

PREFERENCES FOR READYMADE *KURTIS* BY YOUNG ADULTS

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ABSTRACT

Readymade kurtis are a perfect fit for professionals. Nowadays most of the professional look for such outfits that provide decent and stylish look. Each of us has different body structure so readymade kurtis can't provide that perfect look. Tailored kurtis are the one which are highly appreciated by the professionals as they are fully designed according to the specification and measurement provided by the individual. Tailored kurtis make the life of

the individual more comfortable and easy. Results reveal that, majority of the young adults of both professional and traditional college preferred tailor-made *kurtis* because of low cost, comfort, design and time saving. Young adults expressed that, the problems faced in readymade *kurtis* were loose fitting at waist followed by loose fitting at chest, improper arm scye, wider/narrow shoulder width, loose/tight garment, loose/tight fitting at the hip and shapeless/shifted neck lines.

1. INTRODUCTION

Fashion is synonyms of clothing, which originated as a means of satisfying human needs of protection, decoration and modesty. Since fashion is a product of change, a sense of timing, it needs the ability to understand the speed of acceptance and change involved with the product

development or marketing in fashion industry. Though, fashion affects the whole society, the main target is the young adults who have wealth and interest in clothing, indulge in new fashions and are the first ones to start a fashion adopters / trendsetter. The purpose of wearing clothes is

for protection and to express their individuality, conformity, social status and mainly to attract others. Thus, during the period of 'early adulthood' the emphasis on clothing and fashion reaches its greatest importance.

A pleasing combination of line, colour and fabric adds up to a costume that is "in good taste". Having good taste partly knows how to choose clothes that suit the occasion. But beyond that, having good taste means being able to recognize good design. Implicit personality theory predicts that individuals will make judgment of others based on salient visible cues in the absence of other information. Many studies revealed that increased level of dress consciousness of individuals have contributed to the development of innovative designs in the modern age because selection of dresses is an important factor in consumer choice of cloth and design and construct the dresses accordingly '(Patil, 1999)'.

Kurti is very much in fashion these

Days and are accepted worldwide. *Kurtis* also called as tunic top is just a woman's top and an ideal year round wear. Young adults wear *kurti* over jeans, salwar, pant, capri, and even on a skirt. *Kurtis* look descent and sincere, versatile and stylish, trendy yet modest. The demand for *kurtis*, which used to mainly come from towns and cities like, Delhi, Uttar Pradesh, Jammu, Himachal Pradesh, Chandigarh, Haryana and Punjab, has now spread to other regions across India. To make the *kurti* attractive, designers have presented a large range of varieties as for as fabrics, colours, and prints are concerned. *Kurtis* are available in all shapes and sizes with several fashion patterns. There are *kurtis* with and without embroidery for casual, occasions and with load of embroideries and designs for parties. "The *kurti* is a comfortable dress and suits everybody as per Indian culture. Western outfits can be worn by young girls, but older women cannot wear it. And seeing today's Indian culture, *kurti* suits the best".

The greatest change in interest during young adult is the personal interests like appearance, clothes, adornment and fashion consciousness. Young adults discover that physical attractiveness aids their status in life. In our present day culture, they give more importance to the fashion trend. Interest in clothing and personal adornment remains strong in young adults. Because they know that appearance is important to success in all areas of their lives, young adults frequently spend more time and money on clothing and grooming.

Young adults select clothes that enhance their good features and camouflage their less attractive ones. Most controversial change during adulthood may be young person's increasing focus on peers. This decade has witnessed an emphasis placed on younger people to look more and trendier and always prefer fashion over comfort and

durability. Young adults are attracted very much by the display of garments in the shop and according to fashion; the preference of young adults will also change.

As the young adult's preference is constantly changing in every item, they need unique, classic and innovatedesigns. In this modern era, young adults are becoming more conscious about their look and style. They are spending extra time and money in keeping their body fit and fine.

Tailored *kurtis* are the one which are more comfortable to wear and add elegance and style in the person's personality. Designing a *kurti* is very personalized process as it becomes difficult to find such tailors that help to meet the requirement on time. Hence, a survey was carried out to know the preference for *kurtis* by both traditional and professional college going young adults.

