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Females' preference for readymade kurties and fitting problems in readymade kurties

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Abstract
In India, many women residing at homes and working in the offices, prefer to wear traditional salwar, kameez and sarees. However, most of young females have a great wish about 'kurties', as it is easy to wear, comfortable and create a traditional look. These young females worn these 'kurties' with a variety of lower garments that include jeans, skirt, palazzo, lehnga and salwar etc. Beside this, a large variety of 'kurties' with different colours, sizes, designs and styles are available in the market. But each consumer have some specific preference for their readymade 'kurties' and facing some problem with it. Thus, this study was planned to know the females' preference for readymade 'kurties' and fitting problems in readymade 'kurties'. The study was conducted in two universities *i.e.,* Govind Ballabh Pant University of Agriculture and Technology, Pantnagar and Thakur Dev Singh Bist (DSB) campus of Kumaon University located in Udham Singh Nagar and Nainital districts respectively from Kumaon region of Uttarakhand, India. A total one hundred females between 21-31 years of age were selected as the sample size for study by using stratified random sampling method. In the present study, a survey method was used for data collection by using a self-structured questionnaire cum interview schedule as a tool. Collected data were analyzed by using frequency and percentage. The result of study shows that readymade 'kurties' were preferred by maximum respondents from both places and reasons given for preferring readymade 'kurties' *i.e.,* comfortable, time saving, available in wide variety and unique in design. Maximum numbers of respondents from GBPUA&T, Pantnagar opted to wear below knee length readymade 'kurties' with jeans and salwar. Whereas more than 50 percent respondents from DSB Campus, Nainital were preferred to wear hip length readymade 'kurties' with jeans and between knee and hip length 'kurties' with *salwa*r. More than 65 percent respondents of 21-31 years of age from GBPUA&T, Pantnagar and DSB campus, Nainital were facing fitting problems with readymade 'kurties' and these fitting problem were related to looseness and tightness of readymade 'kurties' at various points.

Keywords: Readymade 'kurties', construction method, 'kurties' construction, fitting problem, length of 'kurties'

Introduction
Clothing makes a significant contribution to the emotional and psychological well-being of a person. Earlier, in India garment wearing style was mainly of draping style and people use to wear loose garments. They required very few garments which were stitched by local tailors. But in the present time, lifestyle and dressing style of people has changed tremendously. Many Indian women residing at homes and working in the offices, prefer to wear traditional salwar, kameez and sarees. However, most of women particularly those of the younger generation, choose 'kurties' as it is easy to wear, comfortable and create a traditional look. At present, 'kurties' are worn by young girls and ladies with a variety of lower garments that include jeans, skirt, palazzo, lehnga and salwar *etc.* Hence, a large variety of 'kurties' with different colours, sizes, designs and styles are available in the market. But each consumer have some specific preference for their readymade 'kurties' and facing some fitting problem with it. Thus, this study was planned to know the females' preference for readymade 'kurties' and fitting problems faced by them in readymade 'kurties'.

Methodology
The study was conducted in two universities located in Udham Singh Nagar (U. S. Nagar) and Nainital districts from Kumaon region of Uttarakhand, India *i.e.,* Govind Ballabh Pant University of Agriculture and Technology, Pantnagar, U. S. Nagar and D.S.B. Campus (Thakur Dev Singh Bist), Kumaun University, Nainital respectively. One hundred female between 21-31 years of age were selected as a sample size by using stratified random sampling method for sample selection.

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A survey method was used for data collection by using a self-structured questionnaire cum interview schedule as a tool.

This questionnaire cum interview schedule consists of two parts. Part A of the questionnaire cum interview schedule dealt with general information of the respondents *i.e.,* age, education, family type, size of family and family monthly income. Part B of the questionnaire cum interview schedule included specific information related to purchase of readymade 'kurties' such as preference for 'kurties' on the basis of construction method and reason for preferring specific construction method, preference for readymade 'kurties' of different lengths pairing with different lower garments, fitting problem faced in readymade 'kurties'. Collected data analyzed by using frequency and percentage.

Results and Discussion

The data reported in Table 1 gave general information of respondents. It includes education, family type, size of family and family monthly income irrespective of their age and place.

