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Clothing preferences of young males (18-26 years) for designing of *khadi kurtas* with different construction features

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Abstract

Due to industrialization and modernization, the fashion is changing rapidly; it brings novel changes and creation of innovative designs. *Khadi* industry is also under continuous pressure to meet growing aspiration and demand of consumers through constant product design innovation, improved quality and competition with other brands. Today, there is need to design *khadi* garments with different construction features so as to promote the use of *khadi* amongst youth, in order to retain our national heritage alive. Hence, in present study clothing preferences of young males (Uttarakhand) was taken for designing the *khadi kurtas* with different construction features.

Keywords: Substituted li ferrite, magnetostatic and spin waves, microstrip array antenna, x-band frequency range

Introduction

The most important factor for customers in deciding their overall satisfaction with clothing has been shown to be 'Clothing Fit'. Fitting problems often cause consumers to return apparel they have purchased or avoid buying apparel after trying it on in the store, have continuously arisen due to an incompatible relationship between the garment and the human figure. Attires with ill-fitting make consumers feel awkward and may inspire negative feelings about their figure and appearance. Conversely, well-fitted garments give consumers positive outcomes, such as higher confidence, enhanced self-esteem and improvement of psychological and social well-being.

Young population of our country whether male or females has the capability to retain traditional practices alive by adding some modern pinch time to time. As far as textile industry concerns, the original fabric of nation comes in our mind that is '*Khadi*' cotton which also needs time to time revival in its look either in fabric or in garment form. Therefore, government is making constant effort towards the promotion and trading of *khadi* garments through *Khadi* and Village Industries. Young generation is well aware about *khadi* but not really willing to consider it as a major part of their wardrobe, mainly because of constraints such as fitting problems. Thus there is a huge requirement of constructional modification in the *khadi* garments by designing them.

Garment designing deals with the process of developing ideas for clothing and then turning those ideas into the creation of clothing products. By incorporating various construction features, such as pleats, yokes, gathers, tucks, variations in necklines/collars/cuffs/pockets/sleeves *etc.*

khadi garments can be designed to produce an innovative and attractive look.

Research Methodology

Survey to assess clothing preferences of males (18-26 years) for designing the *khadi kurtas*

Youth of the country whether male or female has the highest capability to retain traditional practices by adding a modern pinch from time to time. Thus, designing of *khadi kurta* was especially done in order to inculcate the feeling of nationalism and promoting *khadi* attires amongst youth of the country. Beazley (2007) ^[2] opined that 18-26 years is the age of males just after the completion of puberty and considered as young age phase in which major changes were attained not only physically but also mentally. According to age, personnel preferences of an individual vary such as preferences for selection of education stream, occupation, clothing and lifestyle *etc.*

Selection of locale

G. B. Pant University of Agri. & Tech., Pantnagar (Uttarakhand) was selected for taking clothing preferences of male students (18-26 years). Whereas, preferences of employed males of same age group was taken by conducting a survey in Ashok Leyland Company, Rudrapur (Uttarakhand). These locations were taken purposively by the researcher because of easy accessibility to the places and availability of the respondents. Moreover, difference in clothing preferences of same age youngsters with different designation *i.e.*, scholar or employed gives a clear idea about psychological aspects of respective respondents.

Sample size selection

For selection of male samples from selected locations the following formula was used (Kothari, 2004) [16].

$$n = \frac{z^2 \cdot p \cdot q \cdot N}{e^2 (N - 1) + z^2 \cdot p \cdot q}$$

- N = Sample size (384~ 390 taken for research)
- N = Population size (Uttarakhand male population of 18-26 years = 9,09,024)
- Z = the value of the normal variations (1.96) for reliability level of 0.95 (95%)
- P = allowable sampling error and the proportion of a target population with some certain characteristics important to the study and it is 0.5
- Q = 1-p
- e = sampling error, 5% will be taken for the confidence level of 95%

clothing preferences of males with respect to age and designation viz., students versus employed ones. Further, purposive sampling technique was applied to select respondents from two categorized age groups i.e., 18-21 years and 22-26 years. Most of the males in the age between 18-21 years pursue a degree or diploma programme in order to get the basic knowledge of the field in which they want to build their career. Afterwards, some males choose to study further whereas some choose to get employed after the age of 21 years. Thus, for getting a crisp idea whether the designation of males (student or employed) of same age group i.e., 22-26 years effects the clothing preferences of the respective males or not.

Out of total 390 respondents, 130 undergraduate students from 18-21 years category and 130 post graduate students from 22-26 years category were selected. Whereas, 130 more male samples got selected from 22-26 age group category, who were engaged in jobs or employed. Selection of sample as per the age groups and designations is presented in Fig. 1.

