

To Study the Behavior of Consumers of Carpets and Rug Products and the Activities of Trade Intermediaries

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Annotation

Today, the production of carpets and rugs in Uzbekistan is growing. One of the most important issues facing carpet manufacturers is to study the purchasing choices of sales intermediaries and consumers. Therefore, this article examines the behavior of consumers of carpets and rug products and the activities of trade intermediaries.

Keywords: *consumer behavior, sales intermediaries, official dealers, marketing research, shopping choice, consumer attitude, purchasing decision making.*

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Introduction

The history of the carpet industry in Uzbekistan goes back a long way and today is one of the most ancient crafts. According to some sources, carpet weaving was carried out 3-4 thousand years ago, and this industry has not stopped developing and is still developing today.

The carpet industry is an industry that produces a wide variety of carpets using natural (animal and plant fibers) and artificial fibers. Carpet weaving as a field of artistic handicrafts has developed in a unique way in different countries.

From time immemorial, the labor of making carpets was heavy, meaning that all the processes were done by hand, so it was considered a valuable product to be purchased and used by the palace and high-ranking officials. That is why carpets were used to decorate palaces and temples. Royal rugs woven from this raw wool and cotton were also popular among the common people in the XVIII-XIX centuries.

Today, special attention is paid to the development of the textile industry in Uzbekistan. Carpet production is one of the most important branches of the textile industry. Uzbekistan is one of the leading countries in the production of carpets not only in Central Asia but also in the world.

The New Uzbekistan Development Strategy for 2022-2026 aims to double the volume of textile production by continuing the industrial policy aimed at ensuring the stability of the national economy and increasing the share of industry in GDP [1].

It is obvious that the volume of production of carpets and rugs in Uzbekistan will increase in the next five years. This makes it even more relevant to conduct marketing research on the behavior of sales intermediaries and consumers in the carpet and carpet products market on their own.

Review of brief literature on the subject

The study of consumer behavior in marketing activities began in the 1940s-1950s. Consumer behavior is the process by which consumers make purchasing decisions at points of sale. The history of the study of consumer behavior is reflected in the scientific work of Elizabeth Parsons, Pauline Maclaran, Andreas Chatzidakis [3] and Ralph L. Day, Jagdish Sheth [4].

There are scientists today who are conducting a number of modern studies on consumer behavior. One of them is Roberta Sassatelli.

According to his research, Consumer behavior is associated with.Purchasing activities:

Purchase of goods or services; how consumers purchase goods and services, and all activities leading to a purchase decision, including information seeking, product and service evaluation, and payment methods, including the purchase experience.

Activities of use or consumption, including symbolic associations and the manner in which goods are distributed within families or consumption units.

Disposal activities: concerns the way consumers dispose of products and packaging; may also include resales such as eBay and used markets [8].

The behavior of consumers in the process of purchasing goods, their reactions are important. Frank R. Kardes, Steven S. Posavac, Maria L. Cronley, Paul M. exactly divide consumer purchasing responses into three groups. Consumer responses can be: 1) emotional (or affective) reactions: refer to emotions such as feelings or moods; 2) mental (or cognitive) responses: refer

to the consumer's thought processes; 3) behavioral (or concomitant) responses: refers to the consumer's observable responses to the purchase and disposal of goods or services [7].

The study of sales intermediaries, the organization of distribution channels has been extensively researched in marketing research. Trade intermediaries, whose main functions are Russian scientist Golikov E.A., who deals with wholesale trade problems. extensively studied by [5]. A.N. Germanchuk conducted research on trade marketing, consumer intermediation in trade intermediation activities [9].

Based on the methodology of the above research, the goal was to study the behavior of trade intermediaries and consumers in the carpet and carpet products market.

Research methodology

Expert inquiries in the study of consumer behavior of carpet products, comparisons in determining the market position of competing enterprises, the performance of sales intermediaries were carried out using statistical analysis methods. Monographic observation, abstract-logical thinking, scientific observation, synthesis, induction and deduction methods were also used to illuminate the ways in which consumers make purchasing choices and study the activities of trade intermediaries.

Analysis and results

The establishment of modern enterprises for the production of carpets and carpet products in Uzbekistan began in 2000, and such enterprises are located mainly in the ancient regions of the country - Samarkand, Jizzakh, Bukhara, Khiva. Sam Antep Gilam, Urgaz, YEC carpet and carpet products enterprises in Samarkand region are among the leading enterprises not only in Uzbekistan but also in Central Asia. Among these companies, JV Sam Antep Gilam LLC, which has high performance in the textile industry of the Republic, is of particular importance.

