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ANALYSIS OF CONSUMER DEMAND FOR MEN'S KNITTED OUTERWEAR.

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Annotatsiya: Ushbu maqolada erkaklar uchun mo'ljallangan trikotaj ustki kiyimlariga bo'lgan iste'molchilar talabi tahlil qilingan. Tadqiqot jarayonida yoshi, kasbi va ijtimoiy mavqei turlicha bo'lgan iste'molchilar guruhlarini o'rganildi. Savolnoma, kuzatuv va statistik tahlil asosida erkaklar trikotaj kiyimlarining qulayligi, dizayni, narxi, sifati hamda modaga mosligi asosiy talablardan biri sifatida aniqlangan. Olingan natijalarga asoslanib, ishlab chiqaruvchilarga amaliy tavsiyalar berilgan

Kalit so'zlar: trikotaj, erkaklar pidjagi, marketing,

Abstract: This article analyzes consumer demand for men's knitted outerwear. During the research process, groups of consumers with different ages, professions, and social statuses were studied. Based on questionnaires, observation, and statistical analysis, comfort, design, price, quality, and fashion compatibility were identified as the main criteria for selecting men's knitwear. Practical recommendations were provided to manufacturers based on the findings.

Keywords: knitwear, men's jacket, marketing

Аннотация: В данной статье анализируется потребительский спрос на мужскую трикотажную верхнюю одежду. В ходе исследования были изучены группы потребителей разных возрастов, профессий и социального статуса. На основе анкетирования, наблюдения и статистического анализа были определены комфорт, дизайн, цена, качество и соответствие моде как основные критерии при выборе мужской трикотажной одежды. По результатам исследования разработаны практические рекомендации для производителей.

Ключевые слова: трикотаж, мужская куртка, маркетинг

Knitwear products, especially outerwear intended for men (sweaters, T-shirts, polos, cardigans, etc.), constitute an important part of the current clothing market. Climate conditions, everyday comfort, fashion, and aesthetic requirements are increasing the demand for these products. Therefore, studying consumer preferences and demands is of significant importance for manufacturers.





Respondent Selection: The study involved 200 male participants aged 18–60 residing in the cities of Namangan and Fergana.

Questionnaire Structure: The questionnaire consisted of 10 questions covering aspects such as color, design, comfort, and price-quality ratio; it included a mix of open and closed-type questions.

Main Results:

Category	Variants	Respondent Percentage (%)
Color and Design	Classic neutral colors	65
	Geometric patterns	25
	Other color-group designs	10
Comfort and Ergonomics	Double-layered	70
	lightweight	70
	Fuzzy knitwear	55
	Blended fiber knitwear	
Thermal Insulation	Fuzzy knitwear	55
	Double-layer structure	45
Breathability	Blended fiber knitwear	60
	Simple double-layered knitwear	40
Fashion Trends (18–30 years)	Minimalism and clean lines	80
Fashion Trends (31–45 years)	Classic Jacquard + Flatbed	75

The study revealed that men primarily prioritize comfort and fabric quality when selecting clothing. While younger consumers are more inclined towards brand and contemporary design, older consumers emphasize practicality and price.

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