

Orientation of Textile Products to the External Market

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Abstract: In the conditions of development of market relations, marketing plays a special role. This is due to changes in consumer behavior, growth of competition, production of goods in significant quantities, exceeding real needs and requirements. The above factors determine the need for further development of the classical concept of marketing, which cannot be achieved without improving the theory and practice of using its main tools, one of which is the positioning of goods in target markets.

Keywords: market relations, marketing, product positioning on the market, textile industry, competitive position of a product in the perception of consumers, attributes of a product position.



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Introduction: Positioning allows enterprises to create demand for their products, ensure their stable position in the market, and coordinate the activities of structural divisions. Achieving these goals requires taking into account the perception and characteristics of target consumers, the distinctive advantages of competing products, the market situation, and industry characteristics, which necessitates a comprehensive approach to product positioning.

This approach allows businesses to influence consumer preferences by shaping their perceptions and ensuring that the products they offer meet the requirements of the target market.

The conducted research allowed us to draw a conclusion about the study of individual subject areas by foreign scientists: theoretical and practical foundations of product positioning on the market (D. Trout, Al Rice, F. Kotler, G. Hooley, P. Doyle, N. Capon, S. Dibb, J. Bradley, T.S. Bronnikova, E.E. Kuzmina, I.A. Dubrovin, I.L. Akulich, E.V. Demchenko, etc.).

Despite the existing scientific groundwork, the following problems in the use of the concept of product positioning stand out:

- the presence of conflicting opinions regarding the essence of positioning;
- insufficient clarity and detail of decision-making algorithms for positioning;
- the lack of an approach to assessing the validity of positioning, which complicates its implementation by enterprises.

This necessitated the determination of the place of positioning in the marketing management system and its content, taking into account the integrated approach, as well as the development of methodological support and a mechanism for positioning goods. The importance of positioning in the activities of enterprises and the existence of problems in this area determined the relevance of the chosen topic and its structure.

The purpose of the study is to scientifically substantiate and develop methodological provisions for positioning textile products by light industry enterprises. To achieve this goal, the following tasks were set:

- develop theoretical foundations for positioning products taking into account their competitive advantages and forming the corresponding perception of buyers in the target market;
- develop a methodology for assessing the competitive positions of products in the perception of consumers in the textile industry market;
- develop a methodology for selecting attributes of textile product positions, allowing to determine their positions relative to competitors' products;
- to develop a mechanism for positioning goods by enterprises of the textile industry of the Republic of Uzbekistan, allowing for the coordinated activities of individual structural divisions that influence the creation of strong competitive positions of the offered goods.

The object of the study is the positioning of goods of textile industry enterprises of the Republic of Uzbekistan.

The subject of the research is the methodological support for positioning goods of the textile industry of the Republic of Uzbekistan.

The scientific novelty of the obtained results lies in the development of the theoretical foundations of the concept of product positioning and the development of methodological approaches to its implementation.

The most significant results containing scientific novelty include the following:

- theoretical principles of product positioning have been developed, the concepts of “competitive position of a product in the perception of consumers” and “attributes of a product position” have been clarified;
- criteria for assessing the validity of product positioning have been formulated;
- a methodology has been developed for assessing the competitive positions of products in the perception of consumers, which makes it possible to identify the weak and strong positions of products, which is the basis for making informed marketing decisions on their repositioning;
- a methodology for selecting attributes of a product position has been developed, which makes it possible to form an information base necessary for determining the positions of products relative to competitors' products, taking into account their perception by consumers of target segments;
- Recommendations are proposed for improving the marketing activities of textile industry enterprises in the Republic of Uzbekistan, taking into account the development of the concept of product positioning.

Main part.

The conducted research allowed us to identify two approaches used in product positioning: in the first, product positions are determined taking into account their perception by consumers; in the second, positions are established relative to competitors' products taking into account their competitive advantages.

When using the above approaches, attributes of goods are considered, but factors of consumer preference formation are not taken into account (expectations, needs, income, age of consumers, knowledge of the goods among consumers, consumer satisfaction with the goods), which does not allow for the proper level of product positioning. In this regard, the paper substantiates the use of an integrated approach to positioning (Figure 1).

