

During A Pandemic Covid 19 Segmentation Of Sewing And Knitwear Market On The Basis Of International Marketing Principles

Dilnavoz Abdiyeva

Base doctorate at Tashkent Institute of Textile and Light Industry Republic of Uzbekistan

Abstract: *On the basis of international marketing principles, the sewing and knitwear market is segmented using cluster method.*

Keywords: *international market, Marketing, Marketing Research, Cluster method, segment, segmentation.*

1. INTRODUCTION

It is important that the Republic of Uzbekistan conducts a policy of efficient use of the benefits of globalization in exports in the course of economic reforms. This, in turn, requires that the export-oriented policy of the producers is carried out on a large scale, without improving the system of its promotion, the intended goal can not be achieved.

In this regard, effective use of international marketing principles will be necessary. The term "international marketing" refers to the activities of international firms engaged in production and trade activities within the framework of foreign countries.

UN experts include firms engaged in the sale of their products and services to two or more countries as part of international companies.

At the same time, there are other views as follows: the international company differs in this aspect from the domestic manufacturer in that its semi-finished product or finished goods are transported not only on the territory of the country, but also from one country to another.

Recognized in the concept of a diverse approach to international entrepreneurship, which is formed in the local market and operates in the international market, it does not fully reveal its meaning to the definition of international marketing as "the distinction between countries" by F Kotler and "fundamental views on how people perceive the awakening styles of marketing" in the foreign and domestic market.

The following definition given to international marketing by Evans and Berman also does not fully reveal the essence of its modernity: "while domestic marketing covers activities in the territory of its country, international marketing covers all kinds of activities abroad»

The definition of international marketing as the marketing of goods and services of different countries (RF Lash and VN Lash) or marketing across national boundaries (by E. Berkovets and R. Kerin) does not fully reveal its essence.

A.K. Bondarev and V.N. Cherenkov reflects on this: "The international marketing firm (enterprise) starts at the time and place of the decision to enter the foreign market, crosses the state border with commodity, financial and information channels (right and back)."

In our opinion, the following definition given to international marketing by the American scientist S. Palivod, who is close to the theories of nets and Communications, is more complete: "international marketing is a complex of interrelations between firms involved in the process of buying and selling to the ultimate consumer", consequently, in the field of international business communication, too.

The following description, also expressed by V. I. Cherenkov, is of interest, within the framework of which international marketing is a "philosophy of international business and the simultaneous commercial and non-commercial technology of this business».

When we say international marketing, it can be understood the following:

- sell goods or services outside their country;
- if marketing activities are carried out by the firm in the following cases:
 - A) acting on the basis of cooperation with the tier or other enterprises of the firm performing the role of producer or seller in the foreign market;
 - B) oversee the marketing activities of the company subordinated to another country or conducting certain interactions.

The emergence of the foundations of international marketing concreteness, formed at an accelerated pace in the 60-70 years of the last century, in turn, brought about drastic changes in the development of production forces and relations in the post-war period. Among them, the following can be included:

- International economic activity, further transnational activities of large companies;
- the impact of Science and technology development on economic processes, resulting in the emergence of structural changes in the industrial production of developed countries;
- sharp changes in the description of goods exported to the foreign market, rapid development of "know-how", harmonization of the directions of scientific and research works;
- reduction in the life cycle of many types of goods as a result of the increase in the requirements that the country puts on imported goods its novelty, quality, design, packaging and other parameters of domestic consumers;
- increase in equalization trends between consumption characteristics on the condition of demand in different countries;
- the sharpening of the competition struggle in the world market, in some cases, is the tone of its trade or price wars.

In business activity, the main feature of today is the global seizure of scales. Finance, technology, research, capital and investment flows, industrial tools, marketing networks and distribution flows – all of which have a global scale description. Business in the field of Commerce or any sphere of production should be in the tone of aggressive competition in the field of developing interrelated economy, and all businessmen should have information about the effectiveness of the listed management "channels" of many national conglomerates or domestic companies engaged in export and be in a constant state of readiness.

