A study on the selection of trouser designs by youngsters

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■ **ABSTRACT :** Designers are ever evolving new styles for fashion conscious people. In the present scenario, western dresses are on the mind of young people and adolescents. Trousers, the western garment, were first adopted by Indian males. Though in the recent past, it is gradually becoming popular among the educated young females, thus making a unisex garment. The study was conducted in Ludhiana city of Punjab state in 2003 and ten years later, in 2013 to find the change in selection of different kinds of designing in trousers from the youngsters. It was found that 92 per cent of the respondents preferred trousers for both formal and informal wear in 2003, after ten years it was observed that all (100 %) of the respondents preferred for both formal and informal wear. None of the respondents preferred to get his trouser stitched either at home or from a tailor as per the study during the year 2013. But all of them (100 %) favoured the readymade trousers as against 5 per cent who preferred tailormade trousers and 3 per cent who preferred homemade trousers in 2003. Cotton fabric remained the most preferred over the years. The respondents' response on preferences regarding colours indicated that blue (54 %) was the most preferred colour, followed by black. A few respondents preferred red and maroon colour in 2013 which was not chosen in 2003.

■ **KEY WORDS:** Designing, Fabric, Preferences, Trousers

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Clothes are the outward symbol of person's attitudes, values, interests, tastes and so much so that they are often instrumental in the conscious evaluation of personal characteristics. A girl who is well dressed is more self-confident, better mannered and less rowdy than a poorly dressed one. Clothing serves as a social function just as food serves a health purpose. When we produce a complete design through garment construction, it creates a picture for others to see, because what conceals the body is the first to reveal the personality.

Trousers rank second followed by salwar-kameez both for formal and informal wear of urban young girls according to a survey conducted in the Punjab state universities (Dhillon, 2001). Trousers are the most used and abused garment in anybody's wardrobe. Hence, comfort becomes an important consideration while choosing a pair of trousers. A well cut trousers in the right colour, fabric and with a perfect finish is what every designer tries to offer. To be always well dressed

is one of the greatest assets a woman can have (Davis, 2006).

This study ought to compare the difference in the preferences of youngsters in regards of kind of trousers, their colour, fabric etc. over a decade's time.

■ RESEARCH METHODS

The study was conducted in Ludhiana city of Punjab state in 2003 and ten years later, in 2013. Two hundred college going girls (100 in 2003 and 100 in 2013) were selected from three girls colleges of this city. The purposive random sampling technique was used for selecting the equal number of girls from each college who used to wear trousers. An interview schedule was prepared and the respondents were personally contacted to get the information regarding various types of colours, fabrics used for the trousers. The collected data were statistically analysed by using percentages. In the total sample, an equal number of students (50 each *i.e.,* 25 in 2003 and 25 in 2013) were taken from each class explicitly 1st, 2nd, 3rd year and

postgraduate students of first and second year.

■ RESEARCH FINDINGS and DISCUSSION

As evident from Table 1, the age of twenty eight per cent of the respondents was 19 years followed by 20 years (26.5 %), 18 years (20 %), 21 years (15 %) and 22 years (10.5 %). The occupation of respondents' fathers in majority of the cases was business (68.5 %), while only 26.5 per cent were in service and 4.5 per cent in agriculture. Regarding the occupation of respondents' mothers, it was found that 65.5 per cent of them were housewives, 18.5 per cent in business and 16 per cent in service. The difference in ten years presents the fact that the number of respondents reduced to half in case of agriculture, number of mothers in business increased eight times while their number in service increased thrice than in 2003. The rise in nuclear families was also found over the period of time, in which 79 per cent of the respondents were from nuclear families whereas, the rest from joint families. Almost half of the respondents had their family income upto Rs. 1.20 lakh per annum (50.5 %), while 31.5 per cent of the respondents had income between 1.20 to 2.40 lakh, 7.5 per cent had income between 2.40 to 3.60 lakhs and 10.5 per cent had income above 3.60 lakh (Table 1).

