

A Study Regarding Attitude Towards Selection of Fabric for Apparel and Surface Ornamentation Among Selected Respondents

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Abstract:

The present study is based on survey method to check Attitude of selected respondents towards selection of fabric for apparel, ornamentation of fabric and reason for selecting particular material. The home maker and gainfully employed women respondents of Ahmedabad were selected for sample. Selected both respondents group select low cost and easily to maintain fabric but home makers buy when it needed and gainfully employed buys according colour and comfort, both groups like plain fabric for apparel more than ornamentation.

Keywords: Apparel, Fabric, Clothing

Introduction:

There is probably no sphere of human activities in which our values and lifestyles are reflected more vividly than they are in the clothes that we choose to wear. The dress of an individual is a kind of “sign language” that communicates a complex set of information and usually the basis on which immediate impressions are formed. Traditionally, a concern for clothes was considered to be a feminine preoccupation, while man took pride in the fact that they were completely lacking in clothes consciousness. Apparel can and has in history been made from a very wide variety of materials. Materials have ranged from leather and furs, to woven materials, to elaborate and exotic natural and synthetic fabrics. Not all body coverings are regarded as Apparel. Articles carried rather than worn (such as purses), worn on a single part of the body and easily removed (scarves), worn purely for adornment (jewellery), or those that serve a function other than protection (eyeglasses), are normally considered accessories rather than clothing as are footwear and hats.

The ornamental potential of clothing is an important outlet for artistic drives and self-expression, as well as a source of tremendous sensuous satisfaction. Apparel refer to any covering for the human body that is worn. The wearing of clothing is exclusively a human characteristic and is a feature of nearly all human societies. The amount and type of clothing worn depends on functional considerations (such as a need for warmth or protection from the elements) and social considerations.

The present study was based on the aim of “A study regarding Attitude towards selection of fabric for apparel and surface ornamentation among selected respondents.” For achieving this aim investigator produce questionnaire and did survey to collect the result data.

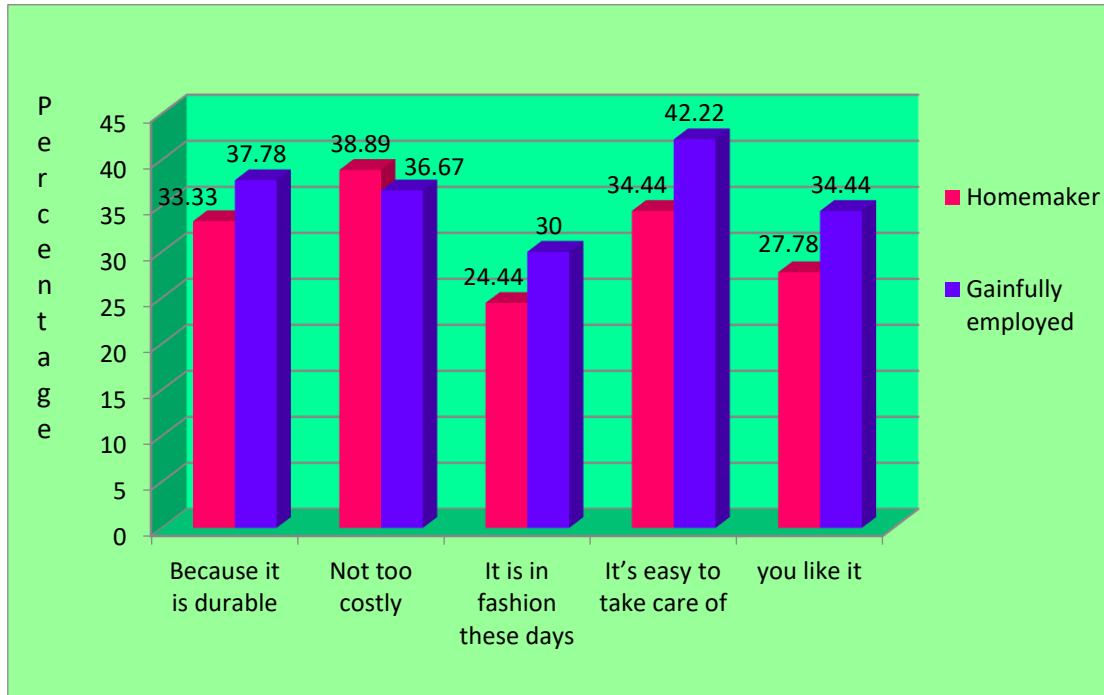
Methodology:

The survey was conducted in Ahmedabad, India. Purposive random sampling technique was used for selection of sample under this research. Ahmedabad’s 90 home maker and 90 gainfully employed women were selected for this survey.