It is clear from the table that maximum 54 percent of respondents of 21-31 years of age from GBPUA&T, Pantnagar were doing post-graduation (M. Sc.) followed by Ph. D. (32%) and graduation (14%). Whereas maximum 46 percent respondents of the same age group from DSB campus, Nainital were pursuing their Ph.D., 34 percent respondents were doing post-graduation (M.Sc.) and 20 percent of respondents were pursuing graduation.

Table 1: Distribution of respondents according to their general information N=100

S. No.	Variables		Respondents			
			GBPUA&T, Pantnagar (Females 21-31 Years)		DSB Campus, Nainital (Females 21-31 Years)	
			Frequency	Percent	Frequency	Percent
		i. Level of education				
a.	Graduation		07	14	10	20
b.	Post-Graduation	M. Sc	27	54	17	34
		Ph.D.	16	32	23	46
		ii. Family type				
a.	Nuclear		35	70	39	78
b.	Joint		15	30	11	22
		iii. Size of family (number of family member)				
a.	Small (1-5)		32	64	35	70
b.	Medium (6-9)		11	22	06	12
c.	Large (10-12)		06	12	09	18
d.	Very large (Above 13)		01	02	00	00
		iv. Family monthly income				
a.	₹ 17,000-85,000		38	76	26	52
b.	More than ₹ 85,000		12	24	24	48

It was observed from the table that the maximum number of respondents from GBPUA&T, Pantnagar and DSB campus, Nainital of age group 21-31 years belonged to nuclear families *i.e.,* 70 percent and 78 percent respectively, whereas less than 22 percent of respondents of the same categories from both the places belonged to the joint family. Thus, from the results shown in Table 1 it can be said that maximum number of respondents from both places belonged to the nuclear family. The joint family and extended family from all household merely 20 percent (Bansal *et al.* 2014) [11]. Similar result also reported according to Gayatri *et al.* 2015 [10], that maximum respondents (more than 65%) were belong to nuclear types of family.

It is evident from Table1 that maximum 64 percent of respondents of 21-31years of age from GBPUA&T, Pantnagar belonged to small size families, here number of family member ranged between 1-5, followed by medium-size families in which the family member ranged between 6-9 member (22%), large-size family having 10-12 family members (12%) and only 2 percent respondents belonged to

very large size family having more than 13 family members. The same trend was seen concerning respondents from the DSB campus, Nainital where maximum 70 percent of respondents of 21-31 years of age belonged to small size families having 1-5 members followed by large size family having 10-12 members (18%) and medium size families having 6-9 member (12%). It can be said that the family income is distributed among family members. In the case of a large family, the money available for the clothing of each member may be decreased accordingly.

Table 1 also depicts that maximum number of respondents (76%) of 21-31 years of age from GBPUA&T, Pantnagar had family monthly income between ₹17,000/- to ₹85,000/- followed by family monthly income more than ₹85,000/- *i.e.,* 24 percent. Similar type of result was seen in the DSB campus, Nainital where maximum *i.e.,* 52 percent of respondents of same age group had family monthly income between ₹17,000/- to ₹85,000/- followed by the respondents (48%) who reported having more than ₹ 85,000/- as their family monthly income.

Table 2: Distribution of respondents according to the preference for 'kurties' on the basis of construction method N=100

S. No.	Construction methods		Respondents			
			GBPUA&T, Pantnagar (Females 21-31 Years)		DSB Campus, Nainital (Females 21-31 Years)	
			Frequency	Percent	Frequency	Percent
1.	Readymade	Yes	48	96	49	98
		No	02	04	01	02
2.	Tailor-made	Yes	35	70	27	54
		No	15	30	23	46
3.	Self stitched	Yes	03	06	04	08
		No	47	94	46	92

Multiple responses possible

The distribution of respondents according to their preference for 'kurties' on the basis of the construction method is given in Table 2. It can be envisaged from Table 2 that maximum 96 percent and 98 percent of respondents of 21-31 years of age from GBPUA&T, Pantnagar and DSB campus, Nainital respectively were acclimatized to prefere readymade 'kurties', whereas very less number of respondents (4% and 2%) of the same age from GBPUA&T, Pantnagar and DSB campus, Nainital respectively did not prefere readymade 'kurties'.