2.METHODOLOGY

A self structured interview schedule was used to elicit information from randomly selected 120 young adults (60 each traditional and professional college young adults) of Hubli-Dharwad city,

3.RESULTS AND DISCUSSION

The results of the present study are presented and discussed as below

“Table 1 and Fig 1 shows” that, majority of the young adults of both professional and traditional college preferred tailor-made *kurtis* (51.66% and 60.00%) followed by readymade (48.33% and 40.00%) *kurtis* respectively because now

Karnataka. The survey was carried out to know the preferences of readymade and tailor made *kurtis* by young adults. Finally data was analyzed using frequencies and percentages.

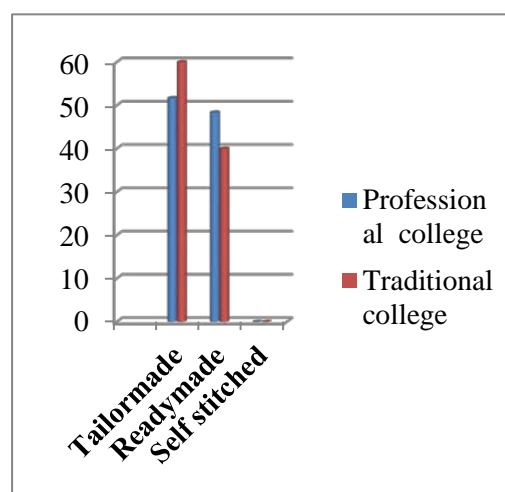
days young adults are more concerned about fashion, value addition and good fit of the garment than its comfort, durability and price. Thus, none of them preferred self-stitched *kurtis*. Irrespective of professional and traditional colleges, young adults preferred tailor-made (53.83%) followed by readymade (44.16%) *kurtis*. However, none of them preferred self -stitched *kurtis*.

TABLE 1 CONSTRUCTIONAL METHOD PREFERRED FOR KURTIS BY YOUNG ADULTS

Sl. No	Constructional method	Young Adults		Total (n=120)
		Professional college (n ₁ =60)	Traditional college (n ₂ =60)	
1	Tailormade	31 (51.66)	26 (60.00)	57 (53.83)
2	Readymade	29 (48.33)	24 (40.00)	53 (44.16)
3	Self stitched	-	-	-

Figures in parentheses indicate percentages

FIG 1: CONSTRUCTIONAL METHOD PREFERRED FOR KURTIS BY YOUNG ADULTS



“Table 2 highlights” on the reasons for preference of particular type of constructional method preferred for *kurtis*. It is observed that, majority of the young adults of professional college preferred tailor-made *kurtis* because of low cost (83.33%), comfort (43.33%) and design (30.00%), whereas young adults of traditional college expressed because of comfort (96.66%), low cost (90.00%) and time saving (16.66%). The reason for preference of ready-made *kurtis* as expressed by professional college young adults were availability of wide variety (96.66%) of *kurtis* followed by time saving (93.33%), easily available (90.00%), design (86.66%) and comfort (43.33%). Whereas, traditional college young adults expressed easily available (86.66%), comfort (83.33%), wide variety (66.66%) and time saving (40.00%) as the reasons for

purchasing readymade *kurtis* because of low cost, comfortable, design and time saving may be due to quality stitching, good fitting, comfort and without any alteration.

Irrespective of professional and traditional colleges, young adults expressed low cost (86.66%), comfort (70.00%), design (15.00%) and time saving (8.33%) as the reasons for preference of tailor-made *kurtis* and easily available (83.33%) followed by wide variety (81.66%), time saving (66.66%), comfort (63.33%) and design (43.33%) for preference of ready-made *kurtis*. Whereas, some of the young adults also preferred readymade *kurtis* because of easy availability, wide variety in style, value addition, fabric and colour combination. Similar results were also found in the study conducted by ‘(Jyoti and Shailaja 1994)’.

TABLE 2 REASONS FOR PREFERENCE OF PARTICULAR TYPE OF CONSTRUCTIONAL METHOD FOR KURTIS

Sl. No.	Reasons	Readymades		Total (n=120)	Tailormades		Total (n=120)
		Professional college young adults (n ₁ =60)	Traditional college young adults (n ₂ =60)		Professional college young adults (n ₁ =60)	Traditional college young adults (n ₂ =60)	
1	Comfort	13 (43.33)	25 (83.33)	38 (63.33)	13 (43.33)	29 (96.66)	42 (70.00)
2	Design	26 (86.66)	-	26 (43.33)	09 (30.00)	-	09 (15.00)
3	Easily available	27 (90.00)	26 (86.66)	53 (83.33)	-	-	-
4	Low cost	-	-	-	25 (83.33)	27 (90.00)	52 (86.66)
5	Time saving	28 (93.33)	12 (40.00)	40 (66.66)	-	05 (16.66)	05 (8.33)
6	Wide variety	29 (96.66)	20 (66.66)	49 (81.66)	-	-	-

