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Study of Fur Products by Marketing Requirement

Kholikova N. Sh., Ruziev F.R

Bukhara Engineering -Technological Institute, Bukhara, Uzbekistan

ABSTRACT: The article presents the features of the definition of consumer requirements and trends in the formation of women's top fur products. The followings are selected as the leading signs of women's fur coats: color, silhouette, pattern, look, finishes. Ways of achieving an expansion of the product range by improving their quality.

KEYWORDS: Clothing, fur products, tailoring, collection, trends, colors, consumer.

I. INTRODUCTION

The gradual transition to a market economy in recent years has increased the aesthetic, ergonomic and other requirements of various social and sex-age groups to the assortment and quality of products due to increased consumption, saturation and expansion of consumer clothing In the Republic of Uzbekistan.

This problem is especially important for the Republic of Uzbekistan, where the formation of the needs and demands of the population has a number of features due to the natural climatic conditions, the stability of national traditions and a kind of demographic situation.

The tasks of expanding the range, diversity of forms and artistic expressiveness of garments, improving the quality of textile materials must be solved in accordance with a scientific approach based on a comprehensive analysis of the system "fabric-clothes-decoration".

All of the above sets before researchers the task of a thorough analysis of the state of affairs in order to develop new technologies and optimal manufacturing technology regimes and recommendations for subsequent implementation in the manufacturing practice of light industry enterprises.

II. EXPERIMENTAL PART

Marketing research (MR) is a systematic collection, reflection and analysis of data on problems related to marketing products, in addition, it is a complex concept that includes all types of research activities related to marketing [1]. Marketing research makes it possible to identify the maximum possible amount of funds affecting consumer demand to a varying degree, makes the production of garments functional dependence on requests and requires the production of products in the assortment and volume needed by the consumer. Marketing research can also be defined as the systematic collection, recording and analysis of data on marketing and marketing problems in order to improve the quality of decision-making and control procedures in a marketing environment.

The following are selected as the leading signs of women's top fur products: color, silhouette, pattern, type of finish. The identified signs are the basis for the preparation of a questionnaire for marketing research. Marketing research was conducted for women's overclothes.

Women's top fur clothing is made from a wide variety of types of fur. Its range includes coats, short coats(car coat), jackets.

The styles of women's outerwear(overclothes) are varied, even a slight change in the shape of the sleeve, collar or other part means a change of style. It can be single-breasted, double-breasted, adjacent or semi-adjacent, with or without a belt, straight or flared from the top or from the waist, with straight sleeves, extended downwards, etc.

Women's coats are made mainly from the following unpainted or dyed furs: squirrels, chipmunk, raccoon, stallion, astrakhan, goat, various imitations, mole, rat barn, water rat, mink, muskrat, ground squirrel, hamster etc. [3].

The goal of marketing research was to identify consumer requirements and trends in the formation of women's fur coats.In this work. The most informative and economical are direct written forms of questioning potential consumers. They allow you to get the most accurate, reliable and the same type of answers, which facilitates their further automated processing. An important role for obtaining reliable information is the development of a sampling plan. It is important that the sample set

serves as a model for the general set, i.e. so that the law of probability distribution of a random variable is reproduced in it with acceptable accuracy. To obtain the results of the front error not exceeding 5%, the sample size must be at least 400 people [1].

Marketing research was carried out according to a previously known method developed in **Moscow State University of Design and Technology** and included 4 stages [1,2]:

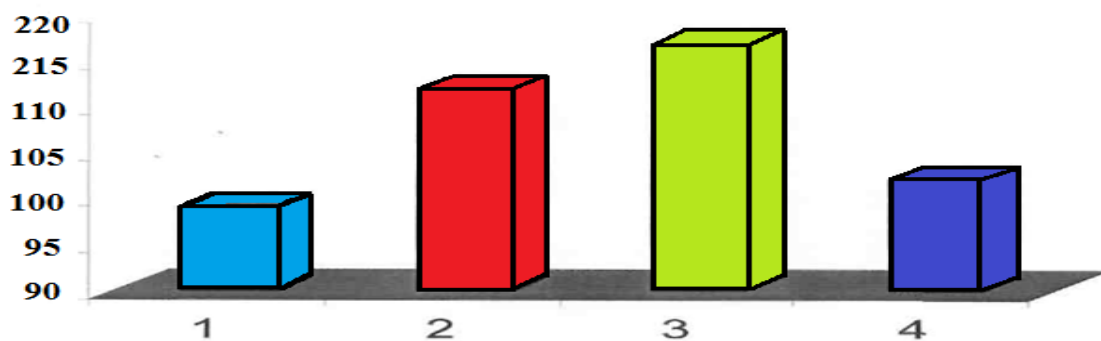
- determination of the purpose and choice of methods MR;
- determination of sample size;
- collection of information;
- the formation of recommendations on the rational structure of the guide collection of clothes.

