

Evaluation of Competitiveness of Brands of Local Sewing and Knitting Enterprises

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Abstract

The purpose of the study is to develop scientific proposals and practical recommendations for the use of branding strategies in the management of the competitiveness of garment enterprises. The scientific significance of the research results was determined by the fact that it can be used to identify specific aspects of brand competitiveness management and enterprise competitiveness, brand management in enterprises, development of branding strategies and the formation of special strategic programs and program goals to transform the national garment brand into global brands. The practical significance of the research results is that the developed scientific proposals and practical recommendations will help entrepreneurs operating in the country to develop their own brand in order to be competitive, to evaluate it in market conditions. The results of the study can be explained by the fact that they can be used in the preparation of textbooks and manuals on the disciplines "Brand Management", "Management", "Fundamentals of Management and Marketing", "Innovation Management".

Key-words: Brand, Marketing, Brand Management, Cotton, Silk, Wool, Value Creation Functions, Textile.

1. Introduction

The main directions of the perspective development of the garment industry in the world are to increase the international prestige of national brands formed by enterprises of the industry, the use of innovative technologies in management, the development of national brands and its international integration. The development of the global apparel market is projected to grow from \$ 1.5 trillion in 2020 to about \$ 2.25 trillion by 2025 [20]. This situation shows that the demand in the global sewing and knitting market is growing normally. Sustainable growth of the clothing market requires the formation of branding strategies of enterprises. The main strategic direction of countries such as China, India, Turkey, Korea, Bangladesh, Vietnam and Indonesia, which have dominated the garment industry in recent years and have a 75% share of the global clothing market, are long-term targeted strategies to enhance the international reputation of national brands.

France is the center of fashion in the world, Italy has the most influential brands, Brazil is the world's largest clothing market, Russia is developing based on branding strategies, Germany is providing value chain based on the development of clusters in the clothing industry, India is the fastest growing innovative digital trade. Turkey, which has become the world's fifth largest fashion center with its Turquality program, and China, a world leader in the global clothing market, have identified research as a key innovation area.

2. Literature Review

There is a lot of research in global scientific sources on the high economic efficiency of brands in the activities of companies in various fields. The research of Kim H. and Kim W.G. on the positive impact of brands on the financial results of enterprises is noteworthy. [9] The research of Kerin R.A. [10], Sethuraman R. and Madden T.J., Fehle F., Fournier S. [11], Burkhanov A.[20], Kalandarovna, A. G., [21], Tursunov B. O. [22;24], Najimudinova S.[23] paid special attention to the value creation functions of brands and made a worthy contribution to the research in this regard.

The presence of a strong brand has played a key role in reducing the investment risk and financial soundness of enterprises. Accordingly, in any situation, it requires the development of targeted strategies for brand creation and management in enterprises.

In this area, too, the fundamental features of well-known brand management have not yet been sufficiently studied. The main ideas in scientific research are limited to giving definitions of the most basic concepts such as brand and brand management. This terminological problem leads to

serious difficulties in integrating the work of some scholars and their results. This makes it difficult to create a system of creating a complete scientific and methodological basis for the management of strategic brands as a key asset of the enterprise.

When trying to give a single, universal definition of a brand, researchers face a number of fundamental limitations.

The first limitation is related to the possibility of considering the brand from the perspective of different disciplines: marketing, finance, sociology, psychology, law. Therefore, representatives of each of these disciplines try to define the brand and highlight the most important aspects for them.

The second restriction applies to the object. The term “brand” can be applied not only to a product or service, but also to a company (corporate brand) [12], but also to an individual, place [13], political parties, sports team, idea and initiative [15].

The third limitation is that a known commodity is created as a result of the interaction of different objects. For example, a brand that belongs to a company creates value not only for it and consumers, but also for consumers and employees, investors, suppliers, and other stakeholders operating in that business market. Therefore, the brand is considered by each business entity based on its own point of view, and the definition of the brand varies depending on the chosen point of view [16]. In addition, the brand creates value for each party in different ways, which also leads to differences in its interpretation.

The limitations mentioned above lead to the existence of many interpretations of the brand term and, consequently, the differentiation of these definitions. Attempting to take into account all aspects specified in the restrictions leads to constant inconvenience and inconsistency. It is possible to understand the existence of a specific system of routes set with the above limitations, which includes different interpretations of the brand. Therefore, conclusions about the accuracy of a particular definition lead to extensive discussions in scientific research.

Since the main task of management is to place a high emphasis on the management of human activities, we consider it appropriate to consider the branding process from the perspective of the company and the consumer. The view of the brand from a simple brand perspective developed until it was recognized as an asset that added value to the company by creating value for consumers and other stakeholders. The period until the brand brings value added to the enterprise as an asset should be managed.

Initially, the brand was seen as an additional tool to the product, which allowed it to be identified and differentiated from competitors. This approach has been very popular to date and is available in many modern definitions. Thus, F. Kotler and G. Armstrong sees a brand as "a name, a

slogan, a symbol, a design, or a combination, an added value offered by the manufacturer or seller of a product or service." The American Marketing Association recognizes a "brand as a name, symbol, symbol, project, or combination thereof given by a manufacturer as a means of distinguishing goods and services from competitors." [17]

The views expressed do not take into account the uniqueness of the brand and its distinctive functions compared to other products, as well as features that do not lead to a competitive advantage. In most of the general descriptions given, any product with any identifier is considered a brand.

Practical Marketing Specialists According to McDonald and H. Wilson, "a brand is a name or brand that distinguishes a product. A successful brand is seen as a tool to determine whether a product has a sustainable competitive advantage "[18]. According to the authors, a successful brand focuses not only on product differentiation, but also on providing a competitive advantage. However, even this definition does not fully describe the brand.

