



Copyright: Original content from this work may be used under the terms of the creative commons attributes 4.0 licence.

Marketing Research On The Development Of Men's Polo T-Shirts And The Study Of Consumer Requirements

Mirjamol Mirkarimovich Mirkhojaev

Doctor Of Philolsophohy In Technical Sciences (PhD), Department Of “Metrology, Standardization And Quality Management” Namangan Institute Of Engineering Technology, Uzbekistan

Orifkhon Phozilkhon Ugli Iskandarov

Master's Degree Student, Namangan Institute Of Engineering And Technology, Uzbekistan

Lazizbek Soyibnazar Ugli Uralov

Doctoral Student, Namangan Institute Of Engineering And Technology, Uzbekistan

Makhliyo Fakhridin Qizi Yuldasheva

Master's Degree Student, Namangan State University, Uzbekistan

ABSTRACT

This article surveyed respondents for a men's Polo T-shirt, studied its consumer and production requirements, and recommended its production.

KEYWORDS

Product, requirement, producing, research, respondent, marketing, cloth, questionnaire.

INTRODUCTION

One of the important tasks set by state for specialists and scientists of the textile industry is to contribute to the establishment of textile products in the world market and to become one of the most economically developed countries.

In the strategic direction of further development and liberalization of the economy in 2017-2021 it is planned to implement sectoral programs involving 649 investment projects worth \$40 billion. As a result, over the past 5 years, industrial

production increased 1,5 times, its share in GDP(Gross domestic Product)increased from 33,6% to 36%, and the portion of the processing industry increased from 80% to 85% [1].

Today marketing research (MR) is the primary and leading manufacturer of ready made products in the worldwide.

MR-is a systematic set, an analysis of the problems associated with a marketing product,a complex concept for all types of research related to marketing in practice.

MI is a basement for future or future product research projects.

Planning the structure and assortment of production clothing collection models for production-oriented marketing research provides environmental friendliness and high results. Targeted marketing of sewing and knitting enterprises includes:

- The segment of sewing and knitting market;
- Target segments selected by production;
- Records of target needs segments;
- Sewing and knitting sections.

Clothing can be called a person's second skin. It creates an alternative environment, a microclimate, to keep the heat around the body uniform, which is extremely important for human life activities, maintaining a high level of his fitness for work and health. Therefore, the demand for a product is determined by the interaction of the 'clothing-human-environmental system'.

Consumers, on the other hand manufacturers, respond to a complex set of requirements (GOST 4.45-86), clothing with different apperance and function. Therefore, the multiplicity of this demand is assessed by two group of indicators- consumer and manufacturer, or technical and economic indicators of quality. (Table 1)

Table 1

The requirement for clothing quality

QUALITY INDICATORS OF CLOTHING	
CONSUMER	TECHNICAL AND ECONOMIC(MANUFACTURER)
SOCIAL	STANDARDIZATION AND UNIFICATION
FUNCTIONAL	TECHNOLOGICAL
AESTHETIC	ECONOMIC
ERGONOMIC	

To determine the consumer requirements for men's Polo T-shirts, we used the most common survey method. Our survey was conducted on social media. The questionnaire can be approached with a variety of questions. Our questionnaire consists of a total of 15 questions. We received answers through a

series of questions from a total of 200 middle-aged respondents. The obtained indicators are given in Table 2.

Respondent(english word-answering) is a person who answers the questions of the questionnaire and gives an interview[2].

Table 2

QUESTIONNAIRES FOR MEN'S POLO T - SHIRTS

Nº	Questionnaires		
1.	What style would you like a men's Polo T-shirt to be?		
	Sticky	Half sticky	Straight
	1.6 %	56.8 %	41.6 %
2.	What kind of clothes do you like?		
	Comfortable, moisturizing and breathable	Lightweight, waterproof, heat retaining	It does not matter
	88.8 %	8 %	3.2 %
3.	What color material do you think should be used when sewing men's polo T- shirt?		
	Bright ,dark colors	Light, uplifting mood	It does not matter
	46.4 %	46.4 %	7.2 %
4.	Should Men have pockets on their Polo shirts?		

	Yes	No	It does not matter
	7 %	85.6 %	7.4 %
5.	How would you like to attach the front of a men's Polo T-shirt?		
	Through zip	Through hook	Through button
	40 %	35.2 %	24.8 %
6.	How long will the sleeves of the men's polo T-shirt be comfortable for you?		
	Long, up to the wrist	Average, up to the elbow	Sleeveless
	25.6 %	68 %	6.4 %
7.	Do you want to use additional materials when sewing men's Polo T-shirt?		
	Yes	No	It does not matter
	54.4 %	33.6 %	12 %
8.	What do you want the bottom of the men's Polo T-shirt to look like?		
	Cuffed	Simple	Decorative shape
	7.2 %	72 %	20.8 %
9.	Do you want the men's Polo T-shirt to be uniquely designed?		
	Yes	No	It does not matter
	40.8 %	44 %	15.2 %
10.	Should men have accessories in a Polo T- shirt?		
	Yes	No	It does not matter
	34.4 %	45.6 %	20 %