It is also given in the Table 2 that 70 percent and 54 percent of respondents of 21-31 years of age from GBPUA&T, Pantnagar and DSB campus, Nainital respectively habituated to have tailor-made 'kurties', whereas 30 percent and 46 percent respondents from GBPUA&T, Pantnagar and DSB campus, Nainital respectively did not prefer tailor-made 'kurties'. Very less number of respondents of the same age group from both place (GBPUA&T, Pantnagar and DSB campus, Nainital) preferred self-stitched 'kurties' *i.e.,* 6 percent and 8 percent, whereas maximum number of respondents *i.e.,* 94 percent and 92 percent from GBPUA&T, Pantnagar and DSB campus, Nainital respectively did not like self-stitched 'kurties'.

It can be concluded from the above table that majority of respondents from GBPUA&T, Pantnagar and DSB campus, Nainital were preferred readymade and tailor-made 'kurties'. Whereas, self-stitched 'kurties' were preferred by least number of respondents from both places. The two reasons were given by maximum respondents for least preferring self stitched 'kurties' were that they do not have sewing skills. Second reason was that self stitched 'kurties', do not gives a finished looked as obtained from readymade and tailor-made 'kurties'. Rekha and Sadhana (2014) [1], conducted a study entitled "Preferences for readymade 'kurties' by young adults", the result depict that maximum number of respondents preferred tailored-made, as well as readymade 'kurties' but none of the respondents, were preferred self-stitched 'kurties'.

Table 3: Distribution of respondents according to preference for readymade 'kurties' according to their construction method with reasons
N=100

S. No.	Methods of construction	Reason for preference	Respondents			
			GBPUA&T, Pantnagar (Females 21-31 Years)		DSB Campus, Nainital (Females 21-31 Years)	
			Frequency	Percent	Frequency	Percent
a.	Readymade	Comfort	34	68	33	66
		Low cost	21	42	27	54
		Time saving	44	88	38	76
		Wide variety	27	54	31	62
		Good fit	19	38	11	22
		Unique design	32	64	25	50
b.	Tailor-made	Comfort	14	28	13	26
		Low cost	01	02	07	14
		Time saving	06	12	03	06
		Wide variety	01	02	01	02
		Good fit	27	54	26	52
		Unique design	22	44	15	30
c.	Self stitched	Comfort	02	04	02	04
		Low cost	03	06	02	04
		Time saving	01	02	01	02
		Wide variety	00	00	00	00
		Good fit	03	06	00	00
		Unique design	02	04	00	00

Multiple responses possible

Table 3 depicts the distribution of respondents according to the preference for 'kurties' according to their construction method with reasons. It is evident from Table 3 that maximum percentage (88%) of respondents of 21-31 years of age from GBPUA&T, Pantnagar preferred readymade 'kurties' because of following reasons *i.e.,* time saving followed by comfortable (68%), unique design (64%), wide variety (54%), low cost (42%) and good fit (38%) whereas maximum 76 percent respondents of the same age group from DSB campus, Nainital desired for readymade 'kurties' due to the reasons *i.e.,* time saving followed by comfortability (66%), wide variety availability (62%), low cost (54%), unique design (50%) and good fit (22%).

It is evident from from Table 3 that maximum percentage (54) of respondents of 21-31 years of age group from GBPUA&T, Pantnagar choose tailor-made 'kurties' and stated reason *i.e.,* good fit also 44 percent of respondents of the same category liked tailor-made 'kurties' and gave reason *i.e.,* due to unique design followed by comfortability (28%), time-saving (12%),

available at low cost and wide varieties (2%), whereas maximum number of respondents (52%) of same age group from DSB campus, Nainital preferred tailor-made 'kurties' and reason given was good fit followed by unique design (30%), comfort (26%), low cost (14%), time-saving (6%) and accessible in wide varieties (2%).

It is also clear that lesser number of respondents of 21-31 years of age from GBPUA&T, Pantnagar choose self - stitched 'kurties' and reasons stated were as follows *i.e.,* low cost and good fit (6%), comfort and unique design (4%) and time-saving (2%), whereas 4 percent of respondents of the same age group from DSB campus, Nainital wanted to have self stitched 'kurties' and gave reasons for their preference were comfort and low cost followed by time saving (2%).