D.V. Soloveva and SV Afanaseva approached the brand from the company's point of view: "A brand is a system of material and intangible properties of an object; a tool used to achieve the strategic goals of the enterprise to form and maintain the long-term advantages of the object for the target audience; the tool needed to identify an object and distinguish it from other objects; a means of expressing the uniqueness of an object; symbol or a system defined by a system of symbols ".

3. Analysis and Results

The textile and clothing industry of Uzbekistan is the only industry that has a high share in the real sector of the economy and fully covers the production chain. The textile industry is one of the most developed and highly profitable industries in Uzbekistan. The enterprises of the industry produce spun yarn, yarn, raw and finished fabrics, and the enterprises of knitting and sewing - clothing and household goods. The importance of developing this sector of the economy for Uzbekistan is primarily due to the availability of local raw materials (cotton, silk, wool), as well as the high labor intensity of the textile industry. This is also important in terms of finding solutions to problems such as employment and improving the living standards of the population. Demand for natural, quality products is growing in the world market. Therefore, consistent control over the quality of products plays an important role in their export.

As a result of consistent reforms in Uzbekistan, there have been dramatic changes in the development of the textile, clothing and knitwear industry, and as a result, this sector has become one of the strategically important industries.

In 2016-2020, the Republic of Uzbekistan will increase the production of textiles and garments, including yarn by 2.1 times, fabric by 2.9 times, knitted fabrics by 2.7 times, garments by 5.6 times, knitwear by 2.7 times and production of hosiery products increased by 7.8 times (Table 1). [21]

Table 1 - Development of Textile and Garment Industry in the Republic of Uzbekistan [21]

№	Product type	Unit of measurement	2016 y.	2020 y.	growth rate compared to 2016 %
1	yarn	thousand tons	367,1	778,2	212,0%
2	Fabrication	thousand tons	246	705,1	286,6%
3	Knitted fabric	tons	60	161	268,3%
4	Sewing products	mln.dona	81	456	563,0%
5	Knitwear	mln. dona	306	1 064	347,7%
6	Socks products	mln. couple	51	400	784,3%

The capacity of cotton fiber processing enterprises in the country in 2010 amounted to 270 thousand tons, or only 27%. In 2017-2019, due to the re-equipment of local textile enterprises with modern technological equipment and the widespread use of digitalization, cotton processing reached 920 thousand tons. compared to 3.2 times - that is, 80%. In the first half of 2020, the capacity will be increased to 1,030,000 tons, which will allow to process 100% of cotton fiber grown in the country.

As a result of deepening production and accelerating the production of additional high-value products, the volume of exports in 2016 amounted to 1.1 billion. \$ 2.2 billion in 2019. dollars, and the share of value-added and high value-added products in exports exceeded 45% and was doubled.

The post-independence development of the textile and clothing industry in the country can be divided into 3 stages.

The first stage is the production of products specializing in raw materials. The first stage is characterized by the development of production specializing in the primary processing of raw cotton. Until 2015, the rate of processing of cotton fiber did not exceed 50%.

The second stage is the modernization and diversification of enterprises, the main focus of which is on the strategic directions of entering the international market with finished products. At these stages, the main attention was paid to the development of new types of products in the textile and garment industry of the republic, the introduction of innovative technologies in production.

At the current stage of development of the textile industry, a number of large cluster projects have been identified and strategic directions have been identified, based on the effective integration

of processes from raw materials to finished products, widely used in world practice, combining the full production cycle.

The textile industry of Uzbekistan has more than 10,000 enterprises, as well as more than 500 joint ventures, which employ a total of 150,000 people. The textile industry of Uzbekistan has more than 40 trading houses abroad. In order to expand its exports, companies are actively participating in international events in Germany, the Republic of Korea, China, Russia, Belarus, Latvia and a number of other foreign countries.

Effective management, along with the introduction of the latest technologies, attracting new investments is an important factor in the development of the textile, clothing and knitwear industry in Uzbekistan and contributes to increasing its export potential.

The country has attracted \$ 2.5 billion in foreign investment from South Korea, China, Russia, India, the United Kingdom and Germany as part of 180 investment projects in the textile industry over 20 years, including \$ 575.3 million in 2016-2018. formed.

More than 80 percent of the foreign investment attracted comes from South Korea, Switzerland, Singapore, the United Kingdom, Germany, India and Turkey. The technical equipment of industrial buildings has increased, more than 1.6 million textile equipment, more than 100,000 different devices have been installed at enterprises, which now account for 89.3% of the total technological base.

The enterprises of the Uztextile Industry Association have produced winter-autumn and spring-summer ready-made garments for women and men with many new value-added designs, as well as created many brands, including: “Ideal”, “Imir”, “Samo”, D-maretti, Ideal, Buka, Imron, Uztex, YSK and many other national brands have entered the world market.

In 2018, the Uztextile Industry Association has signed more than 35 joint ventures with foreign state enterprises worth 533.1 million soums. U.S. dollar agreements were signed. In particular, Turkey has 13 projects worth \$ 258.9 million, China 11 projects worth \$ 235.1 million. USD, the Republic of Korea 4 projects with a total cost of 39.3 mln. U.S. dollars and others. There are a number of problems in managing these projects.

Most of the investment projects are in India, Turkey and China, where investors use modern project management systems, especially ERP (Enterprise Resource Planning System), and further expansion of cooperation with these countries requires the introduction of modern systems.

In order to determine the specifics of creating a national brand in the context of Uzbekistan, it is necessary to conduct marketing research. This is because not only in our country, but also in the world, scientists have not come to an agreement on the measurement and evaluation of the formation

of local brands. In our opinion, the main direction of brand creation is not to increase the assets of the enterprise, but to invest in increasing the number of regular customers.

The practice of building relationships with consumers and branding by local garment companies is traditional, and emerging brands are mainly in the field of design.

Although the factors hindering the formation of national brands in the textile industry of Uzbekistan have not been scientifically studied by domestic scientists, in the sources can be found different views of practitioners in this regard.