In order to get critical information about the change in

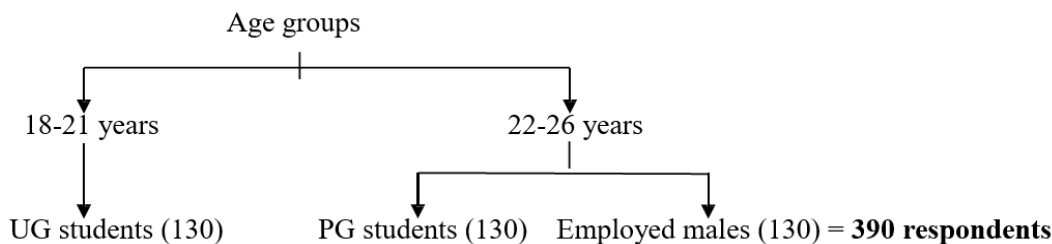


Fig 1: Selection of sample as per the age groups and designations

Development and validation of tool for data collection

Questionnaire was prepared to study clothing preferences of young males. Clothing preferences of ten percent (39 Males) of the total sample size (390) were pretested under pilot study to validate the appropriateness/authenticity of questionnaire i.e., whether it is comprehensible to the respondents as well as providing necessary information or not. Questions not providing useful data were discarded after pretesting; questionnaire was modified for collection of data. Males taken for pretesting were not included for the final collection of data. Specific information of tool included simple statements with respect to the preferences regarding fibre content, fabric texture, design principles, full length and sleeve length of *khadi kurta*, fitting, constructional as well as embellishment features, type of motifs, colour shades and buying cost for *khadi kurta*.

Data collection, analysis and interpretation

The collected data was tabulated and analyzed statistically. Data was tabulated and interpreted statistically. Frequency

and percentage statistical measures were used to analyze the data.

Results and Discussion

Preferences of males (18-26 years) related to fibre content of *khadi kurta*

Table 1 displays the distribution of males (18-26 years) based on preferences related to fibre content for *khadi kurta*. Results showed that out of total sample size (390) for various types of fibre content, maximum number of the males (265) preferred to purchase cotton *khadi kurta* followed by silk *khadi kurta* (146), cotton blended *khadi kurta* (136), silk blended *khadi kurta* (33), wool *khadi kurta* (13) and wool blended *khadi kurta* (10). Patil et al. (2001) [9] also opined that maximum of the customer purchase cotton fabric because it possess certain characteristics i.e., unique texture (Slub Effect), breathable, comfortable, durable, easy care (easy to launder) and suitable for summer as well as for cold season.

Table 1: Distribution of males (18-26 years) based on preferences related to fibre content for *khadi kurta*, N=390

Statements	UG Male Students (N=130)		PG Male Students (N=130)		Employed males (N=130)		Total no. of males	
	18-21 years		22-26 years				18-26 years	
	Yes	No	Yes	No	Yes	No	Yes	No
I prefer to purchase cotton <i>khadi kurta</i>	69 (17.69)	61 (15.65)	94 (24.10)	36 (9.23)	102 (26.15)	28 (7.18)	265 (67.94)	125 (32.06)
Silk <i>khadi kurta</i> appeals me very much	38 (9.74)	92 (23.58)	46 (11.80)	84 (21.54)	62 (15.90)	68 (17.44)	146 (37.44)	244 (62.56)
I like to wear wool <i>khadi kurta</i> during winters	0 (0)	130 (33.33)	2 (0.51)	128 (32.82)	11 (2.82)	119 (30.52)	13 (3.33)	377 (96.67)
I generally prefer cotton blended <i>khadi kurta</i>	36 (9.23)	94 (24.10)	42 (10.76)	88 (22.57)	58 (14.88)	72 (18.46)	136 (34.87)	254 (65.13)
I prefer silk blended <i>khadi kurta</i>	0 (0)	130 (33.33)	5 (1.28)	125 (32.05)	28 (7.18)	102 (26.16)	33 (8.46)	357 (91.54)
I prefer wool blended <i>khadi kurta</i> during winters	0 (0)	130 (33.33)	4 (1.02)	126 (32.31)	6 (1.54)	124 (31.80)	10 (2.56)	380 (97.44)

Figures in parenthesis indicate percentages

Results revealed that preferences of UG and PG male students with growing years regarding fibre content does not differs but get increased. With passage of time individual get matured and get further knowledge about the importance of fibre content in different attire. Moreover, same results were found on comparing the results of same age group (22-26 years) *i.e.*, UG male students versus employed males.

Preferences of males (18-26 years) related to fabric texture for *khadi kurta*

Table 2 displays the distribution of males (18-26 years)

based on preferences related to fabric texture for *khadi kurta*. From table it is obvious that almost of the male respondents (18-26 years) *i.e.*, 389 (99.74%) irrespective with the change in age and designation, preferred to wear fine textured *khadi kurta*. Therefore, the cotton *khadi* fabric made from yarn of high count (30-100 count) using New Model Charkha (NMC) was preferred by male respondents (18-26 years). Whereas, the fabric made from low yarn count (upto 30 count) using traditional desi charkha and amber charkha was not preferred by male respondents (18-26 years).

