A STUDY ON CONSUMER'S PREFERENCE OF CLOTHING ELEMENT AND FABRIC COMPOSITION

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ABSTRACT

Human race universally wears articles of clothing also known as dress, garments or attire on the body to protect it against the adverse climatic condition. People wear clothing for functional as well as social reasons. Clothing has been regarded as the best way to distinguish social classes, occupation material, status or religious affiliation. Clothing aids, to provide comfort with design elements and technological advancements, in developing a pleasing appearance. The consumer not only buys the clothing, but pays for the methods to produce it. The clothing is made from fabric which has retained an important place in human life, providing the maximum flexibility and adaptability. The study focus on the awareness of consumers about clothing elements and fabric composition.

KEYWORDS: Social Classes, Occupation Material, Status or Religious Affiliation

INTRODUCTION

Textiles play a very important role in human life. The use of textiles is not limited to apparels but is also widely used from cradle to coffin in many non-apparel area says **Prakashvasudevan, (2016).** The Indian textile industry is amongst the very few in the world that is truly vertically integrated from raw materials to finished products, from fiber to retail, in other words from "fiber to fashion" says **kavithagupta (2016).**

The Indian textile industry is the second largest employer, next only to agriculture, generating employment to over 45 million people directly and to over 60 million people indirectly. Textiles counted for 5.65 percent of the global share says **rashmiveni, (2016).** Tamilnadu is equipped with textile, apparel sectors and handloom silk centers, which challenge with the global market. The art of textiles making began in Stone Age says **Vedantdhandhanie, (2016).**

Clothing reflects human history, showing progress in materials availability mastering of new technology, culture, spirituality, secularism, tradition and society. Clothing has always been identified with the diverse ethnicity, geography, climate and cultural traditions of the people of that region. Clothing evolved from daily use costumes to festive occasion costumes. Sourcing is one of the most important activities in the fashion business with the right product for the right quality at the right price in the right frame. The customer is very quality conscious says **Mahesh Shaw (2016).** Maintaining quality in clothing depends on fabric comfort characters and elements of design in clothing. The elements and principles of design, from the basic attire for apparel comforts characters of fabric describe how the textile product interacts with the body and include static build up, fit, fabric hand and moisture absorbency says **Kadolph (1998).** Consumer must have the capability to assess the design elements, and comfort characters, which in turns provide satisfaction. Keeping this in mind, the study is carried out among the consumers about clothing elements and fabric

composition.

Statement of Problem

Consumers buying behavior differ, while buying different varieties of clothing. The consumer evaluates the suitability of clothing worthy of the money and purpose. The clothing satisfaction of consumer arises when the clothing elements and fabric composition up to the standardized level. The clothing knowledge acquirement of the consumer is assessed by the pilot study conducted to manufacturer, dealer, retailers and wholesalers at seven talks by Tuticorin district. It is observed that it is necessary to equip knowledge of clothing elements and fabric composition among the consumer. Considering this, a study is undertaken to consumers about the clothing fundamentals.

Objectives of the Study

- To Analyze about the design, color, texture preference of consumers

- To analyze about the fabric selection of consumers

- To analyze the interest of consumers in their dress selection.

METHODOLOGY

Sources of Data

The study has depended on the primary source of data obtained by survey method using Interview schedule administrated with well-constructed Questions with Likert five point scales.

Sampling Design

Convenience sampling is a non-probabilistic design, which is not generalize at all, is used at times to obtain same "quick" information to get a "feel" for the phenomenon or variables of interests-words of Uma sekaran, (2010).

The number of samples selected for the study is 900 at seven talks of Tuticorin district. The convenience sampling method is followed for the study.

Statistical Tools

Relevant statistical tools such as percentage analysis, descriptive analysis were used for the analysis and interpretation of survey data.

ANALYSIS AND INTERPRETATION

Table 1: Clothing, Element

S.No.	Clothing elements	Frequency	Percent
1	Design	309	34.3
2	Fabric composition	211	23.4
3	Features	191	21.2
4	Value addition	47	5.2
5	Components	26	2.9
6	Silhouette	116	12.9
	Total	900	100.0

Source: Primary Data

From the table 1, it is observed that one third of the consumers prefer designing in clothing selection, nearly one half of the consumers prefer fabric composition, one fifth of the consumers prefer features, more than one tenth of the consumers prefer silhouette, the minimum amount of consumers prefer value addition and components.

