



Determination of Consumer Characteristics of Women's Clothing Made of Natural Silk

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Article History	Abstract
Received: 06 June 2023 Revised: 09 September 2023 Accepted: 12 October 2023	<i>This article examines the advantages and disadvantages of natural silk, how beautiful and beneficial properties of clothes made of silk fabrics are for human health, as well as the information of consumers determined through a questionnaire.</i>
CC License CC-BY-NC-SA 4.0	Keywords: silk, silkworms, cocoon, reel, hygiene, hygroscopicity, questionnaire, wardrobe.

1. Introduction

In recent years, attention has been paid to the development of sericulture and cocoon industry in Uzbekistan. With the decision of the President of March 29, 2017, "On the measures to organize the activities of the Uzbekipaksanoat" association, the start of the new structure was an important step towards the development of the industry. The main goal of the document is not only to create a new interpretation of "Uzbek silk" in the world market, but also to expand the opportunity to provide employment to many people by radically reforming the industry on the basis of advanced technologies. [3]

The decision of President Shavkat Mirziyoyev dated March 29, 2017 on measures to organize the activities of the "Uzbekipaksanoat" association is becoming a program for the development of the sector. According to him, measures are being taken by the Research Institute of Silk Production to breed mulberry varieties, silkworm breeds, and fully meet the needs of farms for silkworm seeds and mulberry seedlings. Taking into account the special attention paid to the silk industry, creating dresses that meet both consumer and technical and economic requirements by finishing the natural silk fabric woven in our country under our own conditions, with the help of our own dyes, and working in a cluster style. establishing, providing our people with products and, of course, establishing export to foreign countries is one of the urgent issues of today.

Today, various chemical fabrics are used for the production of goods. For sewing women's shirts and blouses, fabrics made of natural fibers, fabrics made of artificial and synthetic fibers are used. The demand for gauze woven from natural fibers is increasing. Their assortment is expanded due to the change in the color of production, type of pattern, types of decoration. Such gauzes have high hygienic properties, as they are breathable and absorbent. In addition, natural silk fabrics are light and do not wrinkle, and are suitable for the climatic conditions of our country. The silk industry has been developing since time immemorial. Our state is implementing a number of measures to develop the silk

industry. The decision of the Cabinet of Ministers of the Republic of Uzbekistan dated August 11, 2017 "On measures for the comprehensive development of the cocoon industry in 2017-2021" raised the work in the field to a new level and created wide opportunities for cocoon enterprises and cocoon growers [1].

The decision of President Shavkat Mirziyoyev on March 29 of this year on the measures to organize the activities of the "Uzbekipaksanoat" association is an important factor in creating new opportunities in the field. "Uzbekipaksanoat" association is carrying out large-scale work on the development of silk production, satisfying the population's need for natural fabrics, filling the domestic market with such products, and expanding its export. Silk is an expensive fabric known all over the world for its softness, unique smoothness, and high durability. The technology of making silk is very complicated and includes several stages. Natural silk is very expensive: not everyone can afford a product made of this material. That's why fabrics with artificial and synthetic fibers are now being produced. In appearance, synthetic fibers are little different from natural ones, but their durability, durability and hygienic properties are not like natural silk. Natural silk has its own advantages and disadvantages.

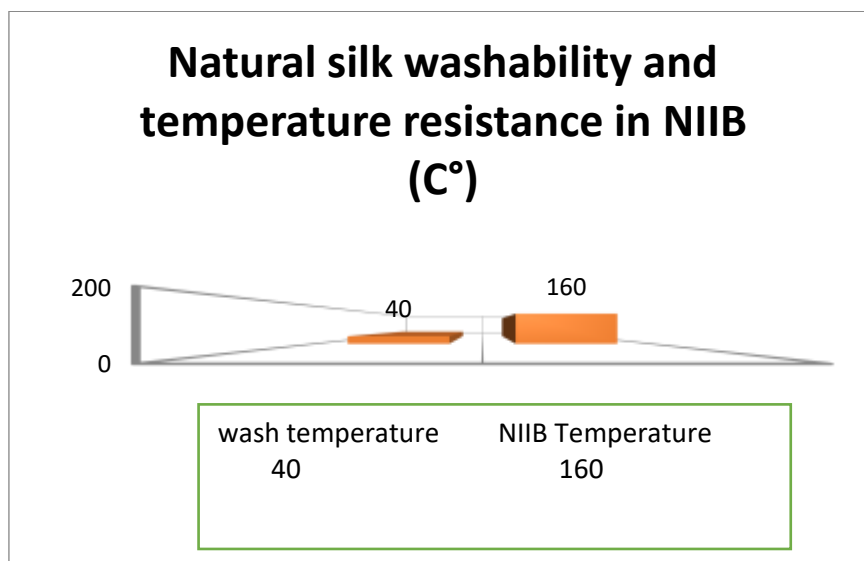
Advantages of silk:

- high air permeability, which ensures the body's ability to breathe;
- good hygroscopicity, thanks to which the fabric absorbs sweat and dries it quickly;
- excellent thermoregulation and the ability to adapt to the temperature of the human body;
- durability that provides silk products with a wonderful appearance;
- hygiene and the ability to protect against the growth of bacteria on the skin.

Disadvantage of silk:

- expensive;
- in need of special care;
- does not tolerate washing in very hot water;
- requires care when ironing;
- strengthens with prolonged exposure to ultraviolet rays;
- Contaminated by liquid or sweat.

Temperature resistance of natural silk in washing and wet-heat treatment is shown in Figure 1. Despite the few disadvantages of silk products, this fabric remains popular all over the world. Before creating a wardrobe of women's clothes from natural silk, a sociological survey was conducted to study their lifestyle and factors affecting their wardrobe. The questionnaire was focused on researching business women's lifestyle, their social status, aesthetic interests, taste and situations of wearing different clothes. A questionnaire was developed, it consists of 18 points[2].



Picture 1. Temperature resistance of natural silk in washing and wet-heat treatment

In total, more than 250 women were interviewed. These women are teachers, private entrepreneurs, business representatives, doctors, housewives and retired women. The questionnaire was processed using statistical methods. In the questionnaire, there are questions about women's place of residence, work situation, types of clothes in their wardrobe, style of dressing, attitude to substance, type of fabric and analysis of general questions about clothes [3]. The analysis of respondent age showed that women aged 25-35 make up 35%, women aged 36-45 make up 33%, women aged 46-70 make up 32% (Figure 2).

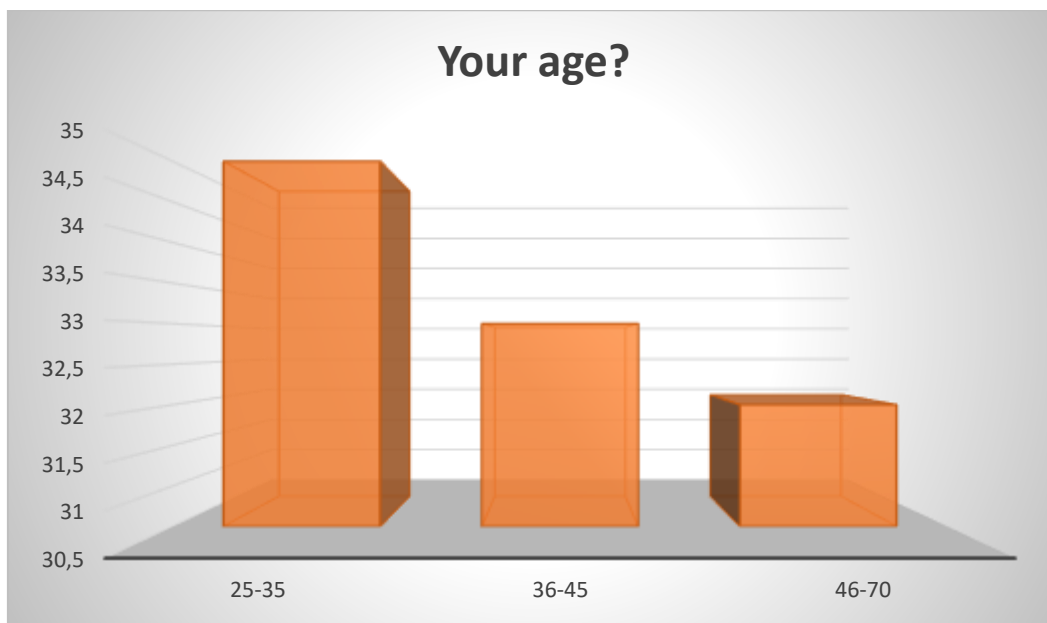


Figure 2. Respondent age analysis

According to the statistics of the social status of women: 15% are working women, 21% are housewives, 17% are students, 30% are retired, 7% are businesswomen, and 10% are students (Figure 3).

