

**Research Paper :**

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

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Received : January, 2011; Accepted : February, 2011

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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.

Khippal, Anita and Singh, Saroj S. Jeet (2011). Consumers preferences regarding design features, purchase pattern, place and purpose of using curtains and upholstery. *Asian J. Home Sci.*, 6 (1) : 26-30.

**Key words :** Design, Consumers, Purchase, Curtains, Upholstery

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,

home furnishings are very much in demand today. Making an ever lasting impression on visitors and guests, the home furnishings work the best. Home furnishing makes it possible to admire the royalty and simplicity of one's house by others

Fabric is used in every nook and cranny of a house. It is used for all household purposes from cleaning to decoration, from protection to comfort, and what not. Every consumer makes purchases to satisfy his own needs or of others in the family. Earlier, home- stitching was a common practice followed by homemakers for making curtains and upholstery but now a day the market is abundant with the stylist well designed curtains and upholstery.

Thus, it is very important to realize that the curtains and upholstery play a definite role in furnishing our house and in making it more beautiful. The consumer therefore need to be well informed about the different kinds of curtains and upholstery along with various designs, headings, trimmings, valances, sash and cornices etc. in the market and their properties. So to know the preferences of the consumers regarding different types of curtains and upholstery the present study was carried out.

## EXPERIMENTAL PROCEDURE

The different cities representing the multicultural groups including Faridabad, Panchkula, Panipat, Hisar and Karnal were selected purposively. Efforts were made to take different colonies of different cities of Haryana so that the sample could be true representation of the population.

The respondents for the study were both men and women as both are usually involved equally in purchase decision. Hence, both need to be educated about curtains and upholstery to be able to make the wise purchase. A total of 400 respondents were selected belonging to upper middle and higher income groups because they use and change curtains and upholstery more frequently. All the respondents selected were graduates as this is considered important criterion since education gives better comprehension, better understanding and awareness. The sample was comprised of those who were constructing and setting up new homes or have set up their homes for the last one year.

An interview schedule was prepared to gather information from consumers regarding various aspects of study/research like consumers preferences regarding design features, purchase pattern, place and purpose of using curtains and upholstery.

For construction of interview schedule, information

available from labels, literature from Manak Bhawan (BIS), books, journals and previous studies was utilized. Necessary additions and deletions were made after pretest. The schedule was administered by personal interview method. The respondents were asked to answer each item as always, seldom, never and score assigned were 2, 1 and 0, respectively. The collected data were analysed in the light of information collected from various sources. It was then compiled and tabulated to draw meaningful inferences.

## OBSERVATIONS AND ANALYSIS

The following section contains the outcome of the major observation made during the study. The findings of the present study are discussed below:

### Information about curtains and upholstery: Purchase pattern, place and purpose of using curtains:

#### *Purchase pattern:*

The data presented in Table 1 clearly indicate that 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 (rank 1). Readymade curtains were purchased by very few respondents (rank 2). The reason for not purchasing readymade curtains might be non-availability of good quality, latest design and required size.

#### *Place of use:*

Table 1 reveals that doors and windows are the most important place for using curtains (rank 1.5 each) followed by *poojaghar* (rank3) and for partition (rank4) in all cities. Klein and Haag (2002) also emphasized on need of drapes or coverings for the windows. According to James (2005) in the Europeans also said that curtains at a window are of softness, movement, colour, texture, drama ... all of this, and more.

#### *Purpose:*

It is evident from the data in Table 1 that the most important purpose of using curtains in Karnal was the home beautification followed by using curtains for protection against sun light, privacy, light control and insulation, transparency and blocking air and for partition between two rooms (ranks 1, 2, 3,4,5 and 6, respectively). James (2005) Europeans said that curtains at a window are light filtering, light directing, or light blocking, while, simultaneously, decorating our view of the world, and its view of us (James, 2005).