Fratelli Casa local brand creator Sh. According to Kayumov, there are a number of problems with the formation of local brands and access to international markets. [23]

Basically, small sewing shops operate in the low price segment - based on the principle of "the cheaper, the more are sold". Manufacturers are not able to create innovations, introduce new product types to the market, carry out research activities due to the high financial risk. Many retail outlets do not have an analysis of marketing, design and innovative approaches. Most businesses do not have long-term strategic plans and they operate with short-term plans and tactical goals.

Problems such as the work of sewing and knitting enterprises in the Uzbek market, not for quality, but for quantity, and the lack of professional designers in mass production still persist. Local brands, such as Ideal, Emir, ADIM, which are major producers and exporters, are not interested in working for the Uzbek market.

Many companies still lack designers and skilled designers. Processes such as preferential lending by banks for brand financing and production are considered long-term and high-risk, hindering the development of local brands.

Although there are more than 10,000 textile enterprises operating in Uzbekistan, consumer awareness of the brand is less than one percent.

In addition to the above, many companies have a high international reputation and export potential, but the level of awareness of local consumers of these brands is low. However, a number of brands formed in the country, including Fratelli Casa, have a high share of the domestic market, although the volume of exports of products produced under the local brand is not high. The products are exported to the USA, Europe, Russia and Kazakhstan. The main strategic direction of the company is to enter the mass market, which is mastered by brands. The strategic direction in enhancing the international prestige of the national brand is to add national elements to the founders of the brand.

If the average value added in Uzbekistan is 70-100%, in international markets it should be 300-400% on average. For example, the Zara and Mango brands have at least 300 percent added value, including t-shirts ordered from local companies for \$ 3-4 and sold at retail for \$ 10-15.

It is known that the textile industry has a certain specialization in investment. It is impossible to implement without large investment projects for the production of yarn and fabrics, but the garment industry in the country has the opportunity to start operations with the least investment compared to other industries.

In Uzbekistan, there are a number of problems in training and retraining designers, which are the main obstacles to the creation of local brands. "Designer" specialists are trained in 3 higher educational institutions of the republic. However, among them, the total share of graduates in the field of clothing design is 30%. The fact that the trained specialists are not focused on mass production leads to a lack of design specialties for large manufacturers. 20% of graduates work in private studios, and the developments they create are presented to only the smallest segments. These conditions prevent the popularization of design developments in the country, the transformation of goods into a brand.

4. Discussion of Results

The main goal of brand management is to increase and maintain customer propensity. The scientific literature focuses on increasing consumer interest in brand acquisition and regular use of the brand, which is a behavioral approach, as key areas for increasing customer propensity. [2]

Brand orientation is directly related to consumer satisfaction. The most satisfied consumers (consumers who have a positive attitude towards the brand) are loyal consumers.

Brand propensity is the positive feeling of consumers towards a particular brand and the repeated purchase of the same product or service regardless of the actions of a competitor or changes in the environment. [3]

While brand propensity theories are viewed as terms with different interpretations from the perspective of researchers and practitioners, they are observed as the most important concepts of brand management. The brand that the consumer consumes has an important psychological connection with the product. Researchers have always tried to study the interactive parameters that form the basis of customer relationship to a brand. These variables lead to the concept of brand inclination. Brand propensity has been defined as a phenomenon as a repetitive and affectionate purchasing event of the buyer in relation to a long-lasting brand. [4]

A customer's propensity for a brand is a response that is achieved over a long period of time, influenced by the consumer to a particular brand or product. [5] Predisposition arises as a result of the constant acquisition of a brand and the positive attitude of buyers towards a particular brand or brand.

Marketing managers typically seek to highlight important aspects of their brand's strengths in saturated markets. [6] As customers tend to move from one brand to another, their quick acceptance of other brands makes it difficult for any business to establish a consumer propensity for a brand. This necessitates the study of brand propensity factors in brand management. Brand propensity is the advantage of customers when buying a particular brand in this product category. [7] The basic concept of marketing is based on a lot of research on how attracting new customers costs an enterprise five times more than retaining existing ones. The brand is valuable from the buyer's point of view because it not only reduces the time required to make a decision, but also reduces the risks in purchasing the goods.

Many studies have measured the impact of several elements of brand management on brand propensity. This is because the brand's propensity benefits companies. At present, the elements that make up a different brand have different levels of influence on the buyer's brand orientation.

It is important to study the factors that shape the propensity before developing strategies to establish a consumer propensity for the brand. For example, in a study by Andreassen and Lindestad [8], they argued that brand quality and corporate image were the main trend factors that were positively related to satisfaction levels. They have reasonably concluded that corporate image has a strong influence on brand propensity compared to customer satisfaction.

There are many important aspects of determining the factors of consumer propensity to the brand of garments, and no scientific research has been conducted by domestic scientists in this regard. However, a number of studies have been conducted by foreign scientists to identify the factors that shape consumer propensity for garment products. Many articles or journal articles have examined the factors on the basis of CSF analysis that increasing consumer propensity for a brand can have other positive effects while accepting it as a key factor in shaping a company's brand capital. The selection of factors to assess the brand propensity of consumers and the separation of the most important of these factors is important for enterprises to form a strategy of propensity and strategic management. Using the CSF (Critical Success Factors) analysis method, it is possible to regularly review the literature to differentiate factors that increase brand propensity, and to classify factors into different perspectives.

The CSF (Critical Success Factors) analysis method is one of the most common methods for scientific research. This analysis method is one of the management analysis methods and is an

analysis that involves managing the element needed to achieve the goal of the organization or project. The CSF is widely used to assess the degree to which each factor is important, based on the concept of “the key to success” to achieve research objectives.

