



## Analysis of the Consumer Market of Footwear at the "Uzbekcharmpoyabzal" Enterprises

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**Annotation:** This article analyzes marketing research in the footwear industry, which made it possible to draw a conclusion about the competitive advantages and disadvantages of footwear products that provide reliable and constant demand for domestic products.

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### Introduction

Currently, market research serves as an information basis for achieving such goals as the implementation of a certain volume of sales, the creation and introduction of new products to the market, as well as an increase in market share. Setting these goals assumes that we are talking about the market for a specific product. In this regard, when revealing the content of market research, first of all, it is necessary to do well on the study of the commodity structure of the market. The concept "market" in this case is used with the definition of a commodity. The commodity market is understood as the sphere of the sale of a specific product or group of goods that are related to each other by certain characteristics of a production or consumer nature. In this study, the shoe market.

One of the decisive factors in the implementation of the most important projects of reforming the national economy, ensuring the efficiency and the conquest of new positions by domestic enterprises of Uzbekistan in the world and domestic markets is "the implementation of the program of modernization, technical and technological renewal of production, the formation of a modern market infrastructure.

In addition, the reforms carried out in the Republic of Uzbekistan to modernize enterprises in the real sector of the economy are aimed at the development of important and structure-forming industries. One of these industries is light industry, which includes more than 20 sub-industries, united in three main groups: textile, including cotton, woolen, silk, knitted, as well as primary wool processing, production of non-woven materials, production of textile haberdashery and others, as well as sewing, leather, fur and footwear.

There are many different criteria for classifying commodity markets. The use of certain signs depends on the objectives of the study. Let us mention only the most important ones, which are paramount of importance for the needs of practical research of the footwear market.

One of the important features of product markets is territorial coverage. The classification of the market can also be carried out according to the ability of goods to meet the needs of certain groups of consumers: the market for men, womens footwear. A feature of the study of such commodity

markets is to take into account the interrelationships of various forms and means of satisfying a specific need.

Main part. Market research is required if a manufacturer of goods wants to navigate the markets in which he can sell his products, and the factors affecting these markets. In other words, manufacturers and, above all, marketing services of many enterprises are interested in the sales market for their products.

The sales market for products is a part of the market within which sales (wholesale and retail) of goods produced by a given enterprise, association, or industry are carried out. The sales market is formed and developed within the framework of a specific product market. The sales market for an individual product can be conditionally divided into several parts:

- consumers who do not know about the product (dormant segment);
- know about the product, but do not purchase it;
- purchase products of competitors;
- purchase our products.

Market research is carried out in two aspects: assessment of certain market parameters for a given period of time and obtaining forecast values. First of all, the current situation on the market (market situation) is assessed, then the size of the market capacity is determined, its segmentation is carried out and its product positions in individual market segments are determined.[2]

The study of the conjuncture of the commodity market is based on the analysis of indicators characterizing the production and supply of goods of this group, the volume and structure of retail sales, stocks in the warehouses of the enterprise, in wholesale and retail trade. Therefore, the main goal of information support for market research is to create a system of indicators that allow one to obtain quantitative and qualitative characteristics of the main patterns and features of the development of population demand and product supply, as well as to identify the factors of the formation of market conditions.

When studying the conjuncture of the commodity market, the task is not only to determine the state of the market at one time or another, but also to predict the likely nature of its further development, at least for one or two quarters, but no more than one and a half years.

One of the main tasks of researching the selected market is to determine its capacity. This indicator demonstrates the fundamental possibility of working in a specific market. Knowing the market capacity and trends in its change, the company gets the opportunity to assess the prospects of a particular market for itself. It makes no sense to work in a market, the capacity of which is insignificant in comparison with the capabilities of the enterprise: the costs of introducing and operating on the market may not pay off.

In-depth market research suggests the need to consider it as a differentiated structure depending on consumer groups and consumer properties of the product, which in a broad sense defines the concept of market segmentation. Market segmentation is about dividing the market into clear groups of indicators (market segments), which may require different products and to which different marketing efforts need to be made.

The criteria underlying market segmentation must meet the following requirements:

- be measurable under normal market research conditions;
- reflect the differentiation of consumers (buyers);
- identify differences in market structures;

- contribute to the growth of market understanding. [1]

If segmentation gives the characteristics that a product should have in terms of desires and assumptions, then positioning convinces consumers that they are offered exactly the product that they would like to purchase.

The factors that determine the position of a product on the market are not only prices and quality, but also the manufacturer, design, discounts, service, product image and the ratio of these factors. An enterprise's assessment of its products on the market may differ from the opinion of buyers on this issue. In a sense, segmentation is a strategy used by a seller to concentrate, therefore, optimize the use of their resources in the market. On the other hand, it is a series of procedures used by sellers to segment the market. Market segmentation is carried out according to criteria and characteristics: criterion - a method of assessing the choice of a particular market segment for products or an enterprise (competitor). The main factors of market segmentation by consumer groups are given below.