Table 2: Distribution of males (18-26 years) based on preferences related to fabric texture for *khadi kurtam*, N=390

Statement	UG male Students (N=130)		PG Male Students (N=130)		Employed Males, N=130)		Total No of males	
	18-21 years		22-26 years				18-26 years	
	Yes	No	Yes	No	Yes	No	Yes	No
I prefer to wear fine textured <i>khadi kurta</i>	129(33.08)	1(0.26)	130(33.33)	0 (0)	130(33.33)	0(0)	389(99.74)	1(0.26)
I also like to wear original (rough) textured <i>khadi kurta</i>	1(0.26)	129(33.08)	2(0.51)	128 (32.82)	6 (1.54)	124(31.79)	9(2.31)	381(97.69)

Figures in parenthesis indicate percentages

The results were also supported by Sidhu and Bajwa (2006)^[12] who revealed in their study that most of the Indian customers preferred to purchase the cotton designer *kurtas* with fine texture. Gogoi (2010)^[5] also reported that among other fabric characteristics, texture of the fabric plays a vital role while purchasing a *khadi* outfit by youngsters. Researcher highlighted that most of the college going males preferred plain woven material with fine and soft texture because of its feel and touch provides wearer a sense of comfortability.

Preferences of males (18-26 years) related to incorporation of design principles in *khadi kurta*

In designing of any garment, principles of design *viz.*, harmony, balance, proportion, rhythm and emphasis plays an important role in order to draw customer attention while purchasing any garment (Gahlot and Kaur, 2000)^[4].

Table 3 elicits the distribution of males (18-26 years) as per the preferences related to the incorporation of design principles in *khadi kurta*. Among all designing principles, most of the respondents preferred to wear *khadi kurta* with best proportion (363, 93.07%) followed by *kurta* with emphasis or centre of attraction features (322, 82.56%), *kurta* with design repetition (321, 82.31%), *kurta* with rhythm or easy movement of eye (267, 68.46%) and *kurta*

with proper balance (231, 59.23%). Least preference to balance in *kurta*, means that males in the 18-26 years generally like to preferred assymetrical designed *kurta* over symmetrical designs. Meanwhile, it is also evident that in both the age group categories maximum percentage of the males preferred the incorporation of all design principles in *khadi kurta* except the males (18-21 years) *i.e.*, 74 (18.97%) who were did not give importance to balance in *khadi kurta*. It was also found that though maximum of males (18-26 years) out of total sample size *i.e.*, 390 preferred design principles in the order of proportion, emphasis, repetition, rhythm, balance but slight variation was found in the preferences order of males *i.e.*, UG male students (18-21 years), PG male students (22-26 years) and employed males (22-26 years). UG male students (18-21 years) preferred design principles in the order *i.e.*, proportion, repetition, emphasis, rhythm and balance. Whereas, PG male students (22-26 years) preferred design principles in the order *i.e.*, proportion, emphasis, repetition, balance and rhythm. But, employed males (22-26 years) preferred design principles in the order *i.e.*, proportion, emphasis, repetition, rhythm and balance. Difference in the preferences of all respondents might be due to their perspective of judging the design of the garment.

Table 3: Distribution of males (18-26 years) as per the preferences related to the incorporation of design principles in *khadi kurta* N=390

Statements	UG Male Students (N=130)		PG Male Students (N=130)		Employed Males (N=130)		Total No of males	
	18-21 years		22-26 years				18-26 years	
	Yes	No	Yes	No	Yes	No	Yes	No
Emphasis or center of interest attracts me very much in <i>khadi kurta</i>	86(22.05)	44(11.28)	109(27.95)	21(5.38)	127(32.56)	3(0.78)	322(82.56)	68(17.44)
I love to wear <i>khadi kurta</i> with best proportion	109(27.94)	21(5.38)	124(31.8)	6(1.55)	130(33.33)	0(0)	363(93.07)	27(6.93)
Balance in <i>khadi kurta</i> attracts me	56(14.35)	74(18.97)	83(21.28)	47(12.05)	92(23.60)	38(9.75)	231(59.23)	159(40.77)
I prefer to wear <i>khadi kurta</i> with design repetition	98(25.13)	32(8.20)	102(26.15)	28(7.18)	121(31.03)	9(2.31)	321(82.31)	69 (17.69)
Rhythm or easy movement in <i>khadi kurta</i> design is an appealing feature	76(19.48)	54(13.85)	82(21.03)	48(12.31)	109(27.95)	21(5.38)	267(68.46)	123(31.54)

Figures in parenthesis indicate percentages

Preferences of males (18-26 years) related to length of *khadi kurta* and its sleeves

Table 4 displays the distribution of males (18-26 years) as per the preferences related to length of *khadi kurta* and its sleeves. Maximum of the males (18-26 years) *i.e.*, 301 (77.18%) preferred to wear short length *kurta* (seat length) followed by preference for long *kurta* (knee length) *i.e.*, 288 (73.85%) and thigh length *kurta i.e.*, 157 (40.25%). However, most of the males (18-26 years) *i.e.*, 327 (83.85%) liked to wear *khadi kurta* with full sleeves

compared to half sleeves *i.e.*, 68 (17.44%). It was also found that most of the UG male students (18-21 years) *i.e.*, 89 (22.82%) and PG male students (22-26 years) *i.e.*, 104 (26.67%) preferred to wear seat length *khadi kurta* might be due its casual look whereas most of the employed males (22-26 years) *i.e.*, 110 (28.20%) preferred to wear knee length *khadi kurta* due to its formal look. Moreover, influence of peer group or colleagues of male students and employed males might be the reason of this difference in clothing preferences.

