorative elements?"

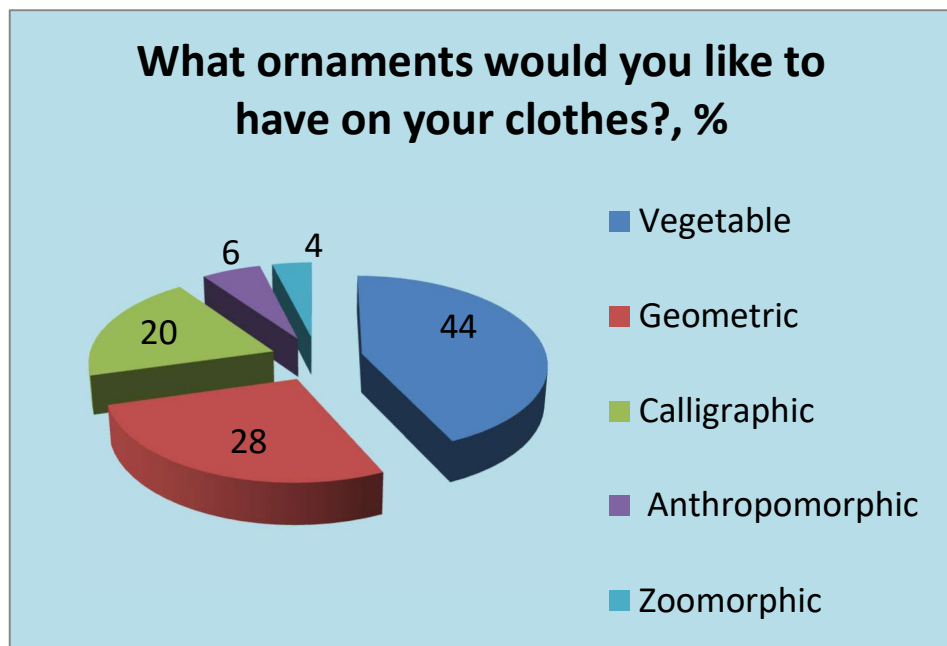


Fig. 7. A diagram of the answers to the questionnaire question "What ornaments would you like to have on your clothes?"

4 Conclusions

As a result of the studies, the amount of clothes and assortment in which national decorative elements were applied in the wardrobe of residents of the Tashkent section was determined, and what types of elements are more needed was also researched. Based on the results of a clear Survey, a collection of clothes was created in the department, in which national decorative elements were applied.

When analyzing the results of the survey, the optimal options for the arrangement of the ornament were determined.

The national decorative elements used should aesthetically correspond to all fashion trends, hide figure flaws. The types of ornaments, color and geometric shapes chosen by the respondents positively help in solving the above-mentioned issues.

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