

# Quantitative Marketing Research for Textile Competitiveness

N. Kh.Meyliyev<sup>1</sup>, S.M.Sodikov<sup>2</sup>, K.D.Valieva<sup>3</sup>, Sh.F.Makhkamova<sup>4</sup>, Z.F.Valieva<sup>5</sup>

<sup>1</sup>Department of International Marketing, YEOJU Technical Institute, Tashkent, Uzbekistan

<sup>2</sup>Department of International Marketing, YEOJU Technical Institute, Tashkent, Uzbekistan

<sup>3</sup>Department of International Marketing, YEOJU Technical Institute, Tashkent, Uzbekistan

<sup>4</sup>Department of Spinning Technology, Tashkent Institute of Textile and Light Industry, Tashkent, Uzbekistan

<sup>5</sup>Department of Science of Textile Material, Tashkent Institute of Textile and Light Industry, Tashkent, Uzbekistan

E-mail: zulfiya-valieva-76 @ mail.ru

**Abstract-** *The competitiveness of a product is determined by the totality of its properties that are of interest to the buyer and satisfy his needs. With the help of marketing research, the level of quality and competitiveness of dress fabrics were determined, which are a quantitative characteristic of the sustainability measure of a particular type of fabric to meet a specific demand for it, as a degree of comparison with the corresponding baseline indicators under fixed conditions of consumption. Assessment of the quality of cotton fabrics involves determining the absolute, relative, perspective and optimal levels.*

**Keywords-** *Marketing survey, quantitative research, quality, competitiveness, price, demand.*

## I. INTRODUCTION

There are two main sources of marketing information: primary and secondary data. Primary data is data that previously did not exist before and is collected by a marketer for the first time. Studies related to the acquisition and analysis of primary data are called field studies. Field studies are divided into qualitative and quantitative. The former is based on the collection and analysis of non-numerical data. The latter is based on the fact that the behavior of people and their attitude to something can be expressed using numerical quantities. Quantitative studies are usually identified with the conduct of various surveys based on the use of structured closed-type surveys, which are answered by a large number of the respondents. The peculiarities of such studies are: the clearly defined format of the collected data and the sources of its collection, the processing of the collected data is carried out using ordered procedures, mainly quantitative in nature. The purpose of quantitative studies is to obtain and analyze reliable data to be comprehensively statistical processed. Quantitative studies make it possible to verify the validity of the consumer opinions identified during the qualitative studies. They are conducted through surveys using statistical sampling methods, observations and experiments. The competitiveness of the product is determined by the combination of its properties, which are of interest to the buyer and satisfy his needs. As the products target specific customer segments, the product characteristics that most buyers of a particular segment use when making a purchase are analyzed. With the help of a marketing study, the level of quality and competitiveness of dress fabrics was determined, which is a quantitative

characteristic of the sustainability measure of a particular type of fabric to meet the specific demand for it, as the degree of comparison with the corresponding basic indicators under fixed consumption conditions. Evaluation of the quality of cotton fabrics involves the determination of absolute, relative, promising and optimal levels. The problem of the quality and competitiveness of cotton fabrics as well as other goods is universal in the modern world.

## II. LITERATURE REVIEW

An objective factor that explains many of the root causes of our economic and social difficulties, the declining pace of economic development over the past decades, on the one hand, and the reasons for improving the efficiency of production and living standards in the developed countries of the West, on the other, is the quality of products created and produced. At the same time, world experience shows that it is in an open market economy, unthinkable without intense competition, the factors that make quality level condition for the survival of producers, a measure of the performance of their economic activities, the economic well-being of the country appear. The cotton fabric improvement strategy is an essential part of the firm's strategy. The objects of forecasting are indicators of the quality level of goods, which are inferior to similar indicators of the products of competitors.

The competition factor is coercive, forcing manufacturers, under the threat of being forced out of the market, to constantly engage in a system of quality and, in general, the competitiveness of fabrics produced, and the market objectively and strictly evaluates the results of their activities. Conducted a marketing study of the competitiveness of four types of dress fabrics with various fibrous compositions: from 100% cotton fibers, from 100% viscose fiber, from 100% polyester fibers and a mixture of 33% viscose and 67% cotton fibers.

Competitiveness assessment was carried out in a comprehensive manner. The process of evaluating the competitiveness of the presented tissues includes the following steps:

1. Selection an item of the competitive measures and properties.
2. Evaluation by the expert method of single (differential) competitiveness indicators.

3. Conversion of unit competitiveness indicators to relative values using the weighting factors.
4. Identifying a comprehensive measure of a competitiveness.

The following competitiveness indicators and properties were identified as the most significant for customers when choosing a fabric: novelty level, fashion compliance, quality level, manufacturer proximity, price. The value of the competitiveness of fabrics, obtained on the basis of the complex method, is calculated as the arithmetic sum of products values of competitiveness indicators for the evaluated product and their weighting factors:

$$K_{КОМ} = \sum_{i=1}^n \Pi_i \times m_i \quad [1]$$

$K_{КОМ}$  – competitiveness of the product;

$\Pi_i$  – value of differential valuation for the i-th indicator of the goods to be evaluated;

$m_i$  – weight of the i-th parameter in the general set of n parameters characterizing the need.

Differential evaluation of each indicator for the goods to be evaluated is performed in points according to the rating scale. Depending on the degree of manifestation of the indicator or property in a particular type of fabric according to a five-point system: the best indicators are estimated at 5 points, good - at 4, satisfactory - 3, etc.