In our country, special attention is paid to support and encourage production, production of high quality and competitive products using modern technologies. The development strategy of New Uzbekistan for 2022-2026 provides for further development of industrial production, increasing the share of industrial production in GDP.

Uzbekistan has a great potential in the textile industry, especially in the production of finished products based on local raw materials. That is why in recent years, the production of textile products has been growing among the delicate food products.

In the analysis of the carpet and carpet products market, it is necessary to analyze not only the activities of leading firms, but also the activities of each competing firm. need to get. Samarkand region is the largest producer of carpets and rugs (Figure 1).

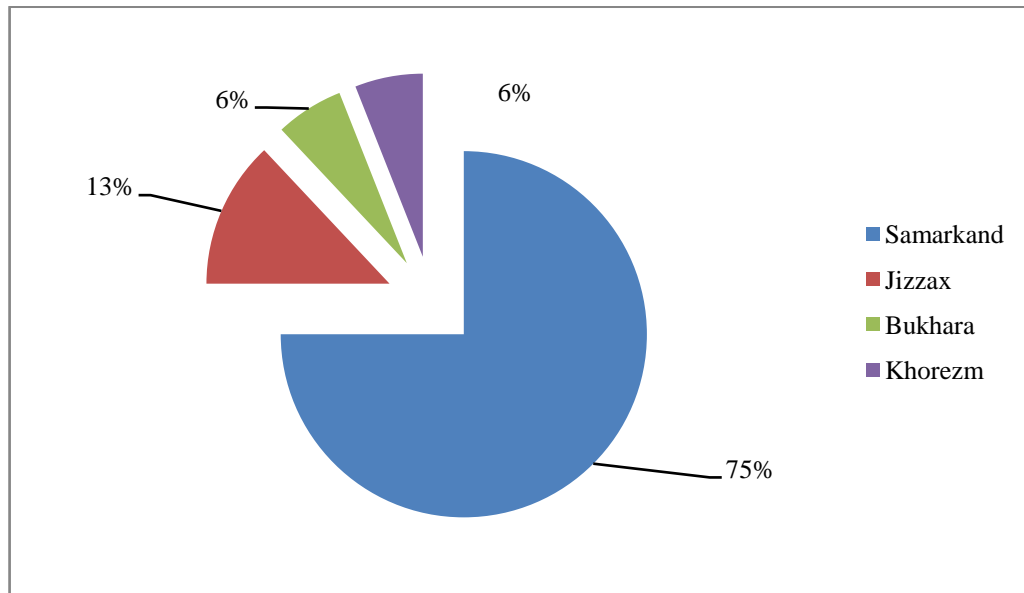


Figure 1. The main regions of Uzbekistan producing carpets and rugs and their contribution

In addition to the three main companies in the production of carpets in Samarkand region, there are many other companies, each of which has its own market share in Uzbekistan. The market share of several companies can be seen in the case of Samarkand region and districts. In determining the market share, the presence or absence of firms in the outlets in the regions is taken into account.

The current state of the product market should also take into account the share of enterprises in the existing market. Based on the data collected during the research, it is necessary to analyze each factor influencing the market share of enterprise products in separate groups. Determining market share is done first by calculating the number of outlets located in the market area of the enterprise. Figure 2 shows the market share of large enterprises producing carpets and carpet products in Samarkand region.

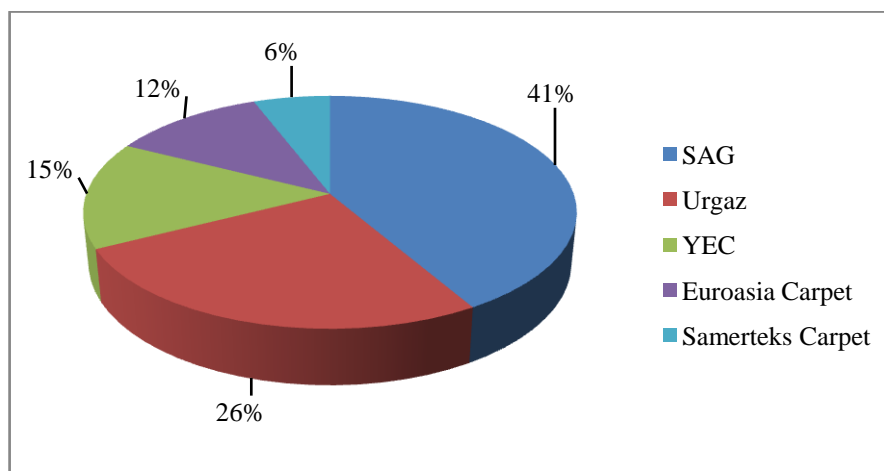







Figure 2. Market share of enterprises producing carpets and carpet products (Samarkand region).

