Comparative Study on Wardrobe of Female Ready Made vs Stitched

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Abstract- Clothing is the essential need of human beings. The study was conducted to know, which type of clothing women prefer more, readymade or stitched. Between the age of 18-30, 89 female teaching staff and students were selected as a sample by stratified random sampling method from different colleges to conduct the survey. A self-structured questionnaire was employed as a survey method. The study was conducted in three colleges of Punjab, Dasmesh Girls College Mukerian, Golden College Gurdaspur and Modern Group of Colleges Mansar. The result revealed that people prefer more readymade clothes in casual wear, sports wear and winter wear, as it is easy to get proper fit clothes from the market, than wasting time on buying fabrics and stitching them. keywords

Keywords- Female wear, wardrobe, readymade, stitched.

I. INTRODUCTION

Clothes are elements that are used to express one's identity[1]. Clothing reflects the personality of a person. There are many other names of clothing like clothes, attire, garments etc. clothing performs a variety of functions: gives feeling of warmth in winter, cool in summers. Clothing is a kind of symbol that represents people's internal perceptions through their outer appearance. It conveys information about their choices, faith, personality, profession, social status, and attitude towards life. Therefore, clothing is believed to be a nonverbal way of communicating and a major part of people's outer appearance [2].

People in the past just use clothing to protect their body from heat, cold, insects etc. not for the sake of fashion. But in present days people are more conscious about fashion. Different people have different choices in clothing, some people like only tailored clothes, while some like readymade clothes or both. The consumption of textiles in any country is largely determined by the culture or mode of living. The needs that people will depend upon their point of view, attitude and general way of living. Changing life style, technological developments in textiles and international trade has brought about change in the clothing preferences of today's consumers.

Factors such as age, sex, occupation and economic level determine the standards in dress for an individual at any given in the life cycle[3]. Keeping above points in mind the present study was conducted to find out the scope of readymade or stitched garments in women between age group of 18-30.

II.LITERATURE REVIEW

A study was conducted by MS. GAYATRI AND MRS. SAKSHI ,in October 2014 to know variety of clothing present in men's wardrobe. One hundred twenty male teaching staff member were selected as sample by stratified random sampling technique from four different colleges.

A self structure questionnaire was used as tool for survey. All male's outfits divided into six categories i.e., casual, formal, winter, groom, night and sport wear category. The respondents selected were divided into below 40 years and above 40 years of age. The result revealed that all respondents had readymade garment in their wardrobe. Home made clothing articles included sweater, cardigan from winter, and pajama from night clothing. Respondents of both age groups had tailor made formal and groom clothing[4]. A survey was conducted by SL Taylor, RM Cosenza - Journal of consumer marketing, 2002 to examine shopping choice behavior of a very important and economically viable segment of this

teen market called the "later aged female teen". It was found that a typical later aged female teen was born to shop. Making the right choice, especially for her clothing, is important both from a social affiliation and a social influence position. This group felt brand (fit, look, and style) to be the most important attribute to consider in apparel choice and later aged female teens wanted excitement in their shopping venue. Shopping was important and there were risks associated with an incorrect choice of their clothing. Finally, the desire to stay and shop at the local mall seemed to be a function of the mall composition and excitement[5].

A consumer survey was conducted in Delhi/NCR by Ruby Kashyap Sood, Dr. Suman Pant in sep,2016, to examine the blouse preferences of urban sari wearers in terms of fabric, fit and styling and ascertain scope for readymade sari blouse. A structured questionnaire was distributed to the sample and the responses were computed for statistical analysis. The consumer survey deduced the preference for readymade sari blouse by sari wearers in the age group of 20 to 40 years, keeping in view the convenience factor. The dissatisfaction with the existing readymade blouses was largely assigned to fitting and sizing problems, limited styles and garment quality [6].

III. METHODOLOGY

Female teaching staff and students from Modern Group of Colleges, Mansar, Golden College Gurdaspur, Dasmesh Girls College, Mukerian, were selected to collect responses for this study. Due to shortage of time, an online survey method was used to collect data and a self structure questionnaire was used as a tool. To collect the response survey questionnaire, were circulated to the Respondents via E-Mail and WhatsApp. Questions were pre-tested to check the Rightness and Suitability of the Questionnaire.

After Pre-testing, there were some problems, that were corrected and then questionnaire were distributed to the respondents. Questionnaire has total 12 questions, in which starting questions have general information regarding age, name of college, profession and qualification. The age is divided in four sections between 18-30. Other questions deal with specific information related to different types of readymade and stitched clothes they have in their

wardrobe. The outfits are divided into three categories: winter wear, night wear and sports wear.
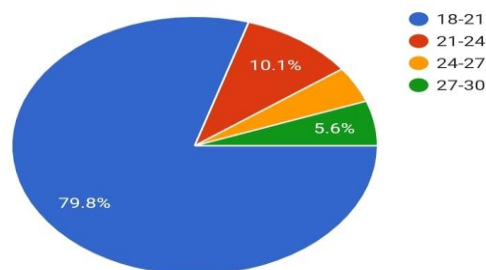
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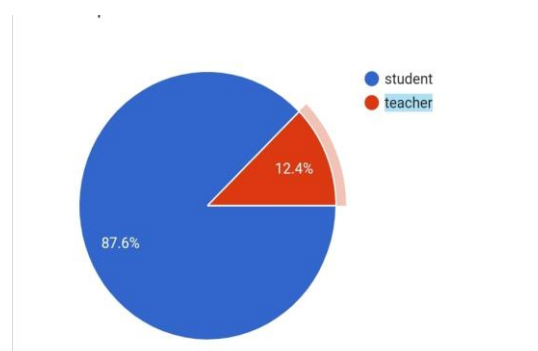

