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CHOOSING THE MAIN FEATURES OF SPECIAL CLOTHING FOR RIDERS, TAKING INTO ACCOUNT THE REQUIREMENTS OF CONSUMERS

MUSAYEVA LOBAR

Doctoral student of Bukhara Institute of Engineering and Technology, Bukhara, Uzbekistan

Phone.: (0597) 861-7711, e-mail.: lobar.musayeva.97@gmail.com

*Corresponding author

POLATOVA SABOXAT

Professor of Bukhara Institute of Engineering and Technology, Bukhara, Uzbekistan

Abstract: Selection and justification of the main properties of special clothing for multi-equestrian riders. Also, the construction and development of special clothing by formulating the requirements for the special clothing of many equestrian sports. Questionnaire surveys were conducted among 100 riders using consumer preferences. The results of the survey were presented in the form of a diagram based on the Microsoft Excel program.

Keywords: equestrian sport, rider, hygienic indicator, aesthetic indicator, operational indicator, consumer, special clothing, questionnaire survey, goat, majority, respondents, research object, clothing silhouette, construction, sleeve design, collar construction, pant silhouette.

Introduction. In accordance with the decisions of the President of the Republic of Uzbekistan dated March 11, 2021 PQ-5024 "On additional measures for the further development of horse-racing and equestrian sports and the popularization of modern pentathlon and polo sports", this sport To define and publicize the short-term and long-term perspectives of the development of sports, to ensure the participation of our national team in the Olympic and Paralympic, Asian and Para-Asian games, world championships and other major competitions and achieve high results, Development of horse sports, modern pentathlon and polo until 2025 in the 8th point of measures for the implementation of the state program in 2021: "Uzcharmsanoat" association, "Hunarmand" association starting from 2021 by attracting entrepreneurs, including foreign investors it is envisaged to take measures to localize the production of sports clothes, equipment and supplies necessary for sports.

Based on the above, the creation of effective construction and technology of special sports-style clothing designed for equestrian sports is an urgent problem for the industry.

Methods. The methods of analysis and synthesis, analytical analysis, and comparative analysis were effectively used during the scientific research. In our research, we tried to study the problem in depth through the directions of comparative analysis and analytical analysis. Strategic directions leading to the solution of the problem are defined. The service sector was chosen as the object of the research.

Results. Humanity in the past is rapidly changing the experiences it has accumulated. In modern society, unprecedented tasks are set and impossible projects are created. Currently, special clothes for equestrian riders produced in foreign countries often do not match the price-performance ratio. When riding a horse, the rider actively

interacts with the horse's movements. The horse is controlled by shifting the rider's weight, squeezing the hips, and loosening or tightening the reins. The rider's voice can also affect the horse's movement, but not all equestrian sports allow this. The rider's clothes are important not only for him as a means of body protection and control, but also for the horse itself - they should not injure him, should not interfere with the correct understanding of the commands sent to him. The urgency of the search for an optimal solution for special clothing for horse sports determines the need to study the requirements of modern consumers for the range and quality of special clothing for riders, to determine the reasons for dissatisfaction of the population with existing equestrian clothing and to develop ways to improve their quality.

Marketing research is aimed at studying consumer demand, which is one of the most important conditions for successful sales of products. Marketing research makes it possible to determine the maximum number of available tools that accurately affect consumer demand and provide consumers with the right amount of product assortment.

Discussion. The most common type of horse sports game in Uzbekistan is goat jumping. For this purpose, at the key stage of our work, a questionnaire was conducted among riders, wrestlers, and amateurs. Convenience of special clothing, conformity to fashion direction and physical-mechanical properties of special clothing were accepted as the leading parameters of clothing. These signs were taken as the basis of the marketing research questionnaire. Conducting a questionnaire survey of consumers is the most convenient, cost-effective and effective way to collect information, which allows you to get clear and uniform answers, which, in turn, facilitates the process of processing the results. In order to achieve the desired results, at least 100 respondents should participate in the survey.