In Panipat and Panchkula, the most important

**Table 1: Purchase pattern, place and purpose of using curtains**

Variables	Karnal (n=80)		Panipat (n=80)		Hisar (n=80)		Faridabad (n=80)		Panchkula (n=80)		Total (n=400)	
	WS	R	WS	R	WS	R	WS	R	WS	R	WS	R
<b>Purchase pattern</b>												
Readymade curtains	26	2	10	2	20	2	35	2	30	2	121	2
Homemade curtains	127	1	152	1	140	1	128	1	134	1	681	1
<b>Place</b>												
Doors	160	1.5	160	1.5	160	1.5	160	1.5	160	1.5	800	1.5
Windows	160	1.5	160	1.5	160	1.5	160	1.5	160	1.5	800	1.5
Pooja ghar	100	3	74	4	102	3	82	3	74	3	432	3
For partition	76	4	112	3	70	4	64	4	68	4	390	4
<b>Purpose</b>												
For privacy	112	3	108	3	82	4	105	2	98	3	505	3
For protection against sunlight	124	2	120	2	96	3	100	3	112	2	552	2
For home beautification	152	1	138	1	130	1	136	1	128	1	684	1
For light control and insulation	94	4	80	5	102	2	69	5	74	5	419	4
For partition between two rooms	36	6	42	6	26	6	36	6	40	6	180	6
For transparency and blocking air	74	5	90	4	56	5	76	4	90	4	386	5

W- Weighted score

R- Rank

purpose of using curtains was the home beautification followed by using curtains for protection against sun light, privacy, transparency and blocking air, light control and insulation and for partition between two rooms (ranks 1, 2, 3,4,5 and 6, respectively).

In Hisar, the most important purpose of using curtains was the home beautification followed by using curtains for light control and insulation, protection against sun light, privacy, transparency and blocking air and for partition between two rooms (ranks 1, 2, 3,4,5 and 6, respectively).

In Faridabad, the most important purpose of using curtains was the home beautification followed by using curtains for privacy, protection against sun light, transparency and blocking air, light control and insulation and for partition between two rooms (ranks 1, 2, 3,4,5 and 6, respectively).

Among total 400 respondents, the most important purpose of using curtains was the home beautification followed by using curtains for protection against sun light, privacy, light control and insulation, transparency and blocking air and for partition between two rooms (ranks 1, 2,3,4,5 and 6, respectively). Klein and Haag (2002) also reported that curtains with contrasting borders, appliques, tassels, or beads will compensate for a room that doesn't have a lot of architectural interest. Fitzpatrick (2005) also wrote about curtains ... ruffled ones made of natural cotton muslin ..., that through them comes a soft, diffused light which enriches the mellow beauty of your furniture.

### Preferences of design features in curtains and upholstery:

#### Living room:

In Karnal, self design/ woven curtains and upholstery were most preferred for living room followed by floral and geometrical prints (ranks 1 and 2, respectively). Plain and self checks curtains and upholstery were ranked third and fourth, respectively. Multicoloured curtains and upholstery were least preferred and were ranked fifth.

Table 2 clearly reveals that in Panipat, Hisar, Faridabad and Panchkula self design/ woven curtains and upholstery were most preferred for living room followed by floral and geometrical prints, plain, multicoloured and self checks (ranks 1,2,3,4 and 5, respectively).

Out of total 400 respondents, self design/ woven curtains and upholstery were most preferred for living room. Floral and geometrical prints curtains and upholstery were ranked 2<sup>nd</sup> followed by plain curtains and upholstery which were ranked 3<sup>rd</sup>. Multicoloured and self checks curtains and upholstery were ranked 4<sup>th</sup> and 5<sup>th</sup>, respectively.

#### Bedroom:

In Karnal floral and geometrical prints curtains and upholstery were most preferred in the bedrooms followed by self design/ woven curtains and upholstery, self checks, multicoloured and plain (ranks 1,2,3,4 and 5, respectively).

