

Determination of Typology Characteristics of Consumers Based on Behavioral Characteristics of Older Women

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Annotation: In the article, the implementation of social behavior practices by older people depends on the processes and phenomena taking place in society, the activities of social institutions and organizations, the characteristics of the interaction of the individual with the social environment, the value orientations of the individual, the traditions accepted in society, norms and rules, the individual characteristics of a person and etc., regulating the life of people.

Key words: individual, elderly people, mips, physiques, typology, model

The strategic decision of industrial enterprises is to divide the trade market into price segments in order to satisfy consumer needs to the maximum. In this case, the principle of targeting is ensured by the use of targeted marketing and typology (segmentation) of the consumer market. Under typologization, it is understood to distinguish homogenous groups of the population that are distinguished by the characteristics of consumer behavior (KSA), anthropomorphological and psychophysiological characteristics in common [1-3].

Consumer behavior is a relatively new field that acts as an independent branch of marketing knowledge, which describes the specific characteristics of the behavior of various (usually target) groups of consumers, and is considered the main direction of marketing research, primarily in relation to their purchase decisions [4].

The implementation of constructive behavior practices indicates that the older person pursues two complementary goals. The first is to influence the social environment, dominate it, which is manifested in creative activity and the search for new forms of social interaction (expanding its boundaries), including taking into account the understanding of possible negative changes in the future. The second is to maintain social activity, not to change the usual appearance, lifestyle. For example, the limits of social activity of pensioners are determined by the social environment, which is a system of values, traditions, norms and rules of behavior that regulate people's lives [5].

The choice and implementation of social behavior practices by older people depends on the processes and events taking place in society, the activities of social institutions and organizations, the characteristics of the interaction of a person with the social environment that regulates his life, the value directions of a person, the traditions, norms and rules accepted in society. Individual characteristics of a person, etc. depends. Socio-cultural factors such as the presence of education (the most important factor), family income, employment and access to social protection, participation of the community in solving social problems [5] especially influence the selection and implementation of practices of social behavior of older people. and, in turn, determines the social resources necessary for the formation of social capital of people in this age group.

Thus, the limits of social activity of older people are determined by the social environment, which is a system of values, traditions, norms and rules of behavior that regulate people's lives.

A multivariate analysis of female-authored empirical marketing research results (N=350) was performed to determine the prevalence of different types of consumer behavior among older adults. In this part, the results of the three-dimensional combination of consumer personality traits are presented. The analysis of the bivariate distribution of the combination of consumer behavior characteristics (KSA) of older women by income level and their employment showed that 65% of the respondents work full-time or most of

them continue to work full-time (41% of the respondents), the rest's employment is temporary, casual, informal in nature (Table 1).

It should be noted that not all older people who want to work have this opportunity. Among non-working pensioners aged 55-65, one in three people expressed a desire to work. For them, it was said that freelance work related to the entrepreneur, home child care, tutoring, repair and tailoring services in sKSAT is the most desirable.

Older people are encouraged to continue working after the retirement age, to look for additional work, etc. the main reasons are material reasons. According to this principle, we will consider the distribution of respondents by income level. Most of the respondents have the lowest level of income (20-60 u.e.) - 53%, the next income level is 61-150 u.e. - 22%, and the highest income (501 u.e. and above) is 5 of the respondents. is %. It is usually a small family with high paying jobs.

1- table. Distribution of older women in the sample by income level and social status, (N=350)

Social status	Income level: per family member, (soums)					Total
	20-60 CE	61-150 CE	151-300 BC	301-500 BC	501 and from him high he .e	
Working (domestic service)	40	20	6	4	3	73
He is lonely	31	10	8	3	2	54
Teacher	35	17	10	12	5	79
Retired	43	12	7	3	3	68
Administrator	38	17	9	6	5	76
Total :	187	76	40	28	19	350
%	53	22	12	8	5	100

Manufacturers usually target a certain portrait of the consumer, which includes, among other things, the type of style. The analysis of advertising materials of modern clothing manufacturers showed that none of them chose older consumers in the target group sKSA on a large scale. The problem of adapting the industrial assortment to the requirements of older female consumers can be solved by identifying their stylistic preferences.