In order to classify the factors of consumer propensity to the brand of garments, the results of scientific research in this area for the last 5 years (2016-2020) can be performed CSF analysis by years. In this regard, scientific articles that can be found in the search engine "google scholar" were regularly reviewed. The total number of scientific papers found by the keyword "Brand Loyalty" on the importance of the search engine was 50,700, a total of 33,500 sources by the keyword "Brand loyalty management", a survey by the keyword "Factor brand loyalty management" a total of 18,400 sources were identified.

(Link:https://scholar.google.com/scholar?hl=ru&as_sdt=0%2C5&as_ylo=2016&as_yhi=2020&q=factor+brand+loyalty+management&btnG=). Of the sources found, a total of 37 sources were identified for CSF analysis, which accounted for 0.4 percent of the total sample.

It allows consumers in textile enterprises to form a system of key factors based on the results of a study of 37 articles on the analysis of brand propensity factors. The results of the study provided an opportunity to identify important factors for Brand Loyalty, which are presented in Table 2 below.

Table 2 - Systematization of Brand Propensity Factors

№	Factors system	Source numbers
1	Brand Trust	11
2	Brand Image	10
3	Brand awareness	8
4	Customer Satisfaction	8
5	Perceived quality	6
6	Brand Experience	6
7	Brand personality	5
8	Promotion	5
9	Demographic factors	5
10	Organizational and Brand associations	4
11	Brand love	4
12	Brand Equity	4
13	Relationship commitment	4
14	Brand Communication	4
15	Brand uniqueness	3
16	Perceived value	2
17	Price	2
18	Relationship quality	2
19	Information quality and interactivity	2
20	Product quality	2
21	Brand Communities	2
22	Brand Prestige	1
23	Brand Attitude	1
24	Online environments	1
25	Corporate Branding	1
26	Brand Resonance	1

Source: Scientific articles studied by the author on the basis of the keyword "Factor brand loyalty management" from the scientific database <https://scholar.google.com/>

According to the research of foreign scientists, in a total of 37 studies on brand propensity, 26 factors that shape brand propensity were studied. The studies reviewed reflected brand awareness, trust, image, and consumer perception as key factors.

A detailed description of these factors is as follows:

Brand awareness is related to the strength of brand associations or consumer consciousness and is reflected in the ability of consumers to remember or recognize a brand in a variety of contexts. It has both depth and width. The depth of brand awareness measures the likelihood that consumers will recognize or remember a brand. The breadth of brand awareness is measured by the means that the consumer remembers when buying and consuming a brand.

Brand Trust is the willingness of a consumer to believe that a brand or brand products are able to perform a defined function. Brand trust is a combination of multi-faceted perspectives that include brand image, consumer recognition, advertising, security, and word of mouth. Only when the trust in the brand reaches a high level and the buyer becomes a regular customer, the consumer tendency to the brand is formed. In addition, the buyer promotes the brand he trusts to others. From the customer's point of view, brand trust is only the result of a previous relationship with the brand.

Trust in the brand and privacy are very much intertwined. Consumers are more concerned about the privacy of their content, such as personal information and credit card information. Usually they don't like to be shown on a mass mailing list and don't want their personal information to be shared or shared with other marketing organizations. When consumers seek protection in their operations, they are looking for secure channels that can have more advantages compared to buying in safe markets. When advertisers provide privacy in online shopping, buyers increase the volume of purchases, resulting in an increase in brand trust as required.

Brands have shown that a positive and serious connection of word of mouth in building brand trust, timely information about online shopping, as well as help the buyer to make their own decisions, resulting in insignificant data results undermining consumer confidence in online shopping.

Brand image is one of the most important aspects in modern brand management concepts. While marketers have not come to a clear conclusion about brand image and how to define it, according to a generally accepted view, it is a consumer perception of a product, i.e. a set of general perceptions (associations) about a brand that are stored in consumers' memory.

In other words, brand associations are a collection of different emotions and information associated with a brand in the memory of consumers. Associations can take any form and can also reflect product characteristics or non-product related parties. For example, when you hear the brand Nike on sportswear, you remember the famous players who played on the football field. Other brands

definitely have a different set of associations. For example, a McDonald's brand marketing program seeks to create brand associations in the minds of consumers in terms of "quality", "service", "cleanliness" and "value".

Customer satisfaction refers to the value embodied in a brand that determines consumer satisfaction with the brand. Consumer satisfaction with a brand is defined as the degree to which a product is higher than its value. Its main indicator is that consumers, who are inclined to the brand, can advise others on this brand and have a long-term stable relationship with the company that produces this brand. [25]

Perceived quality is the perception of a consumer that a brand prefers or prefers a product to another. It depends not on the objective quality of the product, but on the subjective assessments i.e. perception of consumers. Accepted quality is at a higher level of abstraction than any specific feature and differs from the objective quality of the product because the accepted quality is more like the price of the attitude towards the brand.[26]

Brand experience / experience - A brand experience that is related to other brand concepts such as brand reputation, image, awareness and attitude but is conceptually different is recognized in marketing science as one of the important factors in developing a marketing strategy. Brand experience occurs in the process of searching, purchasing, accepting, and consuming products / services. That is, a consumer is an experienced person who has gone through all the processes from the search for brand information to the consumption process. As consumers' understanding of the brand experience increases, their ability to classify a brand according to their characteristics increases.

The brand is defined as "a set of human characteristics associated with a brand" according to Aaker's approach to personality / brand personalization [1]. He further developed the five-dimensional brand personality dimension: sincerity (domestic, honest, genuine, cheerful), excitement (bold, enthusiastic, dreamy, modern), authority (confident, responsible, trustworthy, effective), businesslike (attractive, demanding, charming, romantic) and rudeness (hard, strong, outdoors, rude). Brand personalization is influenced by consumers' connection to the brand. It is also indirectly related to the brand image, product attributes, associations, brand name, symbol or logo, advertising, price and distribution through the distribution channel. Therefore, the brand image is created and maintained in the minds of consumers, which affects confidence.

