

Consumers preferences for developed designs of one piece dresses inspired from architecture and evaluation of constructed designs

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■ **ABSTRACT :** The investigation entitled was carried out in Ludhiana city. An interview schedule was prepared for the purpose of collecting data from 90 college going girls between the age group of 18-22 years selected randomly from three college of Ludhiana city. The results of the study revealed that majority of the respondents were from the age group of 18 to 20 years, in their second year of graduation, belonged to nuclear families, urban background and had family income ranging between Rs. 41, 000 to 80,000. Preferences regarding the developed designs of one piece dresses showed that design A₂, B₂, C₁, D₁, E₂, F₁, G₂, H₁, I₂ and J₁ got the first rank. The preferences of the respondents for ten selected first ranked designs of one piece dresses were again taken. On the basis of the preferences, five top ranked designs of one piece dresses were constructed. Design A₂ was most preferred design with mean score of 4.7 and design D₁ with mean score of 4.2 was given second rank. Design B₂, J₁ and C₁ were given third, fourth and fifth ranks, respectively. Developed designs of one piece dresses were evaluated by a sub sample of 30 respondents about the design, suitability of colour combination, silhouette, comfort and overall appearance of the dress. It was found that design D₁ was given first rank on the basis of design, suitability of colour combination, silhouette and overall appearance of the garment. Whereas design C₁ was given first rank on the basis of comfort.

■ **KEY WORDS:** Architecture, Dress, Design

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A growing number of avant-garde fashion designers have approached garments as architectonic constructions, while architecture has boldly embraced new forms and materials. These developments are due in part to numerous technological advancements that have revolutionized both the design and construction of buildings and made techniques like pleating, seaming, folding, and draping part of the architectural vocabulary. Garments of increasing conceptual sophistication and structural complexity have been seen on the runways and in the streets, as buildings of unparalleled fluidity and innovation have come to grace major urban centers around the world” (Anonymous, 2007).

Fashion and architecture are more than casual acquaintances. Both disciplines entail filling voids with contours, swoops, and planes on markedly different scales. Sometimes, however, the cross-pollination of concepts is intentional. As fashion terms like “draping,” “weaving,” and “pleating” propagate throughout the architectural world, and methods of building construction incorporate themselves into garment-making, the relationship between the two grows more intimate by the day (Chua, 2012).

The connection between fashion and architecture harkens back to the crudely stitched animal skins used in both disciplines, as clothing and tents. As both disciplines

developed from their humble beginnings, the symbiotic relationship between fashion and architecture still remains. In fashion, architecture has helped to introduce the use of thin, flexible metals and plastics, and light weight glass, while architects have integrated pleating, draping, and tailoring techniques into their built form (Theriault, 2008). Hence, the present study has been planned to study consumer preferences for developed designs of one piece dresses inspired from architecture and evaluation of constructed designs.

RESEARCH METHODS

For this, a survey method was used to study the preferences of the respondents regarding developed designs of one piece dresses inspired from architecture. An interview schedule was employed to study the socio- economic profile of the respondents and their preferences for developed designs of one piece dresses. Three colleges from Ludhiana city were selected randomly. Then total sample of 90 college going girls between 18- 22 years of age group were selected purposively from the three colleges. Thirty respondents were selected from each college. The data collected through the interview schedule for the research study were coded, tabulated and analyzed. Simple percentages were calculated to obtain the background information. Scoring and ranking was done to get the preferences for designs and design features of highest score was given to the most preferred design/feature and one to the least preferred one. The scores were computed and given ranks.

RESEARCH FINDINGS AND DISCUSSION

The results obtained from the present investigation as well as relevant discussion have been summarized under following heads :

Preferences of the respondents for developed designs of one piece dresses :

A survey method was used to study the preferences of the respondents for developed designs of one piece dresses. Preferences of the college going girls regarding the developed designs of one piece dresses have been furnished in Table 1.

