

# Understanding Fitting Problems as Related to Indian Ready Made Kurties



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## Abstract

*Good fit is one of the most important criteria for making clothing choices. Fit in ready to wear apparel is the key factors that shapes and determines consumer preference in clothes. Apparel that has been appropriately sized and fit the body contours of the individual is usually preferred by consumer. Poor fitting clothes attract negative attention from people and make the individual feel uncomfortable. A poor labeling method used by apparel manufactures and stores as well as limited knowledge on size labeling have created more fitting problems for the apparel consumer. The present study aims to find out the fitting problems of ready-made kurties. The data was obtained from 100 women belonging to age group of 18-25 years based in Jaipur. Then comparison was made between Indian standard measurement and standard measurements develop by different domestic manufactures. After collections of data measurement were compared and prototype were developed and fitting test were done for small, medium, large and extra-large sizes. The results indicate that participants were somewhat satisfied with the apparel fit of the developed prototypes.*

## Introduction

Good fit is an important criteria of women for ready to wear apparel as it is one of the most important criteria for making clothing choices. According to McVey, (1984) incorrect sizing is the number one reason for return. Complicate sizing is main concerns in women wear; many manufacturers develop their own set of sizing which differ from other manufacturers of women wear. Fitting problem of the women also often arise from variation in body type posture and body size of each individual. These variations in the body tend to distort the fit of the garment, making the garment unbalanced on the body.

Fit in ready to wear apparel is the key factors that shapes and determines consumer preference in clothes. Apparel that has been appropriately sized and fit the body contours of the individual is usually preferred by consumers. Poor fitted clothes attract negative attention from people and make the individual feel

uncomfortable. A poor labeling method used by apparel manufactures and stores as well as limited knowledge on size labeling have created more fit problems for the apparel consumers. According to Anderson et al. (2000), the shapes and sizes of women have been changing over the past decade, while sizing standards and garment proportions used by apparel industries have not. Sizing and fit problems for the women, according to Brown and Rice (2001), is lack of standardized sizing system. Current sizing system, differ from shop to shop and from one manufacture and have resulted in wide size variation in the market. The poor sizing systems used by manufacturers create more fit problems, as consumers have to try on a garment before buying it or alter the garment before wearing it to ensure a good fit (Labat and Delong,1990).

The purpose of the study is therefore to explore the fitting related problem of women and develop standardize kurties

### Objectives

The main objectives of the study are

- To study the existing problem related to fitting of kurties
- To study and compare the standard measurement charts of domestic manufactures
- To develop prototype with average standard measurements on muslin

### Methodology

The study was conducted in three phases:

#### Phase I: Understanding the fitting problem

The data was obtained from 100 women belonging to age group of 18-25 years. Locale of the study was Jaipur.

#### Phase II: Comparison of measurement chart

A comparison was made between standard Indian measurement chart and standard measurement chart available from different domestic manufactures.

#### Phase III: Construct of muslin test samples for fit evaluation

The investigator developed a prototype and fit test for the small, medium, large and extra-large. Basic blocks were prepared in matrix method for S, M, L and XL sizes (domestic manufactures). Evaluation of fit was done by four participants for one size. Frequencies of the rankings for each muslin sizes were calculated for the individual rankings from each participant. Each participant ranked in the scoring sheets regarding fitting on muslin.

### Results and Discussion

The table below reveals the demographic statistic of the respondents.

**Table No. 1 Demographic Information of the Respondents**

Age group	Percentage
18-20 year	76
21-25 year	24
Marital status	
Married	19
Unmarried	81

Education qualification	
Graduate	57
Post graduate	43
Occupation	
Student	80
Working	20
Family income per month	
Up to 2,00,000	37
Rs.2,00,001 to 4,00,000	35
Above 4,00,001	28

Above table reveals that amongst 100 respondents, 76% of them belonged to age group of 18-20 years and 24% belonged to 21-25 years. Nineteen percent of the respondents were married and 81% were unmarried. Fifty seven percent of them were graduates and 43% were post graduates. Eighty percent of the respondents were student and 20% were working women. Thirty seven percent of the respondents were in income up to Rs.2, 00,000, 35% were income Rs.2, 00,000 to 4, 00,000 and 28% were above Rs.4, 00,001.