The market for garments is undergoing significant changes as a result of the growing number of brands: manufacturers are trying to diversify as much as possible in order to cover the market, and as a result, the buyer is becoming more demanding on the quality and competitiveness of goods.

Competitive conditions are also changing in line with the business environment in the market. If previously the main source of competitive advantage in the market was price, now the consumer pays more attention to the quality of goods, the attractiveness of packaging, the image of the manufacturer, the popularity of the brand. At the same time, today a strong brand has become one of the main conditions for the successful sale of goods to the consumer.

The basis of brand management is to define its long-term strategy. Therefore, determining an effective position should be based on a detailed study of data obtained from other brands and marketing research, which will allow you to have a clearer idea of the current market situation and evaluate the offer of competitors. To describe the portfolio of brands in the market of garments, information on the most important features of products was collected on the basis of questionnaires.[26]

During the study, the characteristics of brands in terms of “product quality” were not considered separately. Because the concept of “quality” has been replaced by a set of functional features of a product that adequately ensure product quality. International quality management systems (ISO 9001) have also been introduced in all well-known brands of garment manufacturers in Uzbekistan.

The main indicators for the analysis were consumer choice characteristics that reflect the competitiveness of brands.

On the basis of questionnaires on the platform <https://docs.google.com/forms/> to determine the level of acceptance of local and foreign brands by the population of Uzbekistan, the level of preference for local and foreign brands was assessed on the following characteristics:

- Consumer confidence in clothing brands.
- Consumer satisfaction with the price of clothing brands.
- The level of consumer satisfaction with the quality of clothing brands.
- The level of consumer satisfaction with the range of clothing brands.
- Consumer satisfaction with clothing design.
- Consumer satisfaction with fashion.
- Consumer opinion on foreign brands (10 brands in the sample).
- Consumer opinion on local brands (10 brands in the sample).

The segmental composition of consumers was studied on the following characteristics: age, gender, place of residence, and level of income.

The total number of questionnaires collected was 616, and 540 questionnaires were found to be completed correctly. The segment of respondents was divided into 4 areas: age, gender, place of residence and level of income.

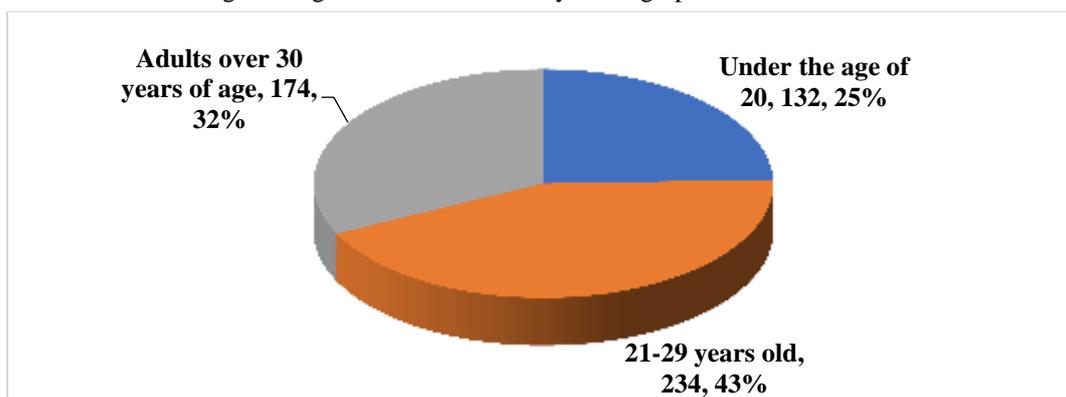
The segment of respondents was divided into 3 groups on demographic characteristics. They are:

Under 20s - a segment that blindly accepts brands;

21-29 year olds - the most interested and fashion-oriented segment of brands;

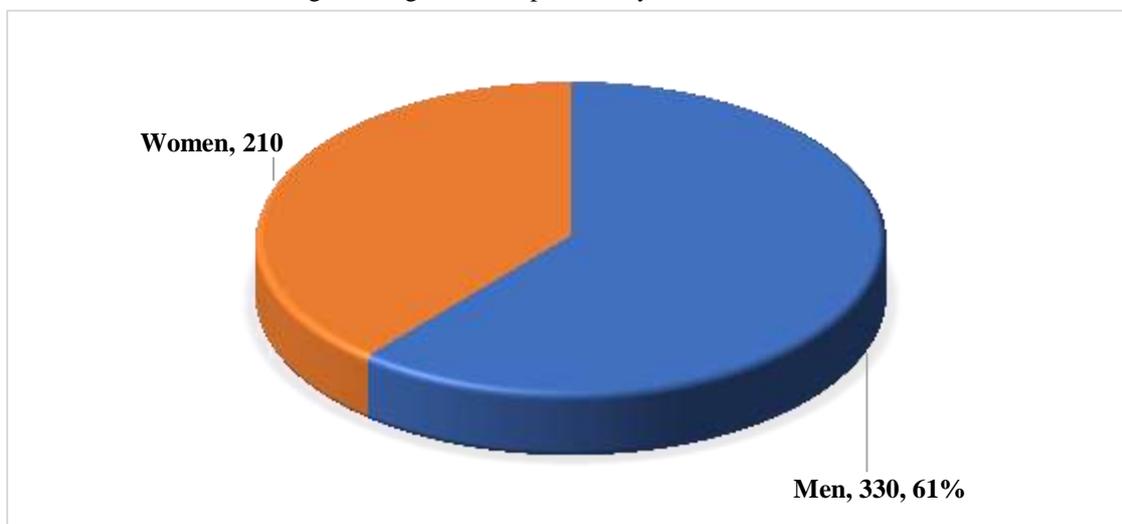
Over the age of 30, it is a segment that evaluates brands and has its own clear choice.

