

Improving Marketing Strategies Based on Local Consumer Demand Segmentation for Knitting Products

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Abstract: In this article, segments of the local consumer market for sewing and knitting products in our country, stages of segmentation, improvement of marketing strategies, strategies for segmenting the markets of sewing and knitting products It is proposed to implement ways to improve the segment's share in international markets, demographic segmentation, the promotion of the textile and cottage trade, and the modern system that meets modern requirements.

Keywords: Strategy, sewing-knitting, segment, stage, behavior, market, trade, enterprise, income, design, price, quality, attractiveness, brand, color, fabric, competition, object, incentive.

Introduction: In Uzbekistan, knitted and crocheted products are improving year by year, and we are increasingly acquiring our own national knitted and crocheted products and brands, and this is being done on a very large scale.

The population of our republic uses not only Uzbek sewing and knitting products, but also imported products, but the purchase of Uzbek sewing and knitting products was the most common in the survey, accounting for 77%. It was mainly noted that the population with an income level of 500 thousand soums to 1 million soums uses these products more and the selling price of these products satisfies them.

It turned out that women mainly buy Uzbek knitted and crocheted products for themselves and pay great attention to their quality.

Nowadays, there are many conveniences for shopping, shopping malls, company stores, online, etc. Anyway, our people said that it is pleasant for them to make purchases mainly in the markets. This, in turn, means the need for exporting enterprises to create strategies for capturing not only international markets, but also

domestic markets and improving the marketing system.

One of the main factors in the development of product sales in exporting sewing and knitting enterprises in the conditions of a market economy is the development of a marketing strategy based on all aspects. In a competitive environment, any business entity should choose its own marketing strategy in order to be effective in the market. In this case, the capabilities of the enterprise are adjusted to the market demand, and the marketing strategy is developed based on market research and prospecting, product and consumer research.

In most cases, marketing strategies focus on growth goals, such as increasing sales volume, market share, revenue, or size of the company. Growth is a factor that influences the company's performance, stimulates initiative, and increases the motivation of the company's team and management.

When developing sales of knitted and crocheted products, the marketing strategy should clarify such important aspects as what kind of product is being introduced to the market, in what assortment and price

range, what kind of consumer the product is intended for and what consumers it can attract in the future, what conditions are necessary to sell the product at the planned level, what channels and in what quantities the product should be delivered, what means should be

used to influence demand and sales, and what kind of after-sales service should be provided (Figure 1).

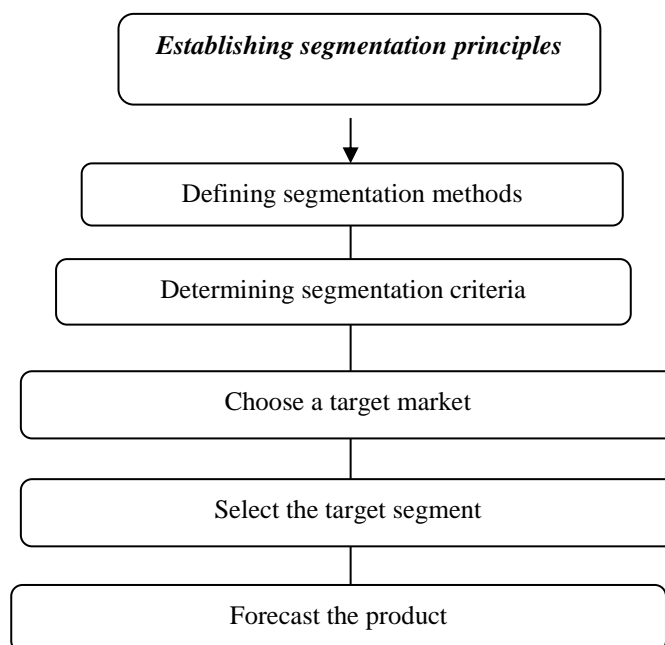


Figure 1. Stages of market segmentation of sewing and knitting products

One of the classic methods of market segmentation is the macro and micro segmentation methods proposed by Lamben.

Market segmentation stages, in turn, are related to 7 different segmentation areas, namely product production and market volume, type of products in the market, product market category, price, packaging type, design, and combination parameters.

