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**EFFECTIVE METHODS OF ORGANIZING ONLINE MARKETING RESEARCH IN THE
COMPETITIVE PROCESS OF THE READY-MADE CLOTHING MARKET*****Urazov Mansur Musurmanovich****Tashkent State University of Economics is an independent researcher, Uzbekistan*

ABOUT ARTICLE**Key words:** Organizers of activities, international partners, market conditions, applications.**Abstract:** The article aims to reveal and put into practice the importance of online marketing and the role of goods and services in the context of competitiveness of ready-to-wear garments in their national markets.**Received:** 06.06.2024**Accepted:** 11.06.2024**Published:** 16.06.2024

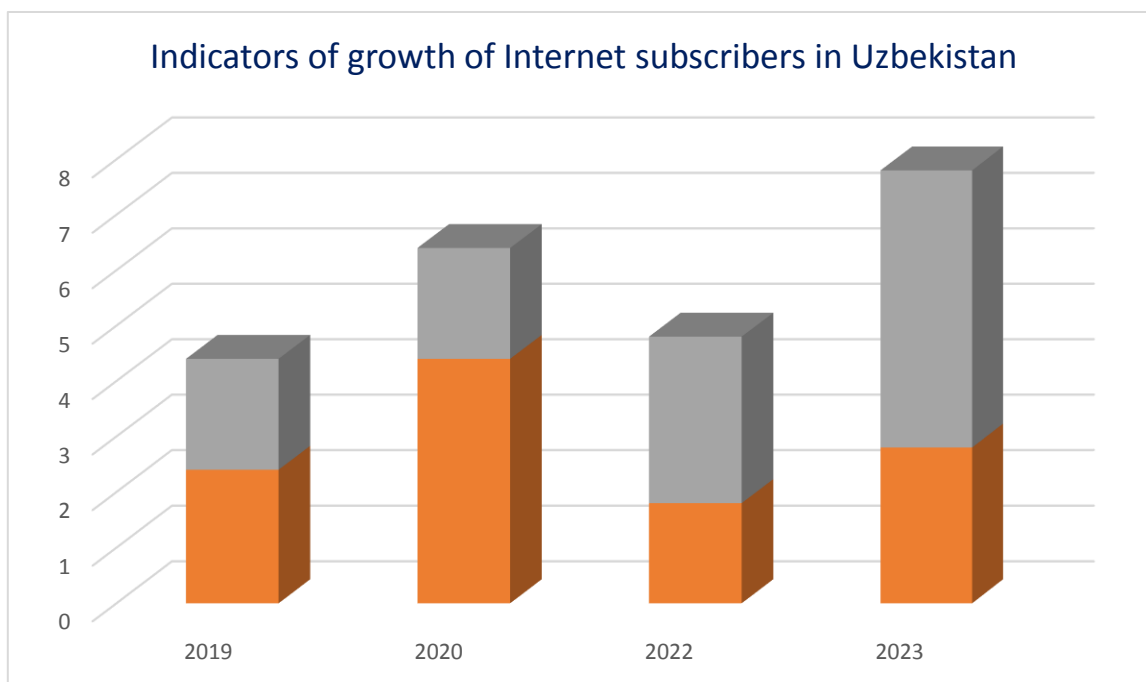
INTRODUCTION

The complex of ready-made clothes represents a set of natural elements, and at the same time it has an individual and institutional character, since it consists of several producers and organizers of activities, it is important for a comprehensive understanding to appreciate both symbolic and social content. In order to increase the competitiveness of ready-made clothes, finding events that will radically change its appearance, enter new markets, compete with international partners, create products with a new image, drastically reduce production times, many people need to effectively overcome these challenges. Companies have already started, or should start, to change their approach to the market and the way they operate, especially in important areas such as marketing and brand management is a long and arduous journey. In the context of ready-to-wear market conditions, applications such as organization of e-commerce management, supply chain, supply chain monitoring, environmental sustainability and brand management, sector rationalization using communication technologies are used. Currently, large-scale production is also characterized by a decrease in sales, but it is more favorable for street vendors and retail trade, and some growth can also be observed in the chain of street shops.

