

Preferences of college girls for fabrics, colours, designs, length, flare and other designing features in one piece dresses

■ AMANPREET KAUR AND HARINDER KAUR SAGGU

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See end of the paper for authors' affiliations

AMANPREET KAUR

Department of Apparel and
Textile Science, College of Home
Science, Punjab Agricultural
University, LUDHIANA (PUNJAB)
INDIA
Email: amudhillon1@gmail.com

■ **ABSTRACT** : For this study, a total of 90 respondents (college girls) were selected through purposive random sampling technique. Preferences of college girls for fabrics, colours, designs, length, flare and other designing features in one piece dresses were taken. The data collected revealed that majority of the respondents preferred georgette and satin fabric of off white colour for one piece dresses. Medium length of one piece dresses was preferred by maximum number of the respondents. It was observed that embroidery was preferred as surface embellishments by the respondents. For flare in one piece dresses pleats were given first rank by respondents.

■ **KEY WORDS**: Respondents, Preferences, One piece dresses, Surface embellishments, Flare

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The history of western fashion begins in the Mediterranean era, where the Egyptians wore tightly fitted garments, while Greeks and Romans preferred loose flowing lines draped in folds. In the Orient, meanwhile fashions were far different and have influenced our history, although they changed little themselves until modern times.

In the modern era fashion does not end with stylish clothes only. Ravi Bajaj a designer gave his *sarees* and *kurtas* a touch of oomph and sensuousness. *Kurtas* are no longer straight and embroidered yardage but have evolved through the idiom of varied silhouettes and drapes, which hug the body and exude oomph especially around the neck, armhole and back. He has attempted to accommodate Indian as well as European influences in his collection in the use of fabrics, silhouettes and structuring techniques. The first step in creating a new line is to research fashion and consumer trends. Generally, the designer begins by investigating colour trends. Information on colour trends for the coming season usually comes from fibre and fabric companies and professional colour services. On the basis of these general predictions, the designer selects the colours that will make the line unique and salable.

■ RESEARCH METHODS

A survey was conducted to record the preferences of college girls regarding different fabric types, colours, designs, length, flare and other design features of one piece dresses. An interview schedule was employed to study the background information of the respondents and to know their preferences for design development of one piece dresses. To record the preferences of college girls three colleges from Ludhiana city were selected randomly. A total sample of 90 college going girls between 18-22 years of age group was selected through purposive random sampling technique. 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.

■ RESEARCH FINDINGS AND DISCUSSION

From the data given in Table 1 it was found that 42.22 per cent of the respondents preferred the placement of Grecian design features at the waist level. Twenty per cent of the respondents preferred these features on the shoulders

whereas only 4.44 per cent of the respondents preferred these features on sleeves.

Table 1 : Preferences of respondents for placement of grecian design features in a dress

Placement of grecian design features in parts of a dress	Respondents	
	f	%
Shoulders	18	20.00
Sleeves	4	4.44
Front	12	13.35
Waist level	38	42.22
Bottom	10	11.11
Front and back (both)	8	8.88

f-frequency

Data in Table 2 indicated that 51.12 per cent of the respondents preferred medium length (knee level) for one piece dresses. Nearly twenty nine per cent of the respondents gave preferences to short length (thigh level) and 20 per cent respondents preferred long (ankle length) one piece dresses.

Table 2 : Preferences of respondents towards length of the dress

Length of the dress	Respondents	
	f	%
Short (up to thigh)	26	28.88
Medium (up to knees)	46	51.12
Long (up to ankles)	18	20

f-frequency

From the Table 3 it was found that maximum number of the respondents gave preferences to loose fit with mean score 4.44. As per the calculations, secondly preferred was tight fit with mean score 3.80.

Table 3 : Preferences of respondents for the type of fit

Type of fit	Score	Mean score	Rank
Comfort fit	342	3.80	2
Loose	400	4.44	1
Tight fit	267	2.97	3

Data in Table 4 shows the preferences of respondents towards different type of fabric used for one piece dresses. It was observed that georgette was most preferred with mean score 6.16 followed by satin with mean score 5.44. Chiffon was the third preferred fabric with mean score 5.12 and crepe was preferred with mean score 4.92.

Data in Table 5 represented preferences of respondents for fabric design in one piece dresses. It was found from the data that plain fabric got first rank with mean score 2.90 while the least preferred was the plain with self design fabric with mean score 1.91.

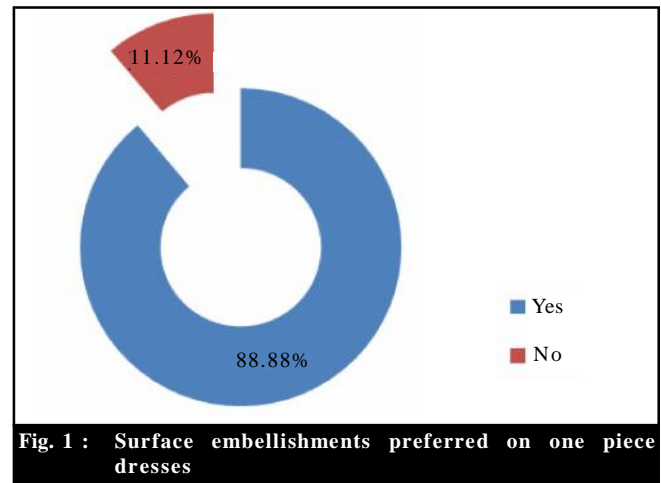
Table 4 : Preferences of respondents for different type of fabrics

Type of fabrics	Score	Mean score	Rank
Chiffon	461	5.12	3
Tussar	358	3.98	7
Satin	490	5.44	2
Silk	394	4.38	5
Crepe	442	4.92	4
Georgette	554	6.16	1
Viscose	286	3.18	8
Taffeta	378	4.20	6
Cotton	243	2.70	9

Table 5 : Preferences for fabric design in one piece dresses

Fabric design	Score	Mean score	Rank
Plain (without design)	261	2.90	1
Plain with self design	172	1.91	3
Printed design	225	2.50	2

It was evident from Fig. 1 that majority of the respondents (88.88%) preferred surface embellishments on one piece dresses, while rest of the respondents (11.12%) did not like embellishments and decorative materials on one piece dresses.



