



MARKETING RESEARCH METHODS AND POSSIBILITIES OF THEIR APPLICATION IN THE ACTIVITIES OF TEXTILE ENTERPRISES

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Abstract:

This article examines marketing research methods and their application to textile enterprises. It explores economists' definitions and approaches to the concept of marketing research. The results of a questionnaire analysis and a SWOT analysis of a sample of textile products manufactured by Bitlis Textile LLC are presented. The potential for applying marketing research methods to textile enterprises is demonstrated, and conclusions are drawn

Keywords: textile industry, textile enterprises, marketing, marketing research, marketing research methods.

INTRODUCTION. In recent years, competition in the textile industry has become more intense. Product diversification, rapid changes in consumer demands, environmental requirements, and pressure to enter global markets require strengthening marketing approaches. In this context, it is important for textile enterprises to effectively use marketing research to gain a competitive advantage.

In the conditions of Uzbekistan, enterprises need accurate and reliable information when making decisions on export, product segmentation, pricing policy, product positioning, and marketing communications. However, marketing research methods are not used fully or scientifically in most enterprises.

The purpose of the research is to study the main methods and techniques of marketing research, as well as to identify the possibilities of their practical application in textile enterprises.

In order to conduct the research effectively, it is appropriate to study the following questions: What methods are available in marketing research? Which methods are most often used in the textile industry and why? How can a textile enterprise benefit from these methods? What are the limitations and recommendations for the successful application of marketing research in textile enterprises in the conditions of Uzbekistan?

This study examines the aspects of marketing research methods aimed at the textile industry and attempts to identify the conditions for their practical application in Uzbekistan. The results of the study can be useful for enterprises in the formation of marketing strategies from a scientific and practical point of view.

REVIEW OF LITERATURE ON THE TOPIC. The issues of marketing research methods and their application in the activities of textile enterprises have

been the subject of various opinions and approaches by economists and industry experts.

According to F. Kotler, a foreign economist and one of the founders of marketing, "Marketing research is the process of systematically preparing and conducting various directions, analyzing the data obtained in order to obtain results and conclusions that correspond to the specific marketing task set before the company" [1]. Foreign marketing experts Naresh K. Malhotra, Imad B. Baalbaki noted that "Marketing research refers to the collection of information, its interpretation, evaluation and forecasting calculations performed on their orders for marketing services and company management" [2]. Foreign economist D.V. Tyurin in his scientific research presented the following approach: "Marketing research is the process of developing recommendations for making effective strategic and tactical management decisions in conditions of uncertainty through the continuous collection, processing and analysis of information about the internal and external environment of the enterprise" [3].

RESEARCH METHODS. In the research process, marketing research methods (qualitative and quantitative) are mainly considered. The specific aspects of textile enterprises (textile technology, production processes) are not analyzed in depth, but their relevance in terms of marketing is analyzed. As a limitation, the main part of this study consists of theoretical and empirical aspects, and financial analysis is presented.

This study uses a mixed methods approach - that is, qualitative and quantitative methods are used together. Qualitative methods are used to obtain in-depth information, and quantitative methods are used to draw conclusions on a larger sample.

The following data sources can be cited in this study: secondary data: scientific articles, statistical reports,



industry analyses, government and commercial publications; primary data: questionnaires, interviews, focus groups, observation, experiment.

Employees of textile enterprises (marketing department, sales department), specialists active in this field, consumers or distributors are selected as respondents. For example, interviews in 5-10 enterprises, questionnaires for 100-200 respondents. The focus group can consist of 6-8 people.

The main methods and tools of the research include: questionnaire (structured, semi-structured); interview (semi-structured, in-depth interview); focus group; observation; experiment; SWOT analysis; cluster analysis, factor analysis; regression analysis; multivariate analysis methods. Also, programs such as SPSS, R, Excel and NVivo are used to analyze data.