An assortment of women's top fur products were selected as the object of study: a short coat, a coat. The survey was conducted in 2017 among female entrepreneurs engaged in business, teachers, doctors, intellectuals and students, since this group of respondents is the most attractive for manufacturers of women's clothing.

For convenience and clarity of answers, stands have been developed that illustrate a promising assortment collection of women's top fur products and fashionable colors, recommended by the fashion trend. The survey covered 130 women living in Bukhara city aged from 18 to 60 years. A special questionnaire was developed for (P2). Statistical processing of the results was carried out in Bukhara Engineering -Technological Institute in the Access -2000 software environment. Characteristics of consumers surveyed are given in Table. 1, Fig. from 3 to 9.

Table 1. One-dimensional distributions of preferences and socio-demographic characteristics of interviewed consumers

Name of feature, variants Frequency of preference	Code designation	Frequency of preference	
		Relative value (%)	Absolute value(%)
Age:			
18-25 years old	1	23,0	99
26-35 years old	2	26,0	112
36-45 years old	3	27,2	117
45 and above	4	23,7	102
Place of residence:			
Bukhara		53,4	230
Nationality:			
Uzbeks;	U	48,0	210
Kyrgyz;	K	12,0	50,0
Tajiks;	T	7,0	30,0
Russians;	R	24,0	105
Tatars	T	9,0	35,0



1. 18-25 years old;2. 26-35 years old;3. 36-45 years;4. 46 and above

Fig. 3. Chart of distribution of age groups of responding questionnaires (Bukhara, 2012).

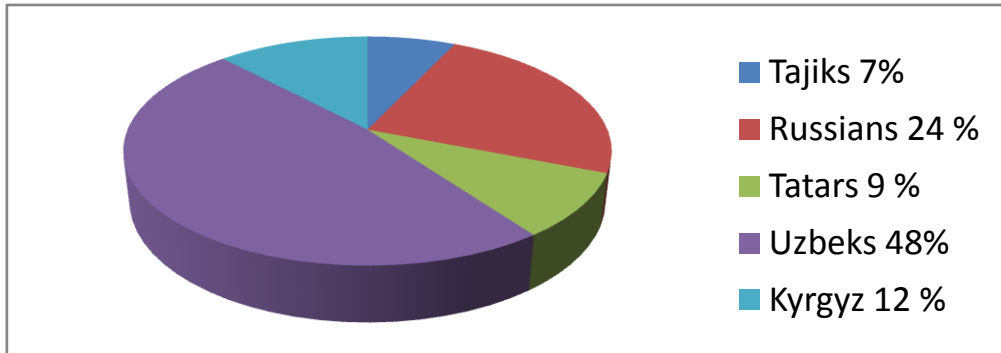


Fig. 4. Chart of distribution of respondents by nationality

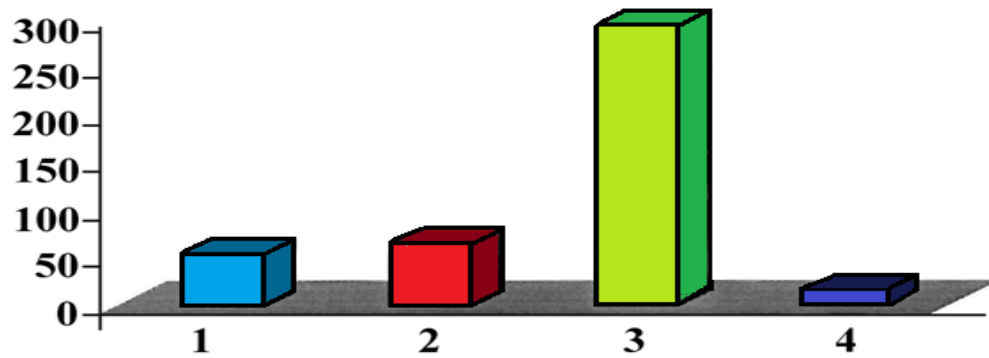


Fig. 5. Preferred clothing style: 1. sporty; 2. romantic; 3. classic; 4. no difference