**Table No. 1 The main factors of market segmentation by consumer groups**

Factors (variables)	Most common variable values
<b>Geographic</b>	
Administrative division	Republic, region, district, city.
Population (for cities)	5-20 thousand people, 20-100 thousand people, 100-250 thousand people, 250-500 thousand people, 500-1000 thousand people 1-4 million people over 4 million people
Population density	City, suburb, countryside
Climate	Moderate continental, continental, subtropical, etc.
<b>Demographic</b>	
Age	Up to 4 years old, 5-6 years old, 7-12 years old, 13-19 years old, 20-34 years old, 35-49 years old, 50-65 years old, 65 years old and more.
Sex	Male, female
Family size	1-2 people, 3-4 people, 5 or more
Family life cycle stage	Youth - single, youth - family without children, youth - family with children, family, with children, the elderly with children, the elderly - family with no children, the elderly - single ...
Income level	Below average, average, above average
Occupation	Scientists, engineers and technicians, white-collar workers, businessmen, workers in state-owned enterprises, farmers, educators, teachers, students, housewives ...
The level of education	Specialized secondary, higher, academic degree, title ...
Nationality	Uzbeks, Russians, Tajiks. Kyrgyz, Kazakhs, Ukrainians, Belarusians, Georgians, Armenians, Azerbaijanis, Jews, Tatars ...
Religion	Islam, Orthodox, Catholic ...

Race	Europoid, Mongoloid ...
Psychographic	
Social layer	Poor, middle-income, high-income, very high-income
Life style	Elite, bohemian, youth, sports, urban, rural ...
Personal qualities	Ambitiousness, authoritarianism, impulsiveness, herd instinct, innovation, striving for leadership, poise, phlegmatic ...
Behavioral	
The degree of randomness of the purchase	Usually a random acquisition. Sometimes the accidental nature of the acquisition, etc.
Search for benefits	Search for high quality products, good service, lower prices, etc.
The degree of need for the product	You need it all the time, you need it sometimes ...
Readiness to buy a product	Doesn't want to buy, is not ready to buy now, is not sufficiently informed to buy, strives to buy, will definitely buy ...
Reason for making a purchase	Ordinary shopping, special occasion

**Research results.** For the study, a survey was conducted based on the parameters of market segmentation by demographic and psychographic factors. Residents of the city of Tashkent aged 18-30 were interviewed, mainly women of average, lower than average income, students, and responses were received through Internet mailings.

The analysis of marketing research on the above factors led to the conclusion about the competitive advantages and disadvantages of footwear of domestic firms. At the same time, it should be noted that their disadvantage is unrecognizability (non-promotion). Local footwear manufacturers cannot afford to invest heavily in brand, image and branding for their products. In this regard, our enterprises cannot compete with such well-known brands as "Aty Bati", "Barhat" and "ECCO" presented in the domestic market.

One of the main criteria for segmenting the market is the segmentation of the market by volume of sales.

Marketing research shows that the main consumers of Uzbekcharmpoyabzal enterprises are men (43%). Then there are children and pupils (15%), then boys, women and girls. The reason for this is the significant static change in fashion trends compared to changes in fashion trends in the women's shoe assortment. Imported goods have a great advantage, as they have a wide assortment, they also differ in the novelty of models and colors.[3]

In addition to surveys on demographic and psychographic factors of segmenting the footwear market in the city of Tashkent, marketing research was carried out on their purpose. Casual shoes (52%) of course occupy a leading place in the field of product sales. And the growth of the assortment structure only increases its sales volumes, stimulating consumers' desire to purchase more and more new and fashionable goods. In second place is specialized footwear (18%), the demand for which is also increasing due to the increase in industrial enterprises. Fashionable footwear (11%) is, first of all, footwear that meets the requirements of current trends in the field of

fashion, it is mainly of a seasonal nature. Household footwear ranks third in terms of sales (10%), followed by sports footwear (7%)

One of the most important indicators in market segmentation is the age composition of the footwear market consumers, which is shown in Table 2.

**Table № 2 Average annual composition of consumers, %**

Total population:	100,00
Including:	
18 and older; all	58,9
18 and older; men	28,9
18 and older; women	30,0
13-17 years old; all	12
13-17 years old; men	6,1
13-17 years old; women	5,9
7-12 years old; all	14,4
5-6 years old; all	4,3
Up to 4 years old; all	10,4

Source: State Statistical Committee of the Republic of Uzbekistan

The association "Uzbekcharpoyabzal" includes many enterprises, however, there are also many firms on the footwear market that are not members of the association and carry out their activities very successfully. The diagram below shows the volumes of products sold in the Republic as a whole.

It can be seen from this graph that the main part of the sales belongs to unofficial imports (50.5%), and the sales of the official members of the association are 10.5%. The share of rubber footwear manufacturers is 15.7%. Official imports rose to 16.4%.

