

WAYS TO DEVELOP METHODS FOR RESEARCHING SPECIFIC CONSUMER BEHAVIOR

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Abstract. *The article examines the study of consumer behavior, the definition of the group of respondents, the development of effective survey methods, the development of focus group questions, and the analysis of results.*

Keywords: *enterprise, consumer, business, product, demand, action, effect, market, information.*

INTRODUCTION. Understanding consumer behavior is essential for any business, and it is especially important for textile manufacturing enterprises in Uzbekistan to properly assess and develop both domestic market and export potential. Effective methods of studying the behavior of specific consumers can provide valuable information about the preferences, attitudes and behavior of consumers in Uzbekistan, which allows the enterprise to tailor its products and services to the specific requirements of this market. allows you to adjust to meet.

Surveys are one of the most common and effective ways to study consumer behavior, and it is essential to develop effective survey methods to collect reliable data. We can suggest the following as ways to develop effective survey methods to study the unique behavior of consumers in Uzbekistan and their potential application in the yarn and textile industry:

Determining research objectives. The first step in the development of effective survey methods for the study of consumer behavior in Uzbekistan is to determine the research objectives. These objectives should be clear and concise and should specify the specific information the survey is intended to collect. For example, if "Daka-Tex" LLC wants to collect information about consumer preferences for certain types of fabrics or colors, it should create a questionnaire for this purpose.

Research methodology. Systematic approach, abstract-logical thinking, grouping, comparison, factor analysis, selective observation methods were used in the research process.

Analysis and results. Determine the group of respondents participating in the survey. The survey population refers to the group of individuals to whom the survey is conducted. Based on the research objectives, it is important to determine the number of participants in the survey. For example, if the goal is to collect information about consumer preferences for certain types of fabrics, the survey respondents should consist of people who have purchased fabrics in Uzbekistan.

- Developing questions for the survey. Survey questions should be designed based on the research objectives and survey respondent group. It is important to develop clear, concise and understandable questions. Questions should also be designed to gather the most relevant information. For example, "Daka-Tex" LLC JK may ask questions about the specific use of the fabric or the situations in which it is used more often.

-Test the survey. Before running a survey, it is important to test it to ensure that the questions are clear and that the survey is easy to complete. Testing the questionnaire on a small group of individuals can provide valuable feedback and help identify any problems with the questionnaire.

-Survey administration. After the questionnaire has been developed and tested, it can be administered to the target population. The survey can be completed both online and in person, and it is important to ensure that the survey is accessible to all members of the public.

The development of effective survey methods is important to collect reliable data on specific consumer behavior in Uzbekistan. Determining research objectives, determining the number of respondents, developing survey questions, piloting the survey, and administering the survey are important steps in developing effective survey methods. Using these methods, "Daka-Tex" LLC can collect valuable information about consumer behavior and tailor its products and services to meet the specific requirements of the Uzbek market, both for the domestic market and for export. can adjust.

Focus groups are another effective way to study specific consumer behavior in Uzbekistan. Focus groups typically consist of a small group of consumers who are asked to discuss their opinions and attitudes toward a particular product or service. Focus groups can provide qualitative information on topics such as product design, packaging, and pricing. It is appropriate to use focus groups in order to collect consumer opinions on product design and packaging for domestic and export markets of "Daka-Tex" LLC.

Here are our suggestions for ways to develop effective focus groups for studying specific consumer behavior in Uzbekistan and their potential application at Daka-Tex LLC for both the domestic market and export:

-Identify focus group participants. Focus group participants should be selected based on the research objectives. It is important to choose participants who are representative of the target market. For example, if the goal is to gather information about consumer preferences for certain types of fabrics, the focus group should consist of people who buy fabrics in Uzbekistan.

- Develop focus group questions. Focus group questions should be developed based on the research objectives and focus group participants. Questions should be designed to elicit the most important information and be open-ended to encourage discussion. For example, "Daka-Tex" LLC JK may ask questions about the specific use of the fabric or the situations in which it is used more often.

-Choice of location and amenities. The location of the focus group should be chosen based on the convenience of the participants. The facilitator should have experience in conducting focus groups and should be able to create a comfortable and open environment for discussion.

-Conduct a focus group. During the focus group, the facilitator should encourage discussion among the participants and ensure that all participants have an opportunity to contribute. It is important to record the discussion for later analysis.

-Analyze the results. After the focus group, the results should be analyzed to identify dynamic changes and trends in consumer behavior. The results can be used to adapt products and services to meet the specific requirements of the Uzbek market.

Developing effective focus groups is an important way to study specific consumer behavior in Uzbekistan. Defining research objectives, identifying focus group participants, developing focus group questions, selecting a location and facilitator, conducting a focus group, and analyzing results are important steps in developing effective focus groups. Using these methods, "Daka-Tex" LLC can collect valuable information about consumer behavior and tailor its products and services to meet the specific requirements of the Uzbek market, both for the domestic market and for export. can adjust.