Because it is durable, not too costly, it is in fashion these days, it's easy to take care of, you like it – are selected reasons for respondents using particular fabric for apparel. Brand, colour, comfort, cost, durability, fashion, need, occasion, passion and season – selected criteria for selection of fabric for apparel and plain fabric, embroidery, batik and bandhni, screen print and hand paint – are selected ornamentation on fabric are selected for respondents.

Result and discussion:

Illustration No.: 1 Reasons for using particular kind of fabric by the respondents for apparel



Data expressed in illustration no.: 1 shows that majority 42.22 percentage and 34.44 percentage gainfully employed and home maker respondents used particular materials because it is easy to take care and 36.67 gainfully employed and 38.89 home maker respondents uses particular materials because it was not too costly, 37.77 percentage and 33.33 percentage respondents used particular materials for it is durable by gainfully employed and home maker respondents respectively.

Table No.: 1 Criteria for the selection of fabrics for apparel

Sources	Distributions of the respondent			
	Homemaker		Gainfully employed	
	n	%	n	%
Brand	47	26.11	47	26.11
Colour	80	44.44	85	47.22
Comfort	78	43.33	86	47.78
Cost	83	46.11	78	43.33
Durability	65	36.11	53	29.44
Fashion	74	41.11	83	46.11
Need	86	47.78	54	30.00
Occasion	61	33.89	70	38.89
Passion	30	16.67	56	31.11
Season	62	34.44	52	28.89

Table no.: 1 Shows that home maker respondent 47.78 percent, 46.11 percent and 44.44 percent preferred need of apparel, cost of apparel and colour of the apparel whereas gainfully employed respondent's 47.78 percent, 47.22 and 46.11 percent preferred comfort in apparel, colour of apparel and fashion of apparel. Both the respondents equally preferred brands of apparel.

Table No.: 2 Types of ornamentation preferred by the respondents for apparel

Apparel	Home Maker									
	Plain		Embroidery		Batik & Bandhni		Screen Print		Hand paint	
	n	%	n	%	n	%	n	%	n	%
Apron	55	30.56	31	17.22	0	0	0	0	2	1.11
Belt	47	26.11	32	17.78	2	1.11	0	0	25	13.89
Jacket	51	28.33	56	31.11	12	6.66	9	5	31	17.22
Kurti	40	22.22	82	45.56	75	41.67	82	45.56	71	39.44
Purse	49	27.22	64	35.56	23	12.78	21	11.67	20	11.11
Summer Coat	57	31.67	11	6.11	21	11.67	73	40.56	25	13.89
Trouser/ Pant	53	29.44	15	8.333	1	0.556	26	14.44	21	11.67
Total	352	196	291	162	134	74.4	211	117	195	108
Average	50.3	27.9	41.6	23.1	19.1	10.6	30.1	16.7	27.9	15.5

Apparel	Gainfully employed									
	Plain		Embroidery		Batik & Bandhni		Screen Print		Hand paint	
	n	%	n	%	n	%	n	%	n	%
Apron	57	31.67	35	19.44	2	1.11	1	0.55	32	17.78
Belt	51	28.33	53	29.44	0	0	2	1.11	23	12.78
Jacket	62	34.44	60	33.33	15	8.33	10	5.56	39	21.67
Kurti	74	41.11	83	46.11	79	43.89	85	47.22	82	45.56
Purse	82	45.56	69	38.33	20	11.11	30	16.67	20	11.11
Summer Coat	34	18.89	11	6.111	25	13.89	80	44.44	31	17.22

Trouser/ Pant	61	33.89	24	13.33	0	0	25	13.89	25	13.89
Total	421	234	335	186	141	78.3	233	129	252	140
Average	60.1	33.4	47.9	26.6	20.1	11.2	33.3	18.5	36	20

Table no.: 2 showed that 27.9 percent preferred plain materials for apparel and accessories while 23.1 percent and 67.7 percent homemaker respondent preferred embroidery and screen. Wherever 33.4 percent plain, 26.6 percent embroidery and 20 percent hand painting preferred by gainfully employed respondents.

Conclusion:

The study concluded that majority of respondents from both categories were select particular kind of materials because it was easily maintained and not too costly, homemaker buys when they needs it and gainfully employed women sees colour and comfort as selection criteria for fabric selection, both respondents preferred same plain material more and after that ornamentation (embroidery, screen and hand painting) respectively for ornamenting the apparel or ornamentation on fabric.

References:

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