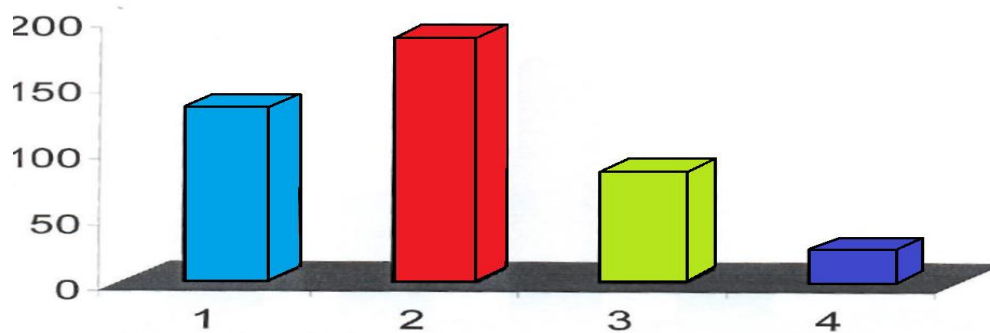


Fig. 6. Appointment of women's top fur products: 1. elegant;
2. everyday-business; 3. solemn; 4. does not matter

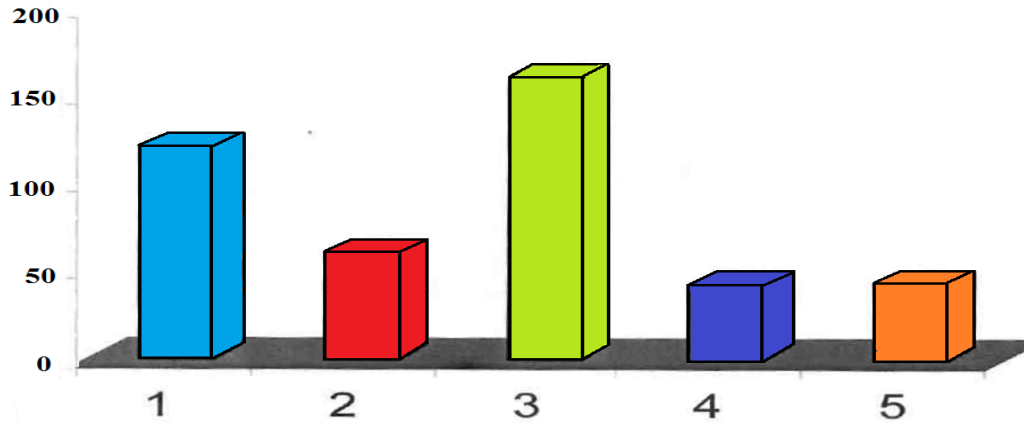


Fig. 7. Preferred length: 1. at the waist line;2. below the thigh line; 3. at the level of the thigh line;4. below the line of the knees; 5. on the line above the knees.

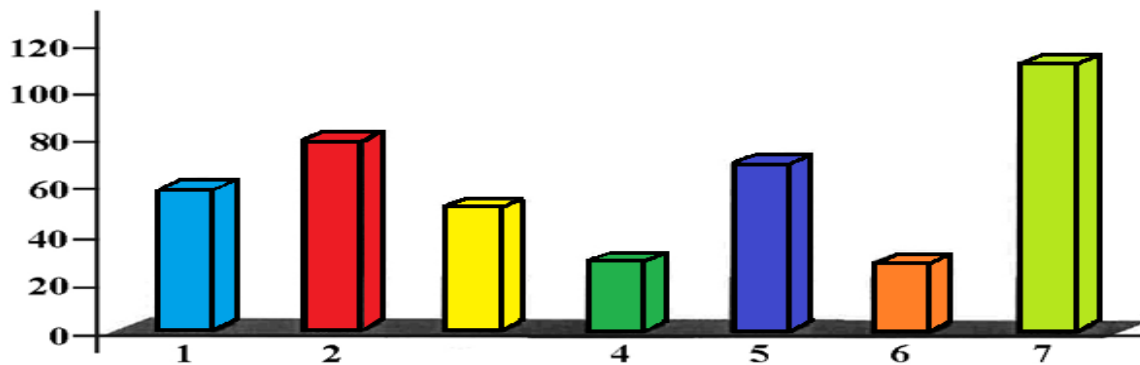


Fig. 8. Preferred types of clothing made of fur 1. coat 2. fur coat;
3. jacket(car coat); 4. Jacket(suit); 5. jacket; 6. poncho; 7. short coat.

