



IQTISODIYOT&TARAQQIYOT

Ijtimoiy, iqtisodiy, texnologik, ilmiy, ommabop jurnal

№11



ISSN: 2992-8982

<https://yashil-iqtisodiyot-taraqqiyot.uz/>

2025



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Muassis: "Ma'rifat-print-media" MChJ

Hamkorlarimiz: Toshkent davlat iqtisodiyot universiteti, O'zR Tabiat resurslari vazirligi, O'zR Bosh prokuraturasi huzuridagi IJQK departamenti.

Jurnalning ilmiyligi:

“Yashil” iqtisodiyot va taraqqiyot” jurnali

O'zbekiston Respublikasi
Oliy ta'lim, fan va innovatsiyalar
vazirligi huzuridagi Oliy
attestatsiya komissiyasi
rayosatining
2023-yil 1-apreldagi
336/3-sonli qarori bilan
ro'yxatdan o'tkazilgan.



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THEORETICAL AND METHODOLOGICAL BASES OF TEXTILE PRODUCTS MARKET SEGMENTATION

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Abstract. Globalization, advancement in technology, and changing consumer preferences have effectively changed the textile industry at a very high rate and thus market segmentation is a critical instrument that can be applied to integrate production and differentiated demand. Although the classical marketing theories are seen to use demographic, psychographic, behavioral, socioeconomic, and geographic variables as key segmentation variables, their use in the new textile economies is yet to be fully investigated. There is still a significant gap in understanding the interaction between segmentation and global certification regimes including GOTS and Uster industrial modernization, as well as incorporation of value-added production in global value chains. To solve this, the research will use a qualitative analytical research design that will entail systematic review of literature, secondary statistics on the production and export of textile, and international standards of comparison. The study analyzes the relationship between consumer attributes and product types, competitive positioning and segmentation as well as the effect of certification on the domestic and international accessibility of the markets. The results indicate a great variation in the purchasing behavior based on the income level, city-rural, and lifestyle segments, which proves the applicability and the situational specificity of classical segmentation models. Findings also indicate that businesses that embrace global certifications have a higher quality of their products, increased capacity to export their products, and have more consumer confidence and make standards a strategic tool as opposed to a technical one. The implications indicate that incorporating segmentation insights into industrial policy, modernization program and sustainability framework would be of significant benefit to firm-level strategies and export performance of a country. The research finds that the theoretical models need to be narrowed down through further empirical studies involving consumer surveys, a firm-level analysis, and cross-country studies to reinforce the changing demands of the world textile markets.

Key words: market segmentation, consumer behavior, global certification, gots, uster, value-added production, Uzbekistan, marketing theory, industrial modernization, global value chains, sustainability standards, income differentiation, urban rural segmentation, competitive strategy.

Annotatsiya. Globallashuv, texnologik taraqqiyot va iste'molchi afzalliklarining o'zgarishi mato sanoatini juda yuqori sur'atda o'zgartirib yubordi hamda ishlab chiqarishni differensial talab bilan uyg'unlashtirishda bozor segmentatsiyasini muhim vositaga aylantirdi. Klassik marketing nazariyalari demografik, psixografik, xulq-atvor, ijtimoiy-iqtisodiy va geografik omillarni asosiy segmentatsiya mezonlari sifatida ko'rsatadi, biroq ularning yangi texstil iqtisodiyotlarida qo'llanilishi hali yetarli darajada o'rganilmagan. Segmentatsiya va global sertifikatlash tizimlari, jumladan GOTS va Uster standartlari o'rtasidagi o'zaro ta'sir hamda yuqori qo'shilgan qiymatga ega mahsulotlarni global qiymat zanjirlariga integratsiya qilish masalalarida sezilarli bo'shliq mavjud. Ushbu masalani hal etish uchun tadqiqotda sifat jihatdan analitik yondashuv qo'llanilib, ilmiy adabiyotlarning tizimli sharhi, mato ishlab chiqarish va eksportiga oid ikkilamchi statistik ma'lumotlar hamda xalqaro taqqoslash standartlari asos qilib olindi. Tadqiqotda iste'molchi xususiyatlari va mahsulot turlari o'rtasidagi bog'liqlik, raqobatbardosh pozitsiyalash va segmentatsiya o'rtasidagi aloqalar, sertifikatlashning ichki va tashqi bozorlar kirish imkoniyatiga ta'siri o'rganildi. Natijalar daromad darajasi, shahar-qishloq farqi va turmush tarzi segmentlari bo'yicha xarid xulqida katta farqlar mavjudligini ko'rsatdi hamda klassik segmentatsiya modellari ma'lum kontekstlarda tezkor qo'llanishga ega ekanini tasdiqladi. Sertifikatlashni joriy qilgan korxonalar mahsulot sifati, eksport salohiyati va iste'molchilar ishonchi bo'yicha ustunliklarga ega ekanligi aniqlandi, bu esa standartlarni texnik emas, strategik vosita sifatida qo'llash zarurligini ko'rsatadi. Tadqiqotdan olingan xulosalar segmentatsiya bo'yicha ishlab chiqilgan tushunchalarni sanoat siyosati, modernizatsiya dasturlari va barqarorlik amaliyotlariga integratsiya qilish firmalar raqobatbardoshligini hamda mamlakatning eksport natijalarini sezilarli oshirishini anglatadi. Shuningdek, nazariy modellarni yanada takomillashtirish uchun iste'molchi so'rovlari, firma darajasidagi tahlillar va davlatlararo solishtirma tadqiqotlarni o'tkazish zarurligi qayd etiladi.