In accordance with the set goals and objectives, a questionnaire survey was conducted in order to select and justify the main features of the special clothing created for the riders of the multi-national equestrian sport. A questionnaire survey was conducted among riders in one of the arenas in Kopkari, Peshko District, Bukhara Region during 2023. A total of 100 people participated in the survey, a questionnaire survey of riders between 18 and 50 years of age, most of whom had been riding for 3 to 10 years.

The data obtained during the research were then converted into a single information base that can be used to monitor and predict consumer demand, and were then processed by mathematical statistics methods using Microsoft Office Excel 2010.

The results of the study showed that the opinions of the respondents regarding the creation of special clothing for riders differ significantly. We should note that the reason for this is that special clothing for riders has not been produced in Uzbekistan to date. According to the respondents, the presence of special sports clothes for riders is 18% (the clothes that slidders consider comfortable for them), the absent of special sports clothes for riders is 82%. (Fig. 1, a) Most equestrian sports are not held in summer, in winter - 20%, in spring - 33%, in autumn - 47%. (Fig.1, b).

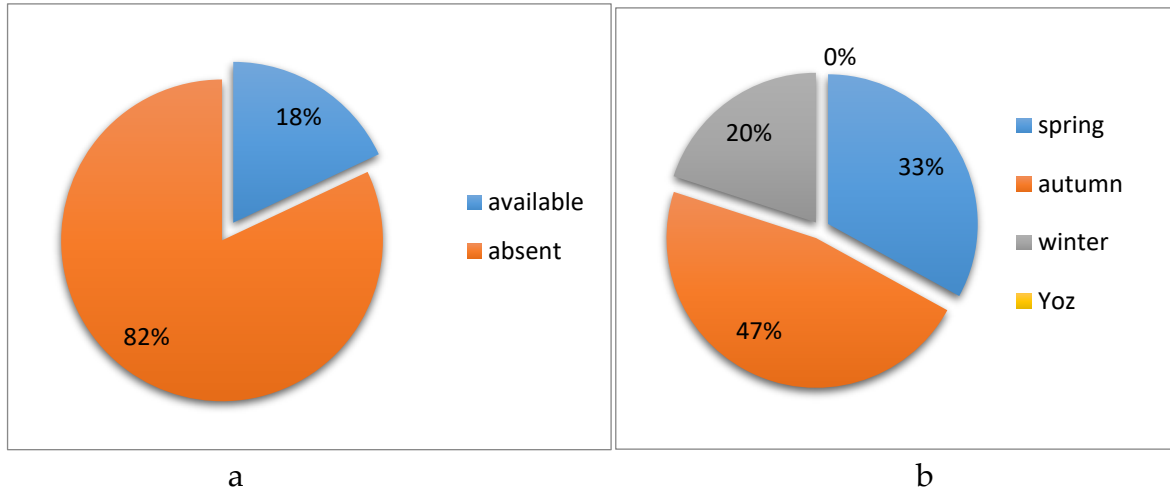


Figure 1. The distribution of respondents' opinions on the following issues:
 a) - Availability of special sports clothing for riders, b) - Seasons in which many equestrian sports are held

What kind of clothes would most of the respondents like to wear for horse sports? - we can see that jacket and trousers - 57%, jumpsuit - 12%, jacket and semi-overall - 23%, and semi-overall - 8%. (Fig. 2, a) According to riders, when choosing special clothing, they mainly pay attention to the following requirements: aesthetic (appearance) - 12%, hygienic (breathability...) - 28%, ergonomic (comfort) - 50%, economic (cheap or expensive) - 10%. (Fig.2,b)