The selected ten architectural designs were used to develop two dress designs each and thus total twenty designs were developed. The results elicited that design A₁ and A₂ were developed by taking inspiration from architectural design A. It was found that design A₂ got the first rank with mean score of 4.7 followed by design A₁ with mean score of 1.2. Similarly design B₂ got the first rank with mean score of 3.9 and design B₁ got the second rank with mean score 3.6 which were developed by taking inspiration from the architectural design B.

Dress designs C₁, C₂ and D₁, D₂ were developed by taking inspiration from architectural designs C and D, respectively. The data showed that design C₁ and D₁ got the first rank with mean score of 3.4 and 4.2, respectively.

Similarly designs E₂, F₁, G₂, and H₁ got the first rank with mean score of 2.8, 2.9, 3.0 and 3.3, respectively which were developed by taking the inspiration from architectural design E, F, G and H. Design I₂ and J₁ with mean score of 2.7 and 3.8 got the first rank inspired from architectural design I and J, respectively.

Table 1 : Preferential choice for developed designs of one piece dresses inspired from architectural designs (n=90)

Architectural design code	Dress design code	Score	Mean score	Rank
A	A ₁	110	1.2	2
	A ₂	425	4.7	1
B	B ₁	323	3.6	2
	B ₂	348	3.9	1
C	C ₁	302	3.4	1
	C ₂	194	2.2	2
D	D ₁	377	4.2	1
	D ₂	110	1.2	2
E	E ₁	236	2.6	2
	E ₂	253	2.8	1
F	F ₁	257	2.9	1
	F ₂	140	1.6	2
G	G ₁	198	2.2	2
	G ₂	274	3.0	1
H	H ₁	298	3.3	1
	H ₂	250	2.8	2
I	I ₁	232	2.6	2
	I ₂	244	2.7	1
J	J ₁	342	3.8	1
	J ₂	130	1.4	2

Preferences of the respondents for selected designs of dresses :

The preferences of the respondents for ten selected first ranked designs of one piece dresses were again taken to know the top five ranked designs which would be used for construction. The data presented in Table 2 showed that design A₂ got the first rank with mean score of 4.7 followed by design D₁ which was given second rank with mean score of 4.2. Design B₂ with mean score of 3.9 was given third rank by the respondents. Fourth and fifth ranks were given to design J₁ and C₁ with mean score of 3.8 and 3.4, respectively (Fig. 1).

Evaluation of the developed one piece dress designs :

To evaluate the developed designs of one piece dresses, a sub sample of 30 respondents was selected randomly from

Table 2 : Preferences of the respondents for ten selected dress designs (n=90)

Dress design codes	Score	Mean score	Rank
A ₂	425	4.7	1
B ₂	348	3.9	3
C ₁	302	3.4	5
D ₁	377	4.2	2
E ₂	253	2.8	9
F ₁	257	2.9	8
G ₂	274	3.0	7
H ₁	298	3.3	6
I ₂	244	2.7	10
J ₁	342	3.8	4



Fig. 1 : Constructed designs of one piece dresses

the already selected respondents. A Performa was prepared to evaluate the dresses on the basis of design, suitability of colour combination, silhouette, comfort and overall appearance of the dress. Evaluation of the dresses on the basis of design.

The preferences of the respondents for the constructed dresses were taken on the basis of design. The data in the Table 3 shows that design D₁ was given first rank with mean score of 3.3 on the basis of design followed by design B₂ and C₁ with second and third ranks and their mean score was 3.2 and 3.1, respectively. Fourth and fifth ranks were given to design A₂ and J₁ with mean score of 3.0 and 2.9, respectively.