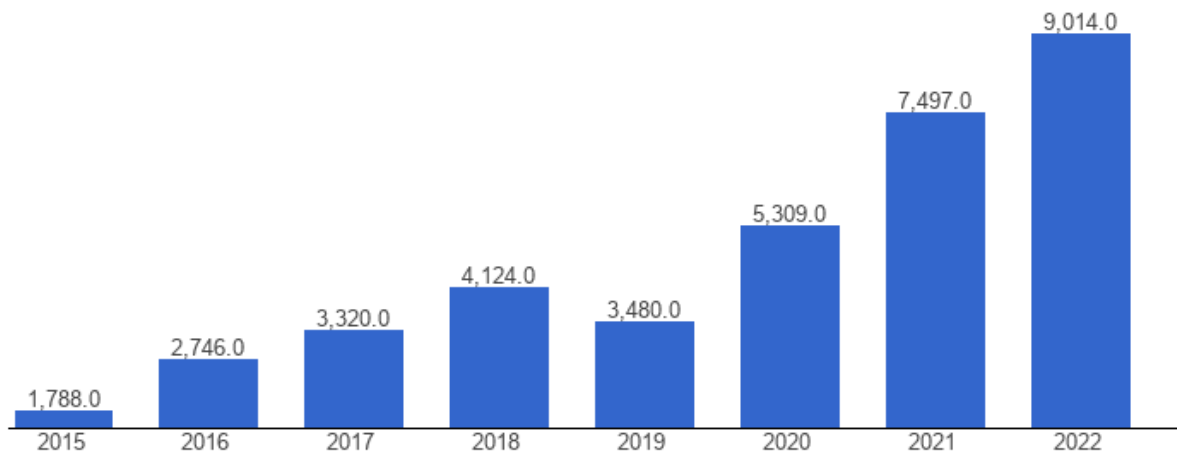
All over the world, 2023 is being recognized as the most successful year for all kinds of websites, bloggers, marketers, companies or online store owners, and this vision has not left our country.

ANALYSIS AND RESULTS

In the current era, no field can be imagined without the Internet, the Internet is the leading activity in any direction. As a result of our observations, as of January 1, 2023, the number of subscribers connected to the Internet in our country has increased incredibly, this indicator is 26.7 million people. This indicator has increased by 16.3% compared to the same period last year. It is not a secret to anyone that the city of Tashkent is the leader in terms of subscribers who use the Internet the most among the regions.



At the same time, every business owner who wants to start his business should start using online marketing effectively in his business. As a result of these numerous studies, the main goal of our research is to study society. The main task of some large small business leaders is to focus on the strategies they use to implement online marketing, which helps to increase sales and purchase volume. The introduction of social networks will help business leaders open the door to enormous opportunities. Ideal ideas, different brand businesses, the latest fashion collections are useful for creating opportunities and facilitating brand communication with potential customers, content and gaining the trust of existing customers. It is very important to organize an activity while enjoying the activities of the most leaders of social media platforms today, for example, using the wide possibilities of social networks such as YouTube, Facebook, and Twitter, which is the foundation for the implementation of new ideas.



