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SCHOOL UNIFORM IN TAJIKISTAN – RESEARCH OF CONSUMER PREFERENCES

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Abstract. *Modern pupils spend a long time in the premises of educational organizations. School uniforms must meet the necessary ergonomic, aesthetic, operational requirements. The article discusses the positive aspects of the introduction of a single style of school uniform. The study was conducted using an Internet survey. Statistical data on the number of pupils in Tajikistan are given, natural and climatic conditions by region are taken into account.*

Key words: school uniform, consumer preferences, survey, uniform, school uniform design, school uniform requirements.

The school uniform is the daily uniform for students when they are at school and at formal school events out of it. For students, it is necessary to realize themselves as part of a single whole with the team, a sense of social equality. Wearing a school uniform helps the student to be collected and not be distracted by extraneous objects, which helps to improve his academic performance [1].

A unified Soviet school uniform has been introduced since 1949, the abolition of the mandatory form occurred in the nineties of the last century. In Tajikistan, until 2014 schoolchildren mostly wore a uniform consisting of dark trousers (for boys) or a skirt (for girls) and a white overshirt or blouse, and so far there has not been single school uniform. The main species in the most regions are climate-adapted classic-style costumes (Fig. 1). In the northern regions and in the middle lane, preference is given to knitwear

and suits made of dense fabrics, in the south from light ones. According to statistics, the number of students in Tajikistan is about two million people: 914.5 thousand girls and 991.8 boys [2]. To date, the compulsory form has been adopted almost in all schools of the country, but the quality and type of the forms are different.



Figure 1 – An example of a school uniform in Tajikistan: a – the gymnasium «Kafolat», Dushanbe; b – school number 2, Khujand; c – school number 16 Rudaki district

The issue of school clothes today for the country is relevant and considered at a high level. According to the Decree of the Government of the Republic of Tajikistan No. 187, from April 26, 2022, schoolchildren are required to wear local school uniforms. Also in 2022, the Ministry of Education and Science of Tajikistan developed requirements according to the composition of the main material of school uniforms should include at least 65 % cotton and no more than 35 % chemical fibers and threads [3–4].

The design of a unified single school uniform requires a reasonable systematic approach that takes into account the maximum number of factors, including economic ones. In the scientific and technical literature, this issue, despite being studied and illuminated, remains very modern and in demand. A large number of studies are aimed at identifying the attitude of various consumer groups to a school uniform or its softer version - a dress code, analyzing the requirements imposed by regulatory documents and various consumer groups on a school uniform, considering the experience of introducing a school uniform in Russia and in other countries, searching and development of a rational schoolchildren's wardrobe [5–8].

The issue of adapting the form of clothing to the peculiarities of the physique of children's figures is relevant in connection with the processes of acceleration of the child population [9]. This paper presents the results of a study of consumer preferences to justify design decisions in the development of school uniforms for the Republic of Tajikistan.

The authors conducted marketing research by questioning schoolchildren and parents in Dushanbe, as well as regional and district centers, in the form of an Internet survey using the Google Forms resource. The questionnaire consisted of several parts: 1) socio-demographic data of respondents; 2) attitudes towards school uniforms in general; 3) consumer preferences; 4) economic aspects (for parents).

The survey involved respondents of different ages, gender, family income levels.

To the question about their attitude to the introduction of compulsory school uniforms, 75 % of students answered positively or indifferently, among parents – 65 %. Moreover, the boys showed great loyalty to the introduction of compulsory school uniforms. The frequency of purchase is 55% of the respondents once per academic year, 28 % purchase twice a year, the rest periodically update part of the items during the year or buy as needed. The cost of a purchased school uniform varies depending on the family income and amounts to 500 somoni for the majority of respondents (Fig. 2).

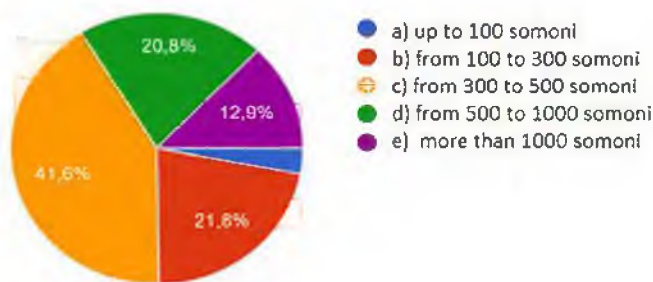


Figure 2 – Answers of respondents-parents to the question "How much do you pay for a school uniform?"

The main place to purchase school uniforms is the market – 57 %, for 21 % – shops, 12 % of respondents order through the school administration, 10 % sew themselves. Thus, regardless of the level of family income, the market is the most preferred place to make a purchase. Most parents pay attention to the composition of materials, only for 10 % the main thing was the price and appearance.

It should be noted that only a third of students, regardless of gender, and half

of the parents surveyed are satisfied with the form adopted at school (Fig. 3). Among the answers about what exactly does not suit the school uniform and what they would like to change, first of all, they note dissatisfaction with the quality of materials, color and style; there are suggestions in the uniform for girls to include trousers.