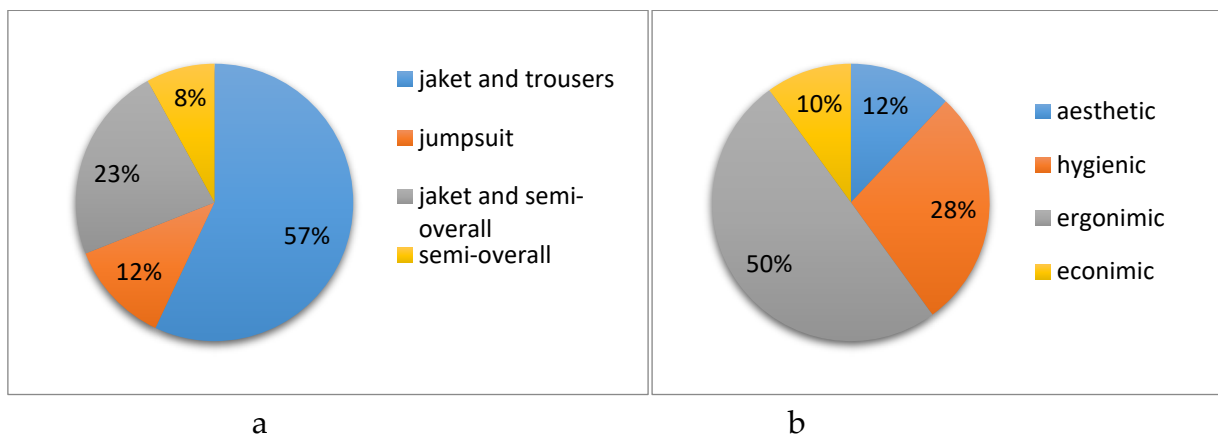


Figure 2. a) - Special types of sports clothing for riders;
 b) - The main indicators for choosing special clothing for riders

The analysis of the results of the conducted social research showed that the respondents emphasized the need to pay attention to another main aspect when creating special clothes for riders. This aspect is the silhouette of the garment. The silhouette of special clothing for riders was tight - 14%, semi-tight - 52%, wide - 34%. (Figure 3).

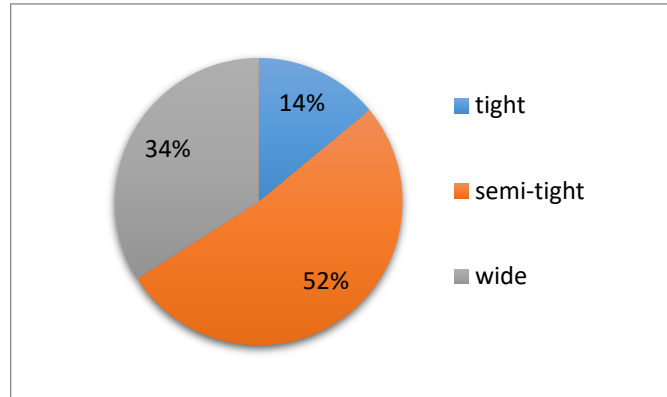
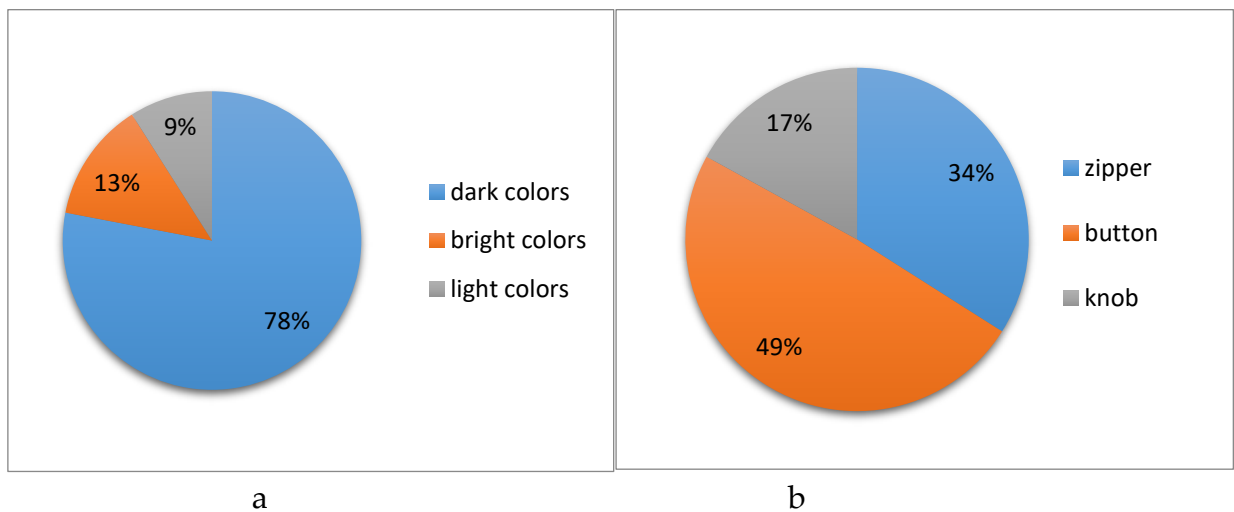