As can be seen, in the market of carpets and carpet products of Samarkand region, the number of outlets offering products of JV "Sam Antep Gilam" LLC to consumers is higher than the share of other companies. The competitive environment in the carpet and carpet products market of Samarkand region requires enterprises to conduct regular research and develop competitive products in accordance with the existing competitive environment. By comparing the current state of sales of products of carpet and carpet products enterprises with the current state of the carpet market of Samarkand region of other regions of the country, we determine which enterprise is currently the leader in the market of carpet products of Uzbekistan.

In analyzing the current state of the carpet market in Uzbekistan, we mainly select the most populated areas. According to statistics, the most densely populated cities of the country today are Tashkent and Andijan. From the data collected as a result of research conducted in 2020, we can describe the market for carpets and rugs in these cities. Based on this information, we can determine which brands have the largest share of products in the retail sales of carpets and rugs in cities. To do this, we need to create the following table, which describes how many outlets have the products of which brand (Table 1).

Table 1 Description of participants in the retail sale of carpets and carpet products on the example of major cities of Uzbekistan

Cities	SAG 	Urgaz 	YEC 	EAC 	Samerteks 
Tashkent	46	38	19	3	8
Andijon	31	14	19	3	2
Samarkand	26	17	13	5	4

This table provides information on the number of retail outlets for carpets and rugs in cities and which companies sell their products.

Today, Uzbekistan is a leader in the production of carpets and rugs among Central Asian and CIS countries. Carpet products produced in Uzbekistan are mainly exported to the countries shown in Figure 3.



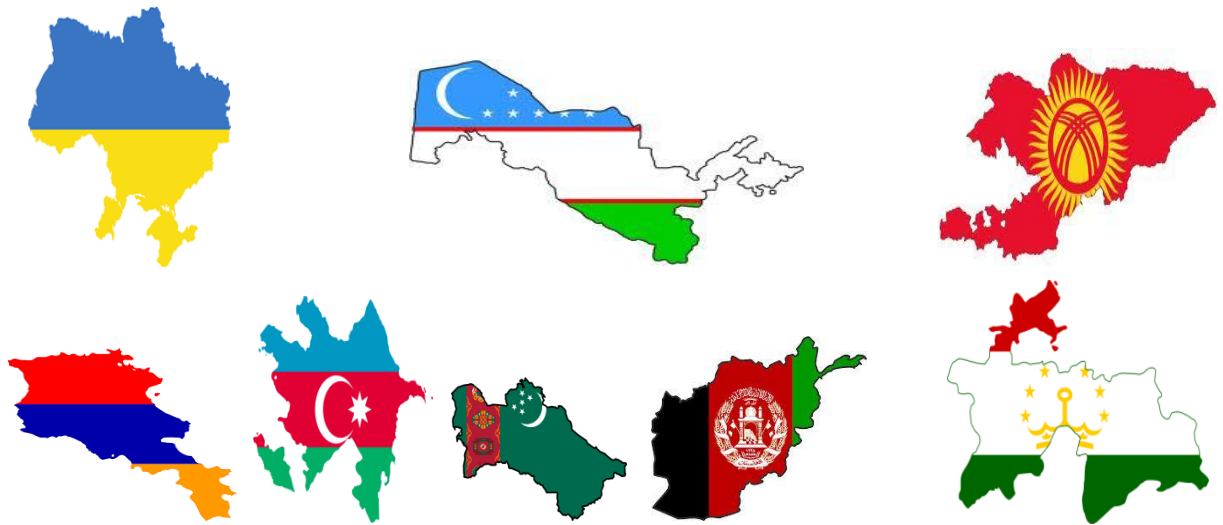


Figure 3. Countries where Sam Antep Gilam LLC intends to expand its exports to foreign markets (Russia, Kazakhstan, China, Kyrgyzstan, Armenia, Afghanistan, Turkmenistan, Azerbaijan, Georgia, Ukraine).