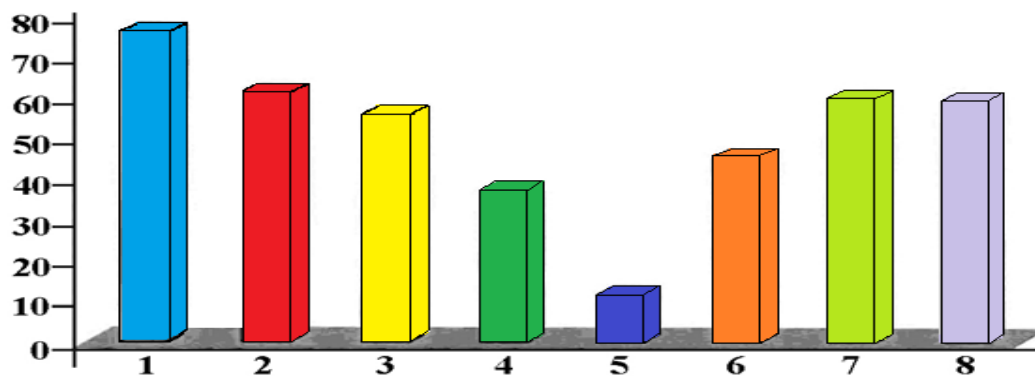


Fig. 9. Preferred colors of fur clothes: 1. white; 2. black;3. brown; 4. hacks; 5. yellow; 6. gray; 7. beige; 8. silver.

As can be seen from the table. (1) and constructed histograms, the majority of respondents (- 27.2%) aged 36–45 years, 18–25 years - 23%, 26–35 years old - 26% of middle age and 23.7% of older age. The largest part relates to local nationality - 81.8% and only 18.1% to European nationality.

III. RESULTS AND DISCUSSION

Analysis of the survey results at the place of work and occupation of the respondents showed that many of them are civil servants: economists, engineers, entrepreneurs, workers in business and government institutions. Most women give preference to the classical style in clothes -68.6%; Romantic style (sophisticated, feminine things) prefer -6.2%; sports - 6.2%; avant-garde - 6.5%;

On the issue of colors for clothes made of fur, the majority of respondents gave their preference to rich, calm colors and combinations. The choice of colors was associated with a specific type of clothing made of fur, the age group of the respondent and the appointment of products.

Eight colors are leading in colors: white (18.2%), black, beige and silver (14.4%), brown (13.2%), gray (12%), yellow (2.7%), khaki (eleven%). It should be noted that the majority of respondents prefer a short coat. Since the majority of respondents were business women, the answers corresponded to their lifestyle.

For business meetings (restaurant, office) they prefer a short coat that blends well with two subject costumes: a skirt-jacket, a jacket-pants, which can be combined with each other.

The results of the survey on the preferred types of clothing made of fur were divided as follows: among young people and middle-aged women, the most popular type was the short coat (41.3%).

Many sociological studies considered the respondents as important signs: education, work-related situation, comfort, age, income, and type of figure.

In connection with the transition to a market economy, the development of small medium-sized businesses in the republic, the number of women participating in activities is growing every year. Businesswomen have a varied nature of work: presentations, conferences, round tables, receptions, trips, etc., which naturally influence the style and comfort of their clothes. Taking into account these factors, the following slightly changed features were included in the questionnaire of the sociological survey, as biosocial characteristics of the respondents: education, work-related situation, income, comfort, body type and age.

From the analysis of the tables it should be noted that some biosocial personality traits of the respondents are closely related. This is explained by the fact that the influence of the above factors duplicates each other, and one pair of factors explains the change in the result under the action of the second factor.

For example, the choice of the type of outerwear is most significantly influenced by comfort 0.93 and the situation related to work (T = 0.90).

