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To examine and apply consumer requirements in the production of women's seasonal modern coat

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Abstract- In the article, marketing research was conducted to produce children's contemporary sportswear collections and consumers' requirements were studied. The results of the survey were analyzed on the basis of histograms. Based on the results of the research, the initial information for the development of children's sportswear projects was collected.

Key words: modernization, statistics, subject, jacket, jacket, hygroscopic, hygienic, mechanical feature, mantra, flannel, designer, seasonal.

INTRODUCTION

As a result of the creation of a favorable investment climate in our country, the modernization of production and the emphasis on the production of finished products, the textile and sewing industry is becoming one of the leading sectors of the economy. At present, more than 2 500 enterprises are operating effectively in the network, employs more than 100 thousand people. At these enterprises, the production of ready-made fabrics and fabrics, fine sewing and knitwear products, modern linens, ready-made products such as carpets is launched.

Over the last 10 years, the network has achieved a high growth rate, the production of textile products has increased by 4.3 times, while the products have grown by about 4 times.

In the first years of independence, the entire network has an export potential of more than 7 million dollars, while at the same time the light industry's products are worth more than 1

billion dollars. Also, textile and ready-made clothing products produced in the field are exported to more than 60 countries of the world. In particular, in recent years, many types of light industry products have also been exhibited to countries such as Brazil, Chile, Croatia, Nigeria. In achieving such results, as in all areas, reforms have been carried out in the light industry sector, aimed at ensuring drastic quality changes. In particular, foreign and joint enterprises equipped with modern technologies were created instead of old spinning combos, which generally stopped. Many Network Enterprises have been modernized, which began to produce competitive products at the level of world markets. Also, the privileges and preferences given in order to support the enterprises operating in the network have made it possible for them to have a solid place in the foreign market.[1]

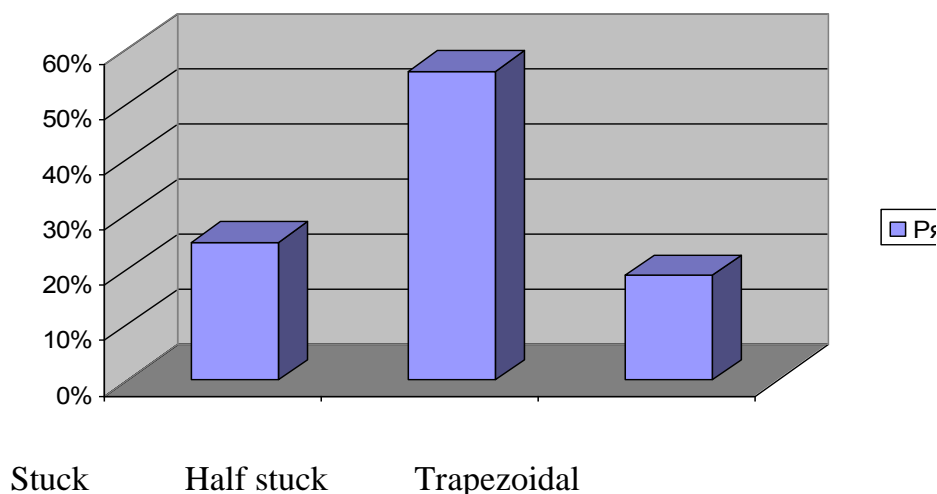
In addition, these enterprises are exempted from customs duties on imported equipment, spare parts and raw materials that are not produced in the Republic. As a result of such benefits of our company, the creation of a favorable investment climate in our country, modernization of production and a special focus on the production of finished products, textile sewing-knitting industry is becoming one of the leading sectors of the economy. At present, 485 LLC and JV-shaped sewing and sewing-knitting enterprises are operating in Namangan region. Great confidence in the quality of the finished product in the production process should also be paid.

