



Preferential Choice of Fabric and Color by College going girls in Different Seasons

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Abstract

The present study entitled “Fabric and color choice of college going girls for casual dresses” was conducted in Jalandhar city. A random sampling was done to select 50 respondents from a college -Kanya Maha Vidyalaya. An interview schedule was constructed to collect the data which were then tabulated and analyzed. Highest scores were given to the most preferred feature and one to the least preferred. The scores were computed and given ranks. It was found that majority of respondents preferred cotton fabric and white color in summer season and wool fabric and red color in winter season. Regarding fabric designs, self fabrics were the most preferred. Among fabric structures, woven fabrics were given the first preference during summer as well as winter season.

Keywords: Preferences, casual dresses, fabrics, colors..

Introduction

Clothing is a form of non-verbal communication that conveys emotions and expected behavior. Clothing covers a large part of our body and is used as a major index in making first judgment. It helps to build personality and contributes to the charm and personal attractiveness. According to Radder and Shailaja “In all the ages clothing remained an important area of outlet for creative expression of art¹.” Clothes also help an individual to express his or her creative abilities.

The garments we wear reflect our characteristics, traits, values, attitudes, interests and tastes. They are an extension of the image we have of ourselves. These are a symbol of how we want others to react to us and are a form of artistic expression.

In modern age, people are becoming more fashion conscious, sophisticated and more selective. As the fashion and style changes fast, people especially youngsters give more preference to color and design rather than quality in formal as well as casual dresses. Youngsters want their casual dresses to be comfortable and expression of their personalities. They don't want to put a lot of effort in dressing up casually but at the same time they want to experiment with their casual dresses.

Objectives: i. To know the fabric choice of college going girls for casual dresses, ii. To know the preferences of college going girls for colors of casual dresses.

Methodology

The present study was undertaken to know the fabric and color choice of college going girls for casual dresses. The study was

conducted in Jalandhar city. A sample of 50 respondents was taken from UG and PG classes from Kanya Maha Vidyalaya. An interview schedule was constructed to get the required information. The data collected through interview schedule was tabulated and analyzed. Scoring and ranking was done to get the preferences for casual dresses. Scoring was done by giving the highest score to the most preferred feature and one to the least preferred. The scores for the various attributes were summed and one with maximum score was given first rank and so on in decreasing order with decreasing scores.

Results and Discussion

Regarding fabric choice for casual dresses (table 1); it was found that cotton was the most preferred fabric in summer season followed by linen. Cotton got score of 350 where as score of linen was 252. There was no response for wool in summer season. Sandhu² also found that cotton was the most preferred fabric in summer season for suits of expectant mothers.

In case of winter season wool got the first rank with score 332 and silk and blended fabrics were at second and third rank with scores 252 and 156 respectively. The least preferred fabric in winter season was linen. Sharma³ found that majority of college going girls preferred cotton and cotton blends for trouser tops during summer as well as winter season.

It was seen that among various fabric designs (table 2), self fabric (score-113) was preferred by majority of respondents. Second preference was given to printed designs and third to plain fabrics.

Table-1
Distribution of respondents according to their preferences for various fabrics in summer and winter

Order of preference																		
Fabrics	Summer									winter								
	1	2	3	4	5	6	7	score	rank	1	2	3	4	5	6	7	score	rank
Cotton	50	-	-	-	-	-	-	350	1	4	4	4	10	2	2	-	122	4
Linen	-	28	15	2	-	-	1	252	2	-	3	-	1	-	2	-	26	7
Wool	-	-	-	-	-	-	-	--	-	37	9	3	1	-	-	-	332	1
Silk	-	1	-	1	2	1	1	19	5	7	23	9	5	-	-	-	252	2
Nylon	-	-	-	-	1	2	-	7	6	1	4	8	7	4	1	1	114	5
Polyester	-	4	2	6	-	1	-	60	4	-	2	3	6	2	3	1	64	6
Blended	-	16	26	5	1	-	-	249	3	1	5	16	6	5	-	-	156	3

