

Women Perception and Attitudes towards Modernity of Indian Readymade Trends

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Abstract

The choice of the women is changing every day, sincere interest in the likes and dislikes of the women is the secret of successful selling. The sufficient knowledge with respect to the choice of the readymade trends and the factors affecting their choice is very desirable. Women should have the experience of choosing garments and should know their sources, color fastness, shrinkage, texture, wrinkle-resistance and durability etc, so that they can make a wise selection of them. Main purpose of the study was undertaken to find out the women perception and attitudes towards today's readymade trends in India. An attempt was also made to find out the major factors influencing the buying practices of the women. Multistage stratified random sampling technique was used in selection of 500 females. A self-structured open-end questionnaire was used for data collection. Sample was restricted to women who were between 25 to 60 years and educated. Analysis of data brought to light the fact that 100 percentage women go in for readymade trends for one or other category of garments like- undergarments, winter wear and night wear etc.

Keywords: Desirable, Perception, Wrinkle resistance, Durability, Trends, Texture, Colorfastness

Introduction

Women display interest in clothing's through their attitude and the values they assign to clothing. These attitudes are based on society, family, environmental and educational background.

The activities of present day, women differ markedly from that of ancient times. The women were expected to sit sedately, walk discreetly and never to romp. In the present times, women are recognized as living in an environment apart from that of their attitude, even while they are being reared by them. Women are considered not as isolated individuals but as the main part of the family. Moreover, in the past few years, great importance has been attached to the comfort, convenience and durability of women's clothing's. For centuries, women were dressed in all parts of the world, following the traditional costumes of the time. Very little attention was paid to the physical appearance and mental well being for them. Self- help features were ignored in those days and no consideration was given to

the freedom of movement. Today, the trend of women's clothing in changing in recent scientific approach to women care and training has focused attention on the special clothing needs of the women. This has resulted in realization of the need of suitable garments for women. In the present changing lifestyle, women in the family, likes to follow latest trend with regards to their wardrobe. They want to dress up neatly, like to display their status. In today's fast moving life is very difficult to take the time for getting clothes stitched. We have to go to the market to buy a fabric, look for a tailor order stitching and wait till the dress is ready. To overcome this problem we have an alternative method of buying a readymade dress. Almost for all occasion, women prefer to buy their garments from the leading readymade shops. They are abundantly available for all the age groups. Accessories are also available with matching readymade garments.

Keeping the above aspects in the view this study was taken up with the following objectives.

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- To find the reasons for purchasing readymade garments.
- Buying preferences of readymade garments for different purpose.

Methodology

A sample of 500 women was selected with the help of multistage stratified random sampling from urban Agra. In the light of above objective, a self-structured open end questionnaire was used for data collection. The Socioeconomic status of the respondents was established using a standardized test done by "Rajeev Lochan Bharadwaj". Sample was restricted to women, who were between 25 to 60 years and educated.

Result and Discussion

Results are presented under the following headings-

Section 'A'- To find the reason for purchasing readymade garments.

Section 'B'- Buying preferences of readymade garments for different purposes.

Section 'A'

Table 1. Reasons for purchasing readymade garments

Preference	Reasons for purchasing ready-made garments								
	Better Stitched	Easily available	Cheaper	Fashionable	Friends wear	Better design	More variety	Good fitting	Time saving
1	28	31	93	43	47	78	73	59	48
2	42	52	63	47	26	84	98	47	41
3	50	48	55	66	38	87	84	44	37
4	57	26	70	73	55	69	70	56	34
5	31	37	28	46	35	49	46	95	134
6	103	63	44	69	61	41	35	43	41
7	87	75	67	63	41	61	31	36	38
8	29	110	54	59	60	19	40	77	58
9	73	58	32	39	137	22	23	47	69

The table describes the reason for purchasing readymade garments. Among the female respondents majority give their first preference to cheaper garments. The second most common reason was given to "More variety" while third preference was given to "Better designs" of readymade garments.

This particular trend definitely speaks volumes for their preference given to the utility of the garments. As this goes without saying that garments are washed every day, so they have to be less costly and easy to maintain. In this way the readymade garments look worn-out and have to be bought more frequently. Going for more variety and better designs in the readymade garments reflects the basic nature of human beings who believe that variety is the spice of life so they prefer to wear different garments every day. Bhagwant (1996) observed that mothers preferred readymade garments due to cheaper rate, variety, good designs, time saving and easy availability. Present study also indicates the fact that the choice for cheaper garments is important.

