

## MARKETING RESEARCH IN THE FASHION INDUSTRY

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**Abstract:** The article provides information on marketing research in the fashion industry, directions and methods of their implementation, as well as the results of marketing research on the study of customers of the Uzbek leather fashion market.

**Keywords:** marketing research, commercial package, target audience, segmentation, respondent, questionnaire.

Pandemic 2020 has been the worst year for the fashion industry. According to the McKinsey Global Fashion Index, after growing 4% in 2019 as sales decline, consumer behavior changes and supply chains are disrupted, fashion retailers will see a 93% loss in economic profits (net income minus capital expenditures). At the end of the year, almost three-quarters of all companies in the sector were expected to suffer losses. In 2020, global sales of fashion products decreased by 15-30% compared to 2019. However, the impact of the crisis on the fashion industry will be uneven. In 2020, the most affected region will be Europe, where sales will decrease by 22-35%. US sales fell 17-32% and the recovery has slowed. China suffered less than others: sales decreased by 7-20%.

The fashion situation is changing very quickly, and the use of marketing research allows designers to quickly respond to external changes. Studying the market,

consumers, their attitude to goods and services, the reasons that lead them to purchase fashion products allows designers to create unique commercial collections that are required by customers. Marketing research is a type of sociological research focused on the study of market conditions, consumer desires, preferences and behavior, purchase motives, etc.

The formation of a commercial package should be based on the results of marketing research in the following areas:

1. Market segmentation;
2. Defining the target audience of customers;
3. Market and competitor analysis.

### **Market segmentation**

When developing a set, the master must choose a market segment by price segment. In general world practice, there are 4 types of price segments:

- Mass market / low price segment /
- Middle / middle price segment /
- Pret-a-porter (premium + luxury) / high price segment /
- Haute couture (haute couture) / the highest price segment /

In the research work, the middle price segment was selected to create a collection of women's clothing.

### **Determining the target audience of customers**

A target audience is a group of people whose needs are satisfied by your product. The choice of source of information collection depends on the target audience of the brand. Therefore, you should conduct a trend analysis based on your target audience: its lifestyle and clothing preferences, how the leaders of the target audience dress, what movies, music and TV programs your customers watch, what they read, who they subscribe to, social media, etc.[2].

We define the target audience using:

- Analyze / describe our client based on our own conclusions and observations;

- Don't be afraid to take surveys / ask your friends, actively use social networks.

It is better to prepare a ready list of questions;

-When collecting data, always look for reasons and problems with product consumption;

- You must clearly reflect the nature of your consumer.

As a result of marketing observations, the target audience of customers was determined. The main audience of the brand's products is women aged 20-40. Fans of the brand are women who prefer an active life, like to travel a lot and are engaged in interesting business. In addition, fans always want their chosen clothes to be stylish and traditional. Brand clothes are chosen by reliable, successful individuals with an active life position. Marketing research was conducted in order to study the clothing market, consumer problems, desires and new innovations in design when creating a new modern clothing collection.

Marketing analysis provides important and up-to-date information about the market situation, how effectively the company promotes its products, helps to choose the right advertising strategy, possible directions of business development[3]. Marketing research is necessary in the following cases:

To make key marketing decisions. First of all, when the company launches new large projects, enters a new market, geographically or in terms of goods, if it is necessary to start a big advertising campaign, research is needed to collect objective information about the market situation. As part of such research, market assessment, competitor analysis, and study of advertising channels and methods are carried out. This group also includes the development of a new product or service. In this case, the task of research will be to look for new ideas, concepts, market gaps and unmet needs.

Performance evaluation. During this type of research, it is possible to evaluate the dynamics of sales, the level of brand awareness, customer loyalty and satisfaction, competitive positions, and the perception of the company's image.

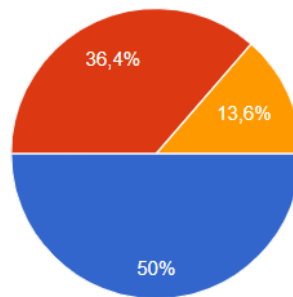
**To solve the problem.** Often, companies conduct marketing research when business problems arise - when sales are falling, when consumers are leaving, when competitors are attacking - in order to develop a strategy for dealing with a crisis.

In our research, we conducted a marketing research survey to study the customers of the leather clothing market in Uzbekistan. The results of this marketing research are presented in the following charts. 200 respondents took part in the survey.

### Questionnaire and its analysis.

#### 1. Select your age category.

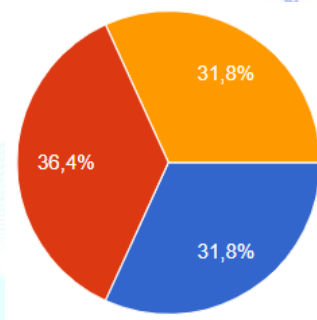
- a. 16-25;
- b. 26-40;
- c. 41-55.