Table-2
Distribution of respondents according to their preferences for fabric designs n-50

Order of preference					
Fabric design	1	2	3	Score	Rank
Plain	10	12	28	82	3
Self	23	17	10	113	1
Printed	17	21	12	105	2

Table-3
Distribution of respondents according to their preferences for fabric structure in different seasons n-50

Fabric Structure	Summer				Winter			
	1	2	Score	Rank	1	2	Score	Rank
Woven	29	21	79	1	31	19	81	1
Knitted	21	29	71	2	19	31	69	2

Table-4(a)
Distribution of respondents according to their choice for different colors in summer season n-50

Summer												
order of preference												
Colours	1	2	3	4	5	6	7	8	9	10	Score	Rank
White	24	6	5	5	5	4	1	-	-	-	423	1
Yellow	-	-	6	5	5	5	4	1	1	6	165	9
Pink	13	17	9	6	1	3	-	-	-	-	418	2
Red	1	3	3	4	6	5	6	2	8	3	199	7
Peach	1	3	6	7	6	7	3	6	3	3	244	5
Blue	4	10	4	5	4	4	3	3	5	-	272	3
Brown	-	1	1	5	7	7	4	8	6	4	185	8
Black	3	-	4	2	2	1	3	4	6	16	135	10
Green	2	2	8	3	4	8	6	3	3	4	230	6
Purple	2	8	4	7	6	2	7	4	2	3	270	4

Table-4(b)
Distribution of respondents according to their choice for different colors in winter season n-50

Winter												
Order of preference												
Colors	1	2	3	4	5	6	7	8	9	10	Score	Rank
White	5	6	5	4	3	4	3	-	-	6	228	8
Yellow	3	1	5	5	3	2	4	1	8	3	180	10
Pink	7	10	2	6	7	4	3	4	2	-	290	3
Red	8	7	7	5	6	3	7	4	1	1	328	1
Peach	1	2	3	5	5	6	3	7	2	6	190	9
Blue	4	3	4	3	8	8	4	1	6	-	255	5
Brown	2	3	5	4	4	8	6	7	4	2	234	7
Black	11	10	4	4	3	2	1	2	-	8	306	2
Green	4	2	5	9	2	3	6	4	5	5	239	6
Purple	5	6	6	5	6	3	6	6	2	3	287	4

It is clear from table no. 3 that woven structure was the first choice of college going girls for casual dresses in summer as well as winter season. Whereas second preference was given to knitted fabric structure in both the seasons. Woven fabric structure got score 79 and 81 in summer and winter season respectively where as knitted fabric structure got score 71 in summer and 69 in winter seasons.

Table 4(a) reveals that white was the most preferred color of college going girls for casual dresses in summer season with score- 423 followed by pink (s-418) and blue (s-272). Least preferred color in summer season was black. Mahal⁴ observed that white color was the first preference of adolescent girls for skirts whereas second and third preferences were given to blue and pink respectively.

In case of winter season (table 4 (b)), red color got the first rank with score 328 where as black (score-306) and pink (score- 290) colors got second and third ranks respectively. yellow (score-180) was the least preferred color in winter season. Kaur⁵ also found in case of winter season black color was given the first preference for trousers by college going girls followed by blue color.

Conclusion

After discussing the results of this study we can conclude that the maximum number of respondents preferred cotton fabric for casual dresses in summer season followed by linen and blended fabrics. In case of winter season wool got the maximum score (s-332) followed by silk. Regarding preferences for fabric

structure woven structure was the most preferred in both the seasons followed by knitted fabric structure. As far as fabric designs are concerned self structured fabrics were preferred by majority of respondents whereas printed and plain fabric designs were at second and third ranks respectively. Among the preferences of various colors white (score-423) was the most preferred color followed by pink and blue in summer season. In case of winter season the most preferred color was red (score-328), second preferred color was black and third preference was given to pink color.

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