Table 4: Distribution of males (18-26 years) as per the preferences related to length of *khadi kurta* and its sleeves

Statements	UG Male Students (N=130)		PG male students (N=130)		Employed males (N=130)		Total No of males	
	18-21 years		22-26 years				18-26 years	
	Yes	No	Yes	No	Yes	No	Yes	No
I like to wear <i>khadi short kurtas</i> (seat length)	89(22.82)	41(10.51)	104(26.67)	26(6.67)	108(27.69)	22(5.64)	301(77.18)	89(22.82)
I think <i>khadi kurta</i> (thigh length) suits me very much	47(12.05)	83(21.29)	52(13.33)	78(20)	58(14.87)	72(18.46)	157(40.25)	233(59.75)
I prefer to wear long <i>khadi kurtas</i> (knee length)	79(20.25)	51(13.08)	99(25.40)	31(7.95)	110(28.20)	20(5.14)	288(73.85)	102(26.15)
I like to wear <i>khadi kurta</i> with full sleeves	94(24.10)	36(9.23)	105(26.92)	25(6.41)	128(32.83)	2(0.51)	327(83.85)	63(16.15)
I love to wear <i>khadi kurta</i> with half sleeves	15(3.85)	115(29.49)	24(6.15)	106(27.18)	29(7.44)	101(25.89)	68(17.44)	322(82.56)

Figures in parenthesis indicate percentages

Preferences of males (18-26 years) related to fitting of *khadi kurta*

Table 5 reveals the distribution of males (18-26 years) based on the preferences related to fitting of *khadi kurta*. Most of the respondents *i.e.*, 350 (89.74%) preferred slim fitted *kurta* followed by regular fitted *kurta i.e.*, 233 (59.74%) and slightly loose fitted *kurta i.e.*, 90 (23.07%). Among 350 males who preferred slim fitted *kurta*, 109 were UG male students, 116 were PG male students and 125 were employed males. That means, with increase in age preference of male students for garment fitting remains somewhat same but gets further improved when same age male (22.26 years) gets employed. Alexander *et al.* (2005) [1] also opined that fitting in the garment plays an important role in the marketing of *khadi*

attires, in addition to designing. Most of the young people found more conscious towards fitting of the garments while purchasing them. Researcher also revealed that a well-fitted garment promotes positivity among youngsters, such as improvement of psychological and social well-being, higher confidence and enhanced self- esteem. Data and Seal (2018) [3] also stated that fit is the most critical determining factor related to the final acceptance or rejection of a garment. Moreover, Pisut and Connell (2007) [10] revealed that selection of garment fitting is majorly depends on the individual preferences of the customers. Some individuals preferred garments that confirm slight loose fitting to the body whereas others preferred those conform closely to the body.

Table 5: Distribution of males (18-26 years) based on the preferences related to fitting of *khadi kurta* N=390

Statements	UG male students (N=130)		PG male students (N=130)		Employed males (N=130)		Total No of Males	
	18-21 years		22-26 years				18-26 years	
	Yes	No	Yes	No	Yes	No	Yes	No
Slim fitted <i>kurta</i> suits me well	109(27.95)	21(5.38)	116(29.74)	14(3.60)	125(32.05)	5(1.28)	350(89.74)	40(10.26)
I prefer to wear regular fitted <i>kurta</i>	86(22.05)	44(11.28)	72(18.46)	58(14.87)	75(19.23)	55(14.11)	233(59.74)	157(40.26)
I like to wear slightly loose fitted <i>kurta</i>	25(6.41)	105(26.93)	31(7.95)	99(25.38)	34(8.73)	96(24.62)	90(23.07)	300(76.93)

Figures in parenthesis indicate percentages

Preferences of males (18-26 years) related to different constructional features for khadi kurta

Table 6 reveals the distribution of males (18-26 years) based on the preferences related to different constructional features for *khadi kurta*. It was found that maximum number of the males *i.e.*, 218 (55.89%) preferred front yoke in *khadi kurta*, in which 79 (20.25%) were employed males, 74 (18.97%) were PG students and 65 (16.67%) were UG students. Thus in comparison, males usually preferred front yoke more than that of back yoke in *khadi kurta*.