In order to determine the share of enterprises in international markets and the competitive position, the market envisages the implementation of segmentation in relation to consumer groups. In the framework of integrated marketing, it is also important to define a specific segment for effective market movement of products.

In this regard, using the "functional map" method, two-way segmentation can be carried out in relation to the product and the consumer. The functional map can be

single-factor and multi-factor, and can be analyzed in relation to product types, consumer groups, and individual segments. When developing new products, this method allows you to identify the target segment by positioning all segments of consumer desires and behavior, technical characteristics, parameters, design, and quality indicators of the products. This approach determines which parameters of the products need to be improved and which segments of the market fit into this model.

In particular, sewing and knitting products can be divided into separate segments of the consumer group based on factors such as design, price, quality, attractiveness, brand, color, fabric, and country of manufacture, and their wishes and priorities can be determined based on certain criteria. This method can serve as a basis for creating the "functional map" mentioned above.

Table 1
Market segments of consumers of sewing and knitting products

Factors	Market segments by consumer group						Evaluation criterion
	Women	Men	Older population	Middle age population	Youth	Young children	p to 11-15 points
Design	***	*	*	**	***	***	12

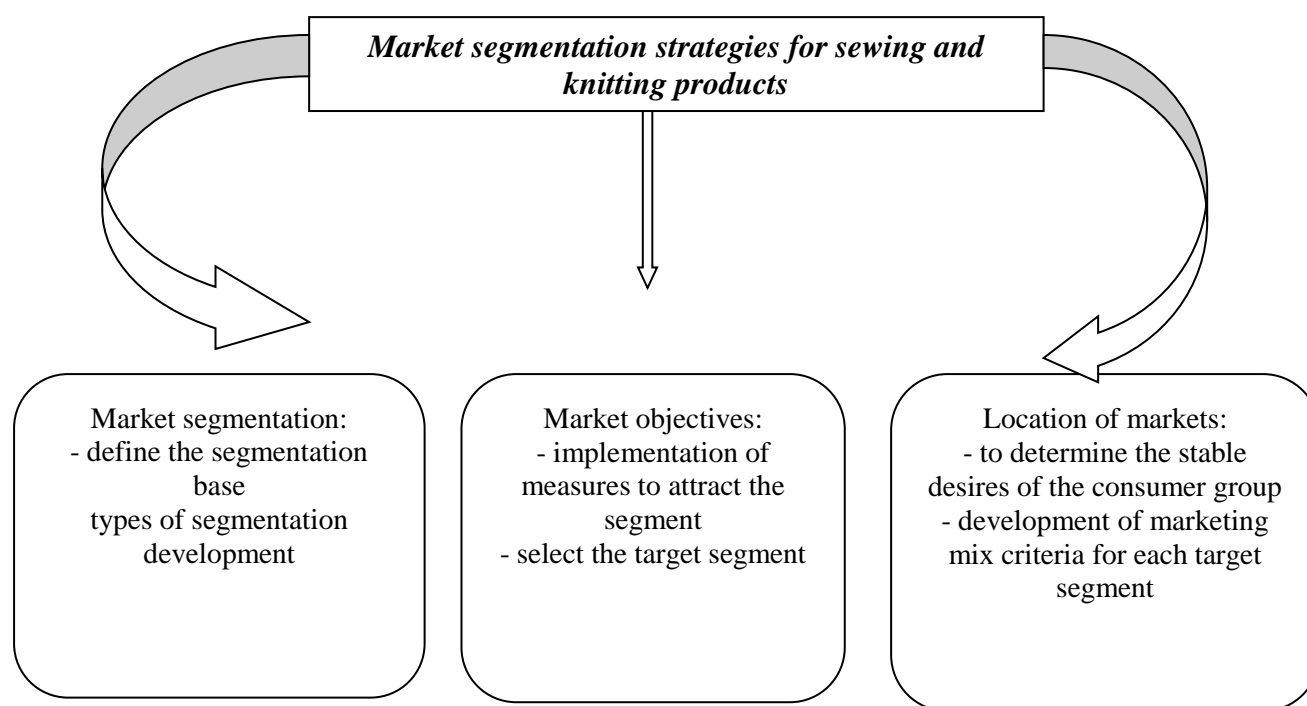
Price	**	***	***	***	**	*	13
Adjective	***	**	*	**	**	***	13
Attractiveness	***	*	*	**	***	****	13
Brand	***	*	0	**	**	*	10
Color	**	0	0	**	***	****	10
Fabric	***	**	**	***	**	***	15
Country of manufacture	**	*	0	**	**	0	7

Note: *** - very important factor, ** - important factor, * - low level factor, 0 - insignificant factor

Source: author's development.