Table 3 : Evaluation of the dresses on the basis of design (n=30)

Design code	Scores	Mean score	Rank
A ₂	89	3.0	4
D ₁	100	3.3	1
B ₂	97	3.2	2
J ₁	87	2.9	5
C ₁	92	3.1	3

Evaluation of the dresses on the basis of suitability of colour combination :

Data in the Table 4 show that design D₁ was given first rank with mean score of 3.7 on the basis of suitability of colour combination followed by dress design B₂ and C₁ having second and third ranks with mean score of 3.1 and 2.9, respectively. Fourth and fifth ranks were given to design J₁ and A₂ with mean score of 2.8 and 2.7, respectively

Table 4 : Evaluation of the dresses on the basis of suitability of colour combination (n=30)

Design code	Scores	Mean score	Rank
A ₂	80	2.7	5
D ₁	110	3.7	1
B ₂	92	3.1	2
J ₁	82	2.8	4
C ₁	83	2.9	3

Evaluation of the dresses on the basis of silhouettes :

Preferences of the respondents for the constructed dresses were taken on the basis of silhouettes. The data in the Table 5, indicated that design D₁ was given first rank with mean score of 3.7 on the basis of silhouettes followed dress design B₂ and C₁ having second and third ranks with mean score of 3.2 and 2.9, respectively. Fourth and fifth ranks were given to design A₂ and J₁ with mean score of 2.8 and 2.3, respectively.

Evaluation of the dresses on the basis of comfort :

Data in the Table 6 show that design C₁ was given first rank with mean score of 3.9 on the basis of comfort followed by design J₁ and B₂ having second and third ranks with mean

Table 5: Evaluation of the dresses on the basis of silhouettes (n=30)

Design code	Scores	Mean score	Rank
A ₂	83	2.8	4
D ₁	111	3.7	1
B ₂	97	3.2	2
J ₁	70	2.3	5
C ₁	85	2.9	3

score of 3.1 and 3.0, respectively. Fourth and fifth ranks were given to design A₂ and D₁ with mean score of 2.6 and 2.4, respectively.

Table 6: Evaluation of the dresses on the basis of comfort (n=30)

Design code	Scores	Mean score	Rank
A ₂	78	2.6	4
D ₁	73	2.4	5
B ₂	91	3.0	3
J ₁	92	3.1	2
C ₁	118	3.9	1

Evaluation of the dresses on the basis of overall appearance :

Dress design D₁ with mean score of 3.4 was given first rank on the basis of overall appearance followed by dress design C₁ and A₂ having second and third ranks with mean score of 3.1 and 2.9, respectively (Table 7). Fourth and fifth ranks were given to design J₁ and B₂ with mean score of 2.7 and 2.5, respectively.

Table 7: Evaluation of the dresses on the basis of overall appearance (n=30)

Design code	Scores	Mean score	Rank
A ₂	88	2.9	3
D ₁	111	3.7	1
B ₂	76	2.5	5
J ₁	80	2.7	4
C ₁	93	3.1	2

Conclusion :

The preferences of the respondents regarding developed designs showed that design A₂, B₂, E₂, G₂ and I₂ got the first rank with mean score 4.7, 3.9, 2.8, 3.0 and 2.7, respectively. Similarly designs C₁, D₁, F₁, H₁ and J₁ got the first ranks with mean score of 3.4, 4.2, 2.9, 3.3 and 3.8, respectively. The preferences of the respondents for ten selected first ranked designs of one piece dresses showed that design A₂ was most preferred design with mean score of 4.7 and was given first rank. Design D₁ with mean score of 4.2 was given second rank. Design B₂, J₁ and C₁ were given third, fourth and fifth rank with mean score of 3.9, 3.8 and 3.4, respectively. Design I₂ with mean score of 2.7 was least preferred by the respondents. Developed designs of one piece dresses were evaluated on the basis of design, suitability of colour combination, silhouette, comfort and overall appearance of the dress. Design D₁ was given first rank on the basis of design, with mean score of 3.3. Also on the basis of suitability of colour combination, silhouettes and overall appearance, this design with mean score of 3.7 each was most preferred. Design C₁ was given first rank with mean score of 3.9 on the basis of comfort.

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