### III. RESULT

TABLE I. Differential evaluation of the competitive performance of dress fabrics

№	Indicators, criteria	Sample I 100% cotton fibers	Sample II 100% viscose fiber	Sample III 100% polyester fibers	Sample IV mixture of 33% viscose and 67% cotton fibers
1	Novelty Level	2	1	5	3
2	Fashion Compliance	2	1	4	3
3	Quality level	5	4	5	5
4	Proximity of the manufacturer	5	3	3	5
5	Price	4	5	2	3
6	Sum of points	18	14	19	19

Properties that make up the quality of dress fabrics affect them to varying degrees. Degree of importance of each property is estimated by the weight factor. The most important requirement is that the sum of the weighting factors of all properties should be a constant value and be one. The weight coefficient of each indicator is calculated as the ratio of the sum of ranks to the total sum of ranks of all indicators.

When ranking indicators by the degree of significance, it was found that the highest priority for buyers is the level of quality and price. Their rating is 5 points, and the weighting coefficient in relation to other indicators is 0.25. A score of 4 points by degree of importance is assigned to such an indicator as compliance with fashion, and a weight factor of 0.20.

TABLE III. Calculation of the weight of competitiveness indicators

№	Indicator name	Measure the importance of the indicator	Weight of the indicator, $m_i$
1	Novelty Level	3	0,15
2	Fashion Compliance	4	0,20
3	Quality level	5	0,25
4	Proximity of the manufacturer	3	0,15
5	Price	5	0,25
	Total:	20	1

The table shows the calculation of the complex index of competitiveness of the cotton fabrics under investigation by various manufacturers.

TABLE IV. Calculation of the complex index of competitiveness of the tested samples of dress fabrics

№	Indicators	Sample I 100% cotton fibers	Sample II 100% viscose fiber	Sample III 100 percent polyester fibers	Sample IV mixture of 33% viscose and 67% cotton fibers
1	Novelty Level	0,30	0,15	0,75	0,45
2	Fashion Compliance	0,40	0,20	0,80	0,60
3	Quality level	1,25	1	1,25	1,25
4	Proximity of the manufacturer	0,75	0,45	0,45	0,75
5	Price	1	1,25	0,50	0,75
6	$K_{КОМ}$	3,70	3,05	3,75	3,80

As a result of the competitiveness assessment, it was found that the highest index in the mixture fabric is 3.80. With an average price competitiveness, this fabric has high quality indicators. Also, the high competitiveness of this fabric is due to such an indicator as "producer proximity," it was made by a domestic enterprise. This factor plays an important role in the buyer's choice of fabric.

### IV. CONCLUSION

The lowest competitiveness score is assigned to viscose fabrics. Despite the fact that this fabric is imported and has high quality indicators, it has very low ratings for "novelty level" and "fashion compliance." The aesthetic properties of this fabric are very weak. According to the results of the calculations, a score of 3.05 was assigned.

Cotton fabric sieve received a score of 0.05 less than polyester fabric. This fabric is also characterized by high quality indicators, affordable for any customer, developed by the domestic manufacturer, but the level of novelty of this fabric is quite low. According to the results of the competitiveness assessment, a score of 3.70 was assigned.

Polyester fiber fabric ranked second in the competitiveness assessment. This result is due to the fact that the fabric has very high quality indicators, corresponds to fashion, and its novelty level is very high, but it is not made by a domestic manufacturer and is not available to every buyer at a price, according to these indicators, the lowest ratings are obtained - 0.45 and 0.50 points.

Based on the above, the following conclusions can be drawn:

- the most significant properties for buyers were chosen: novelty level, fashion compliance, quality level, manufacturer proximity and price;
- when ranking properties according to the degree of significance, it was revealed that the price and quality level are priority for the buyers, their assessment of importance is 5, and the weight ratio in relation to other indicators is 0.25, respectively.

As a result of the evaluation, it was found that the highest competitiveness coefficient is 3.80 for fabric of domestic production - mixture fabric, which at an average price has high quality indicators. The lowest competitiveness coefficient is 3.05 for viscose fabric, produced by Korea. With a fairly high assessment, the quality level has the lowest price, but also very low estimates for the indicators "novelty level" and "compliance with fashion."

The results of the competitiveness assessment are used to draw conclusions about it, as well as to choose ways to optimally improve the competitiveness of products to solve market problems.

However, the fact of high competitiveness of the product itself is a prerequisite for the implementation of technical services, the availability of advertising, trade and political relations between the producing countries, etc.

## REFERENCES

- [1] A.A. Voronov Product Competitiveness Modelling/Marketing, 2003, No. 4
- [2] Basovsky, L. E. Marketing: lecture course. - M.: INFRA-M, 2000. - 219 sec.
- [3] Berezin, I. S. Marketing analysis. Firm. Goods. Advance / I. S. Berezin. - 3rd ed. - M.: Top, 2008. - 480 s.
- [4] Boguslavsky, I. American success: people and symbols / I. Boguslavsky. - M.: Alpina Business Buks, 2004. - 252 p. USA: Abbrev. of Publisher, ch. x, sec. x, pp. xx-xx, year.
- [5] Malhorta, N.K. Marketing research. Practical Guide/N.K. Malhort. - 3rd ed. - M.: Williams, 2002. - 960 p.
- [6] Marketing: textbook, workshop and educational and methodological complex on marketing/R. B. Nozdryov, G. D. Krylova, M. I. Sokolova, V. Yu. Grechkov. - M.: Lawyer, 2000. - 568 p.
- [7] Minaev, D.V. Marketing: game workshop. Business games, exercises, tests/D.V. Minaev. - series "Business Class." - Rostov N/A: Phoenix, 2004. - 256 p.