

# Yashil IQTISODIYOT va TARAQQIYOT

Ijtimoiy, iqtisodiy, siyosiy, ilmiy, ommabop jurnal

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- 08.00.01 Iqtisodiyot nazariyasi
- 08.00.02 Makroiqtisodiyot
- 08.00.03 Sanoat iqtisodiyoti
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## POSITIONING TEXTILE PRODUCTS IN COMPETITIVE STRATEGY

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**Abstract:** In the competitive situation in the market, positioning is of great importance in the textile industry. For example, a brand can position itself as a manufacturer of high-quality and environmentally friendly materials, attracting customers who value environmental friendliness and durability of products. Another brand may focus on affordable prices and a wide selection, attracting customers interested in low prices. Each approach creates a unique position in the market and determines the specific needs of the target audience.

**Key words:** competitive strategy, brand position, environmentally friendly, recyclable materials.

**Annotatsiya:** Bozordagi raqobat sharoitida to'qimachilik sanoatida pozitsiyalashni aniqlash katta ahamiyatga ega. Misol uchun, brend o'zini yuqori sifatli va ekologik toza materiallar ishlab chiqaruvchisi sifatida ko'rsatishi mumkin, mahsulotning ekologik tozaligi va chidamliligini qadrlaydigan mijozlarni jalb qiladi. Boshqa brend arzon narxlarga qiziqqan mijozlarni jalb qilib, arzon narxlar va keng tanlovga e'tibor qaratishi mumkin. Har bir yondashuv bozorda o'ziga xos mavqeni yaratadi va maqsadli auditoriyaning o'ziga xos ehtiyojlarini belgilaydi.

**Kalit so'zlar:** raqobat strategiyasi, brend pozitsiyasi, ekologik toza, qayta ishlanadigan materiallar.

**Аннотация:** В условиях конкурентной ситуации на рынке большое значение в текстильной отрасли имеет позиционирование. Например, бренд может позиционировать себя как производитель качественных и экологически чистых материалов, привлекая клиентов, ценящих экологичность и долговечность продукции. Другой бренд может сделать акцент на доступных ценах и широком выборе, привлекая клиентов, заинтересованных в низких ценах. Каждый подход создает уникальную позицию на рынке и определяет конкретные потребности целевой аудитории.

**Ключевые слова:** конкурентная стратегия, позиция бренда, экологичность, вторсырье.

### INTRODUCTION

In the world of textiles, competitive success depends not only on skill, but also on a strategic approach to determining the position of products in the market. Correct positioning helps firms to stand out among many players and create sustainable competitive advantages for your brand.

Product positioning is the art of identifying a product or service's place in the minds of consumers, creating a unique image and expressing brand values through every element of the product. This process involves analyzing the target audience, identifying competitive advantages, and creating a connection between the brand and consumers.

A key element of successful positioning is understanding the needs and preferences of the target audience. Adapting products and marketing strategies to consumer needs ensures maximum relevance and appeal to the target audience.

However, for successful positioning it is necessary not only to understand the needs of the market, but also to be able to stand out among competitors. Creating a unique offering based on innovative design, high-quality materials, environmentally sustainable manufacturing or unique marketing strategies will help capture the attention and interest of consumers.

Positioning also includes creating a strong brand and creating an emotional connection with consumers. Branding plays an important role in creating a unique identifier for a product, making it easier to recognize and associate with the brand.

Thus, positioning textile products in a competitive strategy is a complex and multi-level process that requires a deep understanding of market conditions, consumer needs and the ability to differ from competitors.



Only this approach will allow companies to create a unique offer that can win the choice of consumers and ensure the sustainable success of the brand.

## METHODOLOGY

The research of the article on the topic of positioning textile products within the framework of competitive strategy is based on the following stages:

- **Determination of the goals and objectives of the study:** scientific substantiation and development of methods for positioning goods in the textile industry by light industry enterprises of different countries.
- **Object of study:** positioning of goods of textile industry enterprises and a brief comparison with western and eastern textile giants.
- **Subject of research:** methodological support for the positioning of goods in the textile industry.
- **Theoretical basis of the study:** development of the theory of product positioning and development of methodological approaches to its implementation.
- **Development of methods:**
  - methodology for assessing the competitive position of goods from the point of view of consumers;
  - methodology for selecting attributes for positioning textile products;
  - mechanism for positioning goods by enterprises of the textile industry of the Republic of Uzbekistan

Scientific novelty of the results: development of the theoretical basis for product positioning and development of methodological approaches to its implementation.

## RESEARCH AND ANALYSIS

Positioning textile products within a competitive strategy is a strategic process that involves identifying the unique features of the product, identifying the target audience and creating an appropriate brand image to attract attention in the market and achieve competitive advantage. In this study, we will explore the key aspects of textile product positioning and their impact on the competitive strategy of companies in this industry.

First of all, textile product positioning begins with an analysis of the market and competitive environment. Companies must study consumer preferences and needs, as well as analyze the actions of competitors. This will help identify open niches in the market and develop a strategy that will allow the company to stand out.