Figure 3. Silhouette of special clothing for riders.

During the research, information was obtained on the priority artistic and constructive features, color scheme, types of collars, sleeve design, necessary for the development of industrial collections of special clothes for riders. Dark colors - 84%, bright colors - 14%, light colors - 2% were the acceptable fabric colors for riders' special clothes. This was mainly expressed by the riders choosing dark colors: most of them are held in autumn and winter, when we see rain and taking into account the desert areas. we use colors. (Fig. 4, a). According to the respondents, 49% of those who took part in the survey liked the front detail fastening of special clothing for riders - a zipper, 34% - a button, 17% - a knob. (Fig.4, b).

When creating a special clothing design for riders, attention was also paid to the collar and sleeve design. To the question of what shape would you like the collar of the special clothing to be: jacket-type collar - 8%, turn-down collar - 39%, stand-up turn-down - 23 %, collarless - 11%, straight collar - 19%. (Fig.4.c). To the question, "What do you want the design of the special clothing sleeve for most national equestrian riders to be?": 30% of the respondents answered that it is a transfer sleeve, 50% is a raglan sleeve, and 20% is a double-stitch transfer sleeve. (Fig.4,d).



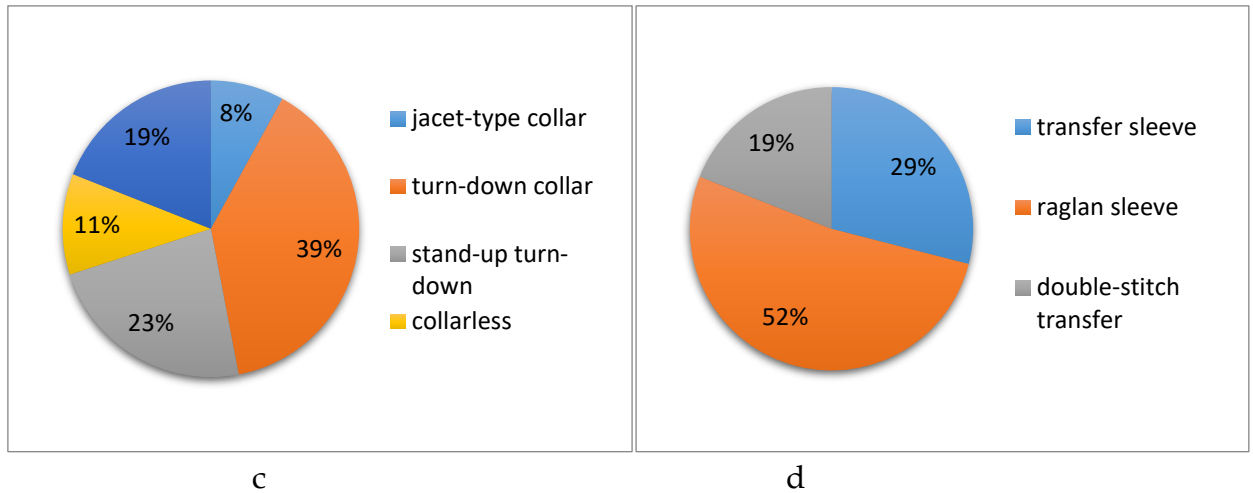


Figure 4. The main indicators in choosing the color of special clothing for riders. (a), the front detail of the special clothing (b) and the types of collars of special clothing for riders (c) and the construction of sleeves