Fig. 1 - Segment of Consumers by Demographic Characteristics



A total of 174 people over the age of 30, 234 people aged 21-29 and 132 people under the age of 20 participated in the questionnaires, and it was found that these segments have specific characteristics in the perception of brands.

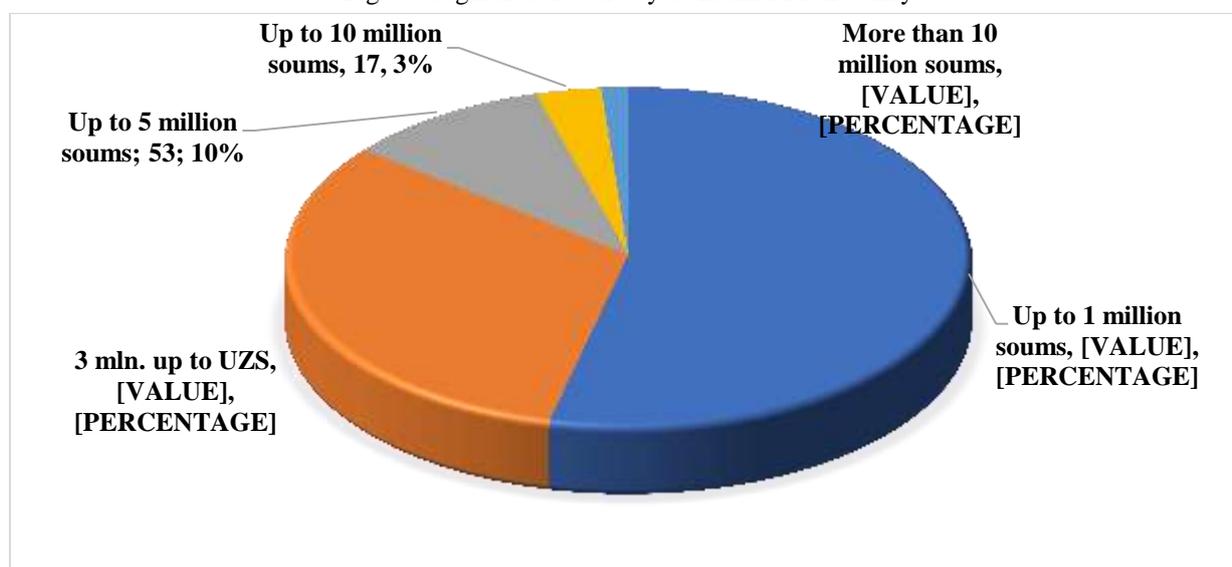
Fig. 2 - Segment Composition by Consumer Gender



Of the consumer gender segment, 210 were women and 330 were men.

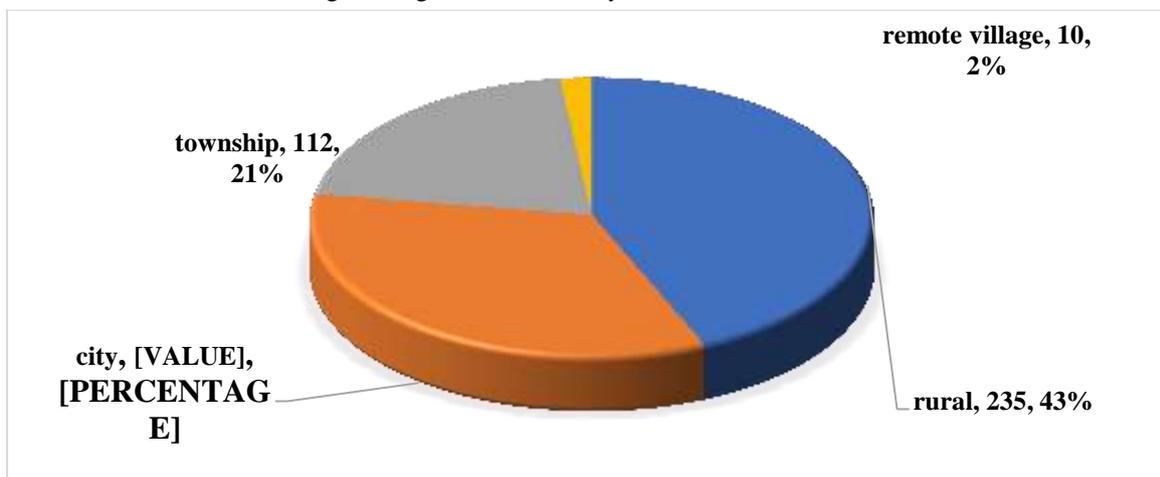
About 54% of the respondents had a monthly income of up to 1 million soums. The share of high-income earners was only 3% of the total respondents, and 17 representatives of such segment took part in the survey.

Fig. 3 - Segment Structure by Consumer Profitability



The place of residence of consumers plays an important role in the development of brands. In particular, the urban population has low confidence in brands, but low confidence. In rural areas, the opposite is true. Of the respondents surveyed, 2 percent were in remote villages (low participation is related to the Internet), 43 percent (235 people) were in rural areas, 21 percent were in urban areas, and 34 percent (183 people) were urban residents.

Fig. 4 - Segment Structure by Location of Consumers



Competitive positions of domestic and foreign brands in the consumer market of our country have the opportunity to compare in 4 main areas: price, quality, range, design and fashion features. In order to determine the level of consumer acceptance of brands, marketing analytics was conducted using the package program SPSS statistics.