Among all types of necklines, maximum number of male respondents preferred crew neckline *i.e.*, 333 (85.38%), in which 126 (32.31%) were employed males, 108 (27.69%) were PG students and 99 (25.38%) were UG students. Apart from crew neckline, number of males preferred high neckline (278) followed by asymmetric neckline (258), built up neckline (187), surplice neckline (122), V neckline (71) and cowl neckline (41) in *khadi kurta*. Latest fashion trends and popularity of some particular designs with respect to gents *kurta* available at the market might be the reason for choosing the type of necklines in these order of preference. Maximum number of males preferred band collar *i.e.*, 320

(82.05%), in which 121 (31.02%) were employed males, 108 (27.70%) were PG students and 91 (23.33%) were UG students. Along with band collar, number of males preferred convertible collar (282) followed by mandarin collar (277), roll collar (168), notched collar (144) and shawl collar (87) in *khadi kurta*.

From all pocket types, inseam pocket was preferred by most of the male respondents *i.e.*, 363 (93.08%), in which 123 (31.54%) were employed males, 121 (31.03%) were UG students and 119 (30.51%) were PG students. Apart from Inseam pocket, number of males preferred simple patch and slash pocket (275) followed by welt pocket (247), patch pocket with flap (145), patch pocket with pleat (70) and patch pocket with pleat and flap (60) in their *kurtas*.

It was also revealed that, set in roll up sleeve with flap followed by simple set in sleeves in *khadi kurta* were liked by most of the male respondents *i.e.*, 349 and 320 respectively. Moreover, straight cuff in *khadi kurta* was liked by most of the respondents *i.e.*, 248 (63.59%), in which 88 (22.56%) were employed males, 82 (21.03%) were PG students and 78 (20%) were UG students.

Table 6: Distribution of males (18-26 years) based on the preferences related to different constructional features for *khadi kurta* N=390

Statements	UG male students (N=130)		PG male students (N=130)		Employed males (N=130)		Total No of males	
	18-21 years		22-26 years		18-26 years		18-26 years	
	Yes	No	Yes	No	Yes	No	Yes	No
Type of yoke appeals me very much								
Front yoke	65(16.67)	65(16.67)	74(18.97)	56(14.36)	79(20.25)	51(13.08)	218(55.89)	172(44.11)
Back yoke	46(11.79)	84(21.54)	70(17.95)	60(15.38)	72(18.46)	58(14.88)	188(48.20)	202(51.80)
Type of neckline attracts me very much								
Surplice neckline	38(9.74)	92(23.59)	39(10)	91(23.33)	45(11.54)	85(21.80)	122(31.28)	268(68.72)
High neckline	83(21.28)	47(12.06)	94(24.10)	36(9.23)	101(25.90)	29(7.43)	278(71.28)	112(28.72)
Cowl neckline	11(2.82)	119(30.52)	16(4.10)	114(29.23)	14(3.59)	116(29.74)	41(10.51)	349(89.49)
Asymmetric neckline	78(20)	52(13.33)	86(22.05)	44(11.28)	94(24.10)	36(9.24)	258(66.15)	132(33.85)
V neckline	15(3.85)	115(29.50)	25(6.41)	105(26.92)	31(7.94)	99(25.38)	71(18.20)	319(81.80)
Crew neckline	99(25.38)	31(7.95)	108(27.69)	22(5.65)	126(32.31)	4(1.02)	333(85.38)	57(14.62)
Built up neckline	54(13.85)	76(19.49)	68(17.43)	62(15.89)	65(16.67)	65(16.67)	187(47.95)	203(52.05)
Type of collar appeals me very much								
Statements	UG Male Students(N=130)		PG Male Students(N=130)		Employed Males(N=130)		Total No of males	
	18-21 years		22-26 years		18-26 years		18-26 years	
	Yes	No	Yes	No	Yes	No	Yes	No
Band collar	91(23.33)	39(10)	108(27.70)	22(5.64)	121(31.02)	9(2.31)	320(82.05)	70(17.95)
Mandarin collar	77(19.74)	53(13.59)	94(24.11)	36(9.23)	106(27.18)	24(6.15)	277(71.03)	113(28.97)
Convertible collar	84(21.54)	46(11.80)	89(22.82)	41(10.51)	109(27.95)	21(5.38)	282(72.31)	108(27.69)
Notched collar	41(10.51)	89(22.82)	44(11.28)	86(22.05)	59(15.13)	71(18.21)	144(36.92)	246(63.08)
Shawl collar	24(6.15)	106(27.18)	29(7.44)	101(25.90)	34(8.72)	96(24.61)	87(22.31)	303(77.69)
Roll collar	45(11.54)	85(21.80)	59(15.13)	71(18.20)	64(16.41)	66(16.92)	168(43.08)	222(56.92)
Type of pocket attracts me very much								
Patch pocket	84(21.54)	46(11.79)	98(25.13)	32(8.20)	93(23.85)	37(9.49)	275(70.52)	115(29.48)
Patch pocket with flap	45(11.54)	85(21.80)	42(10.77)	88(22.56)	58(14.87)	72(18.46)	145(37.18)	245(62.82)
Patch pocket with pleat	24(6.15)	106(27.18)	20(5.13)	110(28.20)	26(6.67)	104(26.67)	70(17.95)	320(82.05)
Patch pocket with pleat & flap	15(3.85)	115(29.49)	24(6.15)	106(27.18)	21(5.38)	109(27.95)	60(15.38)	330(84.62)
Slash pocket	89(22.82)	41(10.52)	80(20.51)	50(12.82)	106(27.18)	24(6.15)	275(70.51)	115(29.49)
Welt pocket	74(18.97)	56(14.36)	89(22.82)	41(10.51)	84(21.54)	46(11.80)	247(63.33)	143(36.67)
Inseam pocket	121(31.03)	9(2.31)	119(30.51)	11(2.82)	123(31.54)	7(1.79)	363(93.08)	27(6.92)
Type of sleeve appeals me very much								
Statements	UG Male Students(N=130)		PG Male Students(N=130)		Employed Males(N=130)		Total No of males	
	18-21 years		22-26 years		18-26 years		18-26 years	
	Yes	No	Yes	No	Yes	No	Yes	No
Set in sleeve	98(25.13)	32(8.20)	104(26.67)	26(6.67)	118(30.26)	12(3.07)	320(82.06)	70(17.94)
Set in roll up sleeve with flap	102(26.15)	28(7.19)	121(31.02)	9(2.31)	126(32.31)	4(1.02)	349(89.48)	41(10.52)
Dolman sleeve	28(7.18)	102(26.15)	34(8.72)	96(24.62)	30(7.69)	100(25.64)	92(23.59)	298(76.41)
Raglan sleeve	45(11.55)	85(21.79)	43(11.02)	87(22.31)	68(17.43)	62(15.90)	156(40)	234(60)
Bishop sleeve	24(6.15)	106(27.18)	34(8.72)	96(24.62)	31(7.95)	99(25.38)	89(22.82)	301(77.18)
Kimono sleeve	20(5.13)	110(28.20)	26(6.67)	104(26.67)	24(6.15)	106(27.18)	70(17.95)	320(82.05)
Type of cuff attracts me very much								
Straight cuff	78(20)	52(13.33)	82(21.03)	48(12.31)	88(22.56)	42(10.77)	248(63.59)	142(36.41)
Angled cuff	40(10.26)	90(23.07)	38(9.74)	92(23.59)	43(11.03)	87(22.31)	121(31.03)	269(68.97)

