

A SOCIAL PORTRAIT OF OLDER WOMEN ON CONSUMER SEGMENTS

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ANNOTATION

In this article, an approximate social portrait of older women was created based on a survey. Through social portraiture, an older woman's image of life, her interests, and thus her dress code emerged. A social portrait of older women on consumer segments has been created.

Keywords: survey, age, culture, social portrait, image, dress culture, wardrobe, assortment, consumption segment, traditional, national, peasant, style

INTRODUCTION

Everyone is unique and people value and are satisfied with things that are more useful to them. So, when visiting a fashion house's store, salon, or opening an online store website, every shopper dreams of finding exactly what is "tailored for themselves". Consumer requirements can be met by applying individual production of garments to meet consumer requirements or by introducing the principles of mass privatization into mass production. All clothes are individually made for a specific person. It was handcrafted and began to be produced by fashion houses in the same way from the late 18th century. Then, after the industrial revolution, cheap, mass-produced clothing produced in limited quantities began to take over the world. It was then that brands began to take shape, which began to benefit several times more than fashion houses due to mass production, relative standardization, and the unification of designs and technologies. Expanding the share of the premium segment in the clothing market; - Increase in the number of enterprises operating on the principle of "fast fashion"; - Full automation of production;

- Development of online clothing stores;

The share of high-end premium brands around the world is growing. In addition to expanding store numbers and entering global markets, luxury brands have expanded their customer base. Their customer base has expanded, making it harder to meet the needs of each customer. Therefore, premium brands that want to retain a wide range of buyers use individualization (privatization) methods of their products. Thus, a company that can ensure the rapid launch of new models in production by tracking customer needs, demand for certain goods, fashion trends, street trends, etc., is more responsive to consumer demand and therefore its products more risky. Another trend in the development of the clothing market is related to the promotion of goods to a greater extent. Nowadays, it has become more difficult for older women to buy clothes because it has become more difficult to find clothes for them in the markets and clothing stores.

Based on the survey, an approximate social portrait of older women was created. Through social portraiture, an older woman's image of life, her interests, and thus her dress code emerged. This, in turn, allowed the development of designs for the formation of a rational wardrobe for older women. Based on the results of the study of the requirements for the wardrobe of older women, identified in the survey, consumers were divided into three major types - segments. These segments are listed in Table 1

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Target 1: Traditional style is casual wear with an emphasis on comfort and practicality. It appeared in Europe in the 20th century. This style excludes formal, ultra-traditional and classic elements of clothing and is distinguished by a "random" combination of clothes from different manufacturers.	
Brief description of the segment : This group is always on the move and is characterized by a lot of movement. That's why they don't dress in a classic, formal or national style, they wear an assortment of clothes that are comfortable for their daily work day at work. Clothes included in the wardrobe: pants, blouse, jacket, vest, T-shirt, tracksuits, jackets, sweaters, long cardigans.	
Socio-demographic characteristics	
Age	50-65 years old
Social status	Working
Number of family members	2 or 3 people
Average monthly income	151-500 usd
Clothing requirements	
Clothing is the comfort of a person for constant movement. Modernity Elegance and quality; Average reasonable price	
Advantages of dressing: Older women are active consumers of the product at reasonable prices in spring, summer and autumn. Their wardrobe consists of a T-shirt + pants, blouse + pants, tunic + pants and a shirt. Clothes should be made of natural fiber air permeable, less wrinkled and without excessive decorative ornaments and very comfortable for movement. Their clothes should be appropriate so that they can go anywhere and anytime, and should be as simple as possible, not as luxurious.	
2 of the target segment: the National o ' <u>the Uzbek people</u> , reflecting the specifics of the national ancient times and is now used, which is closely related to the history and culture of boys. Each region has its own differences and characteristics. _	

Brief description of the segment These groups are divided into two groups: multifunctional and moderately active. Depending on the region of residence, they wear an assortment of national costumes that are comfortable for everyday movement, taking into account their national traditions. In the wardrobe mainly: long dresses, scarves, jackets, cardigans below the knee, long sweaters, cloaks and coats up to the skirt length and clothes that blow nationalism. In their clothes you can see various national patterns, ornaments, folds, collars, gold embroidery. Separate clothes for everyday household chores and for different weddings and ceremonies are worn with matching hats and shoes.

