

International Journal of Agriculture Extension and Social Development

Volume 8; Issue 4; April 2025; Page No. 06-09

Received: 07-01-2025

Accepted: 09-02-2025

Indexed Journal

Peer Reviewed Journal

Females' preference of constructional features for readymade *khadi kurties*

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DOI: <https://www.doi.org/10.33545/26180723.2025.v8.i4a.1726>

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Abstract

Khadi industry produces readymade *kurties* in large amounts but *kurties* produced by *khadi* manufacturer are not according to consumer demand. So, demand of readymade *khadi kurties* are less as compare to *kurties* from other brands. So, keeping in the view the need of the consumer's for readymade *khadi kurties*, this study was planned with objective *i.e.*, to know the females' (consumers') preference of constructional features for readymade *khadi kurties*. The study was conducted at Govind Ballabh Pant University of Agriculture and Technology, Pantnagar, Uttarakhand, India. One hundred female between 21 to 31 years of age were selected as sample by using stratified random sampling method. Survey method was used for data collection by using a self structured questionnaire schedule as a tool. This questionnaire schedule consists two sections; first section dealt with general information and second section dealt with specific information related to different constructional features desired by consumers for readymade *khadi kurties*. The collected data were tabulated and analyzed by using frequency and percentage statistical measures. The results shows that maximum consumers were preferred readymade *khadi kurties* having A-line silhouette with below knee length and flared *kurties* with calf length followed by stand collar and U-shaped neckline type, plain and flounce type sleeve with different length *i.e.*, three quarter and above elbow, style line type of fullness, semi deep depth of neckline for front and back, placement of placket at front, hooks and button type of fasteners.

Keywords: *Khadi kurties*, construction features, *khadi* products

Introduction

Early, in India garment wearing style was mainly of draping style and people use to wear loose garments. They required to stitch very few garments and this work done by local tailors. But in the present time life style and dressing style of people have changed tremendously. They prefer readymade garment over tailor stitched garment. Nowadays, females who residing at home and working at office, preferred to wear readymade *kurties* with various lower garments such as salwar, plazo, skirt etc as its comfortable and easy to care at home and work place. *Khadi* industry produces readymade *kurties* in large amounts but *kurties* produced by *khadi* manufacturer are not according to consumer demand and present fashion trend. Thus, demand of readymade *khadi kurties* are less as compare to *kurties* from other brands. So, keeping in the view the need of the

consumer's for readymade *khadi kurties*, this study was planned with objective *i.e.*, to know the preference of young females (consumers) of constructional features for readymade *khadi kurties*.

Methodology

The study was conducted at Govind Ballabh Pant University of Agriculture and Technology, Pantnagar, Uttarakhand state of India. One hundred female between 21 to 31 years of age were selected as sample by using stratified random sampling method. Survey method was used for data collection by using a self structured questionnaire schedule as a tool. This questionnaire tool consists of two sections. The first section of questionnaire dealt with general information of the respondents such as name, age, district, education, family type and family monthly income. In the

second section of the questionnaire schedule, respondents were enquired about their desired parameters for readymade *khadi kurties* that dealt with constructional features such as type of silhouette line, collar and neckline type, type and length of sleeve, type of fullness, length of kurties, depth of neckline, placement of placket and type of fasteners for placket opening. The collected data were tabulated and analyzed by using frequency and percentage statistical

measures.

Results and Discussion

General information of consumers

The general information of the consumers were collected and depicted in Table 1. General Information about the consumers were included their age, education, family type and family monthly income.

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

S. No.	Variables		Consumers (Female 21- 31 years of age)	
			Frequency	Percent
i. Education				
a.	Graduation		17	17
b.	Post-Graduation	M. Sc.	44	44
		Ph.D.	39	39
ii. Family type				
a.	Nuclear		74	74
b.	Joint		26	26
iii. Family monthly income				
a.	₹ 17,000-85,000		64	64
b.	More than ₹ 85,000		36	36

It was found from Table 1 that most of the consumers (44%) were possessing M. Sc. degree followed by 39 percent of consumers who possessed Ph. D. degree, 17 percent of consumers possessed the graduation degree. It was found from the table that majority of consumers belonged to nuclear families (74%), whereas 26 percent of consumers belonged to joint family. The results given in Table 1 also indicated that most of the family (64%) were gaining ₹ 17,000 - 85,000/- of income per month whereas 36 percent respondents were gaining more than ₹ 85,000/- per month as family income.