But the relationship between these signs is very close - T = 0.82. Another example: a similar situation, a high closeness of the connection between comfort and education, as well as an increase in the situation related to work.

Therefore, as the factors determining the choice of the characteristics of the slots, there are those that have a closer connection to the resultant features, in this case comfort.

To search for the general regularity of the impact of the bisocial signs of the respondents on the studied characteristics of the short coat, it is advisable to analyze the coupling ratio (T) coefficients by the Bannisten method [4], the essence of which is as follows: for each pair of respondent-characteristic signs of the model, the interconnection points of the BVZ: BV are calculated. $3 = T210$

Table. 2. Data on the closeness of the relationship between the biosocial characteristics of the respondents with the characteristics of the model of clothing made of fur

№	Characteristics of models (variables)	Biosocial attributes of respondents						
		Education	Situation related	Work	income	Comfort	Type of figure	Age
1	Style	0,90	0,95		0,41	0,35	0,26	0,7
2	Silhouette	0,74	0,77		0,60	0,84	0,29	0,4
3	Cover the sleeves	0,86	0,48		0,52	0,69	0,27	0,4
4	Length of a product	0,96	0,84		0,83	0,69	0,47	0,6
5	Elements of the composition	0,85	0,60		0,78	0,78	0,57	0,62

6	Color	0,84	0,88	0,53	0,38	0,56	0,8
7	Type of fur	0,86	0,90	0,56	0,93	0,54	0,8
8	Education	-	0,95	0,82	0,86	0,52	0,7
9	Situation associated with the work	0,95	-	0,47	0,82	0,58	0,70
10	Income	0,82	0,86	-	0,72	0,61	0,7
11	Comfortness	0,83	0,89	0,71	-	0,73	0,7
12	Type of figure	0,34	0,25	0,52	0,37	-	0,6
13	Age	0,67	0,70	0,82	0,78	0,64	-

For example, for a couple, comfort [5] and the formation of a relationship score inserts $Bv.3 = (0.83) 2-100 = 69$; or, color and education $B = (0.84) 2-100 = 70$;

The sum of the relationship scores for each factor is a numerical expression of the total variance of the resultant attribute explained by this factor. The interconnection factor (ΣBVZ) carries the greatest load in this system. The results of the calculations are shown in table 2.

Table. 3. The relationship of the biosocial characteristics of the respondents with the characteristics of the model of clothing made of fur.

Requirement for a fur garment model	Biosocial features of the respondents					
	Education	Situation related to work	Income	Comfort	Type of figure	Age
Style	81	90	17	12	7	55
Silhouette	55	59	36	70	8	23
Cover the sleeves	74	23	29	48	7	18
Length of the product	90	70	68	61	22	38
Elements of the composition	72	36	61	61	32	38
Color	70	77	21	14	31	69
Comfort	69	48	31	86	29	69
Total points	511	403	269	339	136	310

As can be seen from table 2, education, the situation associated with work, comfort and age of the respondents explain the greatest part of the fluctuations in consumer requirements when choosing a fur garment model.

Thus, as a result of marketing research, the following has been established:

- the top fur products from astrakhan should be in the form of a short coat;
- when modeling fur products from karakul, it is advisable to use the classical style;
- consumer preferences for the main artistic and structural features: length, silhouette, color;
- the most appropriate form of karakul fur products are adjacent and straight silhouettes.

The development of a guide collection of models of top products from karakul was the goal of the next stage of work. The developed models of fur served as the initial information for choosing the shape of the upper product, its proportions, texture and other stylistic features of the collection. Particular importance in creating sketches of models was given to ensuring that the aesthetic signs match the temporary fashion trends and the results of marketing research. On the other hand, the sketch collection was aimed at the preparation of industrial designs of products in the conditions of industrial production.

In forming the sketches of the collection of models, the psycho-physiological requirements for modern clothing were also taken into account; physical and hygienic properties of fur; technological capabilities of sewing machines for reproducing the conceived forms.

The leading silhouettes in the proposed collection are straight, more or less free fit), extended (trapeze, A-shaped silhouette), semi-adjacent (with varying degrees of fit), adjacent (with different bodice sizes).

In the development of forms of products from astrakhan, signs of cut, reliefs, textured fur combinations, and physical and hygienic properties of fur were used.