Kalit so'zlar: bozor segmentatsiyasi, iste'molchi xulqi, global sertifikatlash, gots, uster, qo'shimcha qiymatli ishlab chiqarish, O'zbekiston, marketing nazariyasi, sanoat modernizatsiyasi, global qiymat zanjirlari, barqarorlik standartlari, daromadlar differensialligi, shahar-qishloq segmentatsiyasi, raqobat strategiyasi.



Аннотация. Глобализация, технологический прогресс и изменения в потребительских предпочтениях стремительно трансформировали текстильную промышленность, что делает рыночную сегментацию ключевым инструментом для согласования производства и дифференцированного спроса. Классические маркетинговые теории традиционно используют демографические, психографические, поведенческие, социально-экономические и географические переменные, однако их применимость в современных текстильных экономиках остаётся недостаточно изученной. Существует существенный пробел в понимании взаимодействия между сегментацией и глобальными сертификационными режимами, включая GOTS и Uster, а также интеграции продукции с высокой добавленной стоимостью в глобальные цепочки стоимости. Для решения этой проблемы в исследовании применяется качественный аналитический дизайн, включающий систематический обзор литературы, вторичные статистические данные по производству и экспорту текстиля, а также международные стандарты сравнения. Анализируются взаимосвязи между характеристиками потребителей и типами продукции, конкурентным позиционированием и сегментацией, а также влияние сертификации на доступ компаний к внутренним и международным рынкам. Результаты показывают значительные различия в покупательском поведении по уровням дохода, город-село и стилям жизни, что подтверждает применимость классических моделей сегментации в условиях специфических контекстов. Кроме того, установлено, что предприятия, внедряющие международные сертификаты, обеспечивают более высокое качество продукции, обладают большей экспортной способностью и более высоким доверием со стороны потребителей, превращая стандарты в стратегический инструмент развития. Полученные выводы указывают, что интеграция сегментационных инсайтов в промышленную политику, программы модернизации и устойчивого развития может существенно улучшить стратегию фирм и экспортные показатели страны. Необходимы дальнейшие эмпирические исследования, включая опросы потребителей, фирменный анализ и межстрановые сравнения для уточнения теоретических моделей и учёта изменяющихся требований мировых текстильных рынков.

Ключевые слова: рыночная сегментация, поведение потребителей, глобальная сертификация, GOTS, Uster, производство с добавленной стоимостью, Узбекистан, маркетинговая теория, промышленная модернизация, глобальные цепочки стоимости, стандарты устойчивости, дифференциация доходов, город-село, конкурентная стратегия.

INTRODUCTION

The textile industry has been changing drastically over the past decades with globalization, technological revolution, and changing consumer behavior redefining the world production and consumption patterns. With the increasing competitive nature and diversification of markets, the need to know how the consumer groups are differentiated in their tastes and preferences has become critical towards the attainment of sustainable industrial development [1].

Market segmentation is one of the fundamental principles of the contemporary marketing that offers the strategic framework of establishing homogeneous clusters of consumers in the heterogeneous markets so that the producers will be able to offer products that best correspond to the requirements and anticipations of the homogeneous clusters. Segmentation is theoretically as well as practically useful in the textile industry where quality, design, sustainability, and pricing are decisive factors in achieving their production, branding, and exporting strategies [2].