The choice of collection style is the most important factor in design [6-8]. "What style of clothing do you prefer?" to the question, 45% of women chose the classic style, 25% the hijab style, and 14% the style corresponding to national traditions (Table 2). Only 10% of respondents said "Casual" style.

Table 2. Distribution of older women in the sample by dress style and age

Age group	What style of clothing do you prefer?											
	Classic style	%	Sports and casual style	%	Muslim style clothes (Hijab)	%	National style clothes	%	To me anyway	%	Total	%
50-55 years old	64	19	14	4	30	9	11	3	9	3	133	38
56-60 years old	61	17	15	4	29	8	25	7	8	2	133	38
61-70 years old	30	9	8	2	28	8	13	4	5	1	84	24
Total :	155	45	37	10	87	25	49	14	22	6	350	100

Many people prefer printed fabrics rather than plain dyed ones. Printed (not bright) fabric allows you to hide body defects and draw the eye away from clothing defects.

It was determined that the largest amount of printed products is daily wear, which makes up 38% of the total printed products. Sportswear and homewear account for 28% and 23% respectively. Prints are used the least in formal clothes - 11% of all products.

The next factor influencing the diversification of older consumers is the attitude towards innovations in clothing. What is your attitude towards fashion and do you follow it when choosing clothes? ” to the question, a total of 5% of respondents in work gave a positive answer, the rest are either indifferent to new trends (17%), or follow only their own principles when choosing clothes (8%). The average level of income for fashion innovations is from 100 to 300 u.e. teachers and entrepreneurs who are trying to follow (10%).

Table 3 . Distribution of older women in the sample by social status and attitude to fashion

Naming	Social status											
	Work said	%	Housewife	%	Teacher	%	retired (retired)	%	T is an entrepreneur	%	Total :	%
Whole action do	16	5	27	8	31	9	25	7	5	1	104	30
In my opinion action i do	29	8	28	8	43	12	71	20	16	5	187	53
Befarkman	9	3	13	4	7	2	29	8	1	0.3	59	17
Total :	54	16	68	20	81	23	125	35	22	6	350	100

Table 4 . Distribution of older women in the sample by income level and attitude to fashion.

Answer options	Income level: per family member. (soum)										Total :	%
	20-60 CE	%	61-150 CE	%	151-300 BC	%	301-500 BC	%	501 and from him high u.e	%		
Totally action i do	42	12	23	7	10	3	4	1	5	1	84	24
In my opinion action i do	77	22	36	10	21	6	14	4	9	3	157	45
Befarkman	68	19	20	6	9	3	10	3	5	1	112	32
Total :	187	53	76	22	40	12	28	8	19	5	350	100

It turned out that 61% of respondents change clothes not regularly, but because of wear and tear, that is, over time, the clothes do not fit due to anthropometric characteristics (34%) or because of wear and tear (27%), which shows that the reason for updating the wardrobe is strongly dependent on the income level. Older people usually try to wear the old clothes they got before they got old, so they buy multifunctional clothes in a straight or semi-fitting silhouette (Tables 4 and 5).

Table 5 . Attitudes of older women in the sample to update their wardrobe

Naming	The main reason you're updating your wardrobe?											
	Fashion change	%	Failure to fit the figure by a certain time	%	S ovga	%	entry of E	%	B is another option	%	Total :	Total : %
B utkul action k year work	18	5	32		16	5	31	9	8	2	105	30
'm sorry , but in dressing own I follow my opinion	30	9	70	0	30	9	40	11	6	2	176	50
B efarkman	10	3	19		7	2	25	7	8	2	69	20
Total :	58	17	121	4	53	16	96	27	22	6	350	100

The analysis of the consumer behavior of elderly women showed that in modern conditions, their ability to work, their desire for social activity is determined by the level of material well-being (income) of an elderly person, as well as belonging to a certain subculture. It is loyalty to subculture and national traditions that directly affects the choice and implementation of the consumer behavior of older women in the choice of clothing by retirees.

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