Ethnographic research involves observing and studying consumers in natural settings, such as their homes or workplaces. Ethnographic research can provide valuable insights into consumer behavior and preferences that may not be evident through surveys or focus groups. Ethnographic research is a qualitative research method that involves involving researchers in the culture and daily life of a community to gain insight into their behavior, attitudes, and values. In the case of Daka-Tex LLC, ethnographic research can be a valuable method for studying specific consumer behavior.

-Development of research objectives. The first step in developing effective ethnographic research methods is to define research objectives. These objectives should be clear and specify the specific data the study is intended to collect. For example, Daka-Tex LLC may use this method to collect information about the daily life and cultural practices of individuals who regularly purchase its products.

-Select the study location and participants. The research location and participants should be selected based on the research objectives. It is important to choose a site and participants that are representative of your target market. For example, if the goal is to study the cultural practices of people who buy yarn and textile products in Uzbekistan, the research location should be a place where these people regularly gather.

-Conducting field work. The fieldwork phase involves involving researchers in the culture and everyday life of the chosen research destination. In this phase, researchers should observe the behavior and values of the participants and record the results of their observations in detail. For example, researchers can observe how people choose and buy yarn and textiles in market conditions.

-Conducting interviews and focus groups. Interviews and focus groups are valuable ways to gather in-depth information about the attitudes and values of participants. These methods should be conducted in a way that respects the culture and beliefs of the participants. For example, it may be desirable to conduct interviews with individuals identified as frequent buyers of their products to understand their purchasing decisions.

-Analyze the results. After fieldwork and interviews are completed, the results should be analyzed to identify dynamic changes and trends in consumer behavior. The results can be used to adapt products and services to meet the specific requirements of the Uzbek market.

Ethnographic research is one of the main methods of studying specific consumer behavior in Uzbekistan. Developing research objectives, selecting research sites and participants, conducting fieldwork, conducting interviews and focus groups, and analyzing results are all important steps in developing effective ethnographic research methods. Using these methods, "Daka-Tex" LLC can be used to collect valuable information about consumer behavior and to adapt to meet the specific requirements of the Uzbek market, both domestically and for export.

In today's digital age, online analytics has become an increasingly important tool for studying specific consumer behaviors. Online analytics includes the collection and analysis of information related to online user behavior such as website traffic, user engagement and online purchases. In the context of Daka-Tex LLC, online analytics can be a valuable way to study specific consumer behaviors. Below we provide our recommendations on how to develop effective online analysis methods and their potential applications for both domestic and export markets.

Choose a web analytics tool. A variety of web analytics tools are available, and the right choice will depend on the specific needs of the research project. Google Analytics is a popular and

widely used web analytics tool that can provide valuable information about user behavior, such as where users come from, how long they stay on the site, and which pages they visit. Other tools like Hotjar and Crazy egg can provide additional information about user behavior such as active traffic maps and user logs.

Run an A/B test. A/B testing involves creating two different versions of a web page or ad and testing them with different groups of users to determine which version performs better. A/B testing is a valuable way to gather information about consumer behavior and can be used to optimize website design and marketing campaigns. For example, Daka-Tex LLC might want to conduct an A/B test to determine which product descriptions and images are more effective in driving online purchases.

-Follow social media channels. Social media channels like Facebook, Twitter, and Instagram provide valuable insights into consumer behavior. By monitoring channels on social networks, "Daka-Tex" LLC can gain insight into the interests and preferences of their target market. For example, by monitoring social media channels, a business can determine which types of content and advertising are most effective in driving engagement and driving purchases.

-Analyze the results. Once data is collected, it should be analyzed to identify trends in consumer behavior. It is important that the results are used to optimize website design and marketing campaigns, and to adapt products and services to the specific requirements of the Uzbek market.

In addition, the use of the following methods to understand the unique behavior of consumers is considered an important step for the development of the enterprise:

-Analysis of sales data. Analysis of sales data provides valuable insights into consumer behavior and trends in the yarn and knitwear market in Uzbekistan. To identify the dynamics and trends of such change, a strategy is used that includes activities such as analyzing sales by product type, customer segment, and geographic region.

-Competitors analysis. Competitor analysis provides information on consumer behavior and preferences in the yarn and knitwear market in Uzbekistan. It is a sequence of activities that involves analyzing competitors' products, prices, and marketing strategies to identify market opportunities and threats.

-Analyze customer behavior: This involves analyzing the behavior of a customer from the moment they become aware of a product or service to the time they make a purchase. This helps identify areas for improvement in the marketing and sales process.

-Staying Aware of Industry Trends: Staying abreast of industry trends and innovations is essential to identify new opportunities and stay ahead of your competitors.

Understanding the unique behavior of consumers is very important for any business operating in Uzbekistan, especially Daka-Tex LLC, which produces yarn and textile products for the domestic market and export. Surveys, focus groups, ethnographic research, and online analysis are effective methods of researching consumer behavior and provide valuable insights into consumer preferences and attitudes. By applying these methods, the enterprise can adapt its products and services to the specific requirements of the Uzbek market and achieve long-term success.

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