

Consumer preference for development of long dresses using floral *Mughal* motifs

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■ **ABSTRACT :** The present study was undertaken for design development of long dresses using *Mughal* motifs. The study was conducted on college going girls in college of Home Science, Punjab Agricultural University, Ludhiana. An interview schedule was prepared for collecting data from sixty respondents regarding the preferences for fabrics, constructional features such as type and length of sleeves and types of necklines. The results of the investigation were interpreted using weighted mean scores. The results of the collected data revealed that most preferred fabric type was silk. Majority of the respondents preferred bell shape sleeves and quarter length of sleeves. Boat neckline was highly preferred by the respondents. Fifteen designs were developed according to the preferences of respondents in Corel Draw X₆.

■ **KEY WORDS:** Long dresses, Floral *Mughal* motifs, Corel Draw X₆

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Western wear is becoming very popular among women of all age groups and into varied segments such as daily wear, lounge wear, club wear, holiday wear and party wear. Given an opportunity, most women would try western, instead of the regular suits and *Sarees* (Puja, 2001). Women prefer western outfits because their silhouettes are better and there is a wide variety to choose from. Further, it gives a smart and active look which is reflected well with the activities of the modern Indian women who are working and independent (Kumar, 2004). The inspiration for fashion is endless. The culturally rich heritage of India has always been a source of inspiration. The much-in apparels today

are either the revival of vintage patterns or enhanced versions with slight doses of modern elements. *Mughal* art depicts a privileged combination of Indian, Persian and Islamic styles. *Mughal* textiles are exemplification of luxury and royalty. Among the various *Mughal* arts, the motifs in paintings, floor tiles and monuments are exceptionally beautiful. Although various designs are depicted but floral motifs creepers, sprays, springs, plants, etc. were used to a great extent. The flowers generally used in *Mughal* textile designs were mostly taken from Persian carpet motifs. Thus, the study was planned to design long dresses by taking inspiration from floral motifs in *Mughal* era.

■ RESEARCH METHODS

The present exploratory study was conducted in Punjab Agricultural University, Ludhiana. The results regarding the preferences for floral motifs inspired from *Mughal* era which were collected from secondary sources viz., Books, magazines and internet etc. The panel constituted of ten judges from department of Apparel and Textile Science. Data revealed that out of forty collected motifs, the most preferred fifteen motifs were selected by judges for design development of long dresses using Corel Draw X₆. To conduct the present study sixty students of college of Home Science, Punjab Agricultural University, Ludhiana were selected randomly. An interview schedule was framed for collecting the preferences of respondents. The results were analyzed by using frequency, percentage and weighted mean score.

■ RESEARCH FINDINGS AND DISCUSSION

The results of the present study as well as relevant discussions have been presented under following sub heads:

Documentation and preference of judges for selection of floral *Mughal* motifs:

The preferences of judges regarding the preference for floral motifs inspired from *Mughal* era are described in Table 1.

Preference of respondents for fabrics:

Data in Table 2 indicate that silk and satin were the most preferred fabrics with weighted mean score 5.22 and 4.86, whereas the least preferred fabric for long dresses was linen with weighted mean score 2.33.

Preference for necklines:

The finding enclosed in Table 3 indicate that boat neck (weighted mean score 7.18) was ranked one by the respondents followed by round neck (weighted mean score 6.08). Square shaped and halter neckline were least preferred for dresses with weighted mean score 3.18 and 1.5, respectively.

Preference for type of sleeves:

The data in the Table 4 revealed that bell shaped sleeves were highly preferred and were ranked first (weighted mean score 6.68) followed by cap sleeves

Table 1 : Preference of judges for selection of floral *Mughal* motifs (n=10)












Codes	Motifs	WMS	Rank
M ₃		28.1	XIII
M ₄		24.3	XV
M ₉		30.8	VIII
M ₁₄		28.6	XII
M ₁₅		36.2	I
M ₂₅		33.5	IV
M ₂₇		25.1	XIV
M ₂₉		30.6	IX
M ₃₀		33.9	II
M ₃₂		33.8	III
M ₃₃		31.4	VII
M ₃₄		28.6	XI
M ₃₅		31.7	VI
M ₃₆		32.8	V
M ₃₇		29	X

