

SHAPING THE RANGE OF FOOTWEAR IN DIFFERENT MATERIALS ACCORDING TO A PERSON'S PSYCHO-TYPE

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The article is to highlight and substantiate the results of marketing research, determine human psycho-types regarding the design of shoes, materials, heel shape and toe, so it is possible to: improve the range of manufacturers, predict the use of modern classic leather and textile materials, for the production of products of this segment; improving its quality; increasing demand for footwear from Ukrainian manufacturers and the percentage of finished goods. Marketing research was conducted with the help of respondents of the shoe store brand "Kachorovska", Kyiv (Ukraine), which helped to properly form the range of women's shoes according to the psycho-type and temperament of the buyer. These data helped to create a system that allows you to properly and efficiently shape the range of shoes and thus fully satisfy the buyer and achieve the desired percentage of sales. The article considers the state of the domestic footwear market and presents the results of marketing research of consumer preferences taking into account the human psycho-type during the formation of the range of women's shoes from different materials, and clarifies how its range meets the needs of the population. In this paper, a comparative analysis of the choice of shoe models of the appropriate human psycho-type for the formation of the range, which will reduce the number of unsold shoes at the end of the season. It was found out which models of shoes will be chosen by consumers with one or another psycho-type.

Keywords: leather and textile materials, footwear market, marketing research.

INTRODUCTION

Modern market relations require constant updating of the product offer, so first of all the urgent problem of production and release of new goods of modern designs and materials is relevant (Leshchyshyn *et al.*, 2020; Slavinska *et al.*, 2021). The range of a modern competitive shoe store should be represented by a variety of models, their designs, a diverse palette of colors and textures of classic and modern materials that will meet the requirements of the most demanding consumers (Anderson and Golden, 1987; Hu and Cheng, 2022; Slavinska, 2018).

It is logical that the range of products in the store should be formed in such a way as to satisfy the maximum number of requests, as each consumer – buyer has their own specific requirements and preferences, influenced by his natural psycho-type, temperament, lifestyle, field of activity, security level, etc. (Boeree, 2016).

The article considers the state of the domestic footwear market and presents the results of marketing research of consumer preferences taking into account the human psycho-type during the formation of the range of women's shoes from different materials, and clarifies how its range meets the needs of the population. The possibility of using different materials for shoe production is predicted for Kachorovska shoe store, Kyiv (Ukraine) and with the support of the brand during 2020-2021.

METHODOLOGY

Preliminary Research of Initial Data for Marketing Research and Processing of Results

The trade range is formed under the influence of the industry, as the capabilities of the manufacturer determine the composition of the offer. However, in a market economy, trade has a direct impact on the industrial assortment (Phelps, 2021). The trade is involved in market research, determination of purchasing power, in meetings of the artistic council. The trade makes proposals for optimizing and improving the assortment, focusing on demand, approving or rejecting certain models (Brauning, 2018).

Basic factor that affects the formation range products are consumer preferences. Classically, scientists study and evaluate the following criteria: price, material, product comfort, strength, lightness, design, color, and so on. Trade networks conduct active and regular work on their study. This is an important component of the marketing activities of any trading enterprise (Babych and Kernesh, 2019).

In practice, in most cases, the range of shoes presented in the store has a certain number of unsold products that remain in stock at the end of the season and not finding a consumer. According to previous studies, this figure reaches about 10-30%. According to preliminary studies, this figure reaches about 10-30%. Therefore, when forming the assortment of a particular brand, it is important to take into account not only fashion trends, but also the type, color spectrum and texture of the material, the shape of the toe and heel, as well as such factors as the psychotype and temperament of the buyer, which will reduce the number of unsold shoes at the end of the season.

In this paper we analyze the choice of footwear models according to the psychotype of a person. This will allow to form assortment, which will reduce the number of unsold shoes at the end of the season.

RESULTS AND DISCUSSION

Methods of Conducting Research

The Analysis of the Choice of Shoe Models of the Corresponding Human Psycho-Type is Compared

A person is born into society, has his own consciousness, communicates and interacts with other people and becomes a person. The fact that a person belongs to the human race is fixed in the concept of the individual. According to theoretical and analytical research, it was found that 55% of information transmitted by humans is perceived through visual signals – through its appearance; 38% of information is perceived through vocal signals – because of how a person uses his voice in communication (his tone, pronunciation, timbre, etc.) and only 7% of information perceived through verbal signals – through what a person says.

Thus, we can conclude that the largest percentage (38%) of people make their choices through external perception of the world in all its aspects.