At these enterprises, the production of gauze and other competitive products of fabrics, sewing and knitwear products, modern linens, carpets and overcoats is launched. In these projects, with its export-oriented costumes, knitted coats, women's and children's clothing, the region develops the sewing industry, creates new working places and supplies sewing and sewing products in the people's exteriors along with the addition of its own organs to the economic growth of the region. In particular, the production of women's seasonal coats is one of the pressing problems of the garment industry of today's era of the preparation of items on the basis of the consumer's demands and desires, in combination with increasing their quality, accessibility. One of the important requirements of the production of women's seasonal modern coat technology and further improvement of design processes in the development of light industry. In order to find a solution to these tasks, we carry out scientific research on the selection of women's seasonal, modern coat gasses, determining their quality indicators, physique.

The study of folk exteriors, market racks and modern clothing assortment, the analysis of which can be obtained through the production of Sewing, as well as the quality, competitiveness of sewing and knitwear products. The professor-teachers of the Namangan Institute of engineering and technology “design and technology of Light Industry Products”, students of the young searching magistracy of the Namangan engineering and Technology Institute in the Namangan region, the Namangan State University studied the needs of women's seasonal coats between 20-25-year-old and 500-year-old students. The initial marketing research obtained to develop a modern, new sketch model meme was analyzed.

Marketing research result analysis

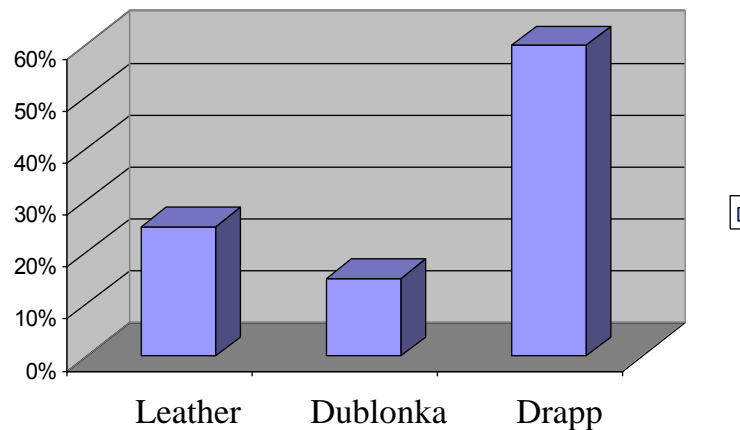
In order to prepare the initial project work of the modern design seasonal coats, a questionnaire was conducted among 500 women aged 20 to 25 years living in the Namangan region and their need for top dressing was studied. The results of the studied exteriors were expressed on the basis of histograms (Picture 1).



(Picture 1) The results of a survey conducted on the selection of seasonal coat physique of ayyos. We can see that the need for a semi-enclosed silhouette is higher than for a trapezoidal silhouette, which according to the results of a survey conducted on the selection of the seasonal coat physique of ayyos is glued (Picture 1).

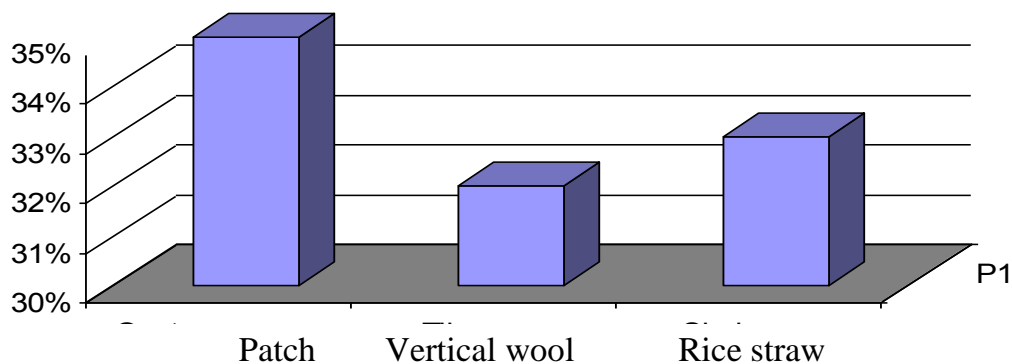
The outer appearance of the women's coat, the requirements of consumer and expressiveness, according to the selected material is scientifically based kompleks, multi-layer materials. In the sewing industry, depending on the method of processing and the requirements for exploitation, coat finishing: it is required to meet the requirements such as surface density, durability, tear strength, air permeability, aerating permeability, as well as good heat retention, color durability, water and light impact resistance. In mass production, for the preparation of women's coats, wool is widely used, semi-wool with the addition of chemical fibers, artificial knitwear that retains its shape well, natural and artificial leather, suede. At the same time, cashmere, twid, denim, movut, drap gaskets are also applied to the most popular gaskets.