Section'B'

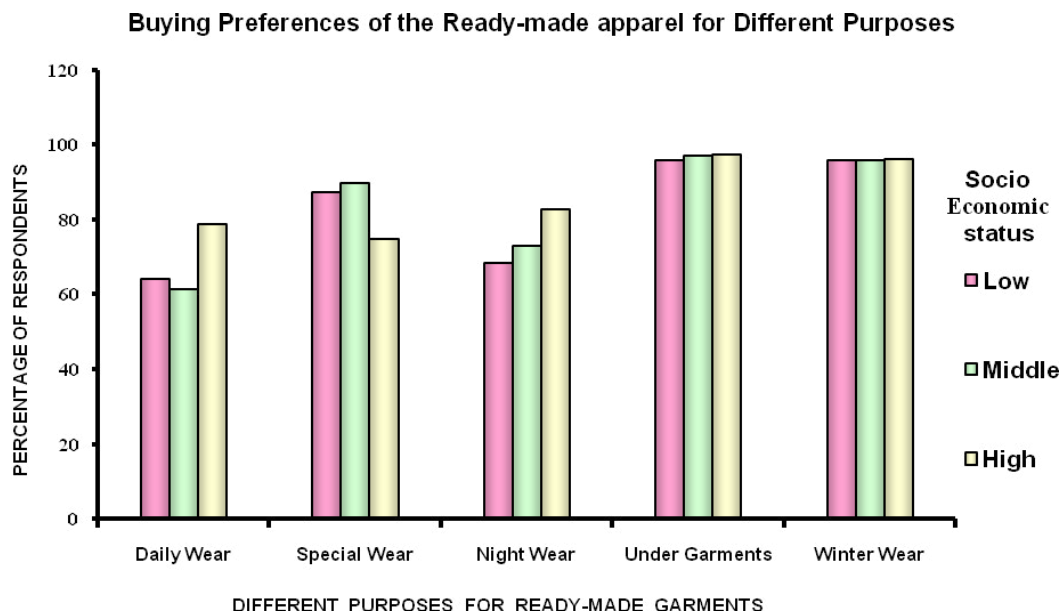


Figure 1. Buying preferences of readymade garments for different purpose

The above figure shows the distribution of the respondents of different socio-economic groups, and their preferences for buying readymade garments for different purpose. Out of the total respondents, large majority (96.60%) preferred to buy readymade undergarments. 95.80% of the respondents preferred to buy ready-mades for winter wear, while the lowest number 64.80% preferred to buy readymade garments for daily wear. Under the present social constraints it is not easy to get stitched undergarments from the market. Therefore, the purchase of readymade undergarments is almost compulsive. A preference for readymades for winter wear is due to more variety available in the market, easy availability for immediate use and all price range.

On analyzing the data in case of performance of buying readymade garments with respects to socio- economic status of the respondents, similar responses were observed among the low and middle socio-economic group, i.e. maximum number of respondents preferred to buy readymade undergarments, followed by garments for winter wear and minimum number of respondents preferred to wear readymade garments for daily wears, among the respondents of high socio-economic group, pattern of response was however different. Majority preferred to buy 'undergarments', followed by garments for "winter wear", while the lowest number of respondents preferred to buy readymade garments for "special occasions". Majority belonging to the high socio-economic group respondents to did not prefer buying ready-mades for special occasions, because they might not get the readymade garments of their choice. Readymade garments are mass produced so the display their elite status, they get more attractive and

unique dresses made on order from the boutique. In the present study, readymade garments were preferred by most of the female consumers in all purpose garments i.e. daily wear, special wear, night wear, undergarments and winter wear. This is supported by the study conducted by Black, Glisson and Tate (2003). As stated by them, 75 percentage of the garments found in the female's wardrobe was ready-made. It appears the percentage has risen tremendously over the past two decades.

Conclusions and Latest Trends

Analysis of the data brought to light the fact that hundred percent consumers, irrespective of their socio-economic status, go in the ready-made garments for one or other category of garments like undergarments, daily wear, special wear, winter wear and night wear etc.

With respect to the reasons for purchasing readymade garments, majority gave first preference to cheaper garments. Manufacturer can take a note of above preferences of consumers as per their socio-economic status. It is also essential for the retailer to provide the consumers of each strata with full variety within their preferences.

In the present changing life style, each and every member in the family likes to follow latest trend with regard to their wardrobe. Almost for all occasions women and their family members prefer to buy their garments from the leading readymade garments shops. They are abundantly available for all age groups. Accessories are also available with the garments.

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