**Table No. 2 Preferences of Respondents for Different Sizes**

S. No.	Preference for size of kurties	Percentage
1.	S	32
2.	M	30
3.	L	27
4.	XL	11

Amongst the respondents approached 32% of the respondents were kurties of small size, 30% of the respondents were medium size and 27% percent of the respondents were large size and only 11% of the respondents were extra-large sizes of kurties.

**Table No. 3 Garment location for fit problems**

Fitting problem	Tight %	Neutral %	Loose %
Neck line	33	17	50
Shoulder	35	29	36

Fitting problem	Tight %	Neutral %	Loose %
Back width	44	12	56
Bust	34	15	49
Front neck to waist	48	22	30
Armhole	36	19	45
Lower arm	51	9	40
Hip	40	27	33

In the above table indicates that 33% of the respondent had fitting problem related to tight neck line, 50% of respondents faced problem related to loose neck lines and rest of 17% of the respondents had neutral response. Thirty five percent of the respondents felt that garments were tight from shoulder, 36% of respondent felt that garment were loose at shoulder and 29% had neutral response. Forty four percent of respondents had fitting problem related to back width of garment, 56% of the respondent complained regarding loose back width and 12% of the respondents had neutral response. Thirty four percent of the respondent felt that bust were tight, 49% of the

respondent feel that bust was to loose and 15% of the respondent had neutral response with the statement. Forty eight percent of respondents felt that front neck to waist was tight, 30% of respondent were complained regarding loose front neck to waist and 22% of the respondent had neutral response. Thirty six percent of respondents complained that the armhole was tight, 45% of the respondents felt that armholes were loose and 19% of respondents was neutral response with the statement. Fifty one percent of the respondents felt that lower arm were tight, 40% of the respondents felt that lower arm was loose and 9% of the respondents had neutral response. Forty percent of the respondents faced fitting problems related to garments tight at hips, 33% of the respondents feel that garments were loose at hips and rest 27% of the respondent give neutral response.

#### Comparison of Measurement Charts

Comparison was made between Indian standard measurement and standard measurements develop by different domestic manufactures.

Table No. 4 Comparison of Measurement Charts

Size	Small		Medium		Large		Extra- large	
	Mean	Standard Deviation	Mean	Standard Deviation	Mean	Standard Deviation	Mean	Standard Deviation
Length	35.6	3.0	36.4	2.8	37.4	2.8	38.2	2.5
Bust	35.6	1.06	37.6	1.49	40	1.6	42.8	1.6
Shoulder	12.6	1.85	13.9	1.68	14.6	1.7	15	1.6
Armhole	17.6	1.20	18.3	0.97	19.4	1.3	20.1	1.0
Waist to hip	15.1	1.5	16	0.89	16.9	0.8	17.6	1.3
Sleeve length	18.5	2.19	19.3	2.19	19.9	2.1	20.1	2.3
Neck width	6.7	0.09	6.95	0.36	7.3	0.2	7.7	0.1
Hip	37.6	2.06	39.8	2.05	42.6	2.2	44	3.7

The above table reveals that the average and standard deviation of length, bust, shoulder, armhole, waist to hip, sleeve length are hip.

**Small size:** Average measurement of length from highest shoulder point to waist was (35.6), with of standard deviation (3), average of bust (35.6), standard deviation (1.06), average of shoulder (12.6), standard deviation (1.85), average of armhole (17.6), standard deviation (1.20), average of waist to hip (15.1), standard

deviation (1.5), average of sleeve length (18.5), standard deviation (2.19), average of neck width (6.7), standard deviation (0.09), and average of hip (37.6), standard deviation (2.06).

**Medium size:** Average measurement of length (36.4), standard deviation (2.8), average of bust (37.6), standard deviation (1.49), average of shoulder (13.9), standard deviation (1.68), average of armhole (18.3), standard deviation (0.97), average of waist to hip (16), standard

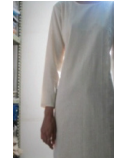
deviation (0.89), average of sleeve length (19.3), standard deviation (2.19), average of neck width (6.95), standard deviation (0.36), and average of hip (39.8), standard deviation (2.05).

