Marketing Research On The Development Of Men's Polo T-Shirts And The Study Of Consumer Requirements

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ABSTRACT

This article surveyed respondents for a men's Polo T-shirt, studied its consumer and production requirements, and recommended its production.

KEYWORDS

Product, requirement, producing, research, respondent, marketing, cloth, questionnaire.

INTRODUCTION

One of the important tasks set by state for specialists and scientists of the textile industry is to contribute to the establishment of textile products in the world market and to become one of the most economically developed countries.

In the strategic direction of further development and liberalization of the economy in 2017-2021 it is planned to implement sectoral programs involving 649 investment projects worth $40 billion. As a result, over the past 5 years, industrial
production increased 1.5 times, its share in GDP (Gross domestic Product) increased from 33.6% to 36%, and the portion of the processing industry increased from 80% to 85% [1].

Today marketing research (MR) is the primary and leading manufacturer of ready made products in the world wide.

MR is a systematic set, an analysis of the problems associated with a marketing product, a complex concept for all types of research related to marketing in practice.

MI is a basement for future or future product research projects.

Planning the structure and assortment of production clothing collection models for production-oriented marketing research provides environmental friendliness and high results. Targeted marketing of sewing and knitting enterprises includes:

- The segment of sewing and knitting market;
- Target segments selected by production;
- Records of target needs segments;
- Sewing and knitting sections.

Clothing can be called a person's second skin. It creates an alternative environment, a microclimate, to keep the heat around the body uniform, which is extremely important for human life activities, maintaining a high level of his fitness for work and health. Therefore, the demand for a product is determined by the interaction of the 'clothing-human-environmental system'.

Consumers, on the other hand manufacturers, respond to a complex set of requirements (GOST 4.45-86), clothing with different appearance and function. Therefore, the multiplicity of this demand is assessed by two group of indicators- consumer and manufacturer, or technical and economic indicators of quality. (Table 1)

| QUALITY INDICATORS OF CLOTHING |
|-------------------------------|
| CONSUMER                      | TECHNICAL AND ECONOMIC(MANUFACTURER) |
| SOCIAL | STANDARDIZATION AND UNIFICATION |
| FUNCTIONAL | TECHNOLOGICAL |
| AESTHETIC | ECONOMIC |
| ERGONOMIC | |
To determine the consumer requirements for men's Polo T-shirts, we used the most common survey method. Our survey was conducted on social media. The questionnaire can be approached with a variety of questions. Our questionnaire consists of a total of 15 questions. We received answers through a series of questions from a total of 200 middle-aged respondents. The obtained indicators are given in Table 2.

Respondent (english word-answering) is a person who answers the questions of the questionnaire and gives an interview[2].

Table 2

| №  | Questionnaires | Questionnaires |
|----|----------------|----------------|
| 1  | What style would you like a men's Polo T-shirt to be? | 
|    | Sticky         | Half sticky    | Straight |
|    | 1.6 %          | 56.8 %         | 41.6 %   |
| 2  | What kind of clothes do you like? | Comfortable, moisturizing and breathable | Lightweight, waterproof, heat retaining | It does not matter |
|    | 88.8 %         | 8 %            | 3.2 %    |
| 3  | What color material do you think should be used when sewing men's polo T-shirt? | Bright, dark colors | Light, uplifting mood | It does not matter |
|    | 46.4 %         | 46.4 %         | 7.2 %    |
| 4  | Should Men have pockets on their Polo shirts? | | | |
5. How would you like to attach the front of a men's Polo T-shirt?

| Option              | Yes | No   | It does not matter |
|---------------------|-----|------|--------------------|
| Through zip         | 7%  | 85.6% | 7.4%               |
| Through hook        |     |      |                    |
| Through button      |     |      |                    |
| 40%                 | 35.2% | 24.8% |

6. How long will the sleeves of the men's polo T-shirt be comfortable for you?

| Option                | Yes | No   | It does not matter |
|-----------------------|-----|------|--------------------|
| Long, up to the wrist | 25.6% | 68%   | 6.4%               |
| Average, up to the elbow |     |      |                    |
| Sleeveless            |     |      |                    |

7. Do you want to use additional materials when sewing men's Polo T-shirt?

| Option              | Yes | No   | It does not matter |
|---------------------|-----|------|--------------------|
| Yes                 | 54.4% | 33.6%  | 12%                |
| No                  |     |      |                    |

8. What do you want the bottom of the men's Polo T-shirt to look like?

| Option              | Yes | No   | It does not matter |
|---------------------|-----|------|--------------------|
| Cuffed              | 7.2% | 72%  | 20.8%              |
| Simple              |     |      |                    |
| Decorative shape    |     |      |                    |

9. Do you want the men's Polo T-shirt to be uniquely designed?

| Option              | Yes | No   | It does not matter |
|---------------------|-----|------|--------------------|
| Yes                 | 40.8% | 44%  | 15.2%              |
| No                  |     |      |                    |

10. Should men have accessories in a Polo T-shirt?

| Option              | Yes | No   | It does not matter |
|---------------------|-----|------|--------------------|
| Yes                 | 34.4% | 45.6%  | 20%                |
| No                  |     |      |                    |
| It does not matter  |     |      |                    |
11. What kind of fiber do you like in men's Polo T-shirts?

| Natural | Artificial | Synthetic |
|---------|------------|-----------|
| 94.4%   | 2.4%       | 3.2%      |

12. What length of men's polo T-shirt will be comfortable for you?

| Long | Short | Average |
|------|-------|---------|
| 48%  | 3.2%  | 48.8%   |

13. How would you like a men's Polo T-shirt to be collared?

| Straight | Lapel | It does not matter |
|----------|-------|--------------------|
| 22.4%    | 59.2% | 18.4%              |

Our next fourteenth and fifteenth questionnaires were given in the form of closed-ended questions. Closed questions include an answer option that considers everything, and the respondent chooses what is needed from that answer option. Peculiar attention was given to the sequence of questions. It should be noted that the answers to closed questions are easily tabulated and easy to process using modern data from mathematical statistics and technology.[3]

Based on the above results, 56.8% of our respondents chose the answer 'half sticky' to the question of what style do you want the men's Polo T-shirt to be attached to. That is 55.2% more than the sticky style. 41.6% of our respondents wanted Polo T-shirts to be in straight style.[4]

88.8% of our respondents confirmed that they like comfortable, damp, breathable clothes. It should be noted that 3.2% of our respondents were indifferent to the characteristics of their clothes.

When asked if men should have pockets on their Polo T-shirts, 85.6% of respondents agreed that they do not. We found that this figure was 78.6% higher than the responses of our respondents who wanted it to be pocket.[6]

68% of our respondents chose the average, elbow-length answers to our question about the length of our sleeves. This figure is 42.4% higher than the respondents who wanted the sleeves to be long and wrist-length.
The answers of our respondents to our question about what fiber is made of men's Polo T-shirt are given in the diagram below.

![Diagram 1](image)

Based on the above, we can conclude that according to the survey results on men's Polo shirts, they should have the following characteristics: the style of our Polo T-shirt should be comfortable, damp, breathable, and also the material should be bright, dark or straight, the front of the T-shirt combined with zippers, and the sleeves should be up to the middle wrist, the fiber was made from natural fiber and the length was average; was studied through a survey.

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