Saree-Shirt Fitting Problems and Consumer Preference for Saree-Shirt Style

Rashika[1] and Dr. Neha Singh[2]

Research Scholar, Department of Fashion and Textile Design, Faculty of Fine Arts, Swami Vivekanand Subharti University, Meerut - 250005, INDIA.

Assistant Professor, Department of Fashion and Textile Design, Faculty of Fine Arts, Swami Vivekanand Subharti University, Meerut - 250005, INDIA.

[1]Corresponding Author: rashikakashyap20@gmail.com

ABSTRACT

One of the most crucial aspects that shoppers take into account while selecting clothing from racks is fit, and even clothes manufactured by tailors are accepted. When designers create clothing for them, one of the first things that clients look at is fit.

The current study was carried out in Delhi and NCR. The study focuses on the age range that includes young adult women (18-35). To gather data on the study criteria i.e., ever purchasing readymade saree-shirt, place of purchasing, kinds of fitting problem they faced, type for saree-shirt style they like the most etc, a questionnaire was developed. The study's samples were chosen through the use of purposeful random sampling.

Majority of respondents belongs from Meerut district and faced difficulty to find the accurate size, they prefer boutique for their saree-shirt as they have the opinion that finishing of the saree-shirt is good, they get the saree-shirt within the time duration, and they give preference for four dart style over other styles.

The present study was undertaken to assess the fitting problems with saree-shirt facing by customer. Customers face fitting problems not only with readymade as well as stitched saree-shirt. A proper fit for clothing is crucial. A proper fit increase confidence and frees body from impediments so that you can move quickly in the workplace, at home, or at the gym.

Keywords- Fit, Dart, Saree-shirt, Consumer preference, Fitting problems.

I. INTRODUCTION

The two parts of fit that are commonly separated are comfort and appearance (Sytner, 1955). Comfort is determined by the person wearing the garment, whereas appearance refers to the appearance, style, and fashion of the garment. The shape, texture, drape, and weight of the upright must all be taken into account while fitting the user (Dove, 2016). Important factors to take into account while designing functional clothing include what is worn with it and the garment's flexibility. Fit refers to clothing that hangs freely from the shoulders and doesn't sag, bind, tug, twist, or cling to the body when a person is standing still (Shen et al., 1993). Additionally, clothing must be able to change with motion without becoming uncomfortable (Anikweze, 2013). Because they fit well, wearers can go about their day without giving their clothes a second thought.

II. CRITICAL AREAS OF FIT FOR WOMENSWEAR

Numerous elements, such as the figure's form, the fabric's texture, the style of the garment, and the manner a particular consumer wears it, can result in garment flaws. (Bray, 1997) (Anglais, 1967) The pattern creator must take exact measurements and figure observations into account when developing, cutting, and fitting clothing if they want to achieve cautious cutting

and precise fitting. Clothing fit is affected by body proportion, posture, body contour, and symmetry. The individual's physical type affects how satisfied they are with various body components (Alexander et al., 2006). Varghese and Thilagavathi (2012) examined how fabric and grain affected how a sari blouse fit. The researcher used three grains of flour to cut the "front cup" pattern of the sari blouse from 17 simple woven textiles (100 percent cotton and polyester, cotton and polyester mixes, and nylon and polyester) (warpwise, weftwise, and bias). It was found that a polyester/nylon blend and a front cup area cut warpwise gave the greatest fit after a fit review based on "subjective wear trial," visual fit examined by specialists, and quantified assessment of fit factors such quantity of wrinkles and seam line alignment. One of the garment maker's major problems and essential success factors is creating clothing that "truly fits" (Barnes, 1996). If the clothing does not fit precisely, it does not matter how good the fabric feels and looks, how lovely and aesthetically pleasing the garment design is, or how expertly the stitching and finishing are done. When a huge person dresses appropriately, they appear thinner (Fan et al., 2002). More than just a list of body dimensions determines a proper fit (Anderson et al., 2000). While arguing for the reform of US size guidelines, Newcomb *et.al,* (2004) acknowledged that modern clothing buyers struggle to find the right fits. Due to variations in body size, shape, and the impression of what constitutes an acceptable fit, many buyers have trouble finding the ideal fit (Pechoux et al., 2002). In order to ascertain the connection between the body and sizing, anthropometric studies have been carried out all over the world.