As a result of the survey, it was found that girls aged 16-25 have the advantage among the buyers of leather clothes.

#### 2. What is your occupation?

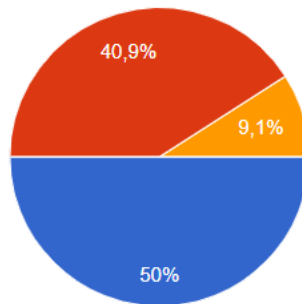
- a. I am a student;
- b. I work for the government;
- c. I am engaged in business;
- d. I am a housewife.



According to the results of the survey, it was found that the audience that buys leather clothes mainly works in government offices.

### 3. Where do you do most of your shopping?

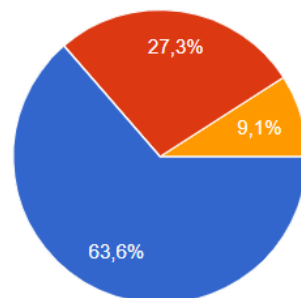
- a. Markets;
- b. Boutiques and shops;
- c. Internet stores;
- d. Outlets.



According to the results of the survey, it was found that more than 52.4% of customers trade mainly from markets.

### 4. What style do you wear the most?

- a. Classical;
- b. Casual;
- c. Sports;
- d. \_\_\_\_\_.

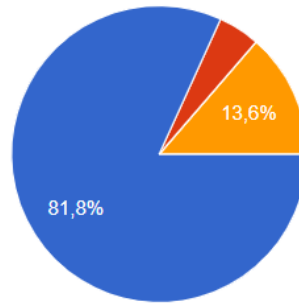


According to the results of the survey, 61.9% of customers are more likely to buy clothes designed in a classic style.

### 5. What do you pay special attention to when choosing clothes?



- a. Comfort and design;
- b. Being in trend;
- c. Price and quality;
- d. \_\_\_\_\_.

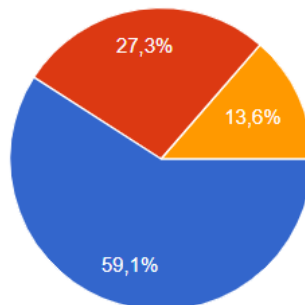


According to the results of the survey, 81% of the audience confirmed that they pay more attention to comfort and design when choosing clothes.

**6. Do you have leather clothes in your wardrobe?**



- a. Yes;
- b. No.
- c. I want to buy.

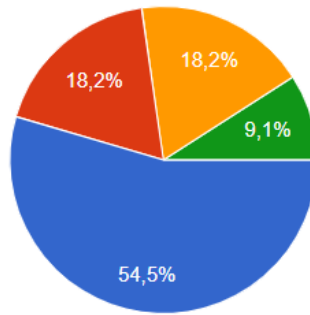


According to the results of the survey, 57.1% of the audience have leather clothes in their wardrobes.

**7. What type of leather do you buy?**



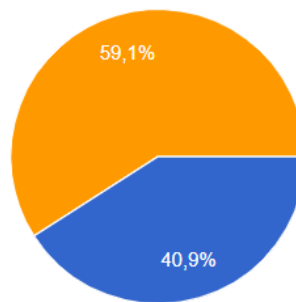
- a. Natural leather;
- b. Artificial leather;
- c. Innovative leather;
- d. \_\_\_\_\_.



According to the results of the survey, 52.4% of customers confirmed that they prefer natural leather.

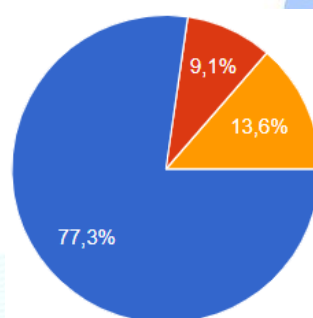
### 8. What colors of leather do you prefer?

- a. In dark colors;
- b. Bright, conspicuous;
- c. Neutral colors.



### 9. What types of clothing do you buy with leather?

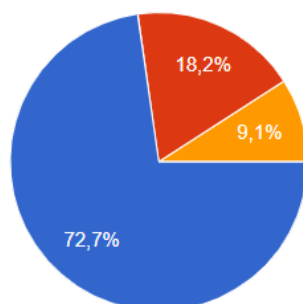
- a. Outerwear;
- b. Pants, skirts and similar waist clothes;
- c. Accessories.



76.2% of the customers of the audience stated that they see leather fabric only as outerwear.

**10. What price will you be satisfied with for your purchase of leather clothes?**

- a. from 500,000 to 1,000,000 sums;
- b. from 1,000,000 to 5,000,000 sums;
- c. Price is irrelevant to me.



According to the results of the survey, 76.2% of the customers of the audience are satisfied with the price from 500,000 to 1,000,000.

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