The main disadvantage of Uzbekcharpoyabzal enterprises is the lack of advertising for their products. This leads to the fact that potential buyers do not recognize and are not familiar with domestic footwear. Despite the fact that the products of local manufacturers are not inferior in quality and price to footwear of famous brands.

Significant financial resources are required to create their own brands, which domestic footwear manufacturers cannot afford. In this regard, it is necessary to unite the efforts of small manufacturers to create a common brand and allocate the necessary funds to advertise their products. Thus, PRO-OBUV LLC, a member of the Uzbekcharpoyabzal association, offers a wide selection of special footwear. Each pair of shoes is simple and elegant, while meeting the highest demands on health and comfort.[4]

In addition, as the analysis of the marketing environment of the footwear market shows, the state provides great support to small and medium-sized businesses, in the form of providing profitable loans. In addition, Uzbekcharpoyabzal enterprises have their own reliable suppliers, both for very expensive and cheaper raw materials. Therefore, it is necessary to maintain and expand this market segment by improving the quality of footwear products.[5]

One of the most effective methods for analyzing market opportunities is the Ansoff Matrix. This well-known analysis tool was first published in the Harvard Business Review (1957) in an article entitled "Diversification Strategies." Over the past decades, the technique has been repeatedly tested and confirmed its effectiveness in choosing marketing development strategies.

The essence of the Ansoff matrix is to choose one of four basic strategies to achieve the goals of the company's strategic development in the market.

**Table No. 3 Ansoff Matrix**

Name	Old market	New market
Old goods	Deep market penetration	Expanding market boundaries
New product	Development of a new product	Diversification

The application of the method of analysis of the influence of the strategies of the Ansoff matrix on the example of the enterprise LLC PRO-OBUV with the brand store Premiumsafety showed that the use of strategy No. 2 will increase the efficiency of the enterprise, as well as its sales network. In addition to determining the strategy of the enterprise in the marketing research, a comparative analysis of the competitors of the PRO-OBUV LLC enterprise with the Premiumsafety brand store is carried out.

**Table No. 4 Comparative analysis of “Premiumsafety” competitors in Tashkent**

Name of shop	District, location	Advantages	Weak sides
«FORMA LUX»	Chilanzar	<ul style="list-style-type: none"> <li>➤ Low prices</li> <li>➤ Customer traffic is very high</li> <li>➤ Convenient location</li> <li>➤ Small shop area</li> <li>➤ Small assortment</li> </ul>	<ul style="list-style-type: none"> <li>➤ Small shop area</li> <li>➤ Small assortment</li> </ul>
"Line of Defense".	Chilanzar	<ul style="list-style-type: none"> <li>➤ Dimensional layout of shoes</li> <li>➤ Consumer Brand of the Year</li> <li>➤ High service service</li> </ul>	<ul style="list-style-type: none"> <li>➤ Prices are higher than in "Premiumsafety"</li> </ul>
PROMXIMTEX-M	Shaykhontokhurskiy	<ul style="list-style-type: none"> <li>➤ A large assortment</li> <li>➤ Reasonable price</li> </ul>	<ul style="list-style-type: none"> <li>➤ Low maintenance service</li> <li>➤ Uncomfortable conditions</li> </ul>
RUBINOVICH STARS	Chilanzar	<ul style="list-style-type: none"> <li>➤ Low prices</li> <li>➤ Quality service by sales consultants</li> <li>➤ Convenient location</li> </ul>	<ul style="list-style-type: none"> <li>➤ This store is not yet known to consumers.</li> </ul>

The main advantage of the "Premiumsafety" store is the high quality of the products offered and the reasonable price for buyers. Despite the fact that the number of competitors is not large, in order to maintain its segment in the footwear market, it is necessary to constantly conduct marketing research in the field of determining the needs of buyers and their satisfaction.[6]

Conclusions. In this regard, the main conclusions of the main ways to improve the efficiency of marketing research in the footwear industry are:

- improving the website;
- the use of elements of online advertising;
- the use of electronic mailing;
- the correct preparation of the questionnaire.

At the moment, many programs have been developed for organizing effective work with e-mail and creating mailings, a significant part of which is free, while having a fairly large functionality.

After all, it is known that the study of the qualitative characteristics of marketing campaigns increases the effectiveness of marketing research. In accordance with this, in order to study qualitative methods, it is necessary to conduct a survey, interview consumers, and organize focus groups. Analyzing user generated content can help footwear businesses determine the true attitude of customers towards a product or brand. Experiments will help evaluate the audience's reaction to certain innovations, since despite some shortcomings in the work of domestic shoe enterprises, the leather and shoe industry of the Republic of Uzbekistan has great potential for further growth due to the rich raw material base and the availability of qualified labor resources, a developed communications network, banking and legal services, low cost of energy resources, continuous improvement of technology and the presence of demand in the domestic and foreign markets, as well as the provision of additional government support.

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