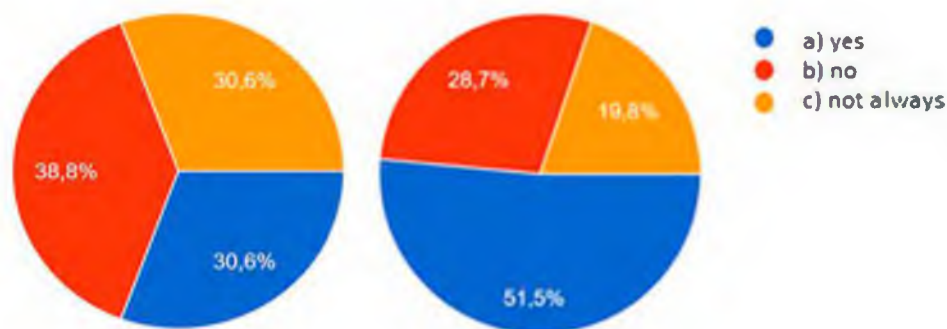


Figure 3 – Diagram of answers to the question "Are you satisfied with the form that is accepted at your school?": a – answers of students; b – answers of parents

With the selection of the size of the product when buying, problems sometimes arise for 58 % of the respondents, for 28 % – often (Fig. 4). The most common problem that parents note is the discrepancy between the size and height of the product.

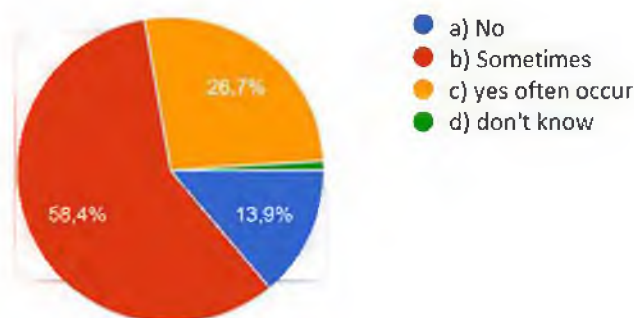


Figure 4 – The results of the answer to the question "When buying or ordering a school uniform, do you have problems with the selection of the required size of the product?"

For school uniforms, completeness which differs significantly for boys and girls is very important.

Answers about the form for boys showed that the assortment of products is distinguished by stability, and design – conservatism [10]. According to respondents, school clothes for boys should consist of classic trousers, a jacket and an overshirt. On this issue, the opinions of parents and children practically coincide. In general, the respondents demonstrated adherence to the classical style: 52 % of the surveyed schoolchildren and 62.4 % of the parents. Only a small part – 16 % of children and 11 % of parents - is in favor of the fact that the school uniform should reflect national features.

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ДЕКОРАТИВНАЯ ОТДЕЛКА ДЕТАЛЕЙ ОБУВИ И КОЖГАЛАНТЕРЕЙНЫХ ИЗДЕЛИЙ

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Реферат. В статье рассмотрены различные варианты декоративной отделки наружных деталей верха обуви и кожгалантерейных изделий, широко применяемые в настоящее время на предприятиях Республики Беларусь. Декоративная отделка деталей позволяет разнообразить дизайн обуви и кожгалантерейных изделий, расширить ассортимент и повысить конкурентоспособность отечественной продукции.

Ключевые слова: декоративная отделка, тиснение, перфорация, рисунки на деталях обуви.

Декоративная отделка деталей обуви и кожгалантерейных изделий позволяет разнообразить ассортимент выпускаемой продукции и повысить её конкурентоспособность. Различные виды отделки лицевой поверхности деталей верха обуви и кожгалантерейных изделий улучшают внешний вид изделий, поэтому широко используются при разработке новых моделей.

В данном сообщении рассмотрены различные способы декоративной отделки деталей из натуральных кож, применяемые на предприятиях Республики Беларусь, такие как: горячее и холодное тиснение деталей, перфорирование, нанесение рисунков с использованием специальных красок.

Для деталей обуви и кожгалантерейных изделий с тиснением, перфорацией и рисунками допускается использование кож более низкой ценовой категории, с большим количеством незначительных пороков на лицевой поверхности, кожи со шлифованной лицевой поверхностью, с нанесенным жировым, или восковым покрытием, спилки с нанесенным искусственным лицевым покрытием.

Тиснение и перфорирование деталей широко используется для детской и женской обуви летнего периода носки, так как оригинальные рисунки на деталях обуви позволяют достигать высоких эстетических свойств и улучшают гигиенические свойства обуви (рис. 1).

Интересным решением декорирования является имитация на заготовке верха обуви контуров деталей с помощью тиснения или перфорирования. Такие решения можно реализовать на заготовках плоских конструкций – туфли, полуботинки. Заготовка верха обуви при этом состоит из одной детали, на которой обозначены контуры берцов, задников, союзок и т. д. (рис. 2 а). Необычным вариантом оформления заготовки является объемное тиснение контуров деталей с последующим заполнением образовавшихся пустот специальным шнуром, позволяющим