Enterprises in Uzbekistan produce high quality carpets and rugs using modern methods of the world carpet industry. The activities of enterprises are being improved and modernized from year to year. Highly qualified staff, designers are constantly researching to increase the competitiveness of products in domestic and foreign markets. In the context of innovative development of the economy, individuals and legal entities engaged in any production and service activities are required to use innovative ideas and technologies in their activities. As mentioned above, no matter how perfect a company's product is, its market position is determined by consumer demand. That's why businesses need to constantly monitor the consumers of their products.

Carpet and carpet products companies are also gradually studying the behavior of their consumers. Until now, businesses have sought consumer feedback on their products through vendors at local carpet and rug retailers. In fact, no one knows the needs and desires of the consumer better than the seller. Because the seller communicates directly with different consumers every day, he has the opportunity to understand the needs of the consumer, to know his opinion about the product. Any information about consumer behavior is important to the business.

It is up to the seller to make a good impression on the consumer about the products of the enterprise, to reveal the positive aspects of the product and to motivate the consumer to buy this product. That's why the company focuses on sales intermediaries to study consumers when conducting marketing research.

There are many companies producing carpets and rugs in Uzbekistan. Every company wants its product to be recognized by consumers. Trade intermediaries are the main helpers for businesses in this regard. Equipping outlets in a corporate style and regularly encouraging vendors to ensure the success of the company's products.

Marketing research conducted by carpet and carpet manufacturers to study consumer behavior is

based on completing the table below.

Table 2 A survey of marketing research conducted by carpet and carpet products companies to study consumer behavior and the activities of sales intermediaries.

City. district: Date:

№	1	2	3	4	5	6	7					
							8		8		8	
							9	10	9	10	9	10
1												
2												
3												
4												
5												
6												
7												

Here:

1. Name of the place of research.
2. The name of the point of sale.
3. Point of sale address.
4. The telephone number of the person in charge of the point of sale.
5. The area of the building where the point of sale is located carpets and carpet products.
6. Relationship with "Sam Antep Gilam" JV LLC (if the point of sale has a direct connection with the enterprise, the table will be numbered "1", if the enterprise's products are engaged in this activity the table is numbered "0" if the user is receiving from dealers).
7. Names of collections of medium-thickness carpets of carpet and carpet products (for example, "Imperial", "Ideal", "Imperia").
8. Trademarks of companies producing carpet and carpet products (for example, "SAG", "Urgaz", "YEC").
9. Whether or not the above-mentioned average-thickness carpets and rugs are available at the point of sale (if there are "Imperial", "Ideal", "Imperia" collections, add the number "1"). if not, the number "0" is set).
10. If the point of sale has "Imperial", "Ideal", "Imperia" collections, their average price (price per 1 m2).

During the study, the number of outlets selling carpets and rugs, the prices at which the products are offered to the final consumer, the proposals, demands and objections of consumers and trade intermediaries to carpets and rugs, and so on. important information is collected.

Studying trade intermediaries is very important. In order to determine the current status of sales of carpets and rugs, special attention was paid to official dealers in the study of the activities of sales intermediaries, and marketing research will be conducted on the basis of the following survey to study their activities.

Table 3 Marketing Survey of Official Dealers

Date: Store Name:	Date: Store Name:	
City: Store address:	City: Store address:	
Store Information		
<i>Questions</i>	<i>point scale</i>	<i>comment</i>
Number of buyers (at the time of visit)		
Number of sellers (at the time of visit)		
The average price of the collections "Almira", "Imperial", "Iran", "Shah Sultan"		
Availability of other company's products in the store (yes-1, no-0)		
Availability of terminal in the store (yes-1, no-0)		
Max-2 points		
First impression		
Cleanliness of windows and shop (rating 0,1,2,3)		
Comfort and lack of noise (rating 0,1,2,3)		
Welcoming and courtesy with a smile (rating 0,1,2,3)		
Staff attention (assessment 0,1,2,3)		
Contact with a consultant (rating 0,1,2,3)		
Placement of goods (price 0,1,2,3)		
Product range (rating 0,1,2,3)		
Max points-21 points		
Sales process		
Did the consultant ask what you need? (yes-1, no-2)		
Did the consultant answer the questions? (yes-1, no-0)		
Did the consultant offer options for selection? (yes-1, no-0)		
Is the consultant well aware of the brand? (yes-1, no-0)		
Dealing with objections, offering alternatives (yes-1, no-0)		
Are there any extras? (yes-1, no-0)		
Max points-6 points		
Personal qualities of the consultant and vendors		
Did more than one waiter serve at the same time? (Yes-1, no-0)		
Does the dress meet the standards? (yes-1, no-0)		
Positiveness, courtesy, service (assessment 0,1,2,3)		
Customer attention and smile (rating 0,1,2,3)		
Max points-6 points		
Personal impression		
Does the buyer feel that they are waiting and appreciating him in the store? (rating 0,1,2,3)		
Does the customer want to go back to the store? (yes-1, no-0)		
Service satisfaction level (rating 0,1,2,3)		
Max points-6 points		