Table 3 - Consumer Confidence in Brands of the Gender Segment

Segments		I don't know	Completely dissatisfied	Non satisfied	Trust	Full trust	Overall
Local							
Male	Numbers	101	36	35	125	33	330
	Percentage to total,%	18,7%	6,7%	6,5%	23,1%	6,1%	61,1%
Woman	Numbers	88	17	17	70	18	210
	Percentage to total,%	16,3%	3,1%	3,1%	13,0%	3,3%	38,9%
Overall	Numbers	189	53	52	195	51	540
	Percentage to total,%	35,0%	9,8%	9,6%	36,1%	9,4%	100,0%
Foreign							
Эркак	Numbers	86	21	13	131	79	330
	Percentage to total,%	15,9%	3,9%	2,4%	24,3%	14,6%	61,1%
Аёл	Numbers	81	7	10	67	45	210
	Percentage to total,%	15,0%	1,3%	1,9%	12,4%	8,3%	38,9%
Жами	Numbers	167	28	23	198	124	540
	Percentage to total,%	30,9%	5,2%	4,3%	36,7%	23,0%	100,0%

The survey found that 42 percent of respondents were dissatisfied with local brands and only 5 percent met their requirements. About 42% of respondents trust foreign brands. Fifty percent of respondents surveyed were dissatisfied with the price and range and design of local clothing brands. These factors have a negative impact on the position of local brands in the local market, and in this regard, businesses should pay attention to the elements of marketing MIKS in their areas of activity.

Table 4 - The Level of Consumer Acceptance of Local and Foreign Brands

Criteria	Size	I don't know	Completely dissatisfied	Non satisfied	Trust	Full trust
Confidence in local clothing brands	Number, unit	189	53	52	195	51
	Percentage to total,%	35,0%	9,8%	9,6%	36,1%	9,4%
Confidence in foreign clothing brands	Number, unit	167	28	23	198	124
	Percentage to total,%	30,9%	5,2%	4,3%	36,7%	23,0%
Prices for local clothing brands	Number, unit	30	59	279	138	34
	Percentage to total,%	5,6%	10,9%	51,7%	25,6%	6,3%
prices for foreign clothing brands	Number, unit	6	10	124	262	138
	Percentage to total,%	1,1%	1,9%	23,0%	48,5%	25,6%
Quality of local clothing brands	Number, unit	37	64	310	108	21
	Percentage to total,%	6,9%	11,9%	57,4%	20,0%	3,9%
Quality of foreign clothing brands	Number, unit	7	12	122	291	108
	Percentage to total,%	1,3%	2,2%	22,6%	53,9%	20,0%
Assortment of local clothing brands	Number, unit	38	139	270	75	18
	Percentage to total,%	7,2%	25,7%	50,0%	13,9%	3,3%
Assortment of foreign clothing brands	Number, unit	19	54	198	183	86
	Percentage to total,%	3,5%	10,0%	36,7%	33,9%	15,9%
Design of local clothing brands	Number, unit	37	140	270	75	18
	Percentage to total,%	6,9%	25,9%	50,0%	13,9%	3,3%
Design of foreign clothing brands	Number, unit	19	54	198	183	86
	Percentage to total,%	3,5%	10,0%	36,7%	33,9%	15,9%
Fashion of local clothing brands	Number, unit	44	97	194	181	24
	Percentage to total,%	8,1%	18,0%	35,9%	33,5%	4,4%
Fashion of foreign clothing brands	Number, unit	14	34	106	257	129
	Percentage to total,%	2,6%	6,3%	19,6%	47,6%	23,9%
Overall average for local brands	Number, unit	63	92	229	129	28
	Percentage to total,%	12%	17%	42%	24%	5%
Overall average for foreign brands	Number, unit	39	32	129	229	112
	Percentage to total,%	7%	6%	24%	42%	21%

The most widely used research method in diagnosing the competitiveness of domestic and foreign brands and determining brand acceptance by consumers is the joint Analysis.

Joint analysis is an effective tool in product manufacturing. It can be used to determine which features of a product are important to consumers and which are not. Consumers have the opportunity to analyze what levels a brand or its features represent, and how the marketing of key competing products will be relative to existing or identifiable products. The advantage of joint analysis is that the respondent is asked to make a brand choice as usual in life: conclusions are drawn by comparing different features.

There are two groups of mathematical models of joint analysis of the results of marketing research:

- Describe the interdependence of the levels within the attributes, in part, the characteristics of the brand (they are sometimes called private models);
- Describe the general characteristics of the product, whether its attributes are separate or interrelated in terms of components (they are sometimes called general models).

The literature describes three variants of the possible relationship of specificity aspects within attributes: vector model, ideal point model, and discrete partial utility models.

The general responses of consumers on 6 common characteristics (brand confidence, price, quality, assortment, design and fashion) of domestic and foreign brands are given in Table 2.5, and the level of ignorance of local brands is higher than that of foreigners. The share of completely dissatisfied consumers from domestic brands was 17%, while the share of dissatisfied consumers from foreign brands was 5.9%.

Table 5 - Consumer Response to all Features Across the Brand

Features	By local brands		By foreign brands	
	NUMBERS	PERCENTAGE	NUMBERS	PERCENTAGE
I don't know	374	11,5%	232	7,2%
I am completely dissatisfied	552	17,0%	192	5,9%
Noroziman	1375	42,5%	771	23,8%
I believe	772	23,8%	1374	42,4%
I totally believe	166	5,1%	671	20,7%
Total characters	3239	100,0%	3240	100,0%

About 42.5 percent of consumers expressed dissatisfaction with local brands, compared to 23.8 percent for foreign brands. While more than 60 percent of consumers fully trust foreign brands, the proportion of those who believe in local brands is less than 30 percent.

The respondents' knowledge and recognition of the most popular brands in Uzbekistan, such as Ideal, Sanan, Imir, YSK, Buka, Uztex, Imron, Fratelli Casa, Antex, Apiteks and others, also differ significantly from foreign brands. In particular, the number of respondents who said they did not know local brands was 1912, which is 32.2% of the total brands, while in foreign brands this figure was 1523 or 25.6%, respectively. In turn, only 10.5 percent of respondents recognize local brands, and the share of foreign brands in the total number of responses to this indicator is 19.4 percent (Table 6).