Opportunities for business to avoid the growth of local economy internationalization, the globalisation of the world market and the number of emerging markets are shrinking day by day. After all, competition in the world market is growing, only the number of companies operating in the domestic market is shrinking.

International marketing demands are passionate about building strategic plans that will sustain the competition in the global market.

Interest in international marketing is explained by the huge changes in the global economic system due to the change in demand in the global market. In the current environment, companies remain within the framework of the comprehensive influence of foreign consumers competitors and suppliers of goods, even in their own local regions. They are exposed to competition, which is shown by local and foreign firms.

There are the following three motivations to awaken the enthusiasm of local companies entering into international marketing activities to carry out international business:

- expansion of sales territory;
- attracting and owning resources;
- diversification of sources of supply and sales.

International sales are the main motivation of companies to engage in international marketing activities.

The second aspect in international marketing is that the overseas consumer is required to determine the "angle of view". In this case, the socio-cultural characteristics of the foreign market, the level and style of people's lives, the Customs and values of the peoples are determined, as a result of which a separate marketing strategy and tactics are formed for the market of each country.

Third, depending on the management function of international marketing, the organization, planning, financing and control of international marketing activities are carried out within it. This aspect characterizes the management of international business as a separate type of entrepreneurship.

Such an international marketing vision is often encountered in Western literature.

For example, western German marketers claim that its main distinguishing sign is that the activity of local companies in different countries is ultimately brought to a standstill, and in this case marketing decisions (for the activities of a particular country) are taken within the framework of the influence of international conceptions. Another suitable criterion in the opinion of German specialists is that foreign markets that are processed by local companies: one country is considered to be all countries. Also, as a sufficiently strict criterion, the share of foreign trade in the volume of the total turnover or the share of foreign exchange receipts in the amount of the total received profit can be considered.

French marketers claim that the concept of marketing is a complex of systems and technical methods of measures that are aimed at developing the commercial activities of the enterprise in foreign markets and that enable it to maintain profitable customers by ensuring a leading position in the market or by constantly researching the market.

In the English-American literature, it is emphasized that when the problems of marketing activities in the foreign market are studied, they will also try to apply cases of application of a successful marketing concept in their country to the foreign market. However, the National description of different countries does not allow to apply such a situation, then the company's marketing service will be asked the following question: "whether it is possible to develop and apply a standardized marketing concept for the world, or whether we can make changes in it that are not so significant, or whether we need to develop an absolute new marketing concept in our exit to the outside market?»

It turns out that the management of the company prefers to use a standardized marketing concept that is more effective than from an economic point of view. As you know, standardization of marketing concept provides the following advantages:

- reduce the cost of producing and selling the product;
- prolongation of the product life cycle;
- risk distribution between different markets;
- conduct and control the management of marketing activities from the head office;
- distribution of costs to high-volume production;
- increasing the superiority of companies in competition as a result of the development of differentiated pricing and advertising strategies for different country markets.

Furthermore, although there are several advantages to standardization, many domestic companies consider it necessary to make modifications or even develop Absolute New marketing conceptions for the external market when entering the external market. In this case, the changes to the marketing activities in the external market are tied to the company's management plan in terms of the type of brand (consumption or investment commodity) that is exported, the characteristics of the marketing environment, as well as the degree of intensity of entry into this market.

The market attractiveness in the international arena and the degree of superiority in competition is realized by segmentation of it.

In international marketing, the general scheme of choosing a promising market has the appearance of a four-stage model. This model is designed to select the export market. Some of its stages may differ slightly in the conditions of different firms. In the style of the condition, the initial assessment of the market and ultimately the stages of selecting a promising market are preserved in all cases. Since the number of international markets is high in the world economy, the company is required to make the choice between all countries in several stages. One of the methods for making such a selection is the initial selection method. This process of technology should be very simple, it should be a superficial and quickly solved database, in the application of which it is required to be able to quickly distinguish the relatively attractive market of exports from the casual one.