III. VARIATIONS OF SAREE-SHIRT

The classic sari blouse is a fitting piece of clothing that follows the lines of the body. The front bodice of a typical sari blouse has four darts that are positioned at the waist, side seam, armhole, and centre front. At the waistband of the back bodice, there is one dart. A basic dart blouse and a "choli" blouse, both of which were modified from the basic bodice sloper, were the two varieties of sari blouses for which Doongaji & Deshpande (1986) and Jindal (1998) provided documentation of the pattern evolution. The fundamental four dart sari blouse and its variations have direct pattern evolution presented by Shoben & Dhapodkar (1998) and Narang & Gupta (2000). Princess Line, often known as a "princess dress," is a woman's fitted top garment constructed of long panels without a horizontal connection or divide at the waist. Princess Line, a type of cut-off line that catches darts and accentuates them, is essential for shaping a woman's curve (Jin et.al., 2011).

PRINCESS LINE   **FOUR DART**   **ONE DART**

IV. SIGNIFICANCE OF THE STUDY

In the present study, facing problems with readymade as well as stitched saree-shirt, faced by target population along with their preference for saree-shirt's style were studied. The study looked into the various elements such as if they ever purchase readymade saree-shirt, how much they satisfied with the fitting of garment, from where they purchase their garment (saree-shirt) etc. As this study mainly focused on fitting problems and their preference for saree-shirt's style, through the study it can be seen that even now they are facing with the problem of readymade saree-shirt more than stitched saree-shirt. This study will be beneficial to garment industry which is making readymade saree-shirt. Through the study they get to know that there is need to modification in their size chart.

V. OBJECTIVES OF THIS STUDY

• To identify the fitting problems faced by young adult women.

• To identify the most preferred saree-shirt's style by young adult women.

VI. MATERIALS AND METHODS

Research Design

The study has been carried out in NCR including certain districts of Haryana (Faridabad and Gurugram), Uttar Pradesh (Meerut, Muzaffarnagar, Hapur, Gaziabad), Rajasthan (Alwar) and Delhi. This study is descriptive in structure and is primarily based on a primary data framework; the primary data was collected using a questionnaire method and secondary data by peer reviewed journals articles, books, doctoral thesis, dissertations, reports, conference papers, research articles, internet.

Sampling Design

In this study, 384 respondents, all young adult women, make up the sample. Within that study, a technique known as purposive random sampling was used. The information was gathered from the respondents over the course of two months by physical distribution and an online survey link that was

mailed and distributed via some social media platforms, including Instagram, Facebook and WhatsApp.

Tools used in the Study

A self-made questionnaire was developed to collect the required data using 5-point Likert scale. Cronbach's alpha was used to check the internal consistency or reliability of data collected. Analysis of data was done through quantitative approach. It was based on statistical method. The questionnaire responses from the respondents were coded and tabulated for analysis. The tabulated data was represented in graphical form and frequency and percentage method were used. It

was displayed using column charts and pie diagrams designed to imply meaning.

$$Percentage = \frac{no.\,of\,respondents}{total\,respondents} * 100$$

VII. RESULTS AND DISCUSSION

Objective: 1. To Identify the Fitting Problems Face by Women
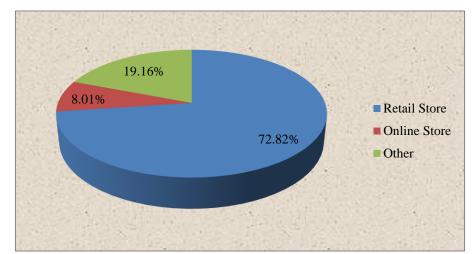

Figure No. 1: - Consumer response regarding the preferred store for saree-shirt
(Source: Primary data)   *(N= 384)*

Interpretation:

Figure no. 1 shows the data only of 287 respondents. 97 respondents—out of 384—did not answer this question because they had never bought a ready-made saree shirt. According to this table, out of 287 respondents, 72.82% like to shop at retail stores, 8.01% prefer to shop online, and 19.16% prefer other venues like local markets or designer shops. According to respondents, purchasing a product from a physical store allows them to instantly test it out, use it, and

return it if there are any problems. However, purchasing a product from an online store result in a significant delay that, in some cases, can last up to weeks. They also claim that occasionally the products they buy online are not exactly like what is displayed on the website; they have problems with fabric quality, color, and size, among other things. As a result, things that are needed right away cannot be bought online. The information is graphically displayed in figure no. 1.

