



Assessment of the cost of material costs of citizens for preparation for implementation of vfsk standards «ready for labor and defense» (based on the example of student youth of Barnaul)

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Abstract

Objective of the study was to assessment of the cost of preparation for compliance with the standards of the All-Russian Sports Society for GTO (using the example of student youth in Barnaul).

Methods and structure of the study. A survey of Barnaul students was conducted, an analysis of the resources of electronic sporting goods stores, as well as statistical data on the level of wages of the population of the Altai Territory in 2023.

Results and conclusions. It was revealed that 62,5% of students prefer to buy sportswear and shoes in the Sportmaster chain stores, 44,9% of students prefer Nike. The cost of such goods is 32-149% (men's range) and 53-136% (women's range) of the average wage of the population of the Altai Territory in November 2023, which amounted to 44 042 rubles per month in November 2023.

To reduce the cost of clothing and footwear in preparation for the implementation of the VFSK GTO, it is necessary to develop such a product under the «GTO» brand, which, in turn, will create a new or expand the existing production of clothing and footwear, increase the number of new jobs, as well as promote and advertising of VFSK GTO. In order to increase the motivation of young people in physical education and sports, it is proposed to more actively implement social order tools for physical education and health services and (or) consider the issue of introducing an additional tool - the «Lesgaft Card».

Keywords: sportswear and shoes, GTO, costs, students.

Introduction. In the context of the need to achieve interrelated national goals of the state to achieve a certain level of average life expectancy of the population and the number of people involved in systematic physical education and sports in the territories of the constituent entities of the Russian Federation, an ambiguous situation arises. The state, establishing the recommended amount of physical activity for citizens of a certain age, returned in 2014 the universal institute for assessing the physical fitness of the population. However, practice shows that in the territories of the country, an equal number of the population is not covered by obtaining an assessment of physical fitness [4]. Apparently this explains the almost unchanged positions of the constituent entities of the Russian Federation among the leaders and outsiders in the quarterly ratings of the VFSK «Ready for Labor

and Defense» (VFSK GTO). At first glance, the leadership and scientific community declare that the population lacks a well-formed need, motivation or incentive for systematic physical education and sports and assessment of physical fitness. However, the authors, based on other beliefs, propose to consider the issue of activating the population of the VFSK GTO from a different angle, where the success of the inclusion of the most active part of society (students) in systematic physical education and sports depends on the level of their financial situation or the cost of preparation for meeting standards VFSK GTO.

Objective of the study was to assessment of the cost of material costs for citizens to prepare for the implementation of the standards of the All-Russian Sports Society for GTO (using the example of student youth in Barnaul).

Methods and structure of the study. A survey of Barnaul students was conducted, in which 254 students (77 boys, 177 girls) aged 17-23 took part.

The survey questions were open-ended. Below are their contents:

1. Which sports store would you choose to buy sportswear and shoes?
2. Do you use online stores to buy sportswear and shoes? If your answer is «yes», then indicate which online stores you use.
3. Which brand of sportswear and shoes do you prefer for physical education and sports?

Along with the survey, an analysis of the resources of electronic sporting goods stores was carried out, as well as statistical data on the level of wages of the population of the Altai Territory in 2023.

Results of the study and discussion. As the survey results showed, 62,5% of students prefer to buy sportswear and shoes in the Sportmaster store (Figure 1). This store has 8 large branches within the city of Barnaul and are conveniently located in shopping centers. Therefore, it is quite predictable that more students know this store and shop there. Other stores in the city (Trial-sport, TVOE, etc.) are visited by 25,3% of respondents and 12,3% of students found it difficult to answer.

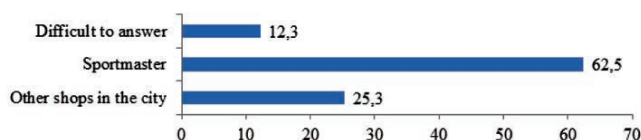


Figure 1. Students choice of stores for purchasing sportswear and shoes (%)

To the question «Do students use online stores to buy sportswear and shoes (%)?», the majority of respondents (57,5%) answered negatively, which was an unexpected answer (Figure 2). It is known that young people prefer to order and purchase goods in electronic stores. In addition to this question, there was a clarification: «If your answer is «yes», then in-

dicating which online stores you use. Some students who answered positively indicated from 1 to 3 online stores. The largest number of students indicated the following online stores: Wildberries – 18,1%, OZON – 8,7%, Lamoda – 5,1%, Sportmaster – 4,3%. 11% of students indicated other online stores.

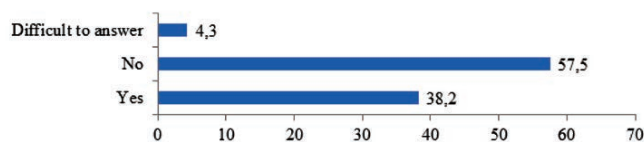


Figure 2. Do students use online stores to buy sportswear and shoes (%)

From the answers received to the previous question, it turned out that 62,5% of students prefer to buy sportswear and shoes in the Sportmaster chain stores. The results obtained indicate the popularity of this trade brand, the variety of assortment, and the affordability of prices for goods.