In our research, we found that companies engaged in the expositions of light industrial products in the Republic should carry out the study of the consumer market in two directions:

- methods of market study;
- marketing Globes problem and market psychographic study.

In a comprehensive study of the market, it is proposed to use methods with relative dimensions and the possibility of using cluster-analysis method. This approach has the following features: it is distinguished by simplicity and reliability; allows you to classify objects according to the degree of a given circumstance in advance; allows you to apply simple methods of discriminant analysis.

In our research work, we have also proposed a method of studying the prospective light industry products market using this method. Using cluster-analysis, the light industry products market was analyzed using several criteria.

The evaluation is carried out in accordance with the established contacts, grouping of statistical data on the existing legal norms in the countries and relying on the expert assessments, foreign trade turnover of clothing products by importer countries. In order to provide convenience for carrying out the analysis, the associated consumer countries were ranked as follows: 1-Azerbaijan; 2-Armenia; 3-Belarus; 4-Georgia; 5-Kazakhstan; 6-Kyrgyzstan; 7-Moldova; 8-Russia; 9-Tajikistan; 10-Turkmenistan; 11-Ukraine. In the classification of these market groups, scores were placed on eight criteria.

At the first stage of the analysis, the coefficient of entering the market according to the ratio in the classification of groups was determined. If it is higher than 0,5 value, then the coefficient of entry into the market will be equal to the amount of the calculated ratio, if it is smaller, that is, smaller than 0,5, the objects classified will be far from each other. In our example, the coefficient of entry into the market will be set at the level $K_j = 0,5$. This coefficient indicates that the markets that are classified are close to each other by all criteria from the level of this coefficient. In the second phase of the analysis, private proximity coefficients were evaluated using K_i in two market proximity by one criterion. In the third phase of the analysis, two market integrative convergence coefficients \bar{K}_i were calculated on all criteria according to the method of calculating average arithmetic values through private indexes. It should be noted that if any of the private coefficients from the market entry coefficient are small, the integral coefficients are not considered, these markets can not be combined into one group. At the fourth stage of the analysis, the primary grouping of the markets was carried out, the calculated integral indicators were placed on the matrix. As a result of processing the research findings, the markets of Azerbaijan (1) and Turkmenistan (10), Belarus (3) and Tajikistan (9), Kazakhstan (5) and Russia (8), Kyrgyzstan (6) and Ukraine (11) were combined into one group. At the fifth stage of the analysis, the grouping of

secondary markets was carried out, and on the basis of the results, a second matrix was built, in which both groups with indicators below the market entry coefficient are not combined with each other. After the secondary grouping, groups 12 and 15 (markets of Azerbaijan, Georgia and Turkmenistan), 16 and 17 (markets of Kazakhstan, Russia, Kyrgyzstan and Ukraine) were joined together. It should be noted that in the results of the study, the secondary grouping was the final date, as a result of which the 5th Group appeared. These groups include markets close to each other. This result will be used in the marketing strategy, which will be developed to increase the efficiency of the export potential of light industrial products in the Republic of Uzbekistan.

Thus, it is necessary to pay attention to the following in order to search for promising markets by segmentation of the market of textile products of the Republic of Uzbekistan:

- it is necessary to prepare highly qualified marketers;
- it is desirable to organize separate marketing departments at the textile enterprises in the movement and to establish a separate service working with the foreign market segment;
- it is necessary to develop an integrated management system and introduce it into practice; to organize the production of the ultimate product types with high added value and to manage it effectively;
- in order to search for promising market segments, it is necessary to use modern methods of analysis and formulate a marketing information system on an international scale;
- in order to successfully move sewing and knitting products in international markets, it is necessary to use effective sales channels and integrated communications;
- the behavior of consumers of the international market should be studied in depth with the help of psychographic methods.

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