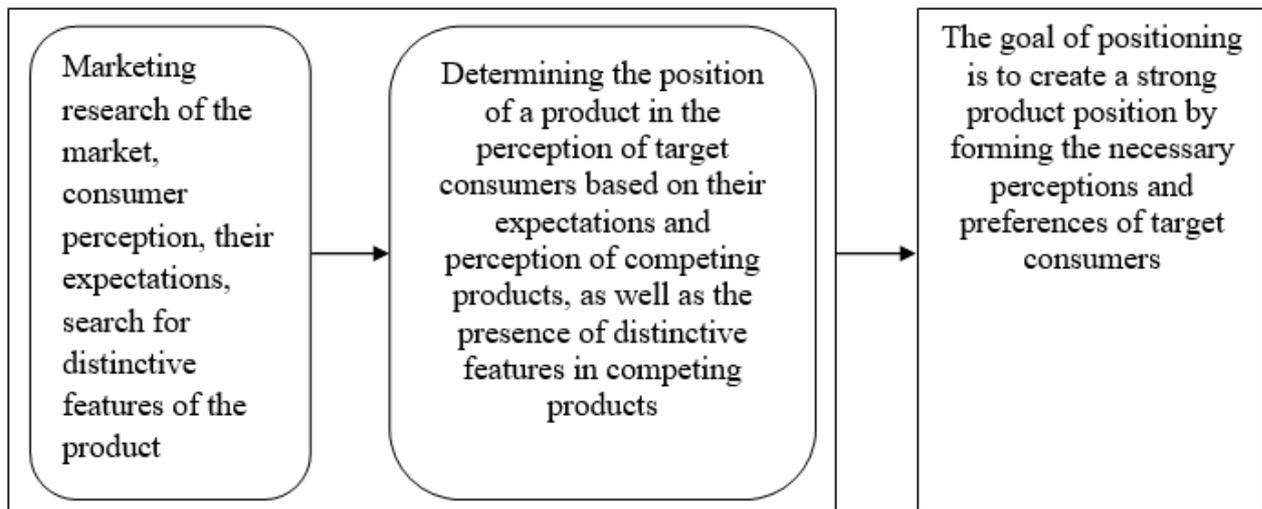


Figure 1. An integrated approach to product positioning.

The differences of this approach, determining its novelty, from existing ones are:

- taking into account the full list of objects of marketing research (competitors, consumer perceptions and expectations, consumer behavior, products), which allows for the formation of an information base for making informed decisions regarding the position of the product;
- focus on both the perception and distinctive features of the product in comparison with competitors' products, which allows achieving the final results of positioning;
- a clearer definition of the positioning goal;
- taking into account the relationship between consumer perception and product attributes.

Within the framework of the proposed approach to product positioning, the article specifies the essence of product positioning, defines such concepts as the competitive position of a product in the perception of consumers, and attributes of a product position. Product positioning is proposed to be considered as ensuring the creation of a strong product position in the perception of consumers of the target segment by bringing the product into line with their expectations and giving it distinctive features compared to competitors' products.

The competitive position of a product in the perception of consumers is the place that a product occupies in the minds of consumers relative to competitors' products and is characterized by a set of attitudes that take the form of opinion, conviction, and attitude.

Attributes of a product position are a set of product characteristics and consumer characteristics that can be selected to determine the product position and reflect its competitive advantages (product attributes: quality, market, service attributes; needs, demographic, psychographic, behavioral, geographic, economic characteristics of consumers).

In the article, the validity of decisions related to product positioning is determined by the degree of achieving its goal. The latter is the creation of a strong product position in the perception of consumers. This result is achieved by the presence of product characteristics that form its value, the product's compliance with consumer expectations, and the availability of knowledge about the product, which served as the basis for determining the criteria for assessing the validity of

positioning. It is proposed to use such criteria as the strength of the product position in the perception of consumers, the perceived quality of the product, and consumer loyalty.

The strength of a product's position takes into account consumer assessments that reflect the factors that shape their preferences (knowledge, attractiveness of the product, satisfaction, and how the product differs from competitors' products). Perceived quality characterizes consumers' ideas about the quality attributes of the product that shape its value and determine their preferences. Consumer loyalty is their commitment to the product, which is expressed in their preferences when choosing it from competitors' products.

The methodology for assessing the competitive positions of goods in the perception of consumers allows us to determine the degree of achievement of the positioning goal, identify the reasons for changes in positions, and identify the strongest competitors (Figure 2).