To the question «Which company of sportswear and shoes do students prefer for physical education and sports (%)» it should be noted that many students indicated the number from 1 to 5 companies. From Figure 3, you can see that a larger number of students prefer Nike – 44,9%. Also, among popular sports brands, students pointed to such brands as Reebok, Columbia, Demix, Asics, Fila, Kappa, Termit.

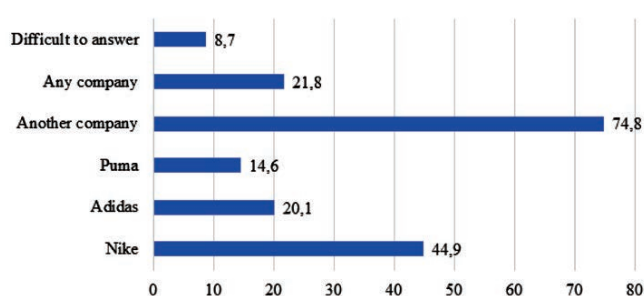


Figure 3. Which brand of sportswear and shoes do students prefer for physical education and sports (%)

Sports goods (including discounted goods), Sportmaster store (Barnaul) as of 25.12.2023, Nike brand [5]

№	Наименование товара	For men		For women	
		Cost min (RUB)	Cost max (RUB)	Cost min (RUB)	Cost max (RUB)
1	Sports suit	5 499,00	19 999,00	13 499,00	13 499,00
2	T-shirt	1 099,00	7 699,00	1 849,00	8 499,00
3	Socks (3 pairs)	909,00	3 499,00	1 539,00	3 499,00
4	Running shoes	6 579,00	34 499,00	6 499,00	34 499,00
Total:		14 086,00	65 696,00	23 386,00	59 996,00



Next, we analyzed the cost of sportswear and shoes that meet the requirements for participation in the tests of the GTO Complex [1]. The cost of a set of sportswear and shoes is presented in the table.

The table shows that the price range ranges from 14 086 rubles to 65 696 rubles, and the cost of a set of these types of goods fluctuates throughout 2023.

We analyzed wage statistics in the region. According to official sources, for January-November 2023, the monthly average salary of residents of the Altai Territory was 40 048-44 042 rubles [2].

An assessment of the material costs for preparing for the implementation of the standards of the All-Russian Federal Sports Complex GTO revealed that their volume is 32-149% (men's assortment) and 53-136% (women's assortment) of the average wage of the population of the Altai Territory in November 2023.

Since students study full-time and do not have the opportunity to work on a permanent basis, their parents are responsible for their financial support. In this regard, we identified temporary work opportunities for students. It has been determined that for 1 hour of work, young people can receive a remuneration from 243,5 to 267,86 rubles (average wage). However, in order to prepare for the implementation of the standards of the All-Russian Sports Complex GTO for stages VI-VIII, the Ministry of Sports recommends training for 300 minutes (5 hours) per week [3]. Accordingly, a student in his free time from studying, not counting travel costs, can receive from 1217,5 to 1339,34 rubles. Travel costs average 240 minutes (4 hours) - an average of 1 hour of time to get to the place of study and 1 hour to get back to the place of residence. The cost of lost income ranges from 974 to 1071,44 rubles. Thus, the total costs of students in preparing them to comply with the standards of the All-Russian Federal Sports Complex GTO can range from 2191,5 to 2410,78 rubles in Week.

Conclusions. The conducted research allows us to conclude that the costs of citizens to prepare for the implementation of the VFSK GTO test standards for students of the Altai Territory is a rather expensive task.

To reduce the cost of purchasing sportswear and footwear, it is necessary to develop special clothing and footwear, for example, under the GTO brand, with an affordable price and not inferior in quality and comfort to products of other brands. Such a decision will make it possible to create a new or expand existing production of clothing and footwear, increase the

number of jobs, as well as promote and advertise the All-Russian Sports and Technical Society.

In order to increase the interest of young people in physical education and sports, increasing their number with the proper level of physical fitness, it is proposed to more actively implement social order tools for physical education and health services and (or) consider the issue of introducing an additional tool - the «Lesgaft Card», an analogue of the «Pushkin Card». This decision will help increase attendance and workload of physical education and sports institutions for youth. Every Russian citizen aged 6 to 24 years (inclusive) receives a special bank card. With this card you can pay for equipment, equipment, visits to fitness clubs and other organizations providing services in the field of physical education and sports throughout the country. The value of the «Lesgaft Card» must be differentiated and depend on the level of difficulty (insignia) completed at the previous stage, except for stage I.

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