The choice of shoes is clearly influenced by the psychological type, namely the type of human temperament. Classically, scientists have identified four main psychological types – sanguine, phlegmatic, choleric, melancholic.

Each of the well-known human psycho-types affects what choice the buyer will make. The practical application of this classification in marketing is quite complex. But still, having received information about a particular person, you can assess his temperament and the range of customers of the brand by this criterion, which will most successfully form a range of products and understand how to work with each customer.

To achieve a positive result in the research and work of a commercial enterprise should immediately take the initiative and offer the customer a certain model of choosing the appropriate product, for example, let the person make a choice independently and without haste, or push the buyer to the final choice by giving advice on the model. The type of temperament determines how quickly the customer will make a purchase and whether he will make it at all, what he will focus on when choosing it and more. All these factors also depend on a person's temperament.

In order for the results obtained during the marketing research to be considered reliable and to be applied to all people with significant variables, the sample must meet the requirements of representativeness (Garkavenko, 2002). The quantitative characteristic of the sample is its size, the people who participated in the research. (Kuleshova, 2021). The minimum number of respondents, on the basis of opinions and data of which it is possible to draw scientific conclusions – 20-30 people. But, of course, for this work, this is not enough. The number of respondents is calculated according to the well-known methodology according to formula (1):

$$n \geq \frac{\sigma^2 \cdot z_{\alpha}^2}{d^2} \tag{1}$$

where, σ^2 is the variance of the population;
 z_{α}^2 - point of standard normal distribution;
 d - trust integral.

Most often $\alpha = 0.06$, then

$$z_{\alpha}^2 = (1.96 * \sigma)^2 / d^2 \tag{2}$$

We need a probability of 0.95 to be in the range of the average $d \pm 0.02$. It is known that the amplitude of the visible value is 0.3, then $\sigma = 0.3/3 = 0.1$. Based on the data obtained, we can calculate the optimal number of respondents.

$$n \geq \frac{(1.96 * 0.1)^2}{0.02^2} = 96 \tag{3}$$

So, after the calculations we get the required number of respondents, which is equal to 96 people.

Result

Research was held in the store of the trade brand “Kashorovska”, Kyiv (Ukraine) for one month communication with customers. A total of 100 people were interviewed.

By analyzing the sales of the store for this period, the quantitative ratio of buyers was determined according to the psychotype of the person, the type of his temperament and the actual purchase in the researched period. Sociological research was conducted by various methods: experiment, observation, interview method, questionnaire.

Figure 1 shows the results of the study, namely the percentage of temperament types among buyers.

Shaping the Range of Footwear in Different Materials According to a Person's Psycho-Type

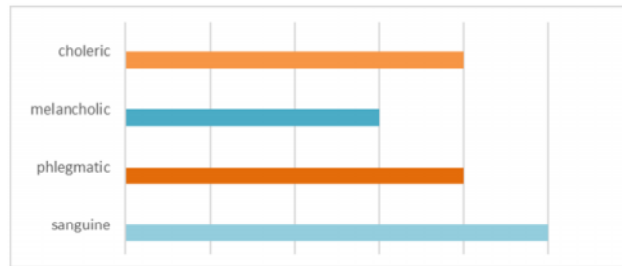


Figure 1. Percentage of temperament types among consumers

The results showed that there were the most sanguine people – 35%. These people are very energetic, passionate about ideas, easily make choices and know what they want. Phlegmatics who make informed decisions must think carefully about everything and choleric – extremely inflammatory people who do not like to wait and are ready to do anything to get what they want, turned out to be equal, i.e., 25%. But melancholics – vulnerable, very unsure of their choice – 15%.

In the process of research and processing the results, the correlation between personality psychotype, preferences and temperament was determined. That is, the style of clothing, shoe design, color and texture of the material of things depends on the psychotype of a person. With the help of psychotype it is possible to determine almost all preferences of a person.

Based on the research, experimental scientists formed the assortment of shoes of this store. Footwear options of different designs and styles were selected for each of the psychotypes of a person and presented on separate shelves for the information of the client. Models were taken from the range of the “Kachorovska” store.

So, we can say that undoubtedly each person is unique and their clothes are just as different. It is impossible to develop one universal model of shoes or other product to suit a person with any psycho-type. Therefore, the most important thing is the competent formation and presentation of the range of shoes, in order to fully meet the needs of potential buyers with their own characteristics and psycho-type.