In studying the activities of official dealers, the marketing researcher uses the method of direct observation to complete the questionnaire. Neither the current seller nor the consumer in the merchant should be aware of the study. Vendors may try to change the status quo if they feel the

research is underway. That fact must be taken into account.




The second phase of marketing research focuses on consumer research. In consumer research, it is advisable to identify the factors that affect the behavior of the product when buying it. In general, one of the most important factors influencing a consumer's behavior before purchasing a product is the price of the product. Therefore, in the process of research, it is important to prepare a comparative analysis of the market of carpets and rugs, to study the factors that motivate competitors to offer their products a little more expensive or cheaper.




Consumers in Uzbekistan have diverse geographies and perspectives, which have a significant impact on pricing. In Uzbekistan, for example, weddings are a seasonal process. At the beginning of the wedding season, people try to equip their homes with quality and beautiful furniture and carpets, also tries to equip as cheap but durable products as possible. Therefore, when choosing a product, the higher the price, the more it affects the consumer's behavior. The purpose of the study is to examine the extent to which such factors affect consumers.

Questionnaires can also be used to find out what people think about a company's product. In developed countries, it is recommended to conduct such surveys online or by e-mail. Because a lot of consumers are active on social media. However, the majority of consumers of carpets and rugs offered in Uzbekistan may not be users of information technology. However, many surveys are now available in Uzbekistan via the Internet and social networks. The majority of active participants in such surveys are young and middle-aged people. The product in question is also targeted at this age group.

It is a clear fact that the growth of business entities can be won in the competition only by producing high-quality, world-class and highly competitive products. The rapid development of a competitive environment in Uzbekistan over the past 10 years has led to radical changes in production and services. A comparative description of the largest carpet companies in Uzbekistan.

Table 4 A comparative description of the largest carpet companies in Uzbekistan

Businesses. The year he started his career. Product range.	Businesses. The year he started his career. Product range.	Businesses. The year he started his career. Product range.	Businesses. The year he started his career. Product range.	Businesses. The year he started his career. Product range.	Businesses. The year he started his career. Product range.
SAG 	2001 y	30	Samarkand region	15000,0	8
Yasham Erkaplan Carpet 	2006 y	24	Samarkand region	3000,0	5,6
Urgaz 	2003 y	25	Samarkand region	6000,0	6

 Diamond Carpet Diamond Carpet <small>www.diamondcarpet.uz</small>	2014 y	14	Jizzakh region	3000,0	5,4
 Samerteks Carpet SAMERTEKS CARPET		18	Samarkand region	4000,0	5,2
 Euroasia Carpet eac EUROASIA CARPET		18	Jizzakh region	4000,0	5,2

In analyzing competitors, one must first consider their beliefs. It is worthwhile to assess their "suitability" in the competition by analyzing their ideas, products and the market they occupy.

Business competitors influence consumer behavior and the activities of sales intermediaries. There are a number of factors that have a major impact on competitors in the carpet and rug market. As a result of our research, we have included the following as important factors of competition in the market of carpets and carpet products Table 5.

Table 5 The main competitive factors in the market of carpets and rugs

General criteria	Contents	Weight
Annual production capacity	Annual production capacity of each enterprise, product production and market opportunities	15
Width and depth of product range	Number of carpets and rugs produced (number of collections)	15
Effective operation of the enterprise marketing service	Studying the market situation of carpets and carpet products, entering foreign markets, developing new segments	10
Market position of the company name	Market position of the company name	5
Optimal organization of raw material supply	Localization, price, order of delivery of the main raw materials used in the production of the product	5
Special criteria	Contents	Weight
Optimization of product stock	The available volume of product inventory, the presence of surplus or deficit is assessed	20
Number and capacity of sales intermediaries	Daily, monthly, annual sales of sales channels	15
The process of transportation, delivery of products, processing of orders	The process of receiving orders and fulfilling orders on time, delivery of products	15

We conducted an expert assessment of the competitive environment of the leading competitors in the carpet and carpet products market. To do this, we classify all enterprises according to

production capacity, range and depth, based on marketing analysis of the data collected during the study. The expert assessment is performed on a 10-point scale, and the results of the analysis are presented in Table 6.