An important aspect of positioning is identifying the target audience. Companies need to understand who their key customers are and what needs they have. For example, clothing for young people may have a different style and price range than clothing for older people. Positioning must be tailored to the interests and preferences of the target audience. Then it is necessary to determine the unique features of the products that will help the company stand out in the market. This could be the use of environmentally friendly materials, innovative design, high quality or affordable price. For example, a company may position itself as a brand that offers fashionable organic cotton clothing at affordable prices.

In addition, it is important to create an appropriate brand image that will correspond to the values and preferences of the target audience. This includes creating a unique style, logo, packaging and marketing materials that will help the brand stand out and be remembered by consumers.

Research has identified two methods of product positioning: the first is based on consumer perception of the product, the second is based on comparison with competitors, taking into account their advantages. However, these methods do not take into account factors influencing customer preferences (expectations, needs, income, age, product knowledge and satisfaction), which makes successful product positioning difficult. The thesis recommends an integrated approach to positioning.

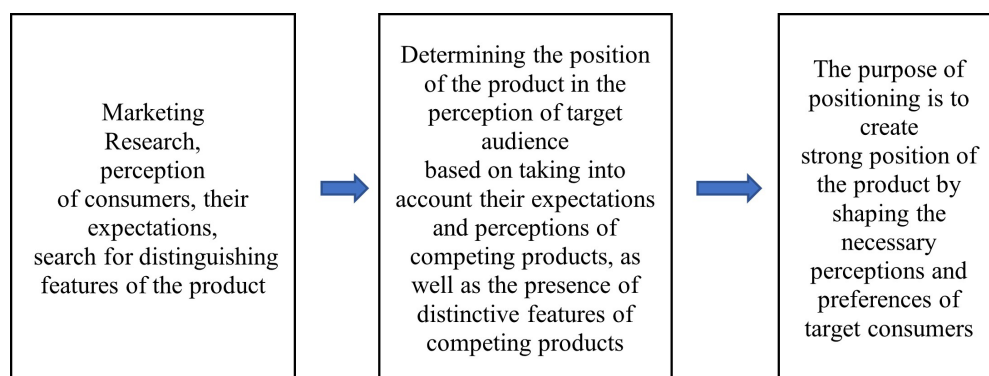


Table 1: An integrated approach to product positioning



The next level of creating a distinguishing characteristic of a product, establishing its position in the market comes with finding special attributes or features that allow firms to differ from others. The methodology for selecting attributes of a product position allows companies to determine the product characteristics, on the basis of which an enterprise can create its positions in consumer perception.

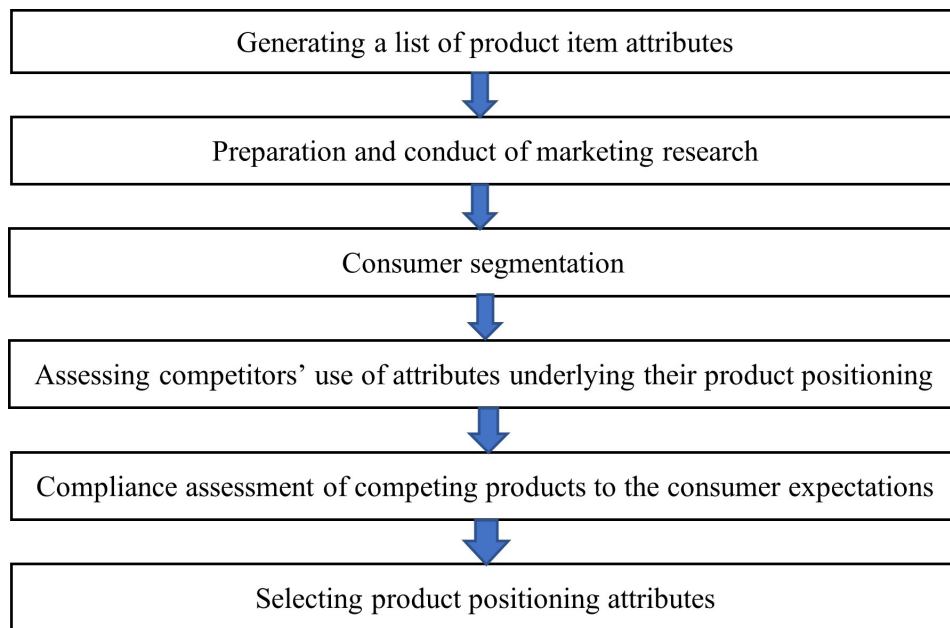


Table 2: Methodology for selecting product positioning attributes

The application of this methodology includes the following aspects:

Classification of attributes to determine product positioning, including product attributes (quality, market, service attributes) and consumer characteristics (needs, demographic, psychographic, behavioral, economic characteristics).

Segmentation of consumers based on the sought benefits corresponding to the motives their behavior.

Assessing the use by competitors of the attributes underlying the positioning of their goods, using a developed methodology for assessing the competitive positioning of goods in the perception of consumers.

Assessing the compliance of goods of competing enterprises with consumer expectations based on the ideal point model, which allows us to identify the causes of consumer dissatisfaction and develop recommendations for improvement of the product.