It can be concluded from the above table that majority of respondents (more than 50%) from GBPUA&T, Pantnagar and DSB campus, Nainital gives reason for preferring readymade 'kurties' were comfort, time saving, wide variety and unique design, whereas maximum respondents from both

places were preferred tailor-made 'kurties' due to get good fit. Gayatri and Sakshi (2014) [2], reported in a study that maximum numbers of respondents (below 40 years) were preferred readymade garments for their formal, casual and winter wardrobe. Readymade garments have more advantages compared to tailored-made garments, as people nowadays are very busy and do not have time to go to tailor several times, they prefer to buy garments directly from showroom at reasonable price and its save time (Gayatri, 2011) [3]. According to Oza and Kola (2018) [4], there are many benefits of readymade garments viz; available in all sizes, easy to wear, wash, maintain and available at affordable price range.

Table 4: Distribution of respondents according to their preference for readymade 'kurties' of different lengths pairing with different lower garments N=100

S. No.	Types of lower garments	Attributes for kurti length	Respondents			
			GBPUA&T, Pantnagar (Females 21-31 Years)		DSB Campus, Nainital (Females 21-31 Years)	
			Frequency	Percent	Frequency	Percent
1	Jeans	Hip length	12	24	27	54
		Between knee and hip length	15	30	12	24
		Just upto knee length	14	28	15	30
		Below knee length	26	52	14	28
2	*Salwar*	Hip length	00	00	00	00
		Between knee and hip length	10	20	26	52
		Just upto knee length	22	44	20	40
		Below knee length	33	66	15	30
3	Trouser/ Pant	Hip length	00	00	00	00
		Between knee and hip length	00	00	00	00
		Just upto knee length	16	32	04	08
		Below knee length	41	82	46	92
4	Chudidars salwar	Hip length	00	00	00	00
		Between knee and hip length	00	00	00	00
		Just upto knee length	09	18	13	26
		Below knee length	37	74	34	68
5	Skirt	Hip length	07	14	12	24
		Between knee and hip length	06	12	03	06
		Just uptoknee length	07	14	03	06
		Below knee length	09	18	13	26
6	Capri	Hip length	04	08	08	16
		Between knee and hip length	02	04	00	00
		Just upto knee length	00	00	00	00
		Below knee length	00	00	00	00
7	Plazo	Hip length	02	04	05	10
		Between knee and hip length	03	06	04	08
		Just upto knee length	07	14	11	22
		Below knee length	33	66	24	48
8	Leggings	Hip length	00	00	00	00
		Between knee and hip length	00	00	00	00
		Just upto knee length	05	10	05	10
		Below knee length	37	74	35	70

Multiple responses possible

The distribution of respondents according to their preference for readymade 'kurties' of different lengths with various lower garments is given in Table 4. These lower garments mainly included jeans, salwar, trouser/ pant, *chudidar*, skirt, capri, plazo and legging.

Jeans
It is observed from Table 4 that maximum respondents (52%) of 21-31 years of age from GBPUA&T, Pantnagar opted to wear below knee length readymade 'kurties' with jeans followed by 'kurties' having length between knee and hip with jeans (30%), just upto knee length readymade 'kurties' with jeans (28%) and hip length readymade 'kurties' with jeans (24%). Maximum 54 percent respondents of same age group from DSB campus, Nainital preferred to wear hip length readymade 'kurties' with jeans followed by just upto knee length readymade 'kurties' with jeans (30%), below knee length 'kurties' (28%) and 24 percent of respondents choose to wear between knee and hip length 'kurties' with jeans.

Salwar
It is evident from the Table 4 that maximum 66 percent of respondents of 21- 31 years of age from GBPUA&T, Pantnagar desired to wear below knee length readymade 'kurties' with *salwar* followed by just upto knee length readymade 'kurties' with *salwar* (44%) and between knee and hip length readymade 'kurties' with *salwar* (20%) and none of the respondents wanted to wear hip length readymade 'kurties' with *salwar*, whereas maximum 52 percent respondents of same age from DSB campus, Nainital preferred to wear between knee and hip length readymade 'kurties' with *salwar* followed by just up to knee length 'kurties' with *salwar* (40%), below knee length readymade

'kurties' with *salwar* (30%).