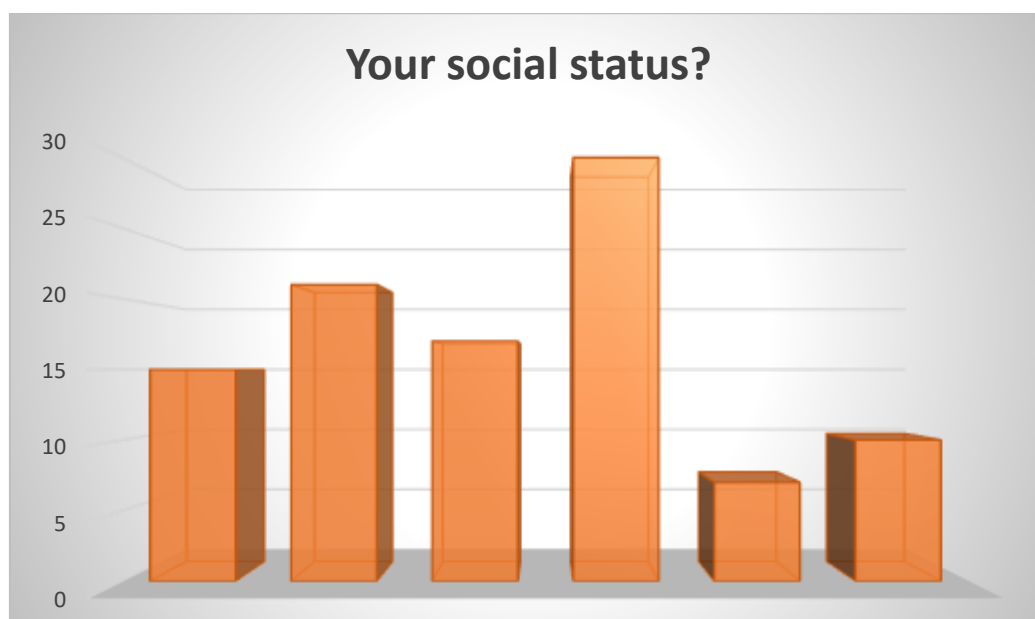


Figure 3. Statistical result of the social status of women

When determining the attitude of women to fashion (Figure 4), the following was found: 31% of our women observe all fashion trends and follow fashion completely, 51% of our women are interested in fashion but follow their own opinions when dressing, and 18% of women are completely indifferent to fashion.