Selection of product attributes based on the following conditions: the attribute is significant for consumers; a significant attribute is not used by competitors when positioning their products; if a significant attribute is used by competitors, it can be selected in case of weak positions occupied by them; If competitors' positions are assessed as strong and they use a significant attribute, it may be selected if there is an opportunity to improve the product, which provides superiority over competitors.

Sustainability is also becoming an important aspect of positioning textile products in the modern world. As consumer awareness of environmental issues increases, companies offering products made from recycled materials or with sustainability in mind can gain a strong position in the market.

However, positioning must take into account not only consumer preferences and needs, but also the actions of competitors. Competition in the textile industry can be fierce, and companies must constantly monitor changes in the market and adapt their strategies in accordance with these changes. Thus, positioning textile products within a competitive strategy is a complex and multi-level process that requires market analysis, identification of target audience, highlighting the unique features of products and forming an appropriate brand image. Companies that successfully apply positioning can achieve competitive advantages and become leaders in the textile market.

A historical overview of the development of the textile industry in Western and Eastern countries shows how the industry has transformed over time and what differences exist in approaches and strategies between different cultures and regions. In Western countries, the textile industry went through a process of industrialization in the 19th century, leading to massive production of clothing and textiles. An example of a successful company of that time is Levi Strauss & Co., founded in 1853 in the USA. Levi Strauss became one of the largest manufacturers of jeans and other clothing that became a symbol of the American way of life.



Eastern countries such as China and India had a rich history of textile production long before industrialization in the West. China, for example, has been a center of silk production for centuries, facilitating the development of sericulture and the silk trade. Today, China is the world's largest exporter of textile goods and a leading producer of synthetic fibers.

Current trends in the textile industry reflect the influence of globalization, innovation and sustainable development. Western companies such as Nike and Adidas are actively introducing new technologies and materials into the production of sportswear and footwear. For example, Nike develops and uses various types of synthetic fibers and fabrics to create lightweight and durable sports products. However, sustainable production is becoming an increasingly important aspect of the textile industry. Companies are striving to reduce their environmental impact by using recyclable materials and improving production processes. Patagonia is known for its efforts to produce sustainably and create fair working conditions for its employees. Comparing the development of the textile industry in the West and East allows us to understand differences in historical approaches and cultural influences, as well as identify common trends that shape the industry today.

**Table 3: Examples of brands using recyclable materials**

| Brand                 | Examples of recyclable materials                                        |
|-----------------------|-------------------------------------------------------------------------|
| Patagonia             | Organic cotton, recycled polyester, recycled nylon                      |
| Adidas                | Recycled polyester, recycled nylon, recycled elastane.                  |
| Stella McCartney      | Organic cotton, recycled polyester, forest-sourced viscose.             |
| Eileen Fisher         | Organic cotton, recycled polyester, recycled cashmere, recycled nylon.  |
| Reformation           | Organic cotton, recycled polyester, forest-sourced viscose, tencel.     |
| Outerknown            | Organic cotton, recycled polyester, recycled nylon, tencel, BCI cotton. |
| Nudie Jeans           | Organic cotton, recycled polyester.                                     |
| Everlane              | Organic cotton, recycled polyester.                                     |
| Thought Clothing      | Organic cotton, bamboo, forest-sourced rayon, hemp, recycled polyester. |
| Knowledge Cotton App. | Organic cotton, recycled polyester, forest-sourced viscose, tencel.     |

These companies are just a few of those that use recycled materials in their products. Their experience shows the possibilities and importance of using environmentally friendly materials in the textile industry.

Uzbekistan has established itself in the global textile industry thanks to its rich traditions of textile production, excellent quality of natural materials such as cotton and silk, and attractive prices. This provides the country with competitiveness in the international arena and attracts the attention of consumers who are looking for high-quality textile products at a reasonable cost. Uzbek brands should use environmentally friendly materials to produce clothing, as this reduces the negative impact on the environment. Organic cotton, bamboo and lyocell reduce the consumption of non-renewable resources and reduce emissions of harmful substances. It is also important to recycle waste and encourage conscious consumption among consumers.

## CONCLUSION

As was depicted above, there are many ways for companies and the countries' textile industries to position themselves in the global competitive arena.

Some companies might choose to follow the interests and preferences of the target audience while others are concentrating more on the environmental image of a brand.

Another conclusion is about the cost of the production and its impact on the price formation; hence this fact is directly linked to the affordability of a product. Making products at a lower price is also a type of a widely used brand positioning in the textile industry. Namely, Uzbek companies are known to be cheap textile producers of stockinet and knitwear.

All in all, positioning textile products within a competitive strategy is a complex and multi-level process that requires market analysis, identification of target audience, highlighting the unique features of products and forming an appropriate brand image.



An integrated approach to product positioning is one of the key elements in the market positioning which incorporates the purpose of positioning is to create strong position of the product by shaping the necessary perceptions and preferences of target consumers.

Another important factor is analyzing the competitors' products and their attributes to make a successful positioning of the brand in the competitive market.

One more option that has become widespread due to popularization of Green Economy is making products recyclable or to manufacture items from recycled materials, a lot of firms are currently utilizing this method to create special value in the customers' minds.

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