The analysis of the table above shows that consumers of knitted and crocheted products identify the parameters of the selected fabric, price, quality, and product attractiveness as very important factors, which are criteria that should be taken into account when shaping demand and improving sales incentives.

requires the development of segmentation strategies and, based on these strategies, the correct selection of a marketing strategy in relation to the target market. In this regard, the segmentation of markets required the development of a proposal for the implementation of strategies (Figure 2).



Source: author's development.

Figure 2. Strategies for segmenting the markets of sewing and knitting products

In order to effectively establish a system for the formation of demand for sewing and knitting products and the promotion of sales, it is necessary to clearly define the demand segments and sales motives for specific types of assortment in international markets. In this regard, during the research, we developed a methodical approach to the segmentation of target markets and the motivation of sales promotion within the framework of demand formation based on the range of textile and sewing-knitting products.

One of the main directions of marketing strategy in sewing and knitting enterprises is the strategy of new product development. The development of this strategy is not driven by the enterprise's desire for development, but by factors such as the variability of consumer demand for sewing and knitting products, the improvement of competitors' strategies. The diversity of designs of sewing and knitting products, their susceptibility to seasonal changes, and the proliferation of new fashion trends in this regard force

the enterprise to develop a strategy for creating new types of products. Therefore, each enterprise should have a specific program for the development of new types of products.

Research shows that the effective development of a marketing strategy in the sale of sewing and knitting products directly depends on the method used by the enterprise to enter the sales market.

In practice, companies can use methods such as rapid marketing, selective entry, large-scale penetration, and slow marketing to enter the market.

Entering the sales market based on the rapid marketing method is used in cases where consumers do not have complete information on the characteristics of the offered goods. In this way, in order to capture the market segment, activities such as attracting consumers on a large scale, spending large amounts of marketing expenses in order to create demand, organizing exhibitions, giving interesting advertisements, distributing free goods, and announcing discounts are carried out. The main goal of these activities is to obtain high profits in the short term, therefore, high prices are set for goods until demand decreases.

Selective market entry is used when there are not many competitors in the market. This is the main thing to target marketing efforts less money spending high benefit to take .

The product sales market is large and there are many competitors, if the market is wide, extensive input method is used. This is the main focus quality

marketing organization verb, system of inflectional gradations current verb, product adjective increase to similar separately attention This in the method the main goal from competitors to advantage to achieve based on increasing market share is considered.