The preferences of respondents regarding different surface embellishments have been furnished in Table 6. It was observed that embroidery was ranked first on one piece dresses with mean score 3.99, while painting was given second rank with mean score 3.50.

Table 6 : Type of surface embellishments preferred for one piece dresses

Surface embellishments	Score	Mean score	Rank
Embroidery	360	3.99	1
Painting	315	3.50	2
Stencil printing	261	2.90	3
Smocking/Honey comb	169	1.88	4

The data revealed in Table 7 that brooches and swarovski were ranked first and second with mean score 5.44 and 5.12, respectively. A small number of the respondents ranked braids with mean score 3.12.

Decorative materials	Score	Mean score	Rank
Brooches	490	5.44	1
Ribbons	385	4.28	4
Decorative buttons	441	4.90	3
Braids	281	3.12	6
Swarovski	461	5.12	2
Laces	333	3.70	5

Table 8 shows the responses of college going girls towards different motifs used in one piece dresses. It indicated that geometric motif was ranked first with mean score 4.99 followed by floral motifs (mean score 4.92). Human figures (mean score 2.88) preferred by minimum number of the respondents.

Type of motifs	Score	Mean score	Rank
Floral	443	4.92	2
Geometric	449	4.99	1
Abstract	279	3.10	3
Human figures	259	2.88	4

The data presented in the Table 9 show that first rank was given to off white colour with mean score 5.57. Black colour was ranked second with mean score 4.89, whereas the least preferred colour was the maroon with mean score 2.53. The findings revealed that respondents found off white colour the most suitable for the depiction of Grecian costume.

Colours	Score	Mean score	Rank
Black	448	4.98	2
Yellow	322	3.58	9
Pink	389	4.32	6
Red	397	4.41	5
Orange	373	4.14	7
Blue	405	4.50	4
White	288	3.20	10
Purple	364	4.05	8
Off white	501	5.57	1
Brown	286	3.18	11
Mauve	267	2.97	12
Golden	432	4.80	3
Maroon	228	2.53	13

Table 10 indicated that most of the respondents ranked first for single colour with mean score 4.52 which were followed by two colours combination with mean score of 4.38 while combination of three colours ranked by minimum number of the respondents with mean score of 2.18.

Colour combination	Score	Mean score	Rank
Single colour	407	4.52	1
Two colours	394	4.38	2
Three colours	196	2.18	4
Multi coloured	230	2.56	3

It was clear from Fig. 2 that nearly 83 per cent of the respondents preferred flare in one piece dresses while rest of the respondents did not prefer flare/fullness in one piece dresses.

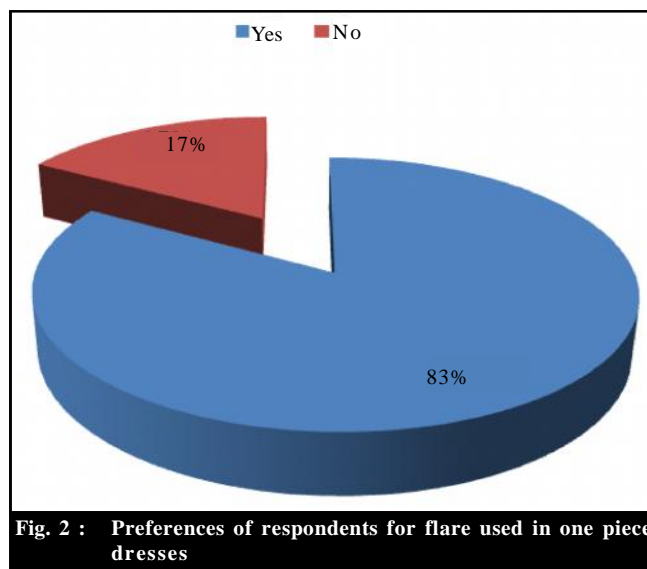


Fig. 2 : Preferences of respondents for flare used in one piece dresses

It was found in Table 11 that maximum number of the respondents preferred pleats with mean score 4.33. Second rank was given to gathers with mean score 3.86 while a small number of the respondents preferred shirring with mean score 2.07.

Constructional design features	Score	Mean score	Rank
Gathers	289	3.86	2
Shirring	155	2.07	5
Darts	256	3.41	3
Pleats	325	4.33	1
Tucks	217	2.90	4

Conclusion :

Respondents selected through purposive random for studying the preferences of college girls. It was observed that majority of the respondent's preferred medium length for one piece dresses. Fabrics like georgette, satin etc was preferred by majority of the respondents for one piece dresses. It was found that plain fabric was given first rank by the respondents. As surface embellishments embroidery was ranked first, while as decorative features brooches and swarovski were preferred. Geometric motif was preferred by maximum number of the respondents. Majority of the respondents found off white colour suitable for the depiction of Grecian costume in one piece dresses. Single colour was given first rank by the respondents. Maximum number of the respondents preferred pleats as constructional features for

flare in one piece dresses.

Authors' affiliations:

HARINDER KAUR SAGGU, Department of Apparel and Textile Science, College of Home Science, Punjab Agricultural University, LUDHIANA (PUNJAB) INDIA
Email: harsagguct@pau.edu

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