Table 2: Favorite Color Selection

S.No.	Colors	Frequency	Percent
1	Red	108	12.0
2	Yellow	95	10.6
3	Blue	205	22.8
4	Orange	106	11.8
5	Violet	125	13.9
6	Green	85	9.4
7	White	121	13.4
8	Black	55	6.1
	Total	900	100.0

Source: Primary Data

Table 2 shows that 6.1% consumers prefer black, 9.4% consumers prefer green, 10.6% consumers prefer yellow, 11.8% consumer prefer orange, 12.0% consumers prefer red, 13.4% consumers prefer white, 13.9% consumers prefer violet and 22.8% consumers prefer blue in clothing selection.

Table 3: Design Pattern Selection

S.No.	Design	Frequency	Percent
1	Naturalistic design	214	23.8
2	Conventional design	153	17.0
3	Geometric design	79	8.8
4	Butte design	46	5.1
5	Animate design	70	7.8
6	Striped design	87	9.7
7	Checked design	138	15.3
8	No design	113	12.6
	Total	900	100

Source: Primary Data

From the table, it is shown that 23.8% consumers prefer naturalistic design, 17.0% consumers prefer conventional design, 15.3% consumers prefer checked design, 12.6% consumers prefer no design, 9.7% consumers prefer striped design, 8.8% consumers prefer geometric design, 7.8% consumers prefer animate design and 5.1% consumers prefer butter design.

Table 4: Texture Selection

S.No.	Textures	Frequency	Percent
1	Soft texture	333	37.0
2	Rough texture	224	24.9
3	Medium texture	283	31.4
4	Transparent texture	60	6.6
	Total	900	100.0

Source: Primary Data

From the table 4, it is found that the majority of the consumers prefer soft texture material followed by medium

texture material, rough texture material is accepted by one fourth of consumers and transparent texture material is accepted by the least consumers.

Table 5: Fabric Selection

S.No.	Fabric	Frequency	Percent
1	Woven fabric	444	49.3
2	Knitted fabric	308	34.2
3	Non-woven fabric	148	16.5
	Total	900	100.0

Source: Primary Data

Table 5 shows that one half of the consumer's select woven fabric and one third of the consumer's select knitted fabric, nearly two fifth of consumers are lacking in knowledge about the fabric selection as they have marked the non-woven fabric which is hot a fabric used for wearing.

Table 6: Type of Fabric

S.No.	Fabric type	Frequency	Percent
1	Cotton	454	50.4
2	Linen	54	6.0
3	Poly cotton	229	25.4
4	Polyester	63	7.0
5	Satin	38	4.2
6	Nylon	22	2.4
7	Silk	14	1.6
8	Wool	16	1.8
9	Rayon	10	1.1
	Total	900	100.0

Source: Primary Data

Table 6 shows that, 50.4% consumers prefer cotton, 25.4% consumers prefer poly cotton, 7.0% consumers prefer polyester, 6.0% consumers prefer linen, 4.2% consumers prefer satin, 2.4% consumers prefer nylon, 1.8% consumers prefer wool, 1.6% consumers prefer silk and 1.1 consumers prefer rayon.

Table 7: Analysis of Comfort Characters of Fabric

S.No.	Characters	HA	A	NO	DA	HDA	Mean	Standard deviation	Variance
1	Non - irritant feel	404	73	51	63	304	3.24	1.807	3.264
2	Air permeability	242	158	159	45	296	3.01	1.619	2.620
3	Moisture absorbency	274	131	149	54	292	3.05	1.650	2.722
4	Preventing from static build up	173	197	177	69	284	2.90	1.523	2.318
5	Ease care	257	105	64	71	403	2.71	1.746	3.050
6	Long standing life	251	94	103	50	402	2.71	1.727	2.983
7	Appearance retention	217	114	102	86	381	2.67	1.665	2.772
8	Insulating power	121	128	190	75	386	2.47	1.483	2.200
9	Resilience in fabric structure	131	133	141	76	419	2.42	1.532	2.347
10	Luster	156	107	155	52	430	2.45	1.576	2.484
11	Dimensional stability	158	131	100	111	400	2.51	1.625	2.642

Source: Primary Data

From the table, it is stated that the mean value for non-irritant feel character of fabric is 3.24, the mean value for ease care is 2.71, the mean value for long standing life is 2.71, the variance value for appearance retention is 2.67, the mean value for moisture absorbency is 3.05, the mean value for dimensional stability is 2.51, the mean value for air permeability is 3.01, the mean value for luster is 2.45, the mean value for resilience in fabric structure is 2.42, the mean value for preventing from static build up is 2.90, and the mean value for insulating power is 2.47.