Napolitan cuff	35(8.97)	95(24.36)	39(10)	91(23.33)	33(8.47)	97(24.87)	107(27.44)	283(72.56)
Cone cuff	42(10.77)	88(22.57)	36(9.23)	94(24.10)	40(10.26)	90(20.07)	118(30.26)	272(69.74)
I prefer to wear <i>khadi kurta</i> designed with pleats	78(20)	52(13.33)	82(21.02)	48(12.31)	91(23.34)	39(10)	251(64.36)	139(35.64)
I usually prefer to wear <i>khadi kurta</i> designed with tucks	81(20.77)	49(12.57)	92(23.59)	38(9.74)	107(27.43)	23(5.90)	280(71.79)	110(28.21)

Figures in parenthesis indicate percentages

Maximum number of males (18-26 years) preferred to wear *khadi kurta* designed with pleats *i.e.*, 251 (64.36%), in which 91 (27.43%) were employed males, 92 (23.59%) were PG students and 81 (20.77%) were UG students. However, out of male respondents (18-26 years) who preferred to wear *khadi kurta* designed with tucks were 280 (71.79%), in which 107 (23.34%) were employed males, 82 (21.02%) were PG students and 78 (20%) were UG students.

Therefore, among all constructional features not only incorporation of different types of yokes, necklines, collars, pockets but also incorporation of pleats and tucks in *khadi kurta* were preferred by young males (18-26 years) irrespective of age and profession might be due their more significance in male’s garments as per the latest fashion trends. Whereas, incorporation of different types of sleeves and cuffs in *khadi kurta* were not preferred by majority of the respondents might be due to its low significance in male’s *kurtas* as per the latest fashion trends.

The results are supported by Namrata and Naik (2012) [8] who revealed that variation in constructional features *i.e.*, necklines/ collar makes the *khadi* outfits more trendy and fashionable. Hence, enhances their market value. Sharma and Mishra (2014) [11] also displayed that *khadi kurtas* with pleat features were extremely liked by the male customers

as it provides a unique look in the garment.

Preferences of males (18-26 years) related to surface embellishment techniques for *khadi kurta*

Verma and Khambra (2015) [15] reported that garment designing is an art of decorating any attire in a best possible way not only by adding constructional features but also by different embellishment techniques. Decorative details such as laces, beads, ribbons, buttons, piping, patch, painting, embroidery, printing adds aesthetic value to any attire and increases the market demand of the designed products.