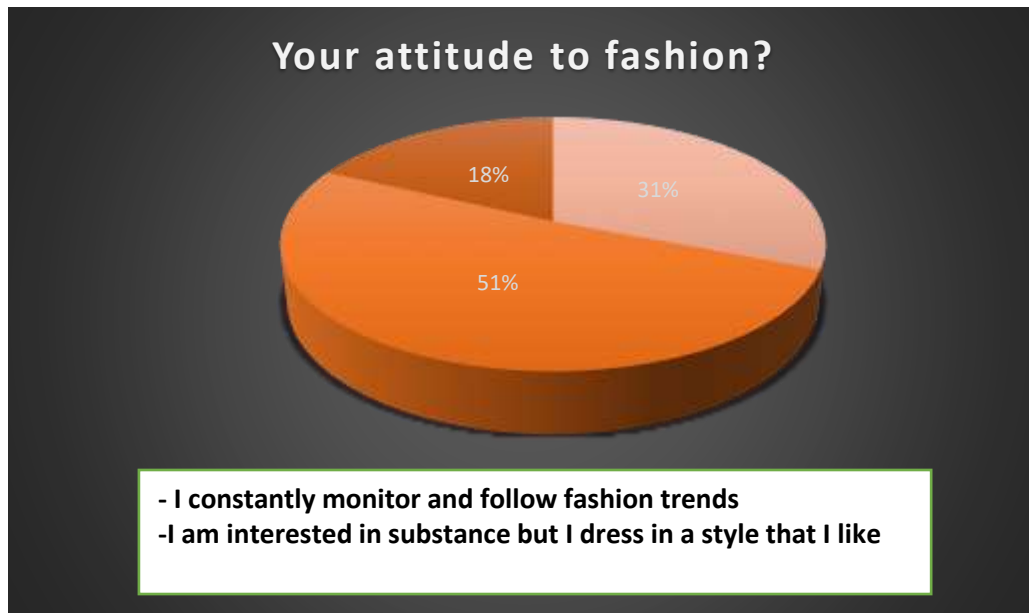


Figure 4. Women's attitude to fashion

It was determined where they usually buy clothes (Figure 5), according to the results, 15% buy from company stores, 14% from an online store, 36% by ordering from a tailor, and 35% from other sources.



Figure 5. Where they usually buy clothes

When asked how much you like clothes made of natural silk fabric, most women, 88% of women, say they like them, 8% say they like clothes made of mixed fiber gauze, and 4% of women say that the type of fabric they reported that it is insignificant for (Fig. 6).



Figure 6. Attitudes towards clothes made of natural silk fabric

The following responses were received to the question of what fabrics make up the main part of your wardrobe (Figure 7): 15% of women choose clothes made of natural silk, 65% choose clothes made of mixed fibers, and 20% They pointed out that there is a lot of clothes with synthetic gauze. The conclusion is that most women prefer natural silk mats, but they have a small amount of such clothes in their wardrobe.



Figure 7. The main part of women's wardrobe is made of clothes made of any fabric

45% of the respondents said that the reason for the lack of natural silk fabrics in the wardrobe (Figure 8) is that they are expensive, 15% are uncomfortable for everyday wear, and 40% are both expensive and have some discomfort. they showed.



Fig. 8. The reason for the lack of natural silk fabrics in the wardrobe

40% of women preferred a semi-tight silhouette, 55% preferred a straight silhouette, and only 5% of women preferred clothes with a tight silhouette (Figure 9).

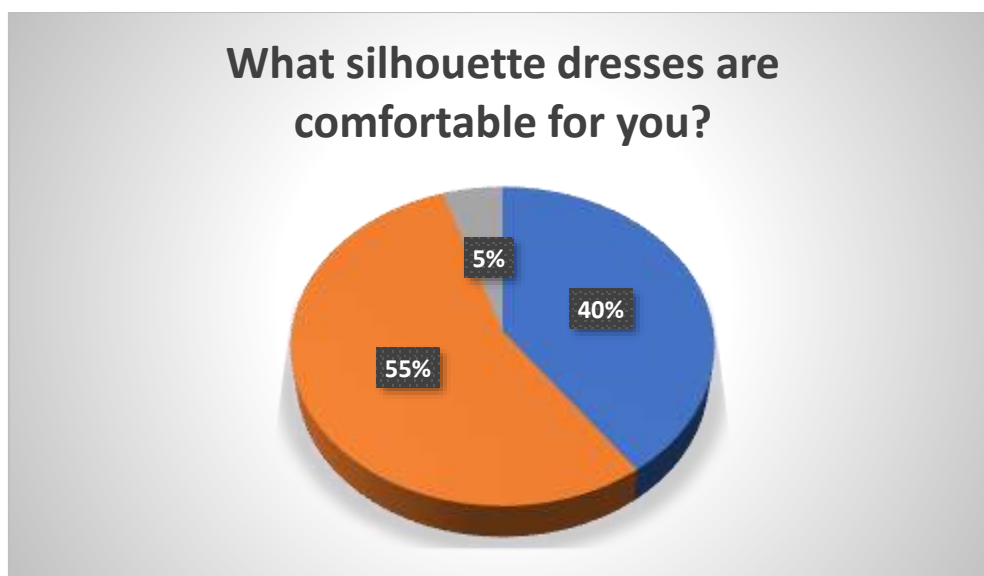


Fig. 9. Bench for the silhouette of women's clothing

The purpose of the research is to develop a new model of women's wardrobe at a lower price, that is, on the basis of non-traditionally finished natural silk fabric, according to the results of the survey and taking into account the physical and mechanical properties determined by experiment, the construction and technology.

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