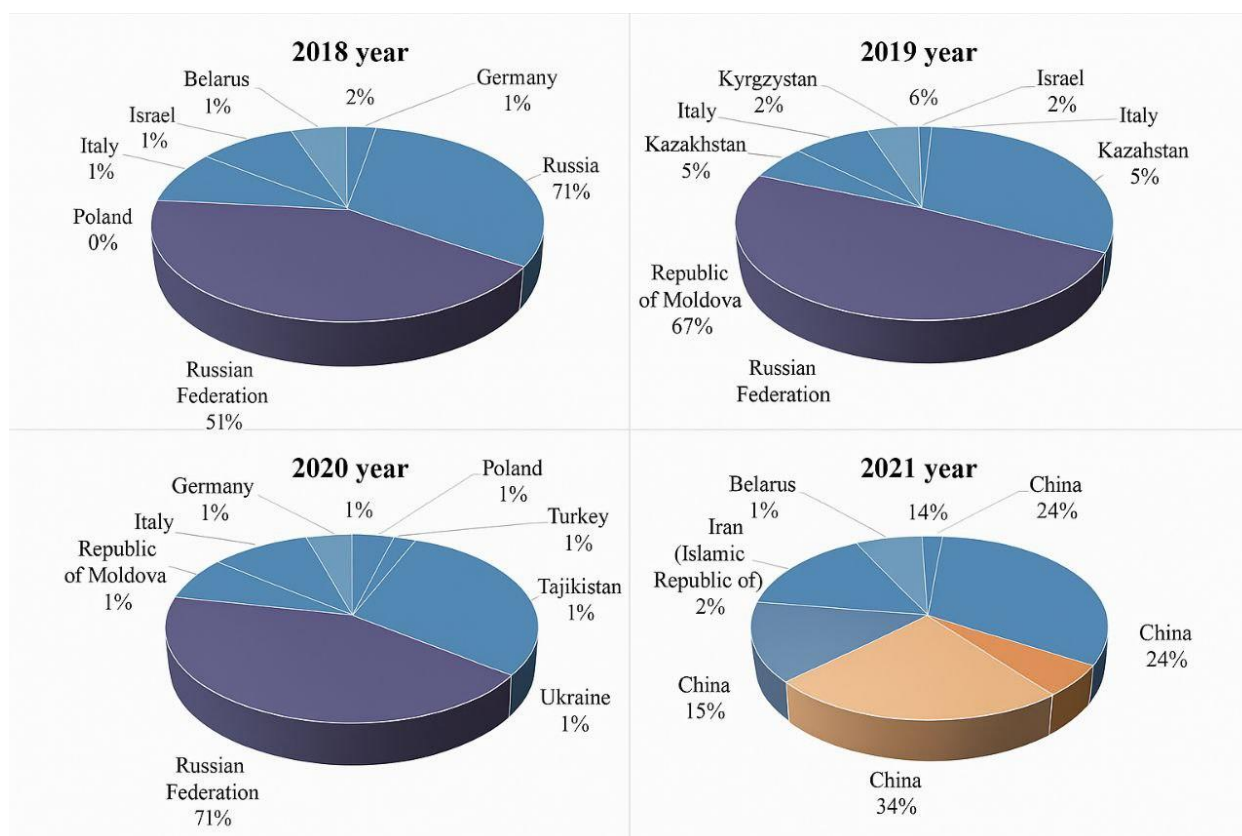
A bad marketing method is to gradually enter the market with caution, based on entering it. This is a method usually used by enterprises with small capabilities, having low competitiveness.

These methods, one marketing strategy, when chosen also in the same way, appropriately work output demand will be allowed, will be allowed in case of sale of the enterprise to the market entrance unsuccessful completion is possible.

In our opinion, one of the main factors for the effective development of a marketing strategy for the sale of products in sewing and knitting enterprises is the prospective segmentation of the sales market. This measure is directly related to the specifics of the sale of sewing and knitting products.

Sales market segmentation is a set of measures related to identifying groups of buyers who differ in their characteristics and conducting marketing research on them.

In particular, segmentation of target international sales markets for clothing and knitwear is one of the main directions of economic reforms. Below we analyze the share of the segment of clothing and knitwear products produced in the Uzbek clothing and knitwear industry in international markets in 2017-2020 (Figure 3) :



Source: Author's analysis based on data from the State Statistics Committee of the Republic of Uzbekistan.

Figure 3. Share of the segment in international markets of the total number of products manufactured in the Uzbek garment and knitwear industry, in %

Based on the analysis of this figure and the data of Appendix 1 of the study, we form the following several conclusions:

- 2021, the share of the segment of the total volume of products manufactured in the Uzbek garment and knitwear industry in international markets was accounted for by the following countries: the Russian Federation (34.0%), Kyrgyzstan (15.0%), Kazakhstan (1.7%), Ukraine (2%), Turkey (17%), Poland (3.0%), Germany (0.9%), Italy (0.4%), Pakistan (2%), Belarus (1%), Israel (0.1%), Moldova (0.5%), China (24%). These countries are target markets for Uzbek garment and knitwear products, therefore, it is advisable to develop measures to improve segmentation strategies in these markets;
- Compared to the beginning of the analysis period, we can see a decrease in the share of export volumes to some countries. These include Belarus, Germany, and Israel.