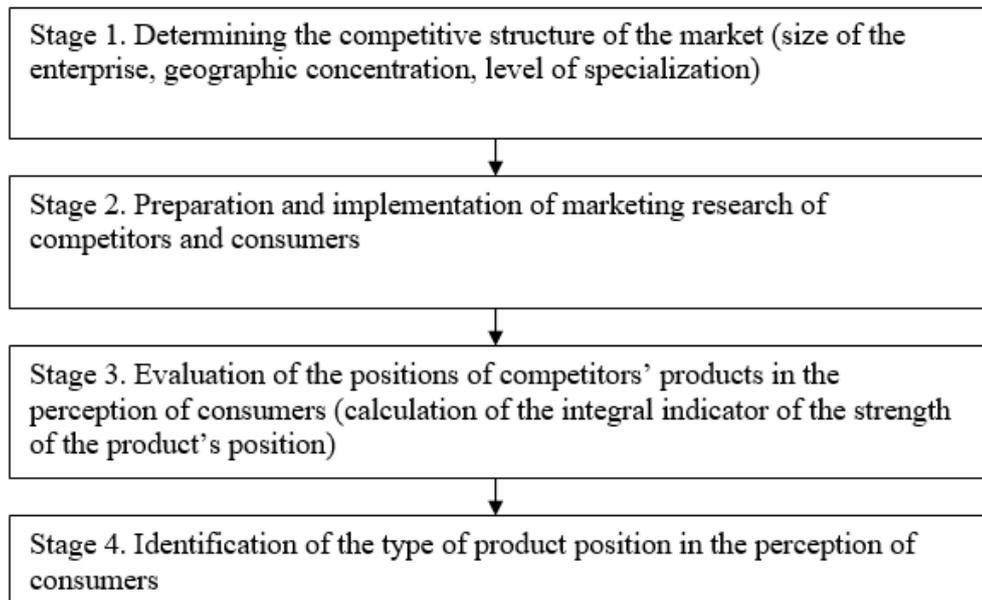


Figure 2. Methodology for assessing the competitive positions of goods in the perception of consumers.

The method for selecting attributes of a product position allows us to determine the characteristics of a product, on the basis of which an enterprise can create its position in the perception of consumers (Figure 3).

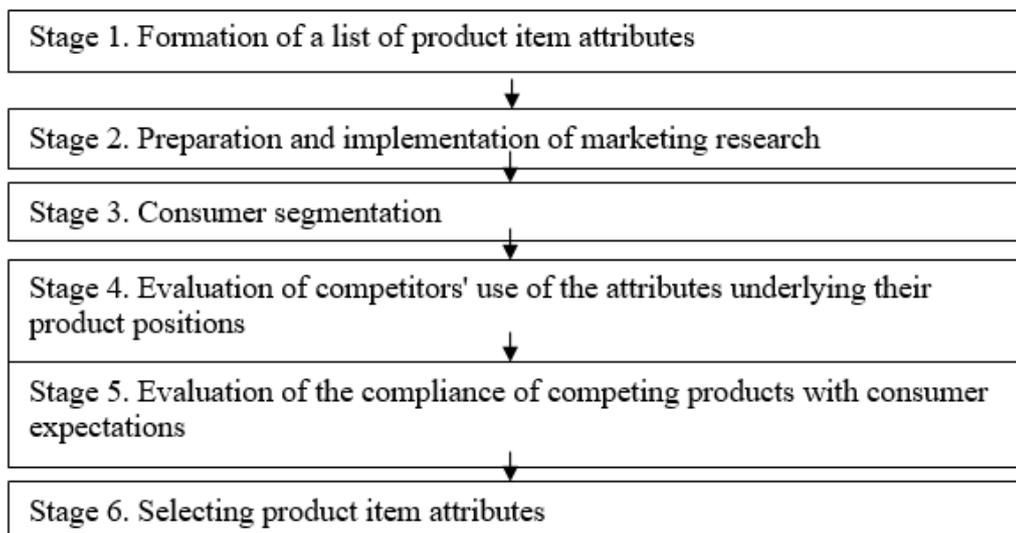


Figure 3. Methodology for selecting product item attributes.

The use of this technique involves:

- classification of attributes for determining product positions, including product attributes (quality, market, service attributes) and consumer characteristics (needs, demographic, psychographic, behavioral, economic characteristics);
- segmentation of consumers based on the desired benefits corresponding to the motives of their behavior;
- when assessing the use by competitors of attributes underlying the positions of their products, the application of the developed methodology for assessing the competitive positions of products in the perception of consumers;
- conducting an assessment of the compliance of goods of competing enterprises with consumer expectations based on the ideal point model, which will allow identifying the causes of consumer dissatisfaction and developing recommendations for improving the product;
- selection of product attributes based on the fulfillment of the following conditions: the attribute is significant for consumers; the significant attribute is not used by competitors when positioning their products; if the significant attribute is used by competitors, it can be selected in the case of weak positions occupied by them; if the competitors' positions are assessed as strong and they use the significant attribute, it can be selected in the case of the possibility of improving the product, which allows for the formation of superiority over competitors.

Conclusion:

Positioning of goods is a way to ensure the efficiency of enterprises by influencing consumer behavior, which determines its importance. Based on the results of the analysis, methodological problems were identified, and the use of an integrated approach to positioning was justified. Theoretical principles of product positioning have been developed, including clarification of the concepts of “product positioning”, “competitive position of a product in the perception of consumers”, “attributes of a product position”, and a list of criteria for assessing the validity of positioning.

A methodology for assessing the competitive positions of products in the perception of consumers has been developed. It is based on studying consumer perception by conducting marketing research, the results of which determine group indices (knowledge, attractiveness of the product, sustainable consumer behavior, perceived difference of the product from competitors' products), reflecting the main aspects of consumer perception of the product and characteristics of the product's position. Based on them, an integral indicator is calculated that determines the strength of the position occupied by a specific product in the perception of consumers. This method allows identifying the strongest competitors, reasons for changing the product position, and also creating an information base for making decisions on the selection of position attributes.

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