

# Initiating and Improving Marketing Research in The Conditions of Competitiveness of The Garment Market

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**Abstract:** The article examines the role of marketing in the ready-made clothing market, presents the results of research, and at the same time, it is one of the main directions of the company's activity, its basis, ensuring the company's success, and it is important for its activity. the development of the company, the market and the entire industry.

**Keywords:** Marketing, conditions, research, garment market, competitiveness

## 1. INTRODUCTION

It is no exaggeration to say that the market of ready-made clothes in Uzbekistan is reaching the peak of its effectiveness in recent years. The main reason for this can be recognized as the contribution of the marketing direction. I would not be wrong to say that marketing in the Republic is a direction that is developing now, therefore, the experience of the country's enterprises in marketing activities is very limited. The principle of "selling any product at any price" is being followed. This clearly does not correspond to the idea of marketing.

All types of activities of the enterprise, which are born with modern marketing activities, should be based on knowledge of consumer requirements and their future changes. One of the main goals of our marketing activity in the sale of our finished products in our country is to identify the unsatisfied requirements of customers and thus direct the production to satisfy these requirements. The marketing system in our country, based on the amount and assortment needed by consumers, looks for functional aspects of product production that depend on these factors, constitutes a marketing system. It is for this reason that marketing, in addition to being a collection of market research methods, seeks to create effective sales channels and develop advertising companies. Such multifaceted marketing strategies, the interest in the current marketing topic is increasing not only in a particular country, but also in the whole world, it should be noted that this interest is becoming increasingly globalized day by day. When expanding the market of ready-made clothes, we need to know what it represents, who works in it, how it works, and what its requirements are. As noted here, marketing is one of the most important economic disciplines in the market economy, and especially in the period of transition to the market. From this, the effective operation of the entire economy depends on how well the system of marketing strategies is implemented. If we look at the past of our country, if the average income per capita in 2018 is 1532 dollars, if our income is doubled at least, it would be proportional to people's needs. According to experts, by 2030, we will become an industrialized country with a high average income per capita. For the enterprises and industries of Uzbekistan, the activity in accordance with the technologies available in the world will be the motivation to achieve this task. Uzbekistan is not only ready-made clothes, but also the main channel that increases the total production volume, creating labor and jobs. This approach helps the country to catch up with high and average performing countries. Our main task is the production of various types of products based on marketing potential, checking their quality level, i.e. production in accordance with state standards. In this direction, marketing literacy requires efficient use of strategies. [1]

## 2. ANALYSIS AND RESULTS

The complex of ready-made clothes represents a set of natural elements, and at the same time it has an individual and institutional character, since it consists of several producers and organizers of activities, it is important for a comprehensive understanding to appreciate both symbolic and social content. In order to increase the competitiveness of ready-made clothes, finding events that will radically change its appearance, enter new markets, compete with international partners, create products with a new image, drastically reduce production times, many people need to effectively overcome these challenges. companies have already started, or should start, to change their approach to the market and the way they operate, especially in important areas such as marketing and brand management is a long and arduous journey. In the process of ready-to-wear market conditions e-commerce management organization using communication technologies, supply chain, supply chain monitoring, environmental sustainability and brand management, sector rationalization are used. Currently, large-scale production is also characterized by a decrease in

sales, but it is more favorable for street vendors and retail trade, and some growth can also be observed in the chain of street shops.[2]

You can use the following step-by-step methods to conduct and improve marketing research in the competitive environment of the ready-to-wear market: through these methods, every aspect of business activity develops in a normal manner. First of all, we need to monitor the market to make sure that the product can meet the market demand. If you have a good sense of its achievements and shortcomings, the first step is to conduct a qualitative market analysis. Determine the dimensions of the market, the products to be listed and the areas important to strengthen. Research Competitive Pages Analyze competitors' websites, social media pages, advertising materials, and users to learn about the competition. Reconcile the qualities you need to learn from your competitors and overcome the shortcomings. And customer analysis should be remembered: Conduct customer analysis in your case. Determine the clothing required by customers by systematic survey or questionnaire methods.[3]

Segment customers into different segments. This involves identifying the types of customers you want to partner with. Conduct systematic marketing research. Do online marketing research. You can use Google Analytics, Facebook Audience Insights, SEMrush, and other methods to find out more about your customers and competitors online. In addition, it is necessary to support marketing. Develop marketing strategies to support ready-to-wear sales. These strategies should include online advertising, social media marketing, email marketing, SEO and other methods. You must contact the customer. Be active on social media platforms to connect with customers and try to attract your customers through questions, offers and discounts. You need to master your product better, try to master your product to match the demands and wishes of your customers and monitor the improvement. After implementing all the steps, do not forget to monitor the implementation of marketing strategies and evaluate the results every week or month. It will be necessary to support the improvements according to the results. Analysis and modification are of great importance for the publication of various types of cheirmas. Consider changing strategies based on analysis results. You need to understand what changes are needed before the competition.