Self design/ woven curtains and upholstery were most preferred for bedroom in Panipat. Floral and geometrical prints, plain and multicoloured curtains and

**Table 2: Preferences of design features in curtains and upholstery**

Design features	Karnal (n=80)		Panipat (n=80)		Hisar (n=80)		Faridabad (n=80)		Panchkula (n=80)		Total (n=400)	
	WS	R	WS	R	WS	R	WS	R	WS	R	WS	R
<b>Living room</b>												
Floral and geometrical prints	120	2	113	2	108	2	104	2	110	2	555	2
Self checks	54	4	62	5	42	5	55	5	57	5	270	5
Self design/ woven	140	1	122	1	123	1	118	1	128	1	631	1
Multicoloured	52	5	66	4	58	4	60	4	60	4	296	4
Plain	62	3	90	3	60	3	92	3	96	3	400	3
<b>Bedroom</b>												
Floral and geometrical prints	145	1	122	2	112	2	116	2	115	2	610	2
Self checks	60	3	-	-	-	-	-	-	-	-	60	5
Self design/ woven	110	2	134	1	136	1	141	1	139	1	660	1
Multicoloured	55	4	28	4	44	4	25	4	30	4	182	4
Plain	48	5	84	3	78	3	86	3	80	3	376	3
<b>Kitchen</b>												
Floral and geometrical prints	150	1	140	1	131	1	140	1	138	1	699	1
Self checks	52	4	62	4	69	4	72	4	70	4	325	4
Self design/ woven	30	5	28	5	32	5	24	5	15	5	129	5
Multicoloured	110	2	79	3	83	2	84	3	81	3	437	3
Plain	102	3	80	2	80	3	90	2	96	2	448	2
<b>Bathroom</b>												
Floral and geometrical prints	120	1	88	1	100	1	89	1	90	1	487	1
Self checks	60	2.5	68	3	65	3	70	2	71	2	334	2
Self design/ woven	50	5	28	5	22	5	14	5	13	5	127	5
Multicoloured	58	4	36	4	54	4	40	4	36	4	224	4
Plain	60	2.5	72	2	72	2	56	3	58	3	318	3

W- Weighted score

R- Rank

upholstery were ranked 2<sup>nd</sup>, 3<sup>rd</sup> and 4<sup>th</sup>, respectively. None of the respondent preferred self checks curtains and upholstery. Similar trends were also observed in Hisar, Faridabad and Panchkula.

Out of total 400 respondents, the preferences for bedroom curtains and upholstery were similar to the living room (Table 2).

#### *Kitchen:*

In Karnal, floral and geometrical prints curtains were most preferred in the kitchen followed by multicoloured, plane and self checks curtains which were ranked 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup> and 4<sup>th</sup>, respectively. Self design/ woven curtains were least preferred and were ranked 5<sup>th</sup>. Similar trends for preferences of curtains were also observed in Hisar (Table 2).

In Panipat, floral and geometrical prints curtains were most preferred in the kitchen followed by plane, multicoloured, self checks and self design/ woven curtains (rank 1, 2, 3, 4 and 5, respectively). Similar trends for preferences of curtains were also observed in Panchkula

and Faridabad.

Out of total 400 respondents the preferences for kitchen curtains were floral and geometrical prints followed by plane ((rank 1 and 2, respectively). Multicoloured, self checks and self design/ woven curtains were ranked 3<sup>rd</sup>, 4<sup>th</sup>, and 5<sup>th</sup>, respectively.

#### *Bathroom:*

The data of Table 2 clearly reveal that in Karnal city, floral and geometrical prints curtains were most preferred for bathroom. Plane and self checks curtains were equally preferred (rank 2.5). Multicoloured curtains were ranked 4<sup>th</sup> and self design/ woven curtains were least preferred and were ranked 5<sup>th</sup>.

In Panipat city floral and geometrical prints curtains were most preferred followed by plane, self checks, multicoloured, and self design/ woven curtains (ranks 1, 2, 3, 4 and 5, respectively). Similar trends for preferences of curtains were also observed in Hisar (Table 2). In Faridabad and Panchkula floral and geometrical prints curtains were most preferred. Self checks, plane,

multicoloured and self design/ woven curtains were ranked 2<sup>nd</sup>, 3<sup>rd</sup>, 4<sup>th</sup>, and 5<sup>th</sup>, respectively.

Out of total 400 respondents, floral and geometrical prints curtains were most preferred for bathroom followed by self checks and plane which were ranked 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> respectively. Multicoloured and self design/ woven curtains were ranked 4<sup>th</sup> and 5<sup>th</sup>, respectively.

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