Trouser/ Pant
It is clear from the Table 4 that more than 82 percent respondents of 21-31 years from GBPUA&T, Pantnagar were preferred to wear below knee length readymade 'kurties' whereas just upto knee length readymade 'kurties' preferred by 32 percent respondents with trouser/ pant. Result also shows that 92 percent and 8 percent respondents from DSB campus, Nainital were preferred to wear below knee length and just upto knee length readymade 'kurties' with trouser/ pant respectively. None of the respondents from both places were preferred to wear hip length and between knee & hip length readymade 'kurties' with trouser/ pant.

Chudidar salwar
It is clear from the Table 4 that upto 74 percent and 18 percent of respondents of 21-31 years of age from GBPUA&T, Pantnagar were preferred to wear below knee length and just up to knee length readymade 'kurties' with chudidar salwar respectively, whereas only 68 percent and 26 percent respondents of same age group from DSB campus, Nainital were preferred to wear below knee length 'kurties' and just up to knee length readymade 'kurties' with chudidar salwar respectively. But, hip length readymade 'kurties' and between knee and hip length readymade 'kurties' were not preferred by any respondents irrespective of their age and place.

Skirt
It is given in the Table 4 that less than 20 percent of respondents of 21-31 years of age from GBPUA&T, Pantnagar were preferred to wear readymade 'kurties' of various lengths with skirt such as below knee length readymade 'kurties' with skirt (18%), just upto knee length and hip length readymade 'kurties' with skirt (14%) and between knee and hip length readymade 'kurties' (12%), whereas respondents of same age group from DSB campus, Nainital were preferred to wear below knee length readymade 'kurties' with skirt (26%), hip length readymade 'kurties' with skirt (24%), between knee and hip length readymade 'kurties' and just up to knee length readymade 'kurties' with skirt (6%).

Capri
It is evident from Table 4 that only 8 percent and 4 percent

respondents of 21-31 years of age from GBPUA&T, Pantnagar opted to wear hip length readymade 'kurties' and between knee and hip length readymade 'kurties' with capri respectively. Whereas only 16 percent of respondents of same age group from the DSB campus, Nainital were preferred to wear hip length readymade 'kurties' with capri.

Plazo
It is clear from the Table 4 that maximum 66 percent of respondents of 21-31 years of age from GBPUA&T, Pantnagar preferred to wear below knee length readymade 'kurties' with plazo followed by just upto knee length readymade 'kurties' (14%), between knee and hip length readymade 'kurties' with plazo (6%) and hip length readymade kurtis with plazo (4%). On other hand, maximum respondents i.e., 48 percent of same age group from DSB campus, Nainital preferred to wear below knee length readymade 'kurties' with plazo followed by just up to knee length readymade 'kurties' with plazo (22%), hip length readymade 'kurties' with plazo (10%), between knee and hip length readymade 'kurties' with plazo (8%).

Leggings
It is revealed from the Table 4 that maximum of 74 percent and 70 percent respondents of 21-31 years of age from GBPUA&T, Pantnagar and DSB campus, Nainital U. S. Nagar and Nainital districts respectively preferred to wear below knee length readymade 'kurties' with legging and very few i.e., 10 percent respondents from both places wanted to wear just upto knee length readymade 'kurties' with legging. None of respondents liked to wear hip length readymade 'kurties' and between knee and hip length readymade 'kurties' with leggings.

It was observed from results that majority of respondents from both places were preference to wear readymade 'kurties' with various bottom wears. It was also observed that the majority of respondents were preferred below knee length 'kurties' with touser/ pant, chudidar, skirt, plazo and leggings. The reason may be that 'kurties' are tradition attire of Indian females and it's preferred by majority of females from entire India. Its gives elegance, traditional, professional and fashionable look. According to Nandini, 2018 [5]. Kurti is classic female upper garment, always in trend. Kurti can be worn with salwar, legging, pant, jeans and many other types of lower garments.

Table 5: Distribution of respondents on the basis of facing fitting problem with readymade 'kurties' N=100

S. No.	Attribute	Respondents			
		GBPUA&T, Pantnagar (Females 21-31 Years)		DSB Campus, Nainital (Females 21-31 Years)	
		Frequency	Percent	Frequency	Percent
i.	Yes	44	88	34	68
ii.	No	06	12	16	32

Table 5 depicts the distribution of respondents on the basis of facing fitting problem with readymade 'kurties'. It is clear from Table 5 that maximum 88 percent and 68 percent of respondents of 21-31 years of age from GBPUA&T, Pantnagar and DSB campus, Nainital respectively were having fitting problems with readymade 'kurties'. Whereas lesser number of respondents i.e., 12 percent and 32 percent from GBPUA&T, Pantnagar and DSB campus, Nainital respectively were not facing any fitting problem with

readymade 'kurties'.