The arrangement of the forms in the order of closeness of their geometric silhouette with the purpose of constructive and constructively-decorative lines of articulation inside the form made it possible to compile analog rows, which leave a trace on the families of forms of garments models.

The sketchy collection of women's outerwear represents a special series of structurally unified models, in which the possibility of typifying structural elements is introduced (back, shelves, sleeves) (Fig. 10.) A developed collection of models has been proposed for implementation at the Isom enterprise in city Bukhara city

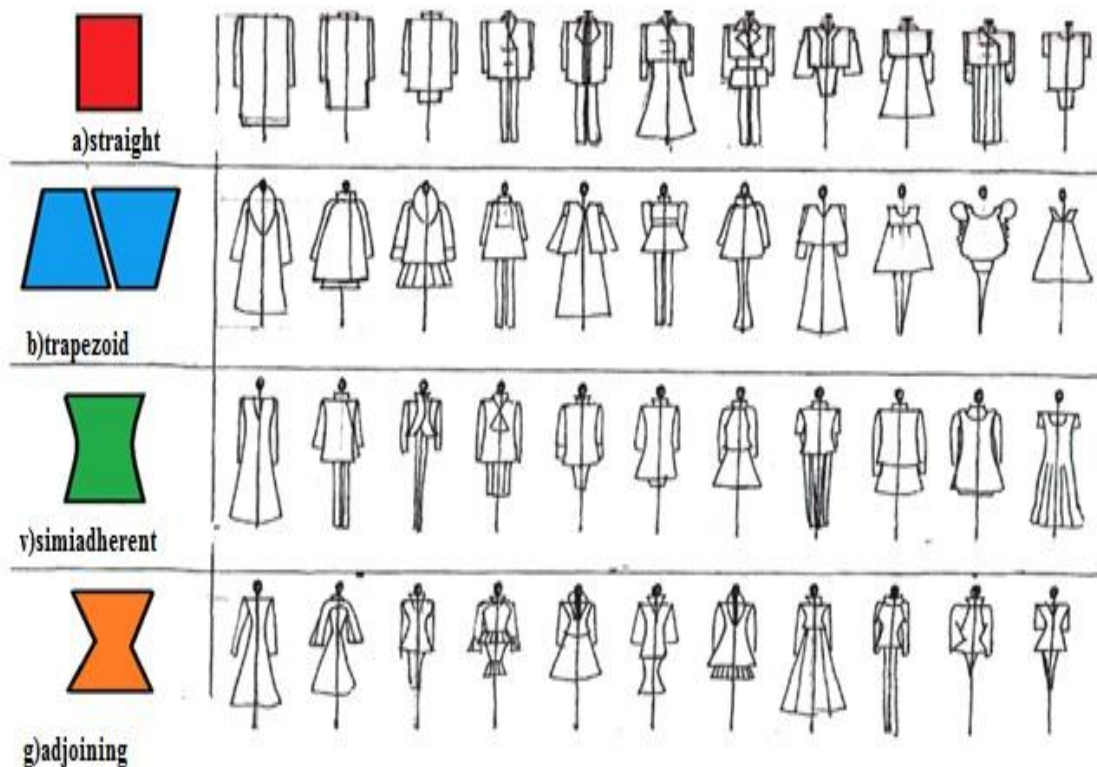


Fig. 10. Sketchy collection of women's outerwear (a number of structurally unified models in which the possibility of typifying structural elements has been introduced).

IV. CONCLUSION

Analysis of the existing methods for the design of fur products showed the need for their substantial adjustment in the design of the form and design of fur products, differing in properties from analogues. New methods of designing fur products should be based on deep knowledge of the properties of materials, on the one hand, and on ergonomic studies of the dynamic properties of the product, on the other.

Modeling and design of products from fur has its own characteristics due to the fact that fur is a specific material that does not allow to obtain the shape of parts at the expense of the WTO. In textile materials, only the model dictates the number of parts and parts of clothing. In fur products the number of parts, in addition to the style, is determined by the area of sheepskins.

On the basis of a marketing study of consumer demand, the main artistic and structural features of designing the top products from astrakhan were developed.

A matrix has been developed and a refueling collection of models of women's tops have been formed.

The design was developed and the rational design parameters of the "armhole-sleeve" of women's fur clothing were determined using the mathematical theory of the experiment.



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