Most of the respondents' attitude to the most preferred indicator of special clothing for equestrian riders, i.e. most of them to discomfort in clothing while engaged in horse sports, was distributed as follows: 33% - back width of clothing, 47% - sleeve length, 20% in the fat part of the pants. (Fig.5,a). At the same time, do you want riders to have pockets in their special clothing? - to the question, it was emphasized by the respondents that the pocket is not used during the game and is not considered as an important detail. The attitude of the respondents regarding the length of the special clothing for riders was divided as follows: "What is the preferred length of the special clothing for most equestrian sports?" to the question, 31% of the respondents said that it is waist-length, 46% is hip-length, and 23% is hip-length. Analyzing the results of social studies, how much money would you like to see special clothing for riders produced? - was asked. 21% of the respondents responded that it is around 100-200 thousand, 38% - around 200-300 thousand, 33% - around 300-400 thousand, 8% - around 400-500 thousand. (Fig.5,b).

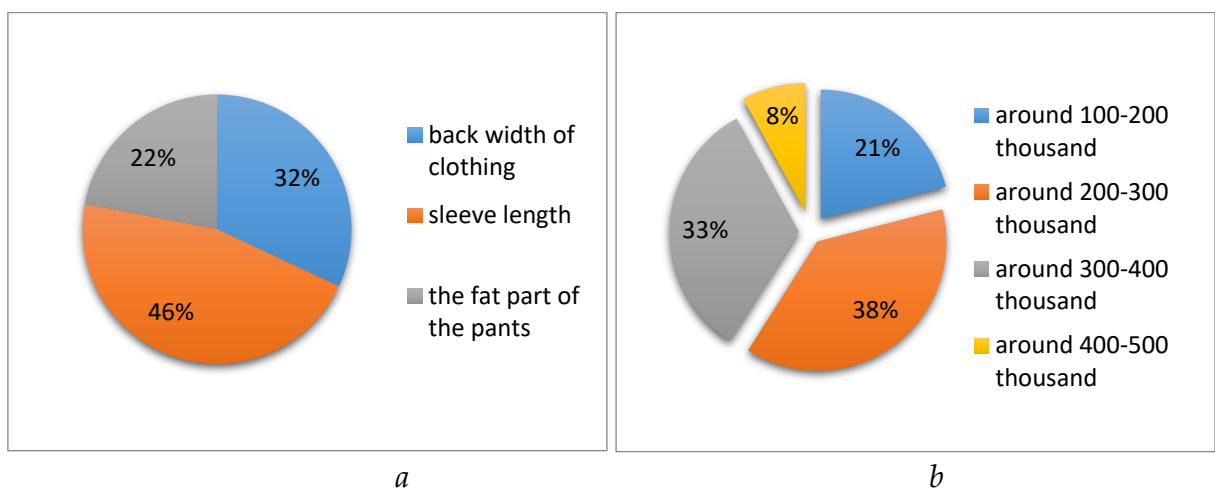


Figure 5. Conditions of discomfort in special clothing for riders (a), the circle of money in the production of special clothing for riders (b)

Conclusion. Summarizing the results of the research, it should be noted that most of the obtained data confirm the lack of special clothing for equestrian riders and the need for the production of high-quality sports-style special clothing for riders. As a result of marketing research, horse sports should be played more often in the autumn seasons, and it is necessary to create special clothing that does not hinder movement in the form of jackets and pants, with high hygienic and operational properties. Creating special clothing models for many equestrian riders is the key stage of the work.

The responses of the respondents obtained as a result of marketing research revealed the most optimal model-constructive solutions of special clothing, which became the basis for further research of the dissertation on choosing the assortment, models and constructive solutions of special clothing for riders.

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