Table 2: Distribution of consumers according to their preference for types of readymade *khadi kurties* N=100

S. No.	Attribute	Consumers (Female 21- 31 years of age)	
		Frequency	Percent
1.	Simple	74	74
2.	Designed	100	100

Multiple answers possible

Types of *khadi kurties* preferred by consumers

The results given in Table 2 indicate that all consumers desired to have designed readymade *khadi kurties* and 74 percent consumers were also interested in simple readymade *khadi kurties*.

Table 3: Distribution of consumers according to their preference for combination of constructional features for readymade *khadi kurties* N=100

S. No.	Constructional features		Consumers (Female 21- 31 years of age)		
			Frequency	Percent	
A.	Silhouette line		A-Line	91	91
			Shirt	15	15
			Flared	86	86
			Straight	69	69
B.	Collar and neckline	Types of collar	Stand	100	100
			Shirt	09	09
			Band	48	48
	Types of Neckline	U shape	85	85	
		V shape	23	23	
		Square shape	18	18	
		Round shape	63	63	
C.	Types of sleeves		Plain sleeve	99	99
			Magyar	17	17
			Cap	19	19
			Flounce	89	89
			Puff	36	36
			Shirt	38	38
			Leg o' mutton sleeve	12	12
			Kimono	00	00
			Raglan	16	16
			Petal	30	30
Bell	00	00			
D.	Sleeves length		Full sleeve	36	36
			Three quarter sleeve	93	93

		Above elbow	88	88
		Half sleeve	28	28
		Sleeveless	35	35
E.	Fullness	Gathers	49	49
		Pleats	29	29
		Dart	23	23
		Tucks	89	89
		Style line	91	91

Multiple answers possible

Combination of constructional features for readymade khadi kurties preferred by consumers

Table 3 revealed data related to combination of constructional features preferred by consumers for their readymade khadi kurties. The constructional features used to make combinations were silhouette line, type of collar, type of neckline, type of sleeves, sleeve length and fullness type.

It is clear from Table 3 that when, the consumers were asked about the kind of silhouette line they prefer for readymade khadi kurties. Maximum numbers of consumers i.e., 91 percent asserted for readymade khadi kurties with A-line silhouette line whereas 86 percent consumers liked readymade khadi kurties with flared silhouette line and 69 percent consumers preferred readymade khadi kurties with straight kind of silhouette followed by shirt silhouette line (15%).

All consumers opted for stand collar followed band collar by (48%), shirt collar (09%) whereas maximum number of consumers (85%) were preferred U shape neckline followed

by round shape neckline (63%), V shape neckline (23%) and square shape neckline (18%).

It can be seen from Table 3 that majority of consumers (99%) showed their desire for plain sleeve in readymade khadi kurties followed by flounce sleeve (89%), shirt sleeve (38%), puff sleeve (36%), petal sleeve (30%), cap sleeve (19%), Magyar sleeve (17%), raglan sleeve (16%) and Leg O’ mutton sleeve (12%) whereas none of the consumers preferred kimono and bell types of sleeves for their readymade khadi kurties.

The results revealed that maximum number of consumer (93%) preferred three-quarter length of sleeves for readymade khadi kurties followed by above elbow length sleeve (88%), full-length sleeve (36%), sleeveless (35%) and half-length sleeve (28%).

It is evident from the result in Table 3 that majority of consumers i.e., 89 percent and 91 percent favoured tucks and style lines as fullness for readymade khadi kurties respectively followed by gathers (49%), pleats (29%) and dart (23%).