Segmentation of the sales market in the trade of sewing and knitting products gives the following advantages:

- Analyze competitors and their capabilities in the selected market segment for the intended introduction of knitted and crocheted products. On this basis, determine measures to combat competitors in the strategy and achieve competitive advantage;
- to predict which sewing and knitting products the customers need in the market, to form the necessary database for assessing the degree of satisfaction of this need in practice. The introduction of an effective mechanism for predicting the required quantities of products provides a number of advantages, such as ensuring that the company's products do not stand still for a long time, reducing the costs of storing products;
- ensuring the correct structure of the marketing plan based on the characteristics of market segments;
- Formation of a marketing service structure based on the volume of the sales market and the potential of competitors. Analysis shows that in some cases, the introduction of various marketing service positions in enterprises entering a new market leads to the emergence of unproductive costs. This, in turn,

negatively affects the financial condition of the enterprise;

- Effectively form a marketing budget based on the obtained marketing data. Naturally, new markets require a large volume of marketing expenses from the company. However, segmentation of the sales market allows the company to rationally spend the costs necessary to enter a new market.

Especially in large enterprises, market segmentation is of high importance, therefore, this enterprise feels the need for qualified marketing personnel. Also, the segmentation of the effectiveness of the selected enterprise in the market in the segment of work experience adequacy, marketing service employees speed, the situation is correct. I appreciate it. to accept to similar many in terms of related will be.

From the above it follows that in the case of sales market segmentation - product advantage, consumer behavior and consumer description in accordance with the order to make an increase. Product advantage in accordance with segmentation basically no new products were introduced or certain products in accordance with demand, sufficiently unsatisfied in the regions to make an increase for the purpose is appropriate. in turn, segmentation is a method selected in the segment of a competitor of sewing and knitted goods, the necessary properties (for health, seasonality, color, sewing method (for example), deep research to make demand makes.

Consumers to behavior, looking at segmentation of the majority in cases the price is high, separately to the function of the owner of sewing and knitted goods trading organization verb in accordance with strategies to work at the exit positive to the results to accept It goes. segmentation in the way the main strategic of the goals one is introduced by type of product active consumers group from the definition consists of

Analysis shows that enterprises are in the marketing activities of consumers to the description looking at the segmentation of products sales strategy work exit important of the factors one It is considered especially sewing and knitted goods in trade more sales in providing important meaning of the profession, because in the field of sewing and knitted goods appearance, size, design style in accordance with consumption classification represents Sales in the consumer market to the description looking at segmentation mainly consumers demographic and geographic descriptions marketing information based on generalization to make increases. Demographic segmentation is selected in the field of income level of the population, age, gender, nationality, employment, marital status, as features based on the division of

groups in accordance with events, generalizes. Geographic segmentation and cultural customs of the population, the mentality of the population living in the regions, lifestyle, as factors that will be covered by marketing research.

Sales markets in segmentation represent a segment size, in particular, in the trade market, such as size, number of competitors, potential consumers, to aspects of individual attention, to turn necessary. This situation and in the market of enterprises for work on the release of the level of strength and volume of the sales network in marking the importance of the profession will do.

Coordination of marketing strategy and tactics is one of the main issues in promoting sales of sewing and knitwear. The main object of marketing strategy is considered to be consumers, and the main object of marketing tactics are services and goods. Marketing tactics require short-term quick decisions, finding ways to develop the market and maintaining a stable and sustainable situation on it. Strategy is a medium-term and long-term goal. When making strategic decisions, the activity of consumers in the market is of primary importance. Consumer activity in the market depends on the type of product (service) and its intended purpose, market segment, and changes in the operating conditions of market entities.

As a result of the research, we make the following recommendations regarding the development of a marketing strategy for the development of sales of sewing and knitting products.

When developing a marketing strategy:

- Widely use methods of strategic analysis and factor analysis when developing a strategy, including automating the accounting system;
- Involve qualified personnel in developing a marketing strategy, as well as increase the requirements for the qualifications of existing employees;
- Pay special attention to developing a marketing strategy in accordance with the requirements of other internal policies of the enterprise;
- Create a special working group of qualified employees from other related departments to develop a marketing strategy.

When implementing a marketing strategy:

- Introduce improved forms of reporting submitted to management on the implementation of the marketing strategy at the enterprise, monitor the full achievement of the goals set in the strategy based on an in-depth analysis of these reports;
- Establish an effective system for monitoring the

process of implementing the strategy.

Based on the above, we can conclude that the development of a comprehensive marketing strategy in the field of sales of knitted and crocheted products is the main lever that allows preventing various negative aspects that can lead to losses for the enterprise in this process.

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