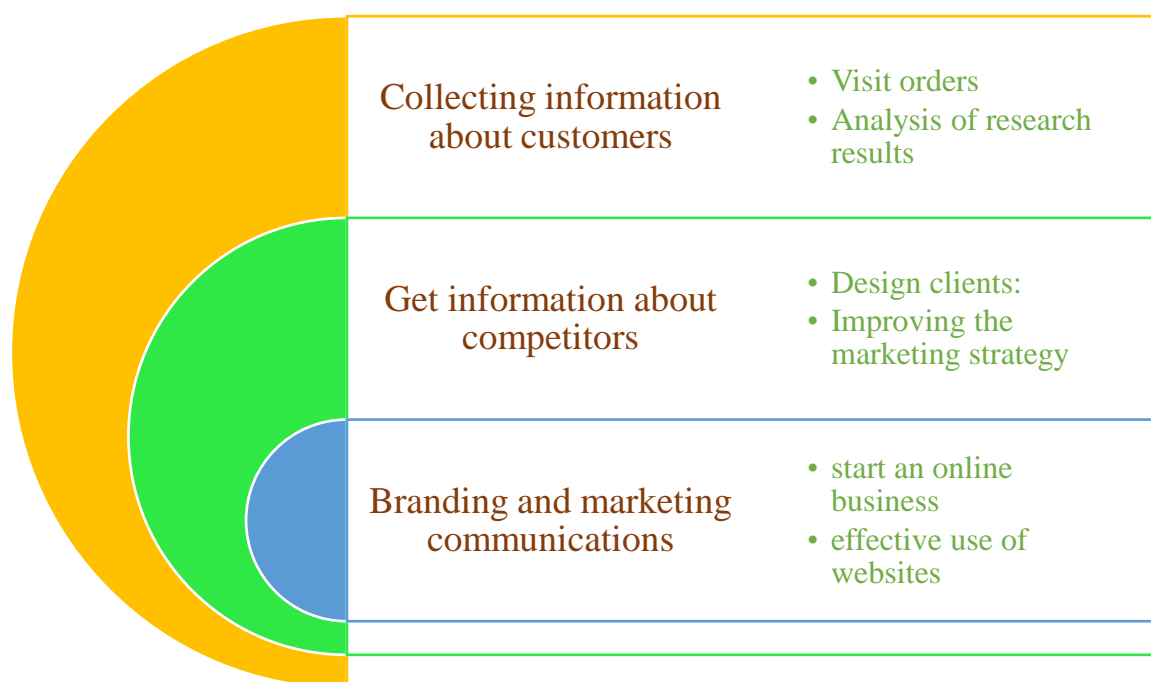
Segment customers into different segments. This involves identifying the types of customers you want to partner with. Conduct systematic marketing research. Do online marketing research. You can use Google Analytics, Facebook Audience Insights, SEMrush, and other methods to find out more about your customers and competitors online. In addition, it is necessary to support marketing. Develop marketing strategies to support ready-to-wear sales. These strategies should include online advertising, social media marketing, email marketing, SEO and other methods. You must contact the customer. Be active on social media platforms to connect with customers and try to attract your customers through questions, offers and discounts. You need to master your product better, try to master your product to match the demands and wishes of your customers and start monitoring the improvement. After implementing all the steps, do not forget to follow the marketing strategies and monitor them every week or month to evaluate the results. It will be necessary to support the improvements according to the results. Analysis and modification are of great importance for the announcement of various types of reviews. Consider changing strategies based on analysis results. You need to understand what changes are needed before the competition.

Related indicators	Latest value	Reference	Measure
Internet users	76.59	2021	percent
Internet subscribers	9,014	2022	thousand subscribers
Internet subscribers, per 100 people	26.03	2022	percent
Mobile phone subscribers	35.69	2022	million subscribers
Mobile phone subscribers, per 100 people	103.07	2022	subscribers per 100 people
Airline passengers	2.01	2021	million passengers
Railroad lines, km	4,732	2021	km

Related indicators	Latest value	Reference	Measure
Railway transport of goods	24,619	2021	metric tons times kilometers
Railway passengers	3,130	2021	million passengers times km's
Passenger car sales	153,750	2022	passenger cars
Commercial vehicle sales	51,395	2022	commercial vehicles

To make these processes effective, understand your market data and customer insights and adapt your marketing strategies accordingly. This will help to increase competitiveness and increase the number of customers in the ready-to-wear market.

It is our function to organize and improve marketing research in the competitive environment of ready-to-wear market.



The first step in starting marketing research for the ready-to-wear market is to get detailed customer information. This data will consist of studying what kind of clothes customers are interested in, their age, gender, their purchasing preferences, and through which channel they approach them.

In order to understand the competition in the ready-to-wear industry, it is very important to learn about the competitors. This includes researching their products, pricing, sales and advertising methods. To understand the ready-to-wear market, study of customers and competitors through visiting orders is used. It helps to inform them about what to buy, what clothes and at what prices. Branding and

marketing communications It is important to structure branding and marketing communications based on research-based information. It helps in promoting your company through various media channels, creating an advertising strategy and making visit bookings. Analyzing the results of the research helps to determine which marketing strategies are reliable. This allows decisions to be made about products or services designed to change the scale of marketing, improve products, and attract customers. Research allows you to update your marketing strategy based on the data used to identify customers. This includes improving prices, selling products and services for customers. With the improvement of the marketing strategy, it is very important to improve the marketing strategy based on research. It includes a reliable and profitable marketing strategy that considers the correct application of marketing scale and improved results. In the highly competitive ready-to-wear market, thoroughly studying and perfecting your marketing research is an important step in ensuring your company's success. The concept of marketing research in the ready-to-wear market is based on a scientific basis, which ensures the creation of a unique value proposition for the participants of the marketing distribution system to form a system of principles, approaches and views on the interaction process, high consumption value for the consumer; developed the conceptual rules of value and the framework creates a foundation. Another positive direction of the participants of the marketing system is the active participation in the business processes of distribution channels and marketing logistics based on the mechanism of value formation of the interaction of logistics tools. Every entrepreneur or corporation conducts marketing research to determine the most effective ready-to-wear market for their products or services. It is responsible for several responsibilities such as marketing research campaigns with effective products, efficient use of spare resources and strengthening of customer relations, meeting the needs of current and potential customers. And so,