Table No. 1: - Consumer response regarding the fitting problems

Fitting Problem with Saree Shirt	Percentage	No. of Respondents
Neckline doesn't lay flat	17%	68/384
Excess of fabric at shoulder slope	19%	76/384
Blouse bottom is too wide	27.60%	106/384
Blouse pull across the bust area	18.22%	70/384
Seam rips at the armhole	15.10%	58/384
Dart placement is not accurate	29.68%	114/384
Other	17.96%	69/384
Total	100%	384

(Source: Primary data)   *(N= 384)*

Interpretation:

The saree-shirt fitting issue is shown in table no. 1. The majority of wearers (29.68%) report having

trouble placing the darts, and 27.60% of respondents say the bottom of the blouse is too large and requires adjustment. 15.10% of respondents reported seam rips at

the armhole, 17% experienced a problem with the neckline, and 18.22% had complaints about the bust area due to a heavy bust blouse pull. Some respondents (19%) have issues with the shoulder slope, while the rest respondents have issues with the length of the saree-shirt. Some responders, who chose a variety of alternatives, are currently dealing with multiple issues at once, including issues with the armhole seam, neckline, and shoulder slope.
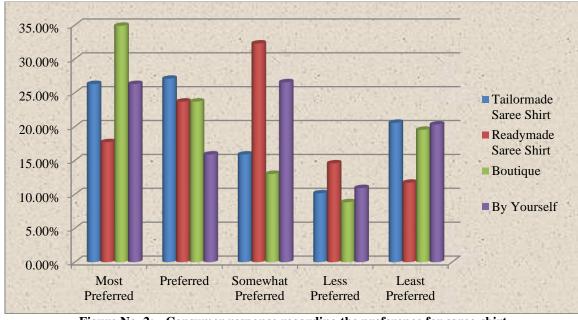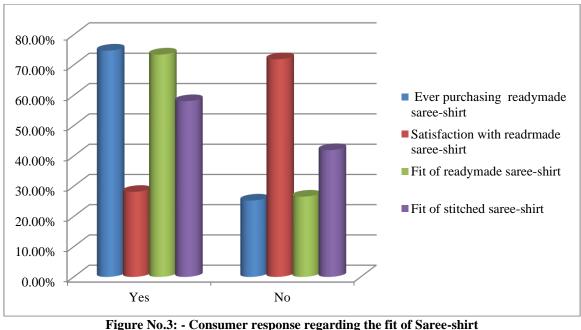

Figure No. 2: - Consumer response regarding the preference for saree-shirt
(Source: Primary data)   *(N= 384)*

Interpretation:

Figure No. 2 provides a graphic representation of the data. Out of 384 respondents, it was found that 34.90% of wearers preferred boutiques for their saree-shirts, 26.30% stitched them themselves, 27.08% had a tailor sew them, and just 17.71% bought ready-made garments. The majority of respondents prefer boutiques for their saree shirts because they believe the finishing is good and they receive the blouse quickly. Some people are skilled at sewing clothes because they sew their own clothes. Saree-shirt ready-mades are less popular in comparison.

Figure No.3: - Consumer response regarding the fit of Saree-shirt
(Source: Primary data)   *(N= 384)*

Interpretation:

Figure No. 3 shows the statistics for ever purchasing a ready-made saree-shirt in a visual manner. Out of 384 respondents, it was determined that 74.74% had purchased ready-made saree-shirts and 25.26% had never done so. The saree wearers were asked to explain why they did not buy ready-made saree shirts. They specifically stated that ready-made saree shirts cost more than custom or home-made versions. The majority of respondents claimed that they struggle to locate saree-shirts in their size and to shop according to their preferences or styles. While those who prefer to buy ready-made saree-shirts stated that they don't have to wait to acquire fabric and go for a reputable tailor or boutique because they are easily accessible.

Figure No. 3 displays the information regarding customer satisfaction with ready-made saree-shirts. Only 28.13% of the 384 respondents are satisfied with ready-made saree-shirts, according to the results of the survey. This is a 71.88% dissatisfaction rate. The majority of respondents state that they are dissatisfied with ready-

made saree-shirts since the size, fabric quality, length of the blouse, and other issues are not standard. It gives the wearer of a saree a perfect body form, according to the respondents who are delighted with ready-made saree-shirts.

Figure No. 3 shows the statistics for ready-made saree-shirt fit. According to the results, just 26.56% of respondents have no fit issues with ready-made saree-shirts, while 73.44% of respondents experience fit issues.

At figure no. 3, a graphic representation of the data for wearers' satisfaction with the fit of sewn saree-shirts can be seen. According to the analysis, 41.93% of wearers are not satisfied, whereas 58.07% of wearers are. There does not appear to be much of a difference between those who are and are not pleased with the fit of the sewn saree-shirt. More responders than ready-made saree-shirts indicated that stitched saree-shirts have better seam quality and finishing.