To make these processes effective, understand your market data and customer insights and adapt your marketing strategies accordingly. This will help to increase competitiveness and increase the number of customers in the ready-to-wear market.[4]

It is our function to organize and improve marketing research in the competitive environment of ready-to-wear market.

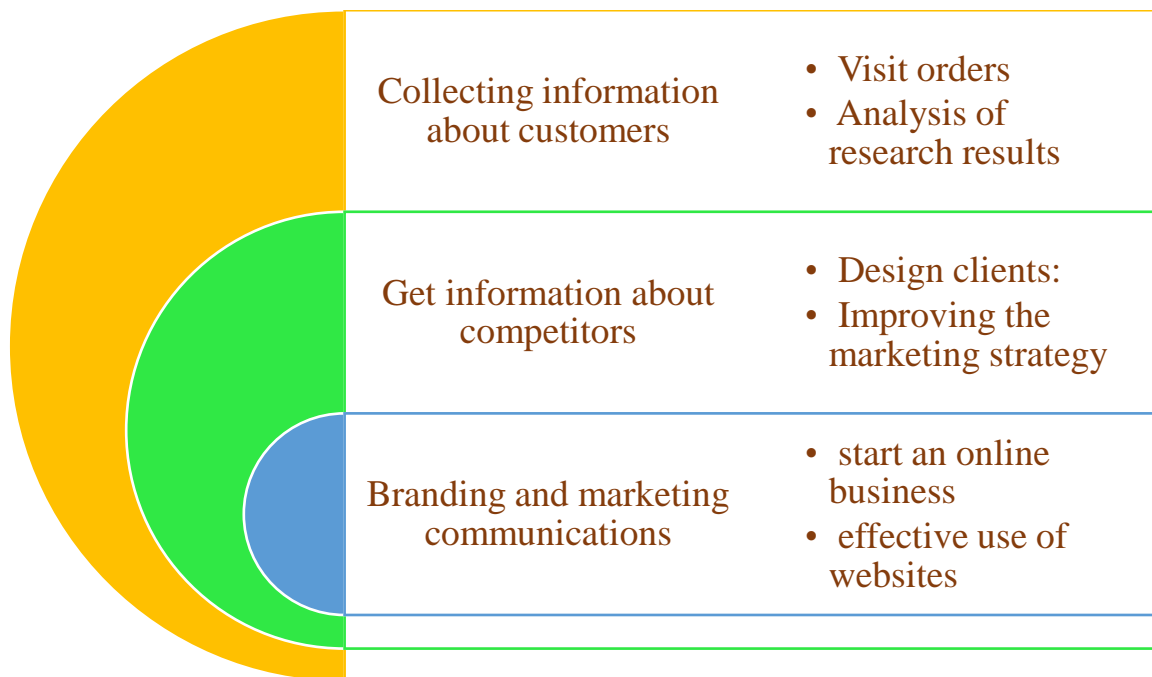


Fig.1. Marketing research in the competitive environment of ready-to-wear market

The first step in starting marketing research for the ready-to-wear market is to get detailed customer information. This data will consist of studying what kind of clothes customers are interested in, their age, gender, their purchasing preferences, and through which channel they approach them.

In order to understand the competition in the ready-to-wear industry, it is very important to learn about the competitors. This includes researching their products, pricing, sales and advertising methods. To understand the ready-to-wear market, study of customers and competitors through visiting orders is used. It helps to inform them about what to buy, what clothes and at what prices. Branding and marketing communications It is important to structure branding and marketing communications based on research-based information. It helps in promoting your company through various media channels, creating an advertising strategy and making visit bookings. Analyzing the results of the research helps to determine which marketing strategies are reliable. This allows decisions to be made about products or services designed to change the scale of marketing, improve products, and attract customers. Research allows you to update your marketing strategy based on the data used to identify customers. This includes improving prices, selling products and services for customers. With the improvement of the marketing strategy, it is very important to improve the marketing strategy based on research. It includes a reliable and profitable marketing strategy that considers the correct application of marketing scale and improved results. In the highly competitive ready-to-wear market, thoroughly studying and perfecting your marketing research is an important step in ensuring your company's success. The concept of marketing research in the ready-to-wear market is based on a scientific basis, which ensures the creation of a unique value proposition for the participants of the marketing distribution system to form a system of principles, approaches and views on the interaction process, high consumption value for the consumer; developed the conceptual rules of value and the framework creates a foundation. Another positive direction of the participants of the marketing system is the active participation in the business processes of distribution channels and marketing logistics based on the mechanism of value formation of the interaction of logistics tools. Every entrepreneur or corporation conducts marketing research to determine the most effective ready-to-wear market for their products or services. It is responsible for several responsibilities such as marketing research campaigns with effective products, efficient use of spare resources and strengthening of customer relations, meeting the needs of current and potential customers.