Chart -1: Distribution of age

Chart 2: Profession

Table -1: Distribution of profession in % and numbers

Profession	%	Number of Respondents
Student	87.6%	78
Teacher	12.4%	11

It is clear from above figure that maximum number of respondents were students which is 87.6% and followed by teachers which are 12.4%. out of 89 respondents maximum number of respondents were doing graduation.
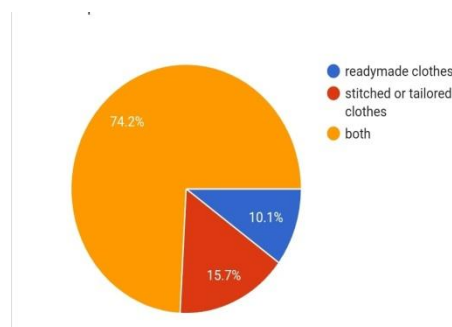

Chart 3: Readymade or tailored costumes in their wardrobe.

From questionnaire it has been founded that maximum number of respondents have both type of clothes in their wardrobe which is 74.2%, but 15.7% respondents have stitched clothes and 10.1% respondents have readymade clothes more in their wardrobe . so it is clear from above information that people like to prefer both clothes in their wardrobe whether it is tailored or readymade.
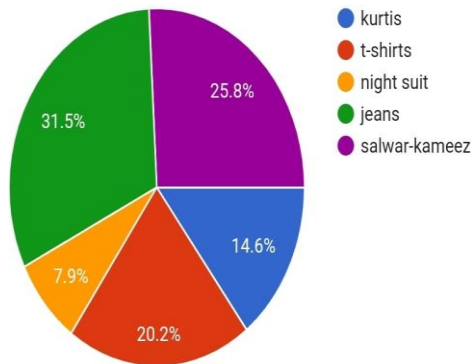

Chart 4: Readymade clothes in their wardrobe

To find out which readymade clothes are more in their wardrobe it is divided into five categories-kurtis, t-shirts, night-suit, jeans, salwar-kameez. It is also clear from above chart that respondents have maximum number of readymade clothes in their wardrobe is jeans and then followed by salwaar-kameez, t-shirts and so on. It is clear from above information that female have maximum number of jeans in readymade clothes .
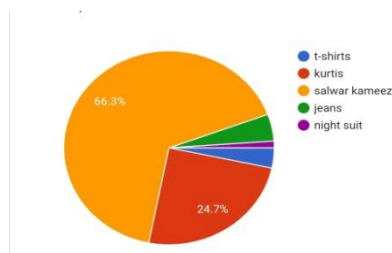

Chart 5: Stitched clothes in their wardrobe

It is clear from above information that respondents have maximum number of salwaar-kameez(66.3%) in category of stitched clothes followed by kurtis(24.7%). Least number of respondents have stitched night suit which is (1.1).
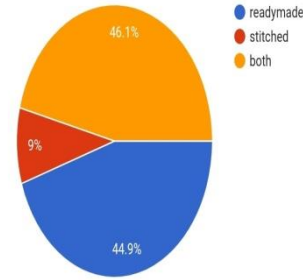

Chart 6: Winter clothes in their wardrobe

Respondents prefer both stitched and readymade clothes in their wardrobe, after that maximum numbers of respondents have readymade winter clothes in their wardrobe which is 46.1% and followed by stitched which is 9%. Further winter clothes were divided into five parts which is sweater, jackets, sweatshirts, poncho, hoodies. Maximum number of respondents have jackets(39.3%) in type of readymade winter clothes followed by hoodies(32.6%),sweater(14.6%),sweatshirts(9%),poncho(4.5%).

Table -2: Distribution of readymade and homemade winter clothes

Sno.	Garments	Homrmade%	Readymade%
1	Sweater	14.6%	65.2%
2	Teacher	39.3%	14.6%
3	Jackets	9%	7.9%
4	Sweatshirts	4.5%	12.4%
5	Ponchu	32.6%	0%

Maximum number of respondents have sweaters (65.2%) in type of homemade winter clothes in their wardrobe followed by jackets (14.6%),poncho (12.4%),sweatshirts (7.9%) and zero response to hoodies, it means female prefer more jackets in readymade winter garment and sweater in homemade winter garments.
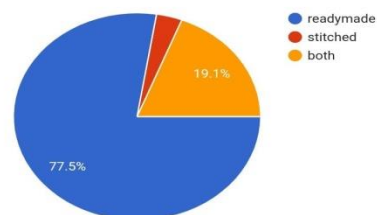

Chart 7: Sports wear in their wardrobe

It is clear from responses that maximum numbers of respondents were in the favor of readymade sports clothes. In category of sports wear female prefer readymade clothes more than handmade clothes.

V.CONCLUSION

As it is clear from the results that people prefer more readymade clothes in casual wear, sports wear and winter wear, as it is easy to get proper fit clothes from the market, than wasting time on buying fabrics and stitching them. Females love stitched or handmade garments such as salwar-kameez, kurtis, and sweaters. It was found that individuals only wear traditional sewn garments since they can put their own patterns and thoughts on them.

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