Table 2: Preference of respondents for type of fabrics for long dresses (n=60)			
Sr. No.	Types of fabrics	Respondents	
		WMS	Rank
1.	Linen	2.33	XI
2.	Chenille	4.67	III
3.	Chiffon	3.26	IV
4.	Organza	2.44	X
5.	Georgette	3.25	V
6.	Net	2.75	IX
7.	Satin	4.86	II
8.	Taffeta	3.23	VI
9.	Velvet	3.08	VII
10.	Tissue	2.92	VIII
11.	Silk	5.22	I

WMS= Weighted mean score

Table 3: Preference for necklines preferred by respondents for long dresses (n=60)			
Sr. No.	Type of necklines	Respondents	
		WMS	Rank
1.	U shaped	5.8	III
2.	V shaped	5.51	V
3.	Square shaped	3.18	VII
4.	Boat	7.18	I
5.	Halter	1.5	VIII
6.	Sweetheart	3.81	VI
7.	Round	6.08	II
8.	Off shoulder	5.6	IV

WMS= Weighted mean score

Table 4: Preference of respondents for types of sleeves in long dresses (n=60)			
Sr. No.	Types of sleeves	Respondents	
		WMS	Rank
1.	Cap	6.51	II
2.	Bell shaped	6.68	I
3.	Kimono	5.28	VI
4.	Bishop	6.28	IV
5.	Raglan	2.83	VIII
6.	Puffed	5.95	V
7.	Petal	4.6	VII
8.	Slit	6.43	III
9.	Batwing	2.35	IX

WMS= Weighted mean score

Table 5 : Preference of respondents for types of sleeve length in long dresses (n=60)			
Sr. No.	Types of sleeve length	Respondents	
		WMS	Rank
1.	Sleeveless	2.6	II
2.	Half sleeves	1.5	III
3.	Quarter sleeves	3.3	I
4.	Full sleeves	1.3	IV

WMS= Weighted mean score

(weighted mean score 6.51). Raglan sleeves (weighted mean score 2.83) and batwing sleeves (weighted mean score 2.35) were least preferred.

Preference for sleeve length:

Table 5 depicts that quarter sleeves were most preferred and were ranked first (weighted mean score 3.3). The second rank was given to long dresses without sleeves with a weighted mean score of 2.6. Third and

fourth rank was obtained by half sleeves in long dresses and full sleeves with weighted mean score 1.5 and 1.3, respectively.

Development of designs for long dresses:

For the development of designs of long dresses fifteen designs of long dresses were designed using shortlisted fifteen floral *Mughal* motifs in Corel Draw X₆. Design of dresses D₁ to D₁₅ are shown in the Plate 1.



Plate 1 : Design of dresses D₁ to D₁₅

Table 6 : Preference of the respondents for developed designs of long dresses (n=60)			
Sr. No.	Dresses	Respondents	
		WMS	Ranks
1.	D ₁	9.61	VII
2.	D ₂	7.78	X
3.	D ₃	4.96	XI
4.	D ₄	9.53	VI
5.	D ₅	9.76	V
6.	D ₆	4.08	XIII
7.	D ₇	10.85	III
8.	D ₈	9.5	VIII
9.	D ₉	10.13	IV
10.	D ₁₀	9.13	IX
11.	D ₁₁	3.08	XV
12.	D ₁₂	3.26	XIV
13.	D ₁₃	12.85	I
14.	D ₁₄	4.7	XII
15.	D ₁₅	12.23	II

WMS= Weighted mean score

On the basis of preferences taken from respondents, five dresses which obtain top ranks *i.e.* D₁₃, D₁₅, D₇, D₉, and D₅ were constructed using developed designs of machine embroidery. all the prepared dresses were liked by the consumers. According to Marshal (2009) adolescent girls may choose to wear slim fit and highly stylish dresses that make them look dazzling, on the other hand an elderly would prefer to wear a comfortable outfit. Everybody desires to look impressive and beautiful. Without proper outfit one would never be able to have a pleasurable and appealing personality.

Conclusion:

As the demand of long dresses is rising day by day, designers are always in search of new designs. Therefore, the present study would be beneficial for the budding designers to provide inspiration for applying

Mughal motifs for designs of other apparel such as *Kurties*, tops, long skirts, scarf and stoles, etc.

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