

# Consumer acceptance of prepared one piece dresses inspired from grecian costume

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■ **ABSTRACT** : For this study, a total of 30 respondents (college girls) were selected through random sampling technique. Consumer acceptance of the prepared one piece dresses was studied. The dresses were evaluated on the basis of drape, design, decorative features and overall appearance. Profit margin of the prepared dresses was also calculated. The data collected revealed that majority of the respondents preferred dress G5 on the basis of drape. Dress G15 was given first rank on the basis of design, decorative features and overall appearance. It was easy to earn 30 per cent profit on all the dresses and consumers found the quoted price as adequate.

■ **KEY WORDS**: Consumer, Drape, Decorative features, Profit margin

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Clothes wrapped around the body have been the basis of the dress for people all over the world for centuries. In many countries and cultures, it still is the main way of dressing or at least an important aspect of ceremonial attire. The clothing one wears for special occasion like graduations, weddings and so on becomes part of their memories. Often one remembers these occasions by what they were wearing.

Greek culture is renowned for epic tragedies, but this somber theme did not carry over to their fashion sense. Today, women can unleash their inner Greek goddess with Greek inspired clothing. Contemporary fashion designers have looked to Greek culture, art and ideals to create some of the trendiest clothes today. Designer Mariano Fortuny Madrazo was inspired by Greek *chiton* clothing. While Fortuny's design was known as the Delphos gown, it is commonly referred to as a tunic dress. *Ionic chitons* were used by both sexes in Greece, although they were usually a female piece of clothing. The fluted dress with pleating was a spin off *ionic chiton*. The hallmark of the *chiton* was the extended, flowing and usually pleated arms of the gown. It was made by sewing two pieces of thin woollens together. In Phoenician times, *Ionic Chitons* were popular among musicians and charioteers.

Greek culture has a great influence on the contemporary fashion trends. The ageless tailoring as well as the mesmerizing effect of the soft fabrics and muted angles, all contribute to the goddess style appearance of the versatile outfits. More than in any other season, Greek motives enrich the collections of the summer. Designers appeal to the uber-popular draping techniques as well as the one-shoulder style in order to flash some skin and at the same time maintain the classic and iconic look of the dresses.

## Objectives :

The present study has been undertaken with the following objectives:

- To prepare five one piece dresses inspired from Grecian costume.
- To study the consumer acceptance of prepared dresses.

## ■ RESEARCH METHODS

The prepared dresses were coded (Fig. A) and evaluated on the basis of various parameters like drapes, designs, decorative features, overall appearance. Profit margin of the

prepared dresses was calculated. To study the acceptability of prepared one piece dresses, a sub sample of 30 respondents (college girls) was selected. The respondents were selected through random sampling technique. An inventory sheet as per the objectives of the study was prepared to get the requisite information. The data collected from respondents was coded, tabulated and analyzed. The frequencies were calculated first and then the weighted mean score was calculated by giving maximum marks to the most preferred and minimum marks to the least preferred.



Fig. A : Prepared designs of one piece dresses

**RESEARCH FINDINGS AND DISCUSSION**

As evident in Table 1 design G<sub>5</sub> was given first rank on the basis of drape with mean score 4.03, while dress G<sub>9</sub> was given second rank followed by G<sub>15</sub> with mean score 3.33. Fourth preferred dress was G<sub>1</sub> with mean score 3.23 while a small number of respondents preferred dress G<sub>14</sub> with mean score 2.06.

Dress code no.	Score	Mean score	Rank
G <sub>1</sub>	97	3.23	4
G <sub>5</sub>	121	4.03	1
G <sub>9</sub>	102	3.40	2
G <sub>14</sub>	62	2.06	5
G <sub>15</sub>	100	3.33	3

As per Table 2 dress G<sub>15</sub> was given first rank with mean score 4.14. Second and third ranks were given to the dresses G<sub>9</sub> and G<sub>5</sub> with mean score 3.96 and 3.36, respectively. Dress G<sub>1</sub> was fourth preferred by the respondents with mean score 3.20. The least preferred dress was G<sub>14</sub> with mean score 2.18 on the basis of design.