The current academic debates indicate that segmentation attributes like demographic, psychographic, behavioral, socioeconomic, and geographic attributes, can be found in the conventional theories of Kotler and later developed through industry-specific studies. Applying the example of countries with good potential in the textile sector, like Uzbekistan, scholars such as Ergashkhodjayeva present other variables, including the level of urbanization and income differentiation that contribute significantly to the consumption trends of apparel [3].

Nevertheless, even with the modernization of the industry, the literature reviewed indicates that there is little knowledge on the dynamics of interaction between global standards, certification regimes (e.g., GOTS, Uster), and value-added production and the consumer segmentation in the emerging markets. This gap explains why integrative research is required to bridge the gap between marketing theory and textile industrial policy and the development of global value-chains [4].

To fill this gap, the current research employs a mixed-method research design of descriptive market analysis, secondary statistical data of textile production and exports, and comparative analysis of international certification frameworks. The methodological approach studies the relationship between consumer characteristics and product classes, the role of segmentation in competitive positioning, and certification in the domestic and international market penetration. The study aims to offer a holistic view of analysis by connecting segmentation theory with the development indicators of the textile industry by offering a perspective that transcends the conventional classification of marketing [5].



The research envisages that clear segmentation of the consumer segments will yield remarkable disparities in purchasing behavior among the income levels, regional categories, as well as lifestyle types. It is also assumed that global textile standards integration will show a close relationship with the competitiveness of the product and increased export geography. The initial studies indicate that companies that implement the strategies based on segmentation and internationally accepted certifications obtain better added value, increased consumer confidence, and more predictable demand. Such anticipated results help the theoretical and managerial insights into the functioning of segmentation in the situations of industrial modernization [6].

This study as a whole demonstrates the theoretical, methodological and practical importance of textile market segmentation in a globalizing world. The findings will likely be used in policy-making, improving marketing strategies on the enterprise level, and developing a competitive national brand of textile. On a wider perspective, the research offers novel understanding of how the emerging economies can use segmentation and certification to enhance the involvement in global value chains, enhance quality, and global consumer expectations [7].

REVIEW OF LITERATURE ON THE SUBJECT

Market segmentation theory has undergone significant evolution within marketing science, and its methodological foundations have been widely applied to the textile and apparel industry. The earliest conceptual bases of segmentation were established by Smith in 1956, who introduced the idea of dividing heterogeneous markets into homogeneous groups to increase strategic effectiveness and consumer targeting precision. Later, the classical four-dimensional segmentation model proposed by Kotler in 1980 expanded these foundations by systematizing demographic, psychographic, geographic, and behavioral variables, which remain the dominant framework in textile market research.

In the textile sector, scholars have emphasized that segmentation is highly sensitive to cultural, social, and lifestyle dynamics. Solomon, in his consumer behavior studies published in 2010, underscores the role of symbolic consumption and identity construction in textile product preferences, especially in fashion markets. This is supported by the empirical work of Niinimäki in 2010, who demonstrates that sustainability-oriented consumers form a distinct market segment with demand for ethically produced and certified textile goods. Research by Carrigan and Attalla in 2001 similarly indicates that ethical and eco-friendly segments represent long-term growth drivers in textile consumption patterns.

The methodological literature increasingly highlights the use of multi-criteria and data-driven segmentation techniques. Wedel and Kamakura, in their landmark work on market segmentation published in 2000, emphasize the necessity of statistical models such as latent class analysis, cluster analysis, and mixture models to identify nuanced textile consumer groups. Their approach is further applied in studies by Hines and Bruce in 2007, who show that fast fashion consumers differ sharply from premium textile buyers in terms of purchase frequency, material expectations, and emotional engagement with brands.

As global textile supply chains expanded, research began to focus on segmentation through the lens of sustainability certification, technological modernization, and global value chains. Gereffi's global value chain theory, articulated in 1994 and further developed in 1999, explains how textile producers position themselves within upgrading trajectories, influencing how firms segment international buyers based on quality standards, technological requirements, and compliance characteristics. In this context, the adoption of international certification systems such as GOTS, OEKO-TEX, and Uster has been widely studied. Shen in 2014 demonstrates that eco-labels and environmental certifications form distinct market segments that attract environmentally conscious consumers and enable firms to reach premium international markets.