Table 4: Distribution of consumers according to their preference for length of kurties N=100

S. No.	Length of kurties	Types of silhouette for kurties			
		A-Line	Shirt	Flared	Straight kurti
		Percent	Percent	Percent	Percent
1.	Short kurties (seat length)	00	15	25	69
2.	Thigh length	00	00	14	39
3.	Just below knee length	91	10	48	25
4.	Calf length	47	07	86	46

Multiple answers possible

Length for readymade khadi kurties with different silhouette

Table 4 furnished information related to consumer’s preference for length of readymade khadi kurties with different silhouette. It is clear from table that 91 percent consumers preferred just below knee length readymade khadi kurties with A-line silhouette, whereas 47 percent consumers preferred till calf length kurties having A-line silhouette.

It is also clear from table that maximum number of consumers (15%) wanted short length kurties (seat length)

with shirt silhouette followed by just below knee length kurties (10%) and till calf length kurties (7%), Whereas majority of consumers (86%) liked calf length kurties with flared silhouette followed by just below knee length kurties (48%), short kurties i.e., seat length kurties (25%) and thigh length kurties (14%).

It can be seen from results given in Table 4 that straight kurties till seat length was preferred by 69 percent of consumer followed by calf length kurties (46%), thigh length kurties (39%) and just below knee length kurties (25%).

Table 5: Distribution of consumers according to their choice for depth of neckline for readymade khadi kurties N=100

S. No.	Types of neck	Depth of neckline	Consumers (Female 21- 31 years of age)	
			Frequency	Percent
a.	Back Neck	Semi deep	81	81
		Deep	76	76
		Closely fitted to neck	07	07
b.	Front Neck	Semi deep neck	78	78
		Deep neck	27	27
		Closely fitted to neck	00	00

Multiple answers possible

Depth of neck for readymade *khadi kurties*

It can be seen that maximum number of consumers *i.e.*, 81 percent preferred semi deep neckline at backside in readymade *khadi kurties* followed by deep neckline (76%) and closely fitted neckline (07%). It was also observed from table that majority of consumers (78%) opted for semi deep neckline opening (depth) at centre front of readymade *khadi kurties* followed by deep neckline depth (27%). Closely fitted neckline opening at centre front for readymade *khadi kurties* were not preferred by any consumer.

Table 6: Distribution of consumers according to their preference for placement of placket for readymade *khadi kurties* N=100

S. No.	Placement of placket	Consumers (Female 21- 31 years of age)	
		Frequency	Percent
a.	Front	76	76
b.	Back	40	40
c.	Shoulder	25	25

Multiple answers possible

Placement of placket for readymade *khadi kurties*

Table 6 gives information about the types of placket placement preferred by consumers. Majority of consumers (76%) preferred front placket opening in readymade *khadi kurties* and 40 percent consumers, told that they preferred placket opening at back in readymade *khadi kurties* whereas only 25 percent consumers were preferred placket opening at shoulder. They preferred front placket opening as it is easy to handle as compare to back and shoulder placket opening. So, consumers were more comfortable with front placket opening.

Table 7: Distribution of consumers according to their preference for types of fasteners for placket opening in readymade *khadi kurties* N=100

S. No.	Types of fasteners used for placket opening	Consumers (Female 21- 31 years of age)	
		Frequency	Percent
a.	Press studs	40	40
b.	Hooks	83	83
c.	Strings	32	32
d.	Zippers	30	30
e.	Button	83	83

Multiple answers possible

Types of fasteners for placket opening in readymade *khadi kurties*

It is clear from the results given in Table 7 that maximum number of consumers (83%) preferred hooks and button type of fasteners for placket opening in readymade *khadi kurties*. Results, further shows that 40 percent consumers opted for press studs type of fasteners for placket opening in readymade *khadi kurties* followed by strings (32%) and zippers (30%). Maximum respondents were preferred hook and button for placket opening might be due to reason that these both have ability to secure the opening in a garment properly and strongly, also require less care as compared to string and press studs when pressure applied during work.

Conclusion

This study will help the *khadi kurties* manufacturers to produce readymade *khadi kurties* according to preference of

young females' (consumers) by using constructional features. This will help in increasing the sale of readymade *khadi kurties* and finally enhance the profit.

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