The research process includes the following stages: drawing up a research plan; collecting and analyzing secondary data; developing questionnaires and

interview instruments; conducting pilot tests and correcting instruments; collecting primary data; coding and analyzing data; drawing conclusions and developing recommendations.

RESULTS. When studying the responses of consumers through a questionnaire on the choice of textile products produced by "Bitlis Tekstil" LLC, the following information was obtained (Table 1).

The survey results showed that when choosing a textile product, consumers mainly pay attention to quality and price. Social networks dominate in marketing channels. Interview and focus group characteristics at Bitlis Tekstil LLC. The interviewed marketing and sales department managers noted the following aspects: difficulty in anticipating changes in the market; the need to diversify the product range and follow trends; monitoring competitors' pricing policies; not using the potential of digital marketing.

Table 1**Results of the questionnaire on the choice of textile products produced by "Bitlis Tekstil" LLC**

Questions	Answer options	Percentage (%)
What is the most important factor in product selection?	Price	35
	Quality	45
	Brand image	15
	Design / fashion	5
Which marketing channels are effective?	Social media	60
	Outdoor advertising	20
	Catalogs and brochures	10
	Direct marketing	10

From the focus group discussions with consumers at Bitlis Tekstil LLC, it became clear that: most people pay attention to the aesthetics of product advertising; trust in local brands is low, but the demand for high-quality and ecological products is growing.

The order of product placement, display design, and customer behavior were observed at Bitlis Tekstil LLC stores. For example, customers' habits of touching the product, reading information from labels, and looking at the colors of the paint were recorded.

When conducting a SWOT analysis at "Bitlis Tekstil" LLC, the following information was obtained (Table 2):

Regression analysis: product demand = $\beta_0 + \beta_1 \cdot (\text{price}) + \beta_2 \cdot (\text{quality}) + \beta_3 \cdot (\text{advertising budget}) + \varepsilon$.

The analysis showed that the quality coefficient is the largest, the advertising budget is also positively correlated, and the price is negatively correlated.

Table 2
SWOT analysis at "Bitlis Tekstil" LLC

Strengths	Weaknesses
Local production, fast delivery	Limited investment in marketing research
Material and design innovations	Low brand recognition
Improving logistics and infrastructure	No digital marketing experience



Opportunities	Threats
Export market access	Cheaper imported goods
E-commerce and online sales	Price competition and inflation

DISCUSSION. The survey and analytical results show that the issues of quality and price are the most important for textile consumers. Interviews and focus groups provided information about the marketing potential and resource constraints of enterprises. Observation methods helped to correctly understand consumer behavior.

The possibilities of using marketing research methods in Bitlis Textile LLC are as follows: they can identify market trends through questionnaires and focus groups; transition to digital sales and automation of online marketing research; experimental methods, for example, testing new product variants; monitoring real-time market changes (for example, textile retail market data) using Big Data and analytics approaches; in-depth segmentation and micromarket analyses

The following are limitations and risk factors for "Bitlis Tekstil" LLC: resources (financial, labor) may be limited; the possibility of errors and bias in the responses of respondents; reliability in drawing conclusions with small samples; restrictions on access to data (internal company data); insufficient technological infrastructure.

CONCLUSION. This study examined marketing research methods (qualitative, quantitative) and the possibilities of their application in textile enterprises. Using questionnaires, interviews, focus groups, observation and experimental methods, recommendations were given to enterprises to make improvements in product policy, pricing strategy, advertising and distribution systems. The results showed that attention to quality, marketing potential and digital approach are important factors for textile enterprises.

The recommendations based on the results of this study are as follows: textile enterprises should allocate a separate budget for marketing research; introduce digital marketing and analytics tools, namely Google Analytics, CRM systems; expand the approach of online surveys and micro-segmentation; strengthen cooperation between enterprises and higher educational institutions, train marketing researchers; conduct periodic research (quarterly, several times a year).

2. Naresh K. Malhotra, Imad B. Baalbaki. Marketing Research. 6th Edition. Arab World adaption edition published by Pearson Education LTD. © 2013.

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