**Large size:** Average measurement of length (37.4), standard deviation (2.8), average of bust (40), standard deviation (1.06), average of shoulder (14.6), standard deviation (1.7), average of armhole (19.4), standard deviation (1.3), average of waist to hip (16.9), standard deviation (0.8), average of sleeve length (19.9), standard deviation (2.1), average of neck width (7.3), standard deviation (0.2), and average of hip (42.6), standard deviation (2.2).

**Extra-large:** Average measurement of length (38.2), standard deviation (2.5), average of bust (42.8), standard deviation (1.6), average of shoulder (15), standard deviation (1.6), average of armhole (20.1), standard deviation (1), average of waist to hip (17.6), standard deviation (1.3), average of sleeve length (20.1), standard deviation (2.3), average of neck width (7.7), standard deviation (0.1), and average of hip (44), standard deviation (3.7).

#### Developed Prototypes

Four kurties in sizes i. e. S, M, L, and XL were constructed in muslin for the trial of respondents.



Small (Front)



Small (Back)



Medium (Front)



Medium (Back)



Large (Front)



Large (Back)



Extra-Large (Front)



Extra-Large (Back)

**Table No. 5 Responses related to fitting of prototype developed**

S. No.	Assessment of Fitting	Small %	Medium %	Large %	Extra-large %
1.	<b>Vertical grain lines hang straight and perpendicular to the floor</b>				
	Yes	85	87	67	76
	No	15	13	33	24
2.	<b>Cross grains are parallel to the ground (bust line, shoulder blade and hip line)</b>				
	Yes	92	69	72	81
	No	8	31	29	19
3.	<b>Dart point to an end one inch before fullest part of the bust</b>				
	Yes	68	76	82	90
	No	32	24	18	10
4.	<b>Appropriate length between the neckline and waistline</b>				
	Yes	86	76	87	79
	No	14	24	13	21
5.	<b>Appropriate length between the waistline and hipline</b>				
	Yes	82	79	68	89
	No	18	21	32	11
6.	<b>Appropriate amount of ease across the bust line</b>				
	Yes	79	63	93	78
	No	21	37	7	22

The above table reveals that the satisfaction level of the respondents towards vertical grain line hang straight and perpendicular to the floor. Eighty five percent of the respondents were satisfied with small size and 15% of the respondents were not satisfied. In case of medium size 87% were satisfied and 13% were not satisfied with fit, for large size, 67% were satisfied and 33% were not satisfied and for extra- large 76% were satisfied and 24% were not satisfied.

Ninety two percent of the respondents were satisfied with the cross cross grains are parallel to the ground (bust line, shoulder blade and hip line) and 8% of the respondents were not satisfied of small size. In case of medium size 69% were satisfied and 31% were not satisfied, for large size 72% were satisfied and 29% were not satisfied and for extra- large size 81% were satisfied, 19% were not satisfied.

Sixty eight percent of the respondents were satisfied with the dart point to and end one inch before fullest part of the bust and 32% of the respondents were not satisfied of small size. In case of medium size 68% were satisfied and 24% were not satisfied, for large size 82% were satisfied and 18% were not satisfied and for extra- large size 90% were satisfied and 10% were not satisfied.

Eighty six percent of the respondents were satisfied with the appropriate length between the neck line and waist line and 14% of the respondents were not satisfied of small size. In case of medium size 76% were satisfied and 24% were not satisfied, for large size 87% were satisfied and 13% were not satisfied and for extra- large size 79% were satisfied and 21% were not satisfied.

Eighty two percent of the respondents were satisfied with the appropriate length between the waist line and hip line and 18% of the respondents were not satisfied of small size. In case of medium size 79% were satisfied and 21% were not satisfied, for large size 68% were

satisfied and 32% were not satisfied and for extra- large 89% were satisfied and 11% were not satisfied.

Seventy nine percent of the respondents were satisfied with the appropriate amount of ease across the bust line and 21% of the respondents were not satisfied of small size. In case of medium size 63% were satisfied and 37% were not satisfied, for large size 93% were satisfied and 7% were not satisfied and for extra- large size 78% were satisfied and 22% were not satisfied.

### Conclusion

The study concludes that respondents had fitting problem related to Indian kurties because sizes were not available in market as per consumer choices. Major reason for this is was because Variations were found in measurement charts used by domestic apparel manufacturer. Though respondents were satisfied with the trial of muslin for amount of ease, placement of the bust line, waist line, hip line, neck line and cap line in apparel for the prototypes developed on muslins.

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