Table 6 - Consumer Response to the Level of Brand Recognition

Features	Local brands (Ideal, Sanan, Imir, YSK, Buka, Uztex, Imron, Fratelli Casa)		Foreign brands (Zara, Adidas, H&M, Nike, Cartier, Louis Vuitton, Uniqlo, Hermes, Gucci, Chanel,)	
	N	percent	N	percent
I don't know	1912	32,2%	1523	25,6%
Bad	251	4,2%	189	3,2%
Average	1519	25,6%	1254	21,1%
Good	1633	27,5%	1824	30,7%
Excellent	625	10,5%	1150	19,4%
Total characters	5940	100,0%	5940	100,0%

There are a number of conditions for brand names to become a brand, one of which is that 70% of consumers know and recognize the name. The survey found that 13 respondents did not know the brand names at all and they were the following brands: Fratelli Casa, Uniqlo, Cartier, YSK, Hermes, Buka, Sanan, H&M, Louis Vuitton, Imron. The overall average values of these brands are also low. When 75, 50 and 25 per cent of the total brand are viewed as positive results, it is clear from such brands that Imir and Ideal brands can be selected as local brands that compete equally with foreign brands (Gucci, Nike, Chanel, Adidas) (Table 7).

Table 7 - Brands are Indicators of the State of Competition

	The number of people who don't know the brand	In the total number of respondents, the share of those who do not know the brand, %	Average value	Median	Fashion	Sum	25 percent of the total mark	50 per cent of the total mark	75 percent of the total mark
Fratelli Casa	249	46,1	2,41	3	1	1303	1	3	4
Uniqlo	242	44,8	2,46	3	1	1326	1	3	4
Cartier	238	44,1	2,5	3	1	1351	1	3	4
YSK	237	43,9	2,37	3	1	1279	1	3	4
Hermes	216	40	2,62	3	1	1413	1	3	4
Buka	198	36,7	2,66	3	1	1437	1	3	4
Sanan	194	35,9	2,62	3	1	1414	1	3	4
H&M	181	33,5	2,76	3	1	1491	1	3	4
Other local	177	32,8	2,7	3	1	1459	1	3	4
Louis Vuitton	176	32,6	2,93	3	1	1580	1	3	4
Imron	168	31,1	2,83	3	1	1529	1	3	4
Other foreign	136	25,2	3,08	3	4	1661	1	3	4
Uztex	114	21,1	3,04	3	4	1642	2	3	4
zara	95	17,6	3,36	4	4	1814	3	4	4
Imir	86	15,9	3,48	4	4	1877	3	4	4
Gucci	65	12	3,74	4	5	2020	3	4	5
Nike	62	11,5	3,7	4	4	1998	3	4	5
Chanel	60	11,1	3,75	4	5	2024	3	4	5
Ideal	59	10,9	3,59	4	4	1941	3	4	4
Adidas	52	9,6	3,76	4	4	2031	3	4	5

The results of the analysis show that in the domestic market, local brands also have equal opportunities to compete with world-renowned brands.

From the above, it can be concluded that the comprehensive theoretical substantiation of brand value assessment processes and mechanisms, which are inextricably linked with the use of

different methods and the application of practical knowledge, allows to create strategies of competitive advantage in the most appropriate.

5. Conclusions

As a second wave of development of the textile industry, the strategic direction is the implementation of cluster projects, which are widely used in world practice, based on the effective integration of processes from raw materials to finished products, combining the full production cycle. The promising direction is a strategic direction aimed at increasing the prestige of national brands in the world as a new direction in the development of the textile industry in Uzbekistan.

In order to determine the specifics of creating a national brand in the context of Uzbekistan, it is necessary to conduct marketing research. Not only Uzbek scientists, but also world scientists have come to an agreement on measuring and evaluating the formation of local brands. In these cases, the main direction of brand building is not to increase the assets of the enterprise, but to focus on investing in increasing the number of regular customers.

The results of marketing research show that in the Uzbek market there are still problems with the work of sewing and knitting enterprises not for quality but for quantity, the lack of professional designers in mass production. Local brands, such as Ideal, Emir, ADIM, which are major producers and exporters, are not interested in working for the Uzbek market.

The main strategic direction of the company is to enter the mass market, which is mastered by brands. The strategic direction in enhancing the international prestige of the national brand is to add national elements to the founders of the brand.

The main goal of brand management is to increase and maintain customer propensity. Brand orientation is directly related to consumer satisfaction. A customer's propensity for a brand is a response that is achieved over a long period of time, influenced by the consumer to a particular brand or product. Given these circumstances, the basic concept of brand management is to organize the management principle on the basis of the consumer principle, not for the enterprise, which is a specific strategic direction of building a strong brand.

The use of the CSF (Critical Success Factors) analysis method in selecting factors to assess consumer propensity and distinguishing the most important of these factors should be considered as the main research method in distinguishing factors that increase brand propensity.

According to the scientific theories formed by world scientists, the main factors of consumer propensity to brand are brand trust, image, brand awareness and quality and uniquely developed image accepted by the consumer.

The results of marketing research show that consumer dissatisfaction with the price, range and design of local clothing brands has been identified. These factors have a negative impact on the position of local brands in the local market, and in this regard, businesses should pay attention to the elements of marketing MIKS in their areas of activity.

Knowing and recognizing the most well-known brands in Uzbekistan, such as Ideal, Sanan, Imir, YSK, Buka, Uztex, Imron, Fratelli Casa and others, also differs significantly from foreign brands. According to the survey, 10.5% of consumers in Uzbekistan recognize local brands, and the share of foreign brands in the total number of responses to this indicator is 19.4%.

The results of the study, which diagnoses the competitiveness of foreign brands with local brands, show that in the domestic market, local brands also have equal opportunities to compete with world-renowned brands.

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