After getting the socio-economic background of the

Table 1 : Socio- economic background of the respondents				(n=200)
Characteristics	Frequency			Percentage
	2003(100)	2013 (100)	Total (200)	
Age (years)				
18	19	21	40	20.0
19	29	27	56	28.0
20	22	31	53	26.5
21	18	12	30	15.0
22	12	09	21	10.5
Occupation of father				
Business	64	73	137	68.5
Service	29	24	53	26.5
Agriculture	06	03	09	04.5
Not alive	01	-	01	0.50
Occupation of mother				
Business	04	33	37	18.5
Service	08	24	32	16.0
Housewife	88	43	131	65.5
Family type				
Nuclear	75	83	158	79.0
Joint	25	17	42	21.0
Family income per annum (Rs. in lakhs)				
Upto 1.20	54	47	101	50.5
1.20 - 2.40	34	29	63	31.5
2.40 – 3.60	04	11	15	07.5
3.60 and above	08	13	21	10.5

Table 2 : Preferences of the respondents regarding wearing and mode of making trousers				
Characteristics	Frequency			Percentage
	2003 (100)	2013 (100)	Total (200)	
Preference of wearing trousers				
Formal wear	03	–	03	1.5
Informal wear	05	–	05	2.5
Both formal and informal wear	92	100	192	96.0
Mode of making trousers				
Readymade	92	100	192	96.0
Tailor made	05	–	05	2.5
Homemade	03	–	03	1.5

respondents, their preferences regarding wearing trousers were taken. Everyone prefers different types of clothes in different seasons and occasions. It was found that 92 per cent of the respondents preferred trousers for both formal and informal wear in 2003, after ten years it was observed that all (100 %) of the respondents preferred for both formal and informal wear. A noteworthy observation can be made from Table 2 that none of the respondents preferred to get his trousers stitched either at home or from a tailor during the year 2013. But all of them (100 %) favoured the readymade trousers as against 5 per cent who preferred tailormade trousers and 3 per cent who preferred homemade trousers in 2003.

The preferences of respondents as regards the fabric and colour used on the trousers were also studied. It is apparent from Table 3 that cotton fabric was preferred at the

first instance by majority of the respondents (94 %). Seeing the difference over a decade, it was found that 91 per cent of the respondents preferred cotton fabric in 2003, while 97 per cent preferred it in 2013. The second preference was given to spandex/ lycra by a very few respondents (3 %). The trend towards cotton was noticeable even after ten years. In 2003, it was found that 67 per cent of the respondents preferred woven fabric while after a decade, 89 per cent of the respondents chose woven fabric for the trousers. Nineteen per cent of the respondents preferred lace/ net material with lining in 2003 but none of the respondents liked it in 2013. Overall 78 per cent of the respondents chose woven material for the trousers.

Taking into account the fabric designs, it was noticed that 82 per cent of the respondents preferred plain fabric

Table 3 : Preferences regarding the type of fabric and colours for the trousers				
Characteristics	Frequency			Percentage
	2003 (100)	2013 (100)	Total (200)	
Fabric used				
Cotton	91	97	188	94.0
Spandex / Lycra	3	3	06	03.0
Polyester blend	2	–	02	01.0
Silk	1	–	01	0.50
Nylon	2	–	02	01.0
Rayon	1	–	01	0.50
Fabric structure				
Woven	67	89	156	78.0
Knitted	14	11	25	12.5
Lace/ net with lining	19	–	19	09.5
Fabric designs				
Plain without designs	64	100	164	82
Structural	10	–	10	05
Printed	6	–	06	03
Both structural and printed designs	20	–	20	10
Colour combination				
Single coloured	88	100	188	94.0
Double coloured	10	–	10	05.0
Multi coloured	2	–	02	01.0
Colours				
Blue	49	59	108	54.0
Black	35	21	56	28.0
Grey	1	–	01	0.50
White	3	3	06	03.0
Cream	4	–	04	02.0
Brown	3	4	07	03.5
Red	–	7	07	03.5
Yellow	2	1	03	01.5
Green	–	2	02	01.0
Maroon	–	3	03	01.5
Pink	3	–	03	01.5

without designs. Comparing the choice of youngsters over the decade, it was observed that 64 per cent of the respondents preferred plain fabric in 2003, while all (100 %) of the respondents preferred plain fabric in 2013. A majority (94 %) of the respondents selected single coloured fabric, followed by 5 per cent double coloured and 1 per cent multi coloured fabric. In 2003, 88 per cent respondents preferred single colour but in 2013, it was found that all the respondents (100 %) preferred trousers in single colour. The respondents' response on preferences regarding colours indicated that blue (54 %) was the most preferred colour, followed by black. A less number of the respondents preferred red and maroon colour in 2013 which was not chosen in 2003.

Conclusion :
 The study undertaken has made an attempt to compare the difference in the preferences of youngsters in regards of kind of trousers, their colour, fabric etc. over a decade's time. Cotton fabric remained the most preferred fabric during both 2003 and 2013 years. Comparing the choice of youngsters over the decade, it was observed that 64 per cent of the respondents preferred plain fabric in 2003, while all (100 %) of the respondents preferred plain fabric in 2013. A majority (94 %) of the respondents selected single coloured fabric, followed by 5 per cent double coloured and 1 per cent multi coloured fabric.

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