11.	What kind of fiber do you like in men's Polo T-shirts?		
	Natural	Artificial	Synthetic
	94.4 %	2.4 %	3.2 %
12.	What length of men's polo T-shirt will be comfortable for you?		
	Long	Short	Average
	48 %	3.2 %	48.8 %
13.	How would you like a men's Polo T-shirt to be collared?		
	Straight	Lapel	It does not matter
	22.4 %	59.2 %	18.4 %

Our next fourteenth and fifteenth questionnaires were given in the form of closed-ended questions. Closed questions include an answer option that considers everything, and the respondent chooses what is needed from that answer option. Peculiar attention was given to the sequence of questions. It should be noted that the answers to closed questions are easily tabulated and easy to process using modern data from mathematical statistics and technology.[3]

Based on the above results, 56,8% of our respondents chose the answer 'half sticky' to the question of what style do you want the men's Polo T-shirt to be attached to. That is 55,2% more than the sticky style. 41.6% of our respondents wanted Polo T-shirts to be in straight style.[4]

88.8% of our respondents confirmed that they like comfortable, damp, breathable clothes. It should be noted that 3.2% of our respondents were indifferent to the characteristics of their clothes.

When asked if men should have pockets on their Polo T-shirts, 85.6% of respondents agreed that they do not. We found that this figure was 78.6% higher than the responses of our respondents who wanted it to be pocket.[6]

68% of our respondents chose the average, elbow-length answers to our question about the length of our sleeves. This figure is 42.4% higher than the respondents who wanted the sleeves to be long and wrist-length.

The answers of our respondents to our question about what fiber is made of men's Polo T-shirt are given in the diagram below.

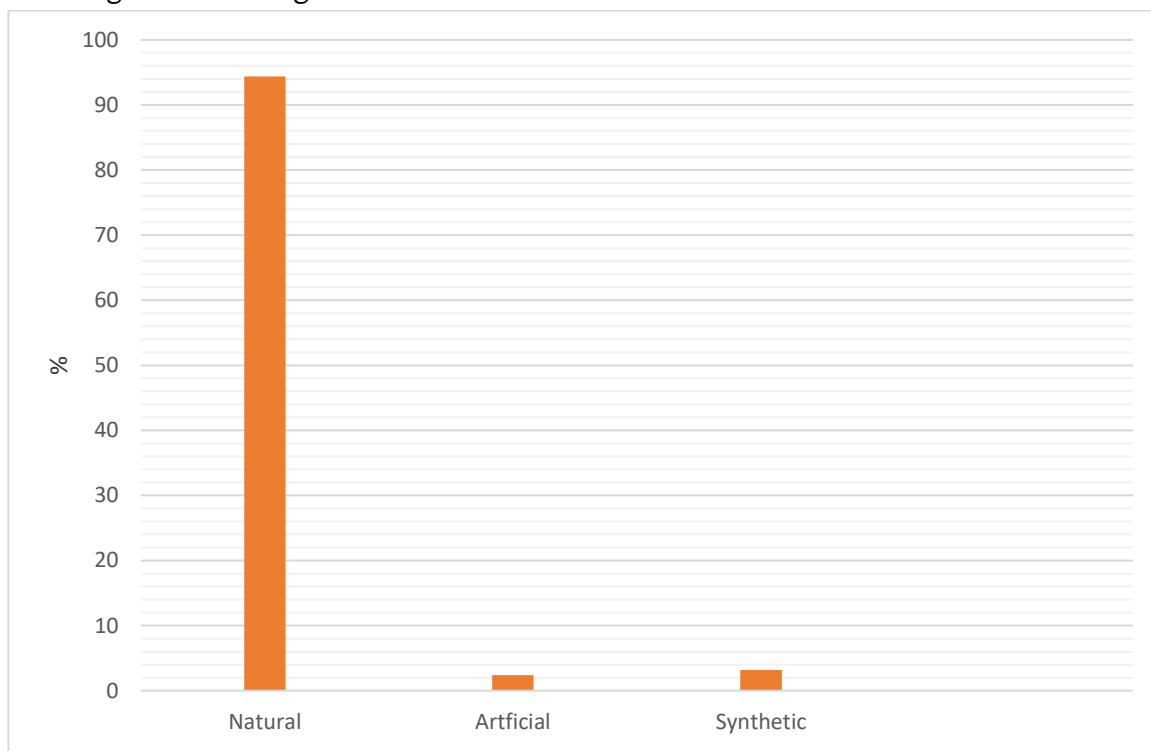


Diagram 1. An index of respondents' responses to what fiber men's Polo shirts are made of.[7]

Based on the above, we can conclude that according to the survey results on men's Polo shirts, they should have the following characteristics: the style of our Polo T-shirt should be comfortable, damp, breathable, and also the material should be bright, dark or straight, the front of the T-shirt combined with zippers, and the sleeves should be up to the middle wrist, the fiber was made from natural fiber and the length was average; was studied through a survey.