It's clear from the result that maximum number of respondents were facing fitting problems with readymade 'kurties'. The reason may be that there is variation in measurements of individual body measurements with measurements used by readymade 'kurties' manufacturing companies. According to Ojha and Sharma (2018) [6], fit is an important criteria in apparel because it is directly related to the physical comfort of the wearer.

Table 6: Distribution of respondents according to fitting problems faced in readymade 'kurties' N=100

S. No.	Garment's fitting area	Respondents (Females 21-31 years)							
		GBPUA&T, Pantnagar (Fitting problems)				DSB Campus, Nainital (Fitting problems)			
		Loose		Tight		Loose		Tight	
		Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
i.	Neckline	13	26	12	24	29	58	02	04
ii.	Shoulder	24	48	09	18	12	24	09	18
iii.	Armhole	13	26	10	20	08	16	08	16
iv.	Sleeve	23	46	07	14	22	44	01	02
v.	Bust	13	26	21	42	18	36	06	12
vi.	Waist	21	42	16	32	22	44	01	02
vii.	Hip	14	28	16	32	15	30	05	10

Multiple responses possible

The distribution of respondents according to fitting problems faced in readymade 'kurties' is given in the Table 6. It is evident from Table 6 that maximum 48 percent of respondents of 21-31 years of age from GBPUA&T, Pantnagar were facing fitting problems in readymade 'kurties' related to loosly fitted at shoulder followed by loose fitting problem at sleeve (46%), waist (42%), hip (28%), neckline, armhole and bust (26%), whereas maximum 58 percent of respondents from DSB campus, Nainital of same age had faced fitting problem pertaining to loosness at neckline followed by fitting issue at the sleeve and waist (44%), bust (36%), hip (30%), shoulder (24%) and armhole (16%).

It is also evident from the Table 6 that maximum 42 percent respondents of 21-31 years of age group from GBPUA&T, Pantnagar faced i fitting problem in readymade 'kurties' *i.e.,* related to tight at the bust followed by the waist and hip (32%), neckline (24%), armhole (20%), shoulder (18%) and sleeve (14%), whereas, on other hand, maximum number of respondents of the same age from DSB campus, Nainital were also facing tight fit problem at the shoulder (18%), followed by armhole (16%), bust (12%), hip (10%), neckline (4%), sleeve and waist (2%).

It can be concluded from results that respondents facing fitting problem that incuded looseness and tightness at various point of readymade 'kurties' such as neckline shoulder, armhole, sleeve, bust, waist and hip. The reason may be that even though two persons are having the same bust measurements but their physic may vary which might be reason that person facing fitting problems at different points of the body. According to Saeed (2018), well-fitted garments are a source of satisfaction for the wearer and also appealing to the observer. According to him, there are various types of fitting problems like shoulder fitting problem, neckline problem, armhole problem, waistline problem are few among the numerous problems which arise.

Conclusion
It was concluded from study that more than 95 percent respondents from both place were preferred readymade 'kurties' and gives reasons for preferring readymade 'kurties' *i.e.,* comfortable, time saving, available in wide variety and unique in design. Maximum numbers of respondents from GBPUA&T, Pantnagar opted to wear below knee length readymade 'kurties' with jeans and salwar. On other hand study shows that more than 50 percent respondents from DSB Campus, Nainital were preferred to wear hip-length readymade 'kurties' with jeans and between knee and hip length kurti with salwar. It was also observed that maximum numbers of respondents from both the place were preferred below knee length 'kurties' with pant, chudidar, skirt, plazo and leggings. More than 65 percent respondents of 21-31

years of age from GBPUA&T, Pantnagar and DSB campus, Nainital were facing fitting problems with readymade 'kurties'. Fitting problem that faced by the respondents were related to looseness and tightness of readymade 'kurties' at various points such as neckline, shoulder, armhole, sleeve, bust, waist and hip.

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