Table 8: Women's Clothing Selection

S.No.	Trends	Frequency	Percent
1	Frock variety	74	8.2
2	Skirt and blouse	47	5.2
3	Ghagra and choli	82	9.1
4	Latcha and lehanga	43	4.8
5	Saree and blouse	229	25.4
6	Patiala and kurta	144	16.0
7	Kurta and leggings	105	11.7
8	Jean and T-shirt	63	7.0
9	Pant and shirt	21	2.3
10	Permudas and T-shirt	11	1.2
11	Middi and top	53	5.9
12	None	28	3.1
	Total	900	100.0

Source: Primary Data

From table 8, it is shown that 25.4% consumers prefer saree and blouse, 16.0% consumers prefer Patiala and kurta, 11.7% consumers prefer kurta and leggings, 9.1% consumers prefer ghagra and choli, 8.2% consumers prefer frock variety, 7% consumers prefer jean and T-shirt, 5.9% consumers prefer middi and top, 5.2% consumers prefer skirt and blouse, 4.8% consumers prefer latcha and lehanga, 3.1% consumers prefer none, 2.3% consumers prefer pant and shirt and 1.2% consumers prefer permudas and T-shirt.

Table 9: Men's Clothing Selection

S.No.	Trends to men	Frequency	Percent
1	Dhoti and shirt	131	14.6
2	Lungi and shirt	110	12.2
3	Pant and shirt	266	29.6
4	Jeans and T-shirt	105	11.7
5	Trouser and banian	66	7.3
6	Shorts and shirt	58	6.4
7	Sherwani and kurta	66	7.3
8	Coat suit and pant	41	4.6
9	Safari and kurta	1	.1
10	Track suit and T-shirt	19	2.1
11	Permudas and T-shirt	34	3.8
12	None	3	.3
	Total	900	100.0

Source: Primary Data

From the table it is stated that, 1% consumers prefer safari and kurta, 2.1% consumers prefer tack suit and T-shirt, 3% consumers prefer none, 3.8% consumers prefer permudas and T-shirt, 4.6% consumers prefer coat suit and pant, 6.4% consumers prefer shorts and shirt, 7.3% consumers prefer both trouser and banian and sherwani and kurta, 11.7% consumers prefer jeans and T-shirts, 12.2% consumers prefer lungi and shirt, 14.6% consumers prefer dhoti and shirt and 29.6% consumers prefer pant and shirt.

Table 10: Special Clothing Selection

S.No.	Special	Frequency	Percent
1	Scarves	76	8.4
2	Muffler	52	5.8
3	Sweater	134	14.9
4	Raincoat	152	16.9
5	Stockings	40	4.4
6	Gloves	13	1.4
7	Kitchen apron	32	3.6
8	Peta	77	8.6
9	Lab coat	65	7.2
10	Shawl	68	7.6
11	None	191	21.2
	Total	900	100.0

Source: Primary Data

From the table 10 it is shown that, 1.4% consumers prefer gloves, 3.6% consumers prefer kitchen apron, 4.4%consumers prefer stockings, 5.8% consumers prefer muffler, 7.2% consumers prefer lab coat, 7.6% consumers prefer shawl, 8.4% consumers prefer scarves, 8.6% consumers prefer peta, 14.9% consumers prefer sweater, 16.9% consumers prefer rain coat and 21.2% consumers prefer none.

SUMMARY OF FINDINGS

- One third of the consumers prefer design in clothing selection.

- Majority of the Consumers prefer blue in clothing selection (22.8%).

- Maximum Consumers prefer naturalistic design (23.8%).

- Mainstream of the consumers prefer soft texture material (37%).

- One half of the consumer's select woven fabric.

- Majority of the consumers prefer cotton (50.4%).

- Maximum of the consumers prefer saree and blouse (25.4%).

- Majority of the consumers prefer pant and shirt (29.6%).

CONCLUSIONS

The consumers prefer design elements to some extent. The properties of fabric which provide comfort to the

wearer are known by the consumers to the limited amount only. They are not giving importance to transparent textile material, butte design, components and black colors. More consumers wear the traditional clothings, such as saree and blouse for women's ensemble, and pant and shirt for men's ensemble. Most of the consumers are not having the habit of purchasing the special clothes. The study shows that, one third of the consumers are only aware of fundamentals of clothing and hence the suggestive measures are adopted for consumer literacy in clothing.

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