The results of the research correlate with the percentage of sales of finished goods (in the conditions of shoe store “Kachorovska”, assortment 2020-2021) (Fig. 2).

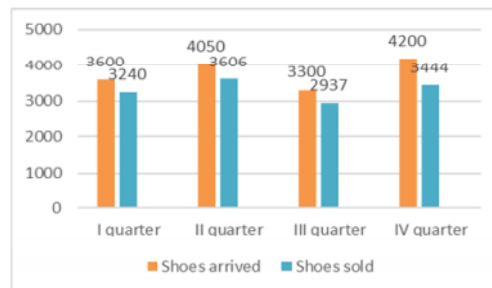


Figure 2. Analysis of the received goods and their sales for the quarter

Data are given quarterly:

- first quarter (January, February, March) – 3600 pairs of shoes were received, 3240 pairs were sold, the rest 360 pairs (10%);

- second quarter (April, May, June) – 4050 pairs of shoes were received, 3606 pairs were sold, the remaining 444 pairs (11%);
- the third quarter (July, August, September) – 3300 pairs of shoes arrived, 2937 pairs were sold, the remaining 363 pairs (11%);
- in the fourth quarter (October, November, December) – 4200 pairs of shoes arrived, 3444 pairs were sold, the rest of the pairs (18%);

Therefore, we can conclude that the percentage of sales of finished goods is within acceptable limits, as the balance in the warehouse averages 12.5% for the quarter. This means that assortment of the store in the process of scientific and practical research formed and placed on the shelves correctly, the shoe models developed for it meet the needs of people with different psychotypes and preferences. During the study, scientists have developed another interesting idea on the subject of the study, namely the consumer’s reaction to a new product or information.

It is known that everyone has their own reaction to new information or the appearance of a new product on the market. The following groups of consumers are classically distinguished: “innovators” – consumers who risked trying a novelty; “Adepts” – followers who make the product fashionable and famous; “Progressives” – people who provide mass sales at the stage of product growth; “Skeptics” – are connected to demand at the stage of saturation; “Conservatives” – show demand when the product becomes “traditional”.

After analyzing the range of footwear stores “Kachorovska” and the success of certain models, a diagram was formed, which shows the statistics of quantitative ratio of which shows the statistics of the quantitative correlation of the psychotype of buyers on specific cycles of the “life” of the product.

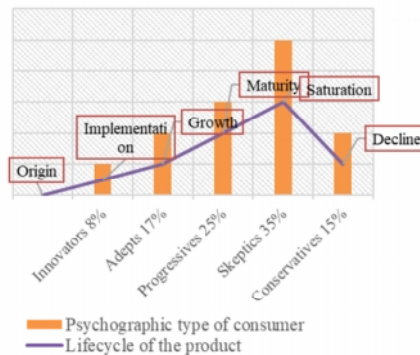


Figure 3. Product life cycle and groups of its consumers

Thus, each product has its own life cycle, which includes the following stages: origin, implementation, growth, maturity, saturation, decline. Each of these cycles has a certain group of consumers mentioned above. The diagram (Fig. 3) shows that some of the respondents will buy a new product at the implementation stage – its “innovators”, “adepts” will buy the product in the active phase of its growth. These are people who follow trends and tell others about them. “Progressives” are buying in mass order that has crossed the line of maturity, that is, goods that are already familiar on store shelves and in the minds of consumers. “Skeptics” will be active at the saturation stage, and “conservatives” at the recession. From this, we can conclude that the range in the store should be constantly updated, it should be flexible to the needs of potential customers.

CONCLUSIONS

In this paper, a comparative analysis was made of the choice of shoe models according to the appropriate human psycho-type for the formation of the range, which will reduce the number of unsold shoes at the end of the season. It was found out which models of shoes will be chosen by consumers with one psycho-type or another. The modern assortment of footwear depending on a psycho-type of the person is formed. Specific constructions, colors, features of models for each psycho-type are given.

The reaction of consumers to the appearance of a new product, in this case – shoes, is analyzed.

The life cycle of a product and the consumer's reaction to it, which is active in one or another of its cycles, are compared. It is predicted in what quantity it will be appropriate to release a novelty of the season and place it on the store shelves for successful implementation.

Marketing research was conducted with the help of respondents (new customers and regular customers) of the shoe store brand “Kachorovska”, Kyiv (Ukraine), which helped to properly form the range of women's shoes according to the psycho-type and temperament of the buyer. These data helped to create a system that allows you to properly and efficiently shape the range of shoes and thus fully satisfy the buyer and achieve the desired percentage of sales.

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