Methodologically, textile segmentation research has increasingly embraced psychographic and lifestyle-based models. Research by Raaij and Verhallen in 1994 stresses that lifestyle clusters offer superior predictive power for clothing demand, particularly in culturally diverse markets. Similarly, studies by Kim, Knight, and Pelton in 2009 reveal that fashion involvement, brand consciousness, and material preferences (e.g., natural vs synthetic fibers) serve as robust psychographic indicators in segmenting textile consumers.

Behavioral segmentation has been highlighted by Blackwell, Miniard, and Engel in their consumer behavior model from 2006, which provides a systematic structure for analyzing repeat purchases, price sensitivity, perceived quality, and switching behavior. In textile markets, this approach is used by J. Jackson and Shaw in 2009, who identify substantial behavioral differences between mass-market textile buyers and luxury apparel consumers, emphasizing the role of perceived uniqueness, emotional value, and craftsmanship.

Recent decades have also seen a shift toward digital and data-centric segmentation approaches. In 2017, Turker and Altuntas conducted studies showing how digital trace data and e-commerce analytics enable precise identification of micro-segments in textile markets, particularly in fast fashion and online retail environments. Similarly, Fang, Luo, and Tuomi in 2022 highlight the rising role of AI-driven analytics and algorithmic segmentation in predicting textile product preferences more accurately than classical demographic methods.



Cross-country empirical studies have contributed substantially to understanding segmentation in the context of global textile markets. For instance, Shin and Park in 2019 demonstrate that cultural values strongly influence textile purchase motives in East Asia, resulting in segmentation patterns that differ substantially from European and North American markets. Furthermore, research by Guercini and Runfola in 2015 analyzes Italian textile firms and shows that successful exporters rely on high-precision segmentation strategies targeting premium niche markets, relying on craftsmanship, heritage branding, and material specialization.

Collectively, the literature demonstrates that segmentation in the textile industry is shaped by a synergy of classical marketing theory, advanced quantitative modeling, sustainability trends, certification systems, and global value chain transformations. These theoretical and methodological foundations provide a robust framework for analyzing how textile producers, marketers, and policymakers can better align production structures, innovation capabilities, and branding strategies with the differentiated needs of consumer groups in both domestic and international markets.

RESEARCH METHODOLOGY

The analytical research design applied in this study is the qualitative one that seeks to analyze the theoretical and methodological bases of market segmentation of textile products in terms of the incorporation of the marketing theory and the industry-specific dynamics. Its methodology depends on a systematic review of academic literature on the concept of segmentation, including the classical models developed by Kotler and further developed by the regional authors in different parts of the world including Ergashkhodjayeva and an analytic study of the textile industry development policy and certification patterns applicable to the Uzbekistan area [8].

To get an idea of the interaction of segmentation principles with modernization of the textile industry, secondary data were gathered using national statistics on production, government decree, export indicatives, and international certification regimes like GOTS and Uster. Comparative analysis is also applied to investigate consumer behavior differences in terms of income groups, urban rural people, and lifestyle groups on the basis of the established segmentation criteria geographic, demographic, psychographic, socioeconomic, and behavioral [9].

In order to reinforce validity, the data of the domestic sources was cross-checked with the world trends of the textile industry and well-known quality management models. The methodological approach will be used to establish patterns that connect the segments of consumers to the products, the impact of certification on market accessibility, the consistency between the national industrial strategies and global consumer expectations. In this combined analytical process, the study creates an all-inclusive theoretical framework of textile market segmentation that can be used by so-called emerging economies to increase the competitiveness and increase its involvement in the global value chains [10].

ANALYSIS AND RESULTS

The results of the current research indicate that the market segmentation of textile products is at the core of the consumer-oriented strategy and the modernization processes with respect to the state of the industry. The income based, geographic, demographic, psychographic, and socioeconomic profiling reveal that the textile market in the emerging economies like Uzbekistan is highly differentiated and the purchasing power and consumption behavior patterns are different. These findings show that high-income segments always require premium, certified, and branded goods, and middle-income consumers dictate the requirements of the mass-market production of textile products. In the meantime, consumers with low incomes spend most of their budget on the basic needs, which makes them very price sensitive and less product-differentiated. Such pattern of segmentation is more consistent with classical marketing theory especially Kotler segmentation framework but they also indicate certain regional trends, one of which was the large urban-rural gap, as Ergashkhodjayeva emphasizes. The purchasing capacities and the product preference of rural consumers (almost two-thirds of national population) are not the same as that of urban consumers, and thus the segmentation tools should address the fact that the geographic area diversity is the demographic of the population [11].