Table 6. Analysis of the activities of leading competitors in the carpet and carpet products market

Significance level in%	Competitive factors	SAG	Yasham Erkaplan Carpet	Urgaz	Diamond Carpet	Samerteks Carpet	Euroasia Carpet
35	Product design, decorations	8	7	7	6	6	6
25	Production capacity	10	3	5	4	4	4
20	Number of stores	8	5	5	5	4	4
15	Assortment width and depth	8	7	7	6	6	6
5	Packing, packaging and marking	6	6	6	6	6	6
Average score		8	5,6	6	5,4	5,2	5,2
Market share, %		42,8	8,6	17,2	8,6	11,4	11,4

The expert's survey identified the following aspects:

- Determine which company's flour products are most purchased by consumers and quality indicators;
- Calculate the average weight of quality indicators and determine which consumer properties of the product are important;
- Evaluate the quality of products of competing companies and create a rating of competitors for each of the quality indicators;
- Determine which of the factors "price" or "quality" consumers prefer and create a combination of price and quality based on preference.

The results of the above analysis show that an important synthetic indicator of competitiveness is the market share of the competitor's product quality, determined by the average weight of the price. The average weight of a competitor SAG is higher. This means that Sam Antep Gilam JV is the leading company in the market of carpets and rugs in Uzbekistan.

Conclusion

In conclusion, in today's rapidly changing market conditions, there is a need to systematically organize the study of consumer behavior in the field of industrial production and services.

The number of competitive enterprises in Uzbekistan and the development of the investment climate are accelerating. Today, the involvement of modern technologies in production and services, the production of new types of products, the renewal of existing goods in accordance with international standards also have a positive impact on consumer behavior. Nowadays, companies pay more attention to expanding the range of products in production, paying more attention to their design, improving the quality of goods and, most importantly, the use of marketing services.

The main purpose of the study was to study the activities of consumers and intermediaries of carpet products. In the course of the research, we collected information on the number of retailers engaged in the retail sale of carpet products in different regions of Uzbekistan, which products are available in them, and suggestions and objections from sellers and consumers. During the analysis of the survey data, we found that the requirements of consumers in different regions of the country are different.

In studying the behavior of trade intermediaries and consumers in the market of carpets and rugs, it is advisable to pay attention to the following:

1. Study and localization of foreign experience in the analysis of the carpet market. In this case, it is advisable to analyze the factors influencing consumer behavior and implement marketing elements aimed at automating consumer demand.
2. Organize the effective use of Internet marketing in the study of consumer behavior. Investigate carpet and carpet products and their views on the enterprise by engaging carpet consumers through social media through various incentives. In this way, having more information about the consumer's behavior of the enterprise can reduce the cost of analyzing the market.
3. Organize incentives for trade intermediaries. Develop a system of incentives for businesses with high sales to maintain cooperation and develop measures to use sales intermediaries in consumer research.
4. Development of a system for selecting effective methods and tools of advertising and analysis of the impact of advertising. It can also reduce costs by studying the consumer's reaction to advertising and eliminating types of advertising that do not attract the consumer.
5. In order to improve the system of sales of industrial products, to establish a cooperative association within the territory, carrying out joint marketing research and sales.
6. Use of the Online System in the Study of Consumer Behavior and Sales Intermediaries. Contacts with sales intermediaries and consumers in the form of videoelectric.
7. Placement of orders, processing of orders, study of daily sales volume, creation of computer software for sales shops, sales intermediaries that determine demand. This allows you to directly study the demand for the desired range.
8. Use of innovative marketing technologies in the study of consumer behavior. In particular, the use of CRM technology is advisable. Based on the extrapolation of historical data, the CRM system can determine which product a particular customer prefers. If the customer is a regular customer, the system will remind them to give a discount. Finally, the company employee may need information about the customer's historical relationship with the firm, and the system should be able to display this information clearly.

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