Table 7 reveals the distribution of males (18-26 years) as per the preferences related to surface embellishment techniques for *khadi kurta*. It is clear from the table that maximum number of target people desired to wear machine embroidered *kurta* (272), followed by printed *kurta* (269), *kurta* with decorative buttons (258), *kurta* with lace and piping (223), tie

& dyed *kurta* (153), batik *kurta* (98) and hand embroidered *kurta* (68). Most of the UG (89) and PG (88) male students preferred printed *kurta* might be because of its attractive look whereas most of the employed males loved to wear machine embroidered *kurta* might be due to its durability and aesthetic appeal.

Table 7: Distribution of males (18-26 years) as per the preferences related to surface embellishment techniques for *khadi kurta*

Statements	UG male Students (N=130)		PG male Students (N=130)		Employed Males (N=130)		Total No of males	
	18-21 years		22-26 years				18-26 years	
	Yes	No	Yes	No	Yes	No	Yes	No
I love to wear machineembroidered <i>kurta</i>	88(22.56)	42(10.78)	86(22.05)	44(11.28)	98(25.13)	32(8.20)	272(69.74)	118(30.26)
I prefer to wear hand embroidered <i>khadi kurta</i>	15(3.85)	115(29.49)	24(6.15)	106(27.18)	29(7.44)	101(25.89)	68(17.44)	322(82.56)
I believe tie & dye technique adds wonderful appeal in <i>khadi kurta</i>	49(12.56)	81(20.77)	45(11.54)	85(21.80)	59(15.13)	71(18.20)	153(39.23)	237(60.77)
I prefer to wear batik embellished <i>khadi kurta</i>	31(7.95)	99(25.34)	26(6.67)	104(26.70)	41(10.51)	89(22.83)	98(25.13)	292(74.87)
I think printing enriches the value of <i>khadi kurta</i>	89(22.82)	41(10.51)	88(22.56)	42(10.78)	92(23.59)	38(9.74)	269(68.97)	121(31.03)
Use of decorative buttons makes the <i>khadi kurta</i> more attractive	84(21.54)	46(11.80)	86(22.05)	44(11.28)	88(22.56)	42(10.77)	258(66.15)	132(33.85)
I believe that lace and piping also provide a unique look into the <i>khadi kurta</i>	65(16.67)	65(16.67)	80(20.51)	50(12.82)	78(20)	52(13.33)	223(57.18)	167(42.82)

Figures in parenthesis indicate percentages

Results were aligned with the outcome of the study conducted by Sindhu and Bajwa (2006) [12], in which researcher stated that today’s customers generally like to wear machine embroidered *khadi* attires because machine embroidery not only considered as durable but also adds rich look in any garment. However, Upadhayay and Goel (2016) [14] stated that the traditional hand block printing practice also avails unique, exclusive, and distinctive look to any attire. Sharma and Mishra (2014) [11] also highlighted that the use of fastener *i.e.*, button whether decorative or functional, laces and piping play a vital role in fulfilling the fashion need and satisfy consumer’s need for variety in *khadi* garments.

Preferences of males (18-26 years) related to type of motifs used for *khadi kurta*

Table 8 reveals the distribution of males (18-26 years) as per the preferences related to type of motifs used for *khadi kurta*. Most of the respondents irrespective of age and profession wanted to wear *kurta* designed with natural stylised motifs (318) followed by *kurta* designed with stylized (244), geometric (173) and abstract (156) motifs. Results of the study are supported by Jyotsna and Padma (2003) [7] who observed that natural stylised designed attire makes young customers more alive and happier during the purchase of any garment.

Table 8: Distribution of males (18-26 years) as per the preferences related to type of motifs used for *khadi kurta*

Statements	UG male students (N=130)		PG male students (N=130)		Employed males (N=130)		Total no. of males	
	18-21 years		22-26 years				18-26 years	
	Yes	No	Yes	No	Yes	No	Yes	No
I generally prefer geometric motifs in <i>khadi kurta</i>	54(13.85)	76(19.49)	58(14.87)	72(18.46)	61(15.64)	69(17.69)	173(44.36)	217(55.64)
I love to wear <i>khadi kurta</i> with stylized motifs	81(20.77)	49(12.56)	84(21.54)	46(11.80)	79(20.25)	51(13.08)	244(62.56)	146(37.44)
I like to buy <i>khadi kurta</i> with natural stylized motifs	98(25.13)	32(8.20)	104(26.67)	26(6.67)	116(29.74)	14(3.59)	318(81.54)	72(18.46)
Abstract motifs in <i>khadi kurta</i> appeals me very much	41(10.51)	89(22.82)	51(13.08)	79(20.26)	64(16.41)	66(16.92)	156(40)	234(60)

Figures in parenthesis indicate percentages

Preferences of males (18-26 years) for colour shades in *khadi kurta*

Table 9 shows the distribution of males (18-26 years) based on the preferences for colour shades in *khadi kurta*. It is evident from table that maximum number of the respondents (320) like both the shades *i.e.*, light and dark equally. However, maximum of UG (98) and PG (104) male students preferred *kurta* designed with lighter shades whereas employed males (121) preferred *kurta* designed with darker shades.

