MARKETING RESEARCH TO IDENTIFY THE RANGE OF CLOTHING IN THE STORE

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Annotation: *This article investigates a marketing study to identify the range of clothing in the store. In which there were clear factors about the assortment in the areas of clothing selection. There were many types of clothing in the stores, both children's, women's and men's. As a result, it is possible to develop several marketing strategies aimed at individual buyers.*

Key words: *Clothing, model, wardrobe, assortment factors, store, shopping center, professional agency, cluster analysis.*

DO'KONDA KIYIM - KECHAK TURLARINI ANIQLASH UCHUN MARKETING TADQIQOTLARI

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Annotatsiya: *Ushbu maqola do'kondagi kiyim-kechak turlarini aniqlash uchun marketing tadqiqotlarini o'rganib chiqdi. Unda kiyim tanlash sohasidagi assortimentlar to'g'risida aniq omillar mavjud edi. Do'konlarda bolalar, ayollar va erkaklar kabi ko'plab kiyimlar mavjud edi. Natijada, individual xaridorlarga qaratilgan bir nechta marketing strategiyalarini ishlab chiqish mumkin.*

Kalit so'zlar: *Kiyim-kechak, model, shkaf, assortiment omillari, do'kon, savdo markazi, professional agentlik, klaster tahlili.*

МАРКЕТИНГОВОЕ ИССЛЕДОВАНИЕ ДЛЯ ВЫЯВЛЕНИЯ АССОРТИМЕНТА ОДЕЖДЫ В МАГАЗИНЕ

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Аннотация: *В этой статье расследовано маркетинговое исследование для выявления ассортимента одежды в магазине. В котором были ясные факторы про ассортиментов в сферах выбора одежды. В магазинах было много видов одежды как детского, женского и мужского пола. В результате возможно разработать нескольких маркетинговых стратегий, направленных на отдельные покупателей.*

Ключевые слова: *одежда, модель, гардероб, ассортиментые факторы, магазин, торговый центр, профессиональное агентство, кластерный анализ.*

Marketing research of clothing stores allows you to solve a wide range of tasks: to choose the right place for a new store, to form the optimal assortment of the store, to understand the scheme of choosing a store by customers, to identify factors of customer satisfaction, to study competitors, to form the right strategy for positioning a clothing store.

As a rule, the tasks of analyzing the clothing market are solved with the help of quantitative marketing research (face-to-face and telephone surveys of clothing buyers, as well as measurements of pedestrian and traffic flows). To obtain accurate, adequate data, it is recommended to order research from a professional agency that has experience in conducting marketing research of clothing stores (including children's, women's clothing, sportswear, workwear).[1]

When choosing an assortment for a new type of clothing in a store, some retailers are based on the characteristics of the shopping center in which the new store is supposed to be located. Information about existing brands, visitor flows, and customer profiles is taken into account. Obtaining this information is possible from the administration of the shopping center or will require conducting research inside the shopping center. In some cases, it may be effective to conduct marketing research based on a survey of local residents with a certain frequency of buying clothes. [2] (Pic.1)
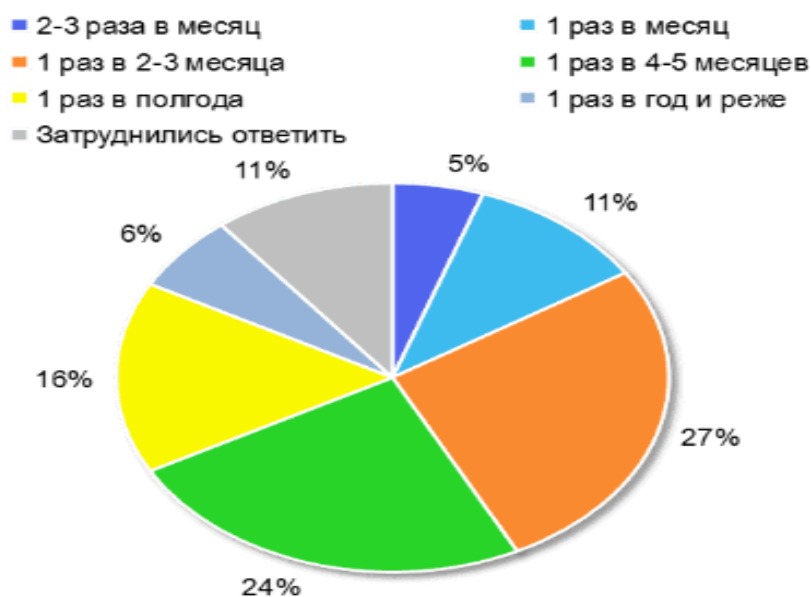
Pic.1. The frequency of clothing purchases by consumers.

You can take a deeper look at your customers with the help of an assortment identification study. The assortment selection procedure allows you to divide the totality of the store's customers into relatively homogeneous and large groups, which may differ both in socio-demographic characteristics (gender, age, etc.) and behavioral characteristics ("rare but large purchases", "frequent small purchases", "brand-oriented", "discount lovers and sales", "shopaholics", etc.). The cluster analysis method is used to carry out the selection procedure. As a result, it is possible to develop several marketing strategies aimed at individual customers. This "targeting" of marketing efforts helps to increase their effectiveness. [3]

Consumers give the greatest preference to casual clothes that would be comfortable on weekdays, so designers should pay attention to more simplified and comfortable tailoring models. Casual clothes are the basis of a wardrobe, which is used on weekdays much more often than suits and evening dresses, and that is why consumers are looking for high–quality basic things. [4]

Extremely important information that can be obtained from store visitors who have not made a purchase is the reasons for not making a purchase. For example, in case of non-purchase due to the lack of the desired product, it is specified which product was not in stock / in stock. The data obtained allows you to optimize the assortment of the store or adjust the quantity of goods in the store. If the desired product was actually available, the problem may be in the competence of the sellers or in the convenience of navigation in the trading floor.[5]

When coordinating the research tasks, the questionnaire may include questions for making work decisions in the current management of the store. These can be a variety of topics where the opinion of customers allows you to make the store closer and clearer to consumers, and trade more efficient.

As an example, we give several topics: Testing of room design options; Finding out preferences for media personalities; Attitude to new product samples; Attitude to elements of subcultures; Collecting associations related to names/working variants of names; Finding out preferences for loyalty programs, terms of promotions and prizes. Features of the use of clothing (for example, situations of using stockings and tights).[6]

Thus, as a result of the selection of clothing ranges, marketing research is needed in different types of stores. To select accurate, adequate data, it is recommended to contact a professional agency that has experience in conducting marketing research of clothing stores. [7]

The conducted research allowed us to establish specific characteristics that will help the clothing manufacturer determine the trend in the development of assortment selection in the clothing market. The work carried out a marketing research aimed at studying the opinion of respondents about the segment of the clothing and wardrobe market.

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