

Research Paper :

Consumers preferences regarding design features, purchase pattern, place and purpose of using curtains and upholstery

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ABSTRACT

The present study was undertaken to analyse the purchase pattern, place and purpose of using curtains, preferences of design features and fabric used for curtains and upholstery. A total of 400 respondents from different cities representing the multicultural groups including Faridabad, Panchkula, Panipat, Hisar and Karnal of Haryana state were selected purposively. Majority of respondents preferred to purchase the fabric of their own choice and got them stitched from the tailor according to their need and choice in all the cities. Doors and windows are the most important place for using curtains. Most important purpose of using curtains was the home beautification. Self design/ woven curtains and upholstery were most preferred for living and bedroom. Floral and geometrical prints were preferred for kitchen and bathroom curtains.

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Home being a personal place, can be made beautiful also as to personify the image of person's life style. Thus, it can be said that curtain and upholstery make an important contribution to the style and mood of the house. They are the most popular coverings for door and windows, having the greatest potential, variety of style and broadest range of cost. This is due to the fact that textile industry continues to rapidly change and create new fibres and yarns and manufacturing them into useful and decorative products for curtains and upholstery. Thus, it becomes difficult for the consumers to select from the various forms and shapes and arrange the same in a manner to produce decorative effects, which should create the proper balance with in the interior of room and curtains. It should have the pleasing relationship amongst the various areas in the room so as to create the proportion and should have only one point of interest/emphasis in the whole room be it curtains with the pleasing sense of organized movement to give continuity to the room. All these together with the various elements of design *i.e.* line, form, colour, texture and shape should get well harmonized with each other and thus create a beautiful environment in the house.

The tax rebate and the loan facility for construction or purchase of a house lead to boom in the housing industry which ultimately leads to construction of new

houses in very large number. As a result demand for different types of curtains and upholstery also increased for decorating the houses. Curtains and draperies are the most popular treatments for windows. They effectively control light, heat; provide privacy, subdue sound, add colour, and help to change the apparent size and shape of a room.

Harman (2004) explains that curtains are either gathered on a rod or attached to a rod by rings, tabs or ties. And, if a curtain opens or closes, it's done by hand. Curtains have now earned a place in the most elegant interiors. Curtains dress windows in soft fold of fabric, and until recently, they used to be fixed and predictable with pleated panels hanging from hooks attached to narrow transverse rods. Today's design has added a wealth of trims, new choices in hard ware and fabrics, and imaginative application of drapery headings to liven up this traditional window covering. Lining fabric treatments will protect furnishings and fabrics and muffle sound most effectively. For good ventilation, choose a window treatment that doesn't block the flow of air and if your life style is hectic, choose durable treatments that are easily maintained.

For making home beautiful and eye catching, home furnishings act as a key element having its popularity all around. Acting as a best suited decorative for one's home,