In a research study Jacob (2006) [6] stated that, the presence of an interesting colour scheme also has a powerful impact on buying behaviour of the customers, whether one is fashion conscious or not. People might feel happy, dignified, dull, depressed, serious and withdrawn because of colours. Correct mix and match of colours on clothing affects the tone of skin, especially the face. The value of hue also highlighted the design appearance, variety of interests, appropriate unity and fashion trends.

Table 9: Distribution of males (18-26 years) based on the preferences for colour shades in *khadi kurta*

Statements	UG male students (N=130)		PG male students (N=130)		Employed males (N=130)		Total no. of males	
	18-21 years		22-26 years				18-26 years	
	Yes	No	Yes	No	Yes	No	Yes	No
I prefer to wear <i>khadi kurta</i> designed with light shades	98 (25.13)	32 (8.20)	104 (26.67)	26 (6.67)	118 (30.26)	12 (3.07)	320 (82.06)	70 (17.94)
I love to wear <i>khadi kurta</i> designed with dark shades	97 (24.87)	33 (8.46)	102 (26.16)	28 (7.17)	121 (31.03)	9 (2.31)	320 (82.06)	70 (17.94)

Figures in parenthesis indicate percentages

Preferences of males (18-26 years) related to buying cost of *khadi kurta*

Table 10 exhibits the distribution of males (18-26 years) as per the preferences related to buying cost of *khadi kurta*. Most of the respondents (321) preferred to purchase *khadi kurta* of ₹ 1000/-, followed by preference for *khadi kurta* of ₹ 2000/-, ₹ 3000/- and more than ₹ 3000/-. From present table it was also found UG male students (82 and 9) preferred to spend ₹ 1000/- and ₹ 2000/- respectively to

purchase a *khadi kurta*. But PG male students preferred to spend upto ₹ 3000/- in order to purchase a *khadi kurta*. However, employed males preferred to spend more than ₹ 3000/- to buy a *khadi kurta*. Hence, it was inferred that with the increment of age and designation, the buying power of males also get enhanced. Taylor (2000) [13] also confirmed in a study that the male individuals of 18 to 26 year age group were found more conscious towards garment fitting and spend more money while shopping the garments.

Table 10: Distribution of males (18-26 years) as per the preferences related to buying cost of *khadi kurta* N=390

Statements	UG male students (n=130)		PG male students (n=130)		Employed males (n=130)		Total no. of males	
	18-21 years		22-26 years				18-26 years	
	Yes	No	Yes	No	Yes	No	Yes	No
I can spend upto ₹ 1000/- to buy a <i>khadi kurta</i>	82 (21.03)	48 (12.31)	109 (27.95)	21 (5.38)	130 (33.33)	0 (0)	321 (82.31)	69 (17.69)
I can spend upto ₹ 2000/- to buy a <i>khadi kurta</i>	9 (2.31)	121 (31.03)	41 (10.51)	89 (22.82)	91 (23.33)	39 (10)	141 (36.15)	249 (63.85)
I can spend upto ₹ 3000/- to buy a <i>khadi kurta</i>	0 (0)	130 (33.33)	11 (2.82)	119 (30.52)	45 (11.54)	85 (21.79)	56 (14.36)	334 (85.64)
I can spend more than ₹ 3000/- to buy a <i>khadi kurta</i>	0 (0)	130 (33.33)	2 (0.51)	128 (32.83)	31 (7.95)	99 (25.38)	33 (8.46)	357 (91.54)

Figures in parenthesis indicate percentages

Conclusion

Results shown that maximum number of the young males irrespective of age and designation (scholar or employed) prefers to purchase cotton *khadi kurtas* with fine texture and slim fitting. Maximum percentage of the males likes the incorporation of all design principles except balance in *khadi kurta*. UG male students (18-26 years) and PG male

students (22-26 years) preferred to wear seat length *khadi kurta* whereas most of the employed males (22-26 years) liked to wear knee length *khadi kurta*. Moreover, among all constructional features not only incorporation of different types of yokes, necklines, collars, pockets but also incorporation of pleats and tucks in *khadi kurta* were preferred by young males (18-26 years) irrespective of age

and designation (scholar or employed). Whereas, incorporation of different types of sleeves and cuffs in *khadi kurta* were not preferred by respondents. Most of the UG and PG male students opted block printed *kurta* with natural stylised motifs whereas most of the employed males loved to wear machine embroidered *kurta* natural stylised motifs. However, maximum of UG and PG male students preferred *kurta* designed with lighter shades whereas employed males choose *kurta* designed with darker shades. It was also found that with the change in age and designation, the buying power of males gets improved.

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