

# Preferences of mothers regarding *Khadi* draperies and bed linen for girls (8-11 years of age)

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■ **ABSTRACT** : The present study was undertaken in Ludhiana city. An interview schedule was administered for collecting data from 90 mothers of 30-35 years of age. The results of investigation revealed that majority of the respondents belonged to 34-35 years of age having school going children of 8-11 years of age. Majority of them belonged to nuclear families and had monthly income ranging between Rs.75001 to 100000. Pink, orange and red colours were most preferred for girls by the respondents. Mickey mouse, car, horse and peacock were the most liked cartoon, means of transport, animal and bird/insect motifs. Carrom and badminton motifs were the most liked indoor and outdoor games. Similarly potato, mango and rose motifs were the most liked vegetable, fruit and flower motifs by the children. The preferred motifs were developed into designs by using CAD (Corel Draw X4) software. Motifs were divided into nine categories viz., fruits, vegetables, animal, birds/ insects, indoor games, outdoor games, cartoons, transport and floral motifs for design development.

■ **KEY WORDS** : Line, Draperies, Bed linen, Design features

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**K***hadi*, a traditional hand spun and hand woven fabric of India, was made popular by Mahatma Gandhi during India's struggle for independence from the Britishers. It was Mahatma Gandhi only, who urged the people of India to wear *Khadi* garments as a protest against wearing British mill made fabrics. There is no doubt that it was considered as the fabric for the political leaders and the rural people only before independence but now, it has found its way into the wardrobe of fashion conscious people emphatically. It has gained worldwide appreciation as it is handmade, durable and organic in nature (Arora, 2009). *Khadi* is made by spinning the yarn on *charkha*. The yarns are interwoven in such a manner that it provides passage for air circulation in the fabric. Therefore, it keeps the wearer warm in winter and cool in summer season. During the earlier times, primarily *Khadi* cotton was used which had a very coarse texture and feel. It is considered as one of the most beautiful fabrics as it symbolizes luxury and uniqueness. Today the lines of *Khadi* products are unlimited such as fashion garments for different sexes, age groups, household linen and furnishings

for different uses (Anonymous 2009).

## Objective :

– To study the preferences of mothers for the development of designs in *Khadi* draperies and bed linen for girls.

## ■ RESEARCH METHODS

The research was conducted in different stages: preferences of mothers, selection and development of designs by using secondary sources such as through internet surfing, television, encyclopaedia, magazines, design books and school books. For taking the preferences of respondents, the localities were selected and respondents of 30-35 years of age having school going children of 8-11 years of age were selected and the preferences were taken on the basis of the constructed interview schedule. A sample of ninety respondents was considered adequate and manageable to obtain the data required for studying preferences of the

respondents. Purposive sampling technique was employed to select the respondents. The investigator selected each of the nine top ranked motifs for design development. A total of nine lines were selected for boys on the basis of preferences of mothers for colours, motifs and embellishments while considering the choice of their children. The selected lines included bed sheet, a pair of pillow covers, a pair of cushion covers, duvet, duvet cover and a curtain. The designs were developed for nine lines of draperies and bed linen for children. As per the preference of the respondents, the articles were designed by using applique / patch work and embroidery techniques of textile designing. The designs were developed for draperies and bed linen for children through computer aided designing (CAD).

## RESEARCH FINDINGS AND DISCUSSION

It included age, monthly family income, family type (nuclear/joint) and family size. Data enfolded in Table 1 indicate that the respondents were of 34-35 years of age (48.88%) followed by 32-33 years (35.56%) and least number of respondents were in the age group of 30-31 years (15.56%).

Sr. No.	Socio-personal profile	Frequency	Percentages
1.	Age group (years)		
	30-31	14	15.56
	32-33	32	35.56
	34-35	44	48.88
2.	Monthly family income (Rs.)		
	Upto 25000	2	02.22
	25001-50000	13	14.45
	50001-75000	22	24.44
	75000-100000	51	56.67
	>100000	2	02.22
3.	Family type		
	Nuclear	69	76.67
	Joint	21	23.33
4.	Family size		
	Up to 4	69	76.67
	5-8	21	23.33

It was also observed from Table 1 that 56.67 per cent of the respondents were having monthly family income of Rs. 75,001-1 lakh, 24.44 per cent were having Rs. 50001-75000, followed by 14.45 per cent respondents with Rs. 25001-50000 and only a small number of them (02.22 %) were having monthly family income less than Rs. 25000

income per month. Majority of the respondents (76.67 %) were from nuclear families and only a small number of respondents (23.33 %) were having joint families.

## Preferences of colour choice for girls by the respondents:

The preferences of respondents regarding different colour choice for boys have been furnished in Table 2. It was observed that pink (100%), maroon (83.33%), orange (85.56%), red (74.44%) and white (68.89%) were preferred by majority of the respondents while purchasing *Khadi* articles for boys. Green (46.67%), yellow (36.67%), purple (17.78%) and blue (1.11%) were least preferred colours while purchasing *Khadi* articles for boys. The most preferred colour for girls was pink.

Sr.No.	Colours	Frequency	Percentages
1.	Red	67	74.44
2.	Maroon	75	83.33
3.	Blue	1	1.11
4.	Yellow	33	36.67
5.	Pink	90	100.00
6.	Orange	77	85.56
7.	Green	42	46.67
8.	White	62	68.89
9.	Purple	16	17.78

\*Multiple responses

## Preferences of mothers for design lines:

Data pertaining to preferences of judges for developed design lines are furnished in Table 3. It is apparent from this table that fruit design line was given first rank with weighted mean score 7.2. It was followed by transport, cartoon and floral design lines with weighted mean score 5.3, 4.2 and 3.2, respectively. Indoor games, outdoor games and vegetables design lines were given fifth, sixth and seventh

Design lines	Weighted mean scores	Rank
Fruits (mango)	7.2	1
Vegetables (potato)	1.2	7
Animals (horse)	0.6	9
Birds/Insects (peacock)	0.26	8
Indoor games (carrom)	2.6	5
Outdoor games (badminton)	1.86	6
Cartoons (mickey mouse)	4.2	3
Transport (car)	5.3	2
Floral (rose)	3.2	4

\*Multiple responses

rank with weighted mean scores 2.6, 1.86 and 1.2, respectively. Birds/insects and animals design lines were least preferred by the judges with weighted mean scores 0.26 and 0.6, respectively.

**Conclusion:**

Mickey mouse was most liked cartoon character motif and car motif was the most liked means of transport motif .Horse was the most liked animal motif and peacock was the most liked bird/insect motif. Carrom and badminton were the most liked indoor and outdoor games motif, respectively. Potato was the most liked vegetable motif and mango was the most preferred fruit motif. Rose was the most liked flower motif by the children. Pink, orange and red colours were most preferred for girls by the respondents.

**Implication:**

Some of the implications of the study were:  
 –The findings of the present study can be used as a

guideline for the fashion related industries while designing draperies and bed linen for children.

- This study would serve as a guideline for new designers to develop a variety of new/creative ideas for *Khadi* which is eco-friendly, skin friendly and economical for draperies and bed linen for children.
- The study would be helpful in motivating others to depict their ideas for developing new designs with the help of CAD.

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