“Table 3 and Fig 2 shows” that, majority of the young adults of professional college opined that, improper arm scye (58.33%) followed by loose fitting at waist (55.00%), loose fitting at chest (51.66%), loose/ tight garment (33.66%), loose /tight fitting at the hip and shapeless/shifted neck arm scye (43.33%), loose/tight garment (41.66%) and loose/tight fitting at the hip

lines (20.00%) and wider/narrow shoulder width (18.33%) as the problems faced in readymade *kurtis*. Whereas, traditional college young adults expressed loose fitting at waist (70.00%), followed by loose fitting at chest and wider/narrow shoulder width (63.33% and63.33%) respectively, improper (30.00%) as the problems faced in readymade *kurtis*.

In general, the problems faced in readymade *kurtis* were loose fitting at waist (62.50%), followed by loose fitting at chest (57.50%), improper arm scye (50.83%), wider/narrow shoulder width (40.83%), and loose/tight garment (39.16%), loose/tight fitting at the hip (25.00%) and shapeless/shifted neck lines (40.83%) in order by both professional and traditional college young adults because they are very much figure conscious and give more importance to fitting and well as dressing.

TABLE 3 FITTING PROBLEMS FACED IN READYMADE *KURTIS* BY

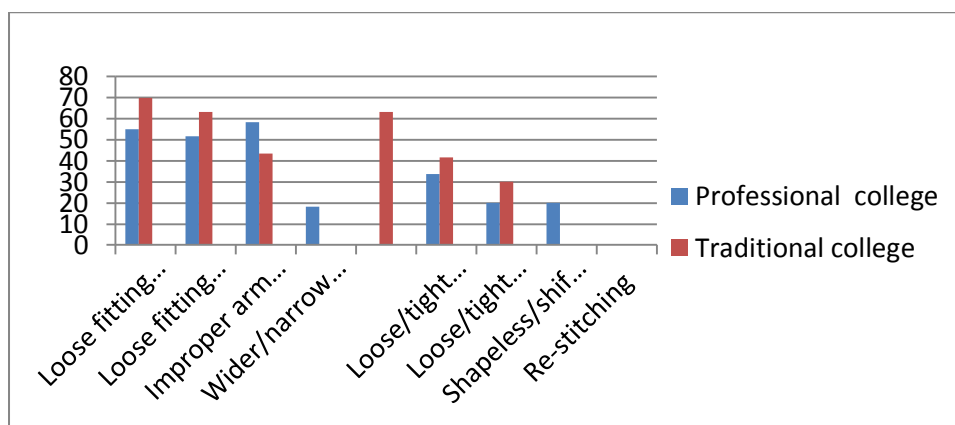
YOUNG ADULTS

Sl. No	Fitting problems	Young Adults		Total (n=120)
		Professional college (n ₁ =60)	Traditional college (n ₂ =60)	
1	Loose fitting at waist	33 (55.00)	42 (70.00)	75 (62.50)
2	Loose fitting at chest	31 (51.66)	38 (63.33)	69 (57.50)
3	Improper arm scye	35 (58.33)	26 (43.33)	61 (50.83)
4	Wider/narrow w shoulder width	11 (18.33)	38 (63.33)	49 (40.83)
5	Loose/tight garment	22 (33.66)	25 (41.66)	47 (39.16)
6	Loose/tight fitting at the hip	12 (20.00)	18 (30.00)	30 (25.00)
7	Shapeless/s hifted neck lines	12 (20.00)	-	12 (10.00)
8	Re-stitching	-	-	-

Figures in parentheses indicate percentages

Multiple responses possible

FIG 2 FITTING PROBLEMS FACED IN READYMADE KURTIS BY YOUNG ADULTS



4. CONCLUSION

Tailor made kurtis are considered to be to top-grade wardrobe for young adults because it provides perfect fit. They are suitable for every occasion if they need to attend formal functions or informal. Bespoke tailor design the kurtis according to the Each suit customized by tailors who provide a complete look which is suitable for all occasion and formal functions.

individual unique physique and that match perfectly with their life-style. Tailors design kurtis in such a way that it will add gracefulness in the person's look and style. After the complete analysis of the body bespoke tailors will provide a complete look.

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