Dress code no.	Score	Mean score	Rank
G <sub>1</sub>	96	3.20	4
G <sub>5</sub>	101	3.36	3
G <sub>9</sub>	119	3.96	2
G <sub>14</sub>	65	2.18	5
G <sub>15</sub>	124	4.14	1

It is clear from the Table 3 that first rank was given to the dress G<sub>15</sub> with mean score 3.99 on the basis of decorative features. Dress G<sub>9</sub> was third preferred with mean score 3.60 followed by dress G<sub>14</sub> with mean score 3.14. Fourth preferred dress was the G<sub>5</sub> with mean score 2.98 while a minimum number of the respondents preferred dress G<sub>1</sub> on the basis of decorative features.

Dress code no.	Score	Mean score	Rank
G <sub>1</sub>	80	2.66	5
G <sub>5</sub>	89	2.98	4
G <sub>9</sub>	108	3.60	2
G <sub>14</sub>	94	3.14	3
G <sub>15</sub>	120	3.99	1

As per Table 4 dress G<sub>15</sub> was preferred by majority of the respondents for overall appearance with mean score 4.12. Second rank was given to the dress G<sub>9</sub> with mean score 3.76 and third rank was given to the dress G<sub>1</sub> with mean score 3.34. Respondents gave fourth rank to the dress G<sub>5</sub> with mean score 3.09. Fifth rank was given to dress G<sub>14</sub> with mean score 2.92.

Dress code no.	Score	Mean score	Rank
G <sub>1</sub>	100	3.34	3
G <sub>5</sub>	93	3.09	4
G <sub>9</sub>	113	3.76	2
G <sub>14</sub>	88	2.92	5
G <sub>15</sub>	124	4.12	1

**Assessment of the profit margins of the prepared dresses :**

Calculated z- values for the profit margins of the prepared dresses were found to be significant at 5 per cent level of significance. Higher profit was possible on selling prepared dress G<sub>15</sub>. Thus, it can be concluded that dresses inspired from Grecian costume can be successfully developed by using fabrics like georgette, satin etc. It was easy to earn 30 per cent profit on all the prepared dresses. Consumers were ready to pay the quoted price for all the dresses.

Dress code no.	Cost price	Quoted price	Selling price	Profit margins (%)	z-value
G <sub>1</sub>	2050	2700	2692	31.31	26.88**
G <sub>5</sub>	2695	3500	3650	35.43	28.33**
G <sub>9</sub>	1740	2265	2292	31.72	33.80**
G <sub>14</sub>	1265	1645	1646	30.11	17.02**
G <sub>15</sub>	2100	2850	3000	42.85	31.66**

\*\* indicate significance of value at P=0.05, respectively

**Table 6 : Preferences of respondents regarding the suitability of price**

Suitability of price	Respondents	
	f	%
High	4	13.34
Adequate	21	70.00
Low	5	16.66

It was observed that majority of the respondents (70 %), found the quoted selling prices of the prepared dresses as adequate. Besides, 13.34 per cent respondents found the quoted price as adequate as what the price should be.

### Conclusion :

Respondents selected randomly for studying the acceptance of prepared dresses evaluated the dresses on the basis of drape, design, decorative features and overall appearance. It was observed that dress G<sub>5</sub> was given first rank by majority of the respondents on the basis of drape, whereas on the basis of design dress G<sub>15</sub> was given first rank by maximum number of respondents. Dress G<sub>15</sub> was preferred on the basis of decorative features and overall appearance also. Regarding profit margins, higher profit was possible on selling prepared dress G<sub>15</sub>. Thus, it can be concluded that dresses inspired from Grecian costume can be successfully developed by using fabrics like georgette, satin etc. Consumers were willing to pay the quoted price for all the dresses. Majority of the respondents found the quoted selling prices of the prepared dresses as adequate.

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