On the industry front, the findings indicate that the Uzbekistan textile industry has shown significant advancements in the value-added product whereby they no longer export raw materials but finished products and knitwear. Reforms in the government, such as decree PQ-4453 and PF-5285, have fueled the modernisation of the textile firms by a differentiated duty on exports, investment incentive, and by increasing the international association. The paper shows that companies that have implemented international certification schemes like GOTS and Uster have become highly competitive in their operations since they offer product traceability, safety, and environmental standards. These certifications enhance consumer confidence in foreign markets



and push up the prices of exports, which show that the application of quality standards in market segmentation techniques is highly practical. Nevertheless, the results also show that the domestic industry still lacks access to high-end global markets due to the restrictive effects on some of its infrastructure, a lack of effective quality control systems, and inadequate adoption of global sustainability indicators [12].

As the theoretical discussion highlights, even though the segmentation theory is highly developed, there is still an uneven application of the theory in the textile sector of the emerging economies. Available studies are majorly devoted to general marketing frameworks and little consideration is paid to the interaction of segmentation with integration of global value chain, certification requirements, and modernization policies. This paper has revealed a gap in the knowledge regarding the link between consumer segmentation and international standards of quality, especially when it comes to transitioning industries. Moreover, there is still underdeveloped empirical research on the role of certification on consumer perception, export pricing and brand competitiveness [13].

According to the findings, further studies must be more empirical in nature, such as consumer surveys, firm-level case studies and econometric model to measure the impact that segmentation has on sales performance, brand development and export performance. The cross country research might also shed more light on how various economies, which produce textiles, incorporate segmentation into their certification and marketing policies. Additionally, theoretical research on the links between sustainability, digital transformation, and consumer segmentation should be pursued in the future as these spheres are becoming more topical with the global textile markets turning to the ethical consumption and smart production technologies [14].

In general, the research proves that efficient market segmentation, in combination with international certification and industrial modernization, is the key to the improvement of the competitiveness in the global textile market. Enhanced theoretical literature and increased empirical research will help to make more informed strategic choices by policymakers and textile companies in the end leading to sustainable development of the industry [15].

CONCLUSIONS AND SUGGESTIONS

Relying on the results of this research, the conclusion can be made that textile products market segmentation is a serious theoretical and methodological basis of competitiveness growth, marketing strategies, and textile industry modernization. The study notes that income, geographic, urbanization level, lifestyle and purchasing behavior segmentation of the population indicate that there are significant differences in consumer demand, which proves the applicability of classical marketing ideas, but proves that they are applied in a specific environment in Uzbekistan socio-economic environment. The findings also reveal that the implementation of international certification systems, including GOTS and Uster, has a very strong impact on the quality of products, their exportability, and the level of confidence among the international consumers, which means that the quality standards are not only the technical mandates but also the strategic instruments of reaching the high-value market segments. The implication of these results is that, by incorporating the segmentation analysis with industrial policy, modernization programs, and sustainability frameworks, there are significant gains in firm-level decision-making and national export performance. However, there are also knowledge gaps that are acknowledged by the study, especially in the field of empirical measurement of the interaction of segmentation with the processes of certification, branding and pricing in international markets. Thus, quantitative consumer survey, firm-based performance consideration, and cross-national comparison should further be included as part of the research to gain deeper insights into the segmentation results, as well as to create more sophisticated models that are in touch with the changing reality of global textile value chains.

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IQTISODIYOT & TARAQQIYOT

Ijtimoiy, iqtisodiy, texnologik, ilmiy, ommabop jurnal

Ingliz tili muharriri: Feruz Hakimov

Musahhih: Zokir ALIBEKOV

Sahifalovchi va dizayner: Oloviddin Sobir o'g'li

2025. № 11

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Litsenziya raqami: №046523. PNFL: 30407832680027

Manzilimiz: Toshkent shahar, Mirzo Ulug'bek tumani
Kumushkon ko'chasi, 26-uy.



Jurnal sayti: <https://yashil-iqtisodiyot-taraqqiyot.uz>