Also, the requirements for the type of women's seasonal dressings were studied and the results of the survey were presented in the following histogramme.



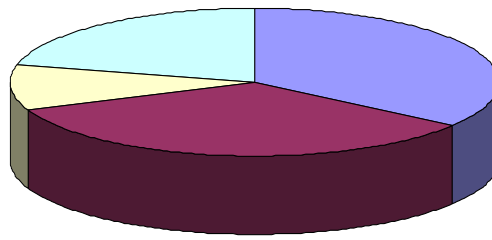
2-agar rasm. Results of a survey conducted on the selection of gassing for women's seasonal coat. Due to the fact that the climate of Uzbekistan is sharply variable, the air temperature in the daytime and in summer and winter in the region is sharply different [3]. The annual air temperature difference is significantly higher. Due to the fact that there is a lot of precipitation in the spring and autumn seasons, the average relative humidity rises to 30-40%. Therefore, in our Republic, the exteriors to the natural wool fabric are always high. Because in cold and humid weather, the wool fabric captures the temperature of the human body in the deer and has an airtight property. This in turn creates comfort for the human body to breathe.

In the histogram above, too, the demand for dublyunka and charmga relative to the drap fabric gave a high figure according to the results of a survey conducted on the selection of gauze for women's seasonal coats (Figure 2).



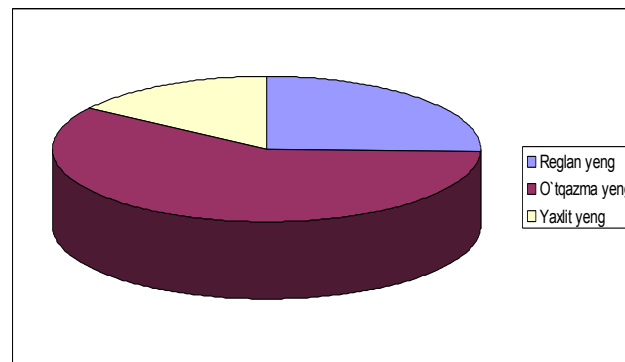
3-picture. Results of the need for collars, which are recommended for women's seasonal coat.

When the need for the yqa part of the women's seasonal coat was studied, the return yqa was -35%, the standing yqa -32%, The Shawl yqa -33%. So, by the results of the histogram, the demand for all collars is almost equal (Figure 3).



4-picture. Results of the survey on the choice of colors for women's seasonal coat

Women give great confidence in the direction of modern fashion when choosing seasonal coats. Among middle-aged women, the need for more black and Brown is greater. In the above histogram, the extiation to black and Brown is 50% (Figure 4).



5-picture. Types of sleeve recommended for women's seasonal coat

The highest figure for the types of sleeves, which are recommended for women's seasonal coats, was made up of a transverse sleeve (Figure 5).

Conclusion

In summary, the main purpose of the marketing research and questionnaires carried out, we planned to develop a semi-adhesive back-up and shawl collar, a lapel sleeve seasonal coat design using black-colored drap gaskets for women.

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