Objective: 2. To Identify the Most Rpeferred Style of Saree-Shirt

Table No. 2: - Consumer response regarding the preferred style for saree-shirt

Blouse Style		Very Frequently	Frequently	Occasionally	Very Rarely	Never	Total
Princes Line	No. of Respondents	95	67	143	67	12	384
	Percentage	24.73%	17.44%	37.23%	17.44%	3.12%	100%
Four Dart	No. of Respondents	161	116	75	21	11	384
	Percentage	41.92%	30.20%	19.53%	5.46%	2.86%	100%
One Dart	No. of Respondents	94	86	90	105	9	384
	Percentage	24.47%	22.39%	23.43%	27.34%	2.34%	100%

(Source: Primary data)   *(N= 384)*

Interpretation:

Table No. 2 shows the distribution of respondents based on their preference for saree-shirts. According to analysis, 41.92% of respondents choose the four-dart type quite frequently. Additionally, the sample has never chosen a dart (1.34%), a dart (4.86%), or a princess line (3.12%). It is apparent that four dart saree-shirts are favored the most frequently, followed by princess lines on occasion.

VIII. FINDINGS, SUGGESTIONS, AND CONCLUSION

Findings

➢ Majority of respondents preferred retail store for saree-shirt purchasing (72.82%)

➢ Majority of respondents face the fitting problem in dart placement (29.68%)

➢ Majority of respondents preferred boutiques for saree-shirt stitching (34.90%)

➢ Majority of respondents purchased readymade saree-shirt (74.74%)

➢ Majority of respondents are dissatisfied with readymade saree-shirt (71.88%)

➢ Majority of respondents having fit issue with the fit of readymade saree-shirt (73.44%)

➢ Majority of respondents are satisfied with the fit of stitched saree-shirt (58.07%)

➢ Majority of respondents prefer four dart style (41.92%)

Suggestions

➢ The sample for this study was limited to Delhi and NCR region. Further research should be conducted in some other geographical locations.

➢ This study suggests that some other fabrics should also be included in the development of saree-shirt as the consumer complaint with the fabric quality and less variety of fabric availability.

➢ This research revealed that the customer face problem with the length, dart placement, seam finishes, and color availability of saree-shirt. Garment Manufacturer Company should keep in mind these factors while manufacturing the garment.

IX. CONCLUSION

The present study was undertaken to assess the fitting problems with saree-shirt facing by customer. Customers face fitting problems not only with readymade as well as stitched saree-shirt. A proper fit for clothing is crucial. A proper fit gives you confidence and frees your body from impediments so that you can move quickly in the workplace, at home, or at the gym. Previous study was also about fit satisfaction to the consumer and factors influencing fit satisfaction. That study revealed that age, size, and garment type all significantly impacted the fit satisfaction of the shirts, but only garment type influenced fit satisfaction of the pants (Apple et al., 2016). This study revealed that the young adult women are not satisfied with the fit of readymade or stitched saree-shirt and they give the preference to four dart style in their daily routine as well as workplace.

BIBLIOGRAPHY

[1] Anekweze, G. U. (2013). Figure Types and the Challenges of Making Garments in Nigeria. *PAT*, *9*(1), 135–146.

[2] Anglais, F., 1967. Alterations and how to Make them. New York: Kogos Publications, Apparel Institute.

[3] Barnes, M. G., 1996. Fitting Solutions: Pattern Alteration tips for Garment that Fit. Newton; Connecticut: Taunton Pres

[4] B. Le Pechoux, T. K. Ghosh, Alden Bookset, T. I. (Man. (2002). *No Title Apparel sizing and fit*. The Textile Institute.

[5] Bray, N. (2003). Dress Fitting: Basic Principles and Practice (2nd edition). Wiley-Blackwell.

[6] Doongaji, S. & Deshpande, R., 1986. Basic Processes and Clothing Construction. 6th ed. New Delhi: Raaj Prakashan

[7] Dove, T. (2016). Stretch to fit – made to fit†. *International Journal of Fashion Design, Technology and Education*, *9*(2), 115–129. https://doi.org/10.1080/17543266.2016.1167252

[8] Fan, J., Newton, E., Lau, L. & Liu, F., 2002. A Study of the Perception of Body Size of Clothed person. Hong Kong, IFFTI.

[9] Jindal, R. (1998). *Handbook for Fashion Designing: Best Drafting Techniques*. MITTAL PUBLICATIONS.

[10] Marina Alexander, L. J. (2005). Clothing fit preferences of young female adult consumers. International Journal of Clothing Science and Technology, Vol. 17 No. 1, pp. 52-64.

[11] NEWCOMB, B & ISTOOK, C. 2004. A case for the revision of U.S sizing standards. Journal of Textile and Apparel Technology and Management 4(1):1-6

[12] Shoben, M. & Dhapodkar, G., 1998. The NIFT Book of Pattern Cutting. New Delhi: National Institute of Fashion Technology.

[13] Sytner, R. (1965). *The Art of Fitting Gentlemen's garments*. London, Tailor and Cutter Ltd.

[14] Varghese, N., & Thilagavathi, G. (2012). Fit of sari blouse: Influencing parameters and assessment. *Journal of Textile and Apparel, Technology and Management*, *7*(4).