REFERENCES

1. Decree of the President of the Republic of Uzbekistan "On the Action Strategy for the Development of the Republic of Uzbekistan". 07.02.2017
2. Шогофуров Шахбоз Шокирович, Уралов Лазизбек Сойибназарович “ АНАЛИЗ ПОДРЕБИТЕЛЬСКОГО СПРОСА НА ЖЕНСКУЮ ДОМАШНЮЮ ОДЕЖДУ” "Экономика и социум" №11(66) 2019.
3. Khamraeva, S. A., Yusupova, N. B., Atambaev, D. D. O., & Hasanov, M. H. O. (2020). The Importance Of The Extension Tool In Reducing The Inequality Of Yarn. The American Journal of Engineering and Technology, 2(08), 39-44. <https://doi.org/10.37547/tajet/Volume02Issue08-05>
4. Atambayev, D. D. O. (2020). Analysis Of Fibrous Wastes Generated During <http://uza.uz/ru/documents/o-strategii-deystviy-po-dalneyshemu-razvitiyu-respubliki-uzb-08-02-2017>.

- Spinning Of Cotton Fiber In The Re-Spinning System. The American Journal of Engineering and Technology, 2(09), 86-90. <https://www.usajournalshub.com/index.php/tajet/article/view/960>
5. Dilmuhammad Davronbekogli Atambayev, Muhriddin Hakimjonogli Hasanov, Analysis of Fibrous Waste Generated in the Preparation Departments of Spinning Mills and Cotton Processing. <http://www.ijarset.com/volume-7-issue-9.html#>
 6. Korabayev Sherzod Ahmadjanovich, Matismailov Saypila Lolashbayevich, Atanbayev Dilmuhammad Davronbek ugli, Study Of Fiber Movement Outside The Crater Of Pnevumomechanical Spinning Machine. <http://solidstatetechnology.us/index.php/JSST/article/view/3473>
 7. Atambaev Dilmukhammad Davronbek ogli, Olimjonov Dilshodbek Khasanboy ogli ACADEMICIA: An International Multidisciplinary Research Journal , Production of arkok (enlama) hair wool fabrics on modern flexible fabric knitting machine in textile (2294) Last page : (2299) <https://www.indianjournals.com/ijor.aspx?target=ijor:aca&volume=10&issue=11&article=367>
 8. Kosimov, A. A., Bakhrididnova, S. F. K., & Abdulazizov, S. A. O. (2020). Classification Of Terry Products Made Of Natural Fiber. The American Journal of Engineering and Technology, 2(11), 133-141. <https://doi.org/10.37547/tajet/Volume02Issue11-21>
 9. Mirkhojayev Mirjamol Mirkarimovich; Ahmadjanov Sukhrob Bakhtiyor ogli “The study of physical and mechanical properties of different fabrics for suit gauze” ACADEMICIA An International Multidisciplinary Research Journal (Double Blind Refereed & Peer Reviewed Journal) №2 November 2020. Pages 1049-1055 <https://saarj.com/wp-content/uploads/ACADEMICIA-NOVEMBER-2020-FULL-JOURNAL.pdf>
 10. Mirkhojayev Mirjamol Mirkarimovich; Egashov Bahodir Abdumukhtor o`gli. “Analysis of determination of cotton field quality as aresult of changes in technological processe” SAARJ Journal on Banking &Insurance Research (SJBIR) №9 November2020.Pages 38-44. https://saarj.com/sjbir_current-issue/
 11. Mirkhojayev Mirjamol Mirkarimovich; Ergashov Jamshid Fakhridin ogli. “Analysis Of Tanda Yarn Fiber Quality Indicators In Cotton Yarn Hardened Fabric Production” The American Journal Of Engineering And Technology №2 September 2020. Pages 82 <https://usajournalshub.com/index.php/tajet/article/view/959>
 12. Mirkhojayev Mirjamol Mirkarimovich. “Method Of Assessing The Bending Resistance Of Yarns In Suit Folding Fabrics”. The American Journal Of Engineering And Technology №2 September 2020 Pages 98-100.<https://www.usajournalshub.com/index.php/tajet/article/view/962>
 13. Mirkhojayev Mirjamol Mirkarimovich; Iskandarov Orifkhon Fozilkhon o`gli “The Study Of The Fineness Of Textile Materials In Small Manufacturing Enterprises” The American Journal Of Engineering And Technology №2 November 2020. Pages 174-178 <https://usajournalshub.com/index.php/tajet/article/view/1533>

-
14. Golibjon, Y. (2016). Innovation and SME Development: Indonesian Experience in Uzbekistan Context. Journal of Entrepreneurship & Organization Management, 5: 3. DOI: 10.4172/2169-026X.1000198.

Websites:

1. <http://uza.uz/ru/documents/o-strategii-deystviy-po-dalneyshemu-razvitiyu-respubliki-uzb-08-02-2017>.
2. <http://yengilsanoat.uz/post/>
3. www.lupr.ru