Socio-demographic characteristics

Age	50-75 years old
Social status	Working and housewife, retired.
Number of family members	3 or 4 people
Average monthly income	151-600 usd

Clothing requirements

The clothes are comfortable for constant movement, but at the same time they are longer

Materials for clothing made of natural fibers are as national as possible

Reliability and quality

Average reasonable price

Clothing Advantages: For the national spring-summer season, I prefer to buy clothes at a reasonable price. Their summer wardrobe includes a knee-length shirt + must + scarf, pleated skirt

shirt + must + scarf, long shirt. For autumn and winter seasons, you need a shirt + scarf, shirt + knitwear + scarf, jacket + cardigan + jumper + coat + cloak + from thick and warm insulating materials.

The clothes are breathable with natural fibers, less wrinkled and national, with decorative ornaments and various folds, pops, embroideries, ie national patterns (depending on the region). Their clothes should be suitable for all the daily activities and various ceremonies, celebrations and should look as dignified and beautiful as possible.

3- Target segment: Hijab - The Arabic word "hijab" means "veil" and according to Islam, the body is all clothing from head to toe, that is, from the ankles to the bottom. But in Europe and Russia, the hijab means a headscarf that covers the heads of Muslim women, leaving their entire face completely exposed. It is obligatory for Islamic women to wear the hijab. As we understand from women's lips, wearing a hijab is not just a duty for them. The woman in the hijab feels that she is serving Allah, and moreover, this veil also means humility, rejection of the evils associated with the masses, without even thinking about it.

Brief description of the segment: These groups are divided into two groups, as in our group 2: multifunctional and moderately active. They wear hijabs in accordance with our mentality and, most importantly, our religious beliefs, ie Islamic rules. According to the

wardrobe: long dress, must, scarf, scarf, shawl, scarf, long jacket, cloak and coat up to the length of the skirt, socks-heel height, clothes. In their clothes can be found various religious patterns, ornaments, folds, collars, for example. Separate clothes for everyday household chores and for different weddings and ceremonies are worn with matching hats and shoes.

Socio-demographic characteristics

Age	Over 50 years old
Social status	Working and housewife, retired, entrepreneur.
Number of family members	More than 6 people
Average monthly income	300-700 usd

Clothing requirements

Clothing should be comfortable for constant movement, but at the same time within the norms set by the Shari'ah

Materials for clothing made of natural fibers as much as possible and mixed religiosity

Covering the entire body except the excluded areas;

Lack of decoration; The abdomen is invisibly thick; Be wide without being narrow; lack of fragrance;

Clothes : the advantages of peat for the spring-summer season, would prefer to buy the average price of the garment. Their summer wardrobe includes a shirt below the ankle + a + scarf + socks, a pleated shirt up to the ankle + a + scarf + socks, a long shirt + wide pants + ro ' goods + big scarf + socks. In the autumn and winter wardrobe, a thick shirt up to the ankles + jacket + suit up to the waist + cloak + coat + scarf + socks, a shirt below the knee + long wide pants + abaya + scarf + socks , The clothes are natural fiber air permeable, less wrinkled, and inconspicuous patterns or decorative ornaments that represent religious beliefs. Their attire should be appropriate for every day-to-day affairs and various religious ceremonies, ceremonies, and should be as simple and unobtrusive as possible, with a broad silhouette.

These segments will serve as a starting point and guide in the formation of the industrial range for clothing companies in the future. the application of the output would serve the same purpose.

It was discussed with science teachers at a meeting in the cafe.

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