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### Today's trendy saree blouse preference among the age group of 25 -50 years women in Virudhunagar town

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#### Abstract

Dressing and fashion go hand in hand. Modern people have become more fashion conscious mainly because of the competitive world in which they live. The saree is acclaimed all over the world as the traditional dress of Indian women. Early cholis had long front covering and were tied at the back. Indian dressing and fashion is essential to understand the gradual evolution of modern trendy blouses. The blouse has been reinvented and has in fact become a very important element of a saree. It has come out of its boring form and has donned an ultra modern look. The main purpose of this study is to identify the prevailing trends in saree blouses among women. The survey was conducted with a random sample of virudhunagar women whose age ranged from 20 to 50 years and a total of 50 responses were obtained. For the collection of data, close ended questionnaire was framed by the respondent to trace out the preface of trendy saree blouses and its variations like cut variations, open variations, collar variations, sleeve variations, surface embellishments, designs, models and material selection. 94 percent respondents preferred only fashionable blouses. 44 percent of the respondent's preferred classic types of fashionable blouses. 33 percent of the respondents were inspired by their friends to wear fashionable blouses and 27 percent by TV shows. (No 41) the respondents gave first rank to the selection of materials, second rank to the choice of back neck variations, and third rank to the front cut model variations.

**Keywords:** Competitive world, trendy blouses, reinvented, surface embellishments

#### Introduction

Dressing and fashion go hand in hand. In the modern world fashion has become an important household world. Nowadays people tend to imitate popular personalities in their way of dressing which becomes the current fashion trend. To quote Prakash (2004), fashion designers anticipate or predict fashion trends and design clothes for particular needs. People who like or admire a particular popular personality may begin to wear similar fashioned clothes. Modern people have become more fashion conscious mainly because of the competitive world which they live in. Fashion previously percolated from the upper class. According to Suzanne (2005) opines that high-end designer fashion is struggling to find its identity and the amount spent on such fashion is declining. The lower classes imitate their social superiors. The material and fashion are adopted by each to suit their own requirements. Elaine (2007) reiterates the fact that fashion once considered as art form was controlled by designers, but it is decided by the consumers who accept or reject the styles offered. Prior to the 19<sup>th</sup> century most clothing was custom made. This study is about fascinating saree blouses. The saree, the traditional Indian garment is a dainty and charming garment. The blouses that are worn with the sarees are equally fascinating. Women always give more importance to grooming themselves. They wish to wear the most suitable dress for respective occasions. As they want to appear perfect and beautiful, they are discrete in their choice of dresses. So the researcher has chosen to take a survey about today's trendy saree blouse preference among the age group of 25-50 years women in virudhunagar town.

#### Objectives

- ✚ To find out the socio economic profile of the respondents.
- ✚ To trace the evolution pattern of fashion in saree blouses.
- ✚ To find out the awareness of today's fascinating saree blouses by respondents in the age group of 20-50.

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## Methodology

A saree, however beautiful and expensive it may be, is incomplete without a good, stylish and well-fitting matching blouse. Simple blouses with proper fitting go well with casual sarees worn on formal as well as on informal occasions. The neck and sleeves of plain blouse can be highlighted with piping, tassels, brooch, buttons and laces. Embroidery patches, sequins, net and other pieces can be added to a plain blouse to give them a trendy fashionable look. A combination of back pattern, neck style and perfect fit gives the blouse a rich look. These fashionable blouse designs will add beauty to the sarees. The saree blouse styles have varied designs and cuts to make the saree more gorgeous and even accessible to women of all the income groups.

## Aim and hypothesis

### Aim

The main purpose of this study is to identify the prevailing trends in saree blouses among women and to draft and design various trendy saree blouses suitable for different materials and occasions.

**Hypothesis** - Null Hypothesis formulated in the present study was There is no significant relationship between socio economic background of the respondents and their level of opinion about glittering works.

### Study area

Virudhunagar is a small town in Tamil Nadu. It is an hour's drive from Madurai, the temple city. Virudhunagar is a traditional town and women in this town generally wear saree and blouse on all family functions and occasions. They spend endless time, money, energy and effort on getting the best wedding sarees, party wear sarees for themselves or for close relatives and at the same time they give utmost importance to get the matching blouses for the sarees on important occasions and functions. Thus the present study has been conducted in Virudhunagar town.

### Selection of sample

A simple random sample is a subset of a statistical population in which each member of the subset has an equal probability of being chosen. Simple random sampling is the basic sampling technique where the researcher selects a group of subjects (a sample) for study from a larger group (a population). Each individual is chosen entirely by chance and each member of the population has an equal chance of being included in the sample. Thus by simple random sampling technique 50 women both employed and house wives in the age group of 20-50 years in Virudhunagar town have been selected for the study.

### Tools for data collection

A questionnaire is a research instrument consisting of a series of questions and other prompts for the purpose of gathering information from respondents. In this study a close ended questionnaire was framed in order to get information about current trends in saree blouses and its various features preferred by women.

### Procedure for data collection

Rating scale refers to a scale with a set of opinion, which describes varying degree of dimensions of attitude being observed. This is a very useful device in assessing quality, especially when quality is difficult to measure objectively. In

the present study 3- point rating scale (Like-3, No opinion-2, Dislike-1) was used.

### Data analysis

After collection of data from the sample (50) the data was sorted into various categories. The relationship between preference of the respondents towards glittering works and their socio economic background has been analyzed using percentage and Chi-square test.

### Results and discussion

The results of the present study has been entitled "today's trendy saree blouse preference among the age group of 25 -50 years women in virudhunagar town" has been discussed under the following heads.

General profile of the selected respondents. Recent trends in saree blouses among women in the age of 25 -50 years.

### General profile of the selected respondents

Among the 50 respondents, majority 46 per cent of the respondents are in the age group of 30-40 years, in occupation category 30 per cent of respondents are employees in private sectors, 68 per cent of the respondents are married, 38 per cent of the respondents have Master's degree, 62 per cent are in nuclear family and in income category 29 respondents earn above Rs 25,000 per month.

### Recent trends in saree blouses among women in the age of 25 -50 years

Blouse plays an important role in the saree's overall appeal as well as the personality. Among the total respondents 94 per cent prefer only fashionable blouses than simple plain blouses. 44 per cent of the respondent's prefer classic types of fashionable blouses. 43 per cent of the respondents were inspired by their friends to wear fashionable blouses and 57 per cent by TV shows. 40 per cent of the respondents prefer comfort as an important criterion in selecting blouse style, then the other two factors fittings and personality. Majority 90 per cent of the respondents prefer only lining blouses. Cross cut blouses are preferred by 75 per cent of the respondents than straight cut blouses. 56 per cent of the respondents prefer front pattern model. 48 per cent of the respondents prefer normal cut blouse and 30 per cent preferred princess cut blouse. 76 per cent of the respondents do not prefer coat model blouse. Majority 70 per cent of the respondents prefer front open blouses than back open blouses. Majority 79 per cent of the respondents prefer only hook and eye fastening than zip. 39 per cent of the respondents prefer deep back neck. 53 per cent of the respondents prefer stand collar pattern. The respondents of 82 per cent prefer sleeve variations in blouses. 42 per cent of the respondents prefer only plain sleeves. 46 per cent of the respondents prefer plain textured fabric and 29 per cent of the respondents prefer transparent fabric. 82 per cent of the respondents prefer printed design blouses. 44 per cent of the respondents prefer floral designs and 38 per cent prefer traditional designs such as Mango, Peacock etc. 86 per cent of the respondents prefer colourful patterns in blouses. 92 percent of the respondents prefer patch work blouses. 74 per cent of the respondent's preferred embroidery blouses. 88 per cent of the respondents prefer cut work blouses. 84 per cent of the respondents prefer thread work blouses. 84 per cent of the respondents prefer glittering works in blouses.

Relationship between socio economic variables and level of opinion about glittering works.

**Table 1:** Socio economic variables and level of opinion about glittering works.

Socio-economic variables	Number of respondents (50)				Degrees of freedom	Calculated value	Table value	Results
	High	Medium	Low	Total				
Age (in years) 20-30	4	11	2	17	4	2.11	9.49	Not significant
30-40	2	17	4	23				
40-50	1	7	2	10				
Total	7	35	8	50				
Occupation Private	3	10	2	15	8	5.33	16.92	Not significant
Government	2	3	3	8				
Business	2	2	2	6				
Housewife	2	10	2	14				
Searching for job	2	3	2	7				
Total	11	28	11	50				
Marital status Married	2	27	5	34	2	6.46	5.99	Significant
Unmarried	5	8	3	16				
Total	7	35	8	50				
Education UG	2	5	2	9	6	210.92	12.59	Not significant
PG	4	12	3	19				
Professional	2	9	1	12				
PhD	1	6	3	10				
Total	9	32	9	50				
Family type Joint family	1	13	5	19	4	3.44	9.49	Not significant
Nuclear family	6	22	3	31				
Total	7	35	8	50				
Income Rs5,000-15,000	2	7	2	11	4	1.88	9.49	Not significant
Rs15,000-25,000	1	7	2	10				
Above Rs 25,000	4	21	4	29				
Total	7	35	8	50				

Source: Primary data Significant at 5% level

**Null Ho:** There is no significant relationship between socio economic variables of the respondents and their levels of opinion about glittering works.

Table 2 reveals that as the calculated value is less than the table value in socio economic variables such as age, occupation, educational qualification, type of family and income, the null hypothesis is accepted. Hence there is no significance difference between socio economic variables of

the respondents and their levels of opinion about glittering works.

As the calculated value is greater than the table value in marital status the null hypothesis is rejected. Hence there is significant difference between marital status of the respondents and their levels of opinion about glittering works.

#### Preference for designing fashionable blouses

**Table 2:** Preference for designing fashionable blouses

Design your fashionable blouses	Rank 1	Rank 2	Rank 3	Rank 4	Rank 5	Rank 6	Rank 7	Rank 8	Rank 9	Rank 10	Rank 11	Rank 12	Total
Selection of material	41	3	--	4	--	