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ADORNMENT FEATURES OF NIGHTIES PREFERRED BY LADIES

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Adornment Features of Nighties Preferred By Ladies

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Abstract – All human being adopted clothes to adorn their bodies by the self-decoration to attract and impress other people. In this modern age, increased level of the dress consciousness of individuals has contributed to the development of innovative designs, because it is the most important factor in consume choice of clothes.

Therefore, this study was undertaken to determine the lady's preference towards adornment features of nighties. In this study was set-up is for nighties more and more women were getting engaged in different professions outside their homes. Having to perform the dual duties of the household as well as of the job. In the present set-up more women were increasingly becoming educated and socially alert. There is visible change in the attitude of women towards their personal wardrobes. Since remain busy throughout the day, they usually prefer comfortable night clothes, not only to relax their tired bodies but also their tense nerves.

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METHODOLOGY

The study was conducted in Lucknow district. Four zones and 160 respondents were selected for the study. An age group was 21 to 40 years. Dependent and independent variables were used education, marital status, income market survey, different necklines, different sleeves, style and fitting. The statistical tools were used such as weighted mean, rank and chi square and interview schedule was prepared to collect the data to know respondent's preferences for adornment features of nighties.

20 designs of nighties were sketched according to the preferences of respondents. Out of 20 designs 5 most preferred designs were selected by panel of judges. These, 5 designs were constructed and evaluated for their acceptance on the basis of wear trials. An Interview schedule was used for the same purpose.

MAJOR FINDINGS

The empirical result and discussion presented for the purpose of convenience, the findings of the study sub-divided under the following heads :-

1. The designs of nighties available in the market
2. The lady's preferences for the nighties.

3. To construct the selected designs of nighties.
4. To develop draft for the 20 most preferred designs.
5. 5 most preferred designs were constructed to trial basis.

INFORMATION ABOUT GENERAL PREFERENCES OF NIGHTIES

1. Source of procuring nighties

From the Table 1 it is clear that readymade nighties were preferred more than the two other mode of acquisition (76.25%) of respondents who liked readymade night garments there were available in ranges lower and expensive both. The tailor made were preferred more by the higher income group due to good fitting, neatness and variety in dresses.

2. Lady's preferences for the nighties according to current fashion and design of their choice

From the Table 2 it is clear that preferences for current fashion and design of their choice, majority of respondents (93.7%) preferred to design their nighties according to their choice (rank 1st) and (81.2%) respondents preferred to buy the nighties of

current fashion (rank 2nd) which were higher and middle upper income group of the respondent

3. *Preference of nighties on the basis of style*

Table 3 that is on the basis of preference for the style of nighties, highly preferred by ladies was 'A' line scores (2.49) next was flared with yoke style scores (2.12). There are wide variety of night wear are available in the market in ready to wear form.

4. *Preference of nighties on the basis of fitting.*

It is evident from Table 4 that on the basis of preference for the fitting of nighties that is slightly loose was most preferred by ladies (rank 1st) as this garment is worn for the comfort purpose ladies were given (rank 2nd) to loose fitting, (rank 3rd) to very loose fitting. Nighties are a loose garments which hangs down from the shoulder to mid-thigh knee, calf to ankle level.

CONCLUSION

It was observed that modern age, increased level of the dress consciousness of individuals has contributed to the development of the innovative designs because it is the most important factor in ladies choice of clothes.

RECOMMENDATIONS

A similar study can be conducted of different age group of girls.

A similar study can be conducted on boys.