It helps the enterprise to adapt to the identified needs of customers and to launch new product production or respond to immediate requests. In conclusion, the need to conduct marketing research in the market of ready-made clothes is a motivation for a stable assessment of the macro and micro environment of any market and organization. Therefore, new solutions appear in the field of production. Factors to be emphasized in marketing activities operating in each market are planned, implemented and controlled, activities aimed at establishing, strengthening and sustaining profitable exchanges, matching products with target customers in order to achieve specific organizational goals. exchange of ideas and special attention is paid to the marketing system.

Firms with a global presence recognize social media and online marketing. Social media programs are fast-paced and effective for business leaders. With strong competition and an ever-changing array of

products, business leaders are finding more and more consumer opinions to buy goods and services in the online community. Some marketers say that they tend to monitor the marketing activities of small businesses and consider online marketing unnecessary when tracking activities, the main reason for this being that online marketing is expensive. On the contrary, online marketing is not expensive, different demographics of users cross the border and deliver their products and goods and services. Do you think this situation is cheap or not, on the contrary, it is considered the most commercial aspect of online marketing. In general, social media and online commercial stores have become the most popular form of marketing at the moment. The main four main advantages of developing online marketing are:

- give a direct answer,
- working with personal communications,
- accuracy and
- reaching a specific audience

A reliable online marketing channel with innovations used in advertising campaigns, small business leaders are now using social sites, making sales using onlay marketing to increase the viability, stability and visibility of their business activities is one of the best ways to do this. Conducting research in various directions, it promotes research such as matching the goals of the company to its needs - studying the market in which it operates, analyzing comparisons, collecting data, customer care. The vast amount of data that defines online marketing is a schematic process of customer support, growth potential, pricing, sales and marketing research. Evaluating the effectiveness of online marketing lays the foundation for building the most profitable for its stakeholders. Research of online marketing in ready-to-wear market can be basically formulated as follows.

Taking into account the situation (seasonal situation), implementation of the main role of consumers in the markets and study of offers: Individual companies should be able to attract the attention of users in a short period of time. It should also be noted that it is impossible to present the same opportunity and competing company at the same time, so business structures need to modernize the attention of consumers in the online marketing environment and the relationship between them. strives to improve the quality of communication.

Evidence of forced territorial localization, that is, geographical distance in our country, is no longer important evidence. At the moment, there is an opportunity to learn entrepreneurship without being tied to the management of the territory or local market. The distance from the supplier to the consumer is important only when it is necessary to deliver goods or provide services that require the personal

involvement of a specialist or expert. Thus, the traditional sales and distribution system will be set up separately.

Product production growth. the pace of globalization predetermines the original idea of these companies. Due to online marketing, the scope of doing business is changing internationally. The geographically unrestricted external communication opportunities provided to users and companies are also very popular.

Increase the speed of making key decisions. Efficient use of time - more time between communication stages, which ensures a reduction in the total time for communication and transactions.

Increasing the level of inclusion of teams and the number of participants - mini-rollers. Most companies have a website that provides an important (or, conversely, detailed, depending on the company's communication strategy) image of their activities. In the wide information field, business structures and types of strategic alliances attract the attention of other partners. This color creates a high level of professional functionality, if the video depicts nationality as well as culture.

CONCLUSIONS

In conclusion, summarizing the above, modern information and telecommunication technologies are open to consumers and provide them with new opportunities and prospects. It is these factors that are most important for the development of online marketing. Internet marketing aims to legitimately attract attention to products or research, promote this product on the Internet, and effectively advertise it to sell it to a target audience. At the same time, the number of studies used in online marketing practice is constantly growing. This is happening due to the development of the advertising business and the increasing changes in advertising on the Internet. The main and effective studies of online marketing are contextual and banner ads, search engine advertising, and social media advertising.

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