It helps the enterprise to adapt to the identified needs of customers and to launch new product production or respond to immediate requests. In conclusion, the need to conduct marketing research in the market of ready-made clothes is the impetus for a stable assessment of the macro and micro environment of any market and organization. Therefore, new solutions appear in the field of production. Factors to be emphasized in marketing activities operating in each market are planned, implemented and controlled, activities aimed at establishing, strengthening and sustaining profitable exchanges, matching products with target customers in order to achieve specific organizational goals. exchange of ideas and special attention is paid to the marketing system.

In the production industry of Uzbekistan, intersectoral flows of resources are generalized with marketing strategies. However, manufacturing enterprises operating only with strategy marketing potential will not develop. The first place is given to him by high-class specialists, job base for work and funds suitable for work functions. The global trends of globalization and technological changes imply the creation of jobs that require highly skilled labor. However, Uzbekistan will not be able to adapt to these trends quickly, because the majority of the workforce in Uzbekistan does not have a higher education, and a significant part of the working population is low-skilled or unskilled. In addition, not enough jobs are being created in the country. On average, 310,000 new jobs (in net terms) were created in Uzbekistan per year, far below the 600,000 additional jobs needed annually for demographic reasons alone. Thus, the country must at least double the number of permanent jobs created each year to provide employment to all new entrants to the labor market. Most of the jobs will be created at the expense of establishing new enterprises, and some jobs at the expense of expansion of existing enterprises. Other structural weaknesses in the labor market of Uzbekistan include weak labor incentives, skills shortages and limited opportunities for training technical skills, high unemployment among young people, high levels of economically inactive long-term unemployment and limited labor mobility. .

The results of the study of enterprises show that the enterprises producing ready-made clothes in Uzbekistan are considered to have an average high labor productivity compared to large enterprises owned or controlled by the state. If we generalize the marketing strategies for this activity, this strategic planning determines what is new and what directions should be developed, the release of new products and the order in which the products will be purchased are aimed at implementation on the basis of marketing strategies. The main functions that a marketing strategy performs are:

- To meet the needs of customers and get further benefits, moving from the traditional direction to the market requirements oriented to the production requirements,

- It helps to assess and correctly allocate the company's resources and use its capabilities wisely. One of the important moments of each company's existence is that the company is achieving its goals, getting maximum profit
- indicates the way the company intends to establish and maintain customer relations. Marketing strategy must be constantly adjusted according to new and constantly changing conditions.

### **3. CONCLUSIONS AND SUGGESTIONS**

The main components of a successful strategy are the constant monitoring of the ready-made clothing market, the company's capabilities in changing conditions, the flexibility and adaptation of the strategy without changing the main direction of the company's development. The main and most important point in the development of the ready-made clothing market strategy in Uzbekistan is the analysis of the internal and external environment of the company. Internal analysis is necessary to calculate the company's opportunities for further development of the strategy. By analyzing the external environment, you can find the opportunity to expand marketing opportunities, as well as the limitations of successful marketing.

Marketing strategies perform a number of functions in relation to the target market of ready-to-wear garments:

- What type of business are we engaged in and what is the mission of the firm in the chosen base market?
- What are the target product markets or segments and what is the positioning strategy in each key market segment? What are the key attractive factors in each segment and what are the opportunities and threats to development in the external environment?
- What are the company's unique characteristics, strengths, weaknesses, and competitive advantages in each segment?
- Taking into account the company's line of business and product portfolio, what development strategy should be chosen and what resources will be required for this?
- How are selected strategic areas programmed into operational marketing programs?

A competent assessment of the current market situation of the enterprise in Uzbekistan depends on objective and reliable market data. It follows from all this that in the conditions of long-term decline in demand and sales, prolonged crisis, a properly structured strategic monitoring function becomes a competitive advantage of the enterprise, especially the enterprise operating in the market of ready-made clothes. In conclusion, we should emphasize that; It is no exaggeration to say that the range of ready-made clothes in our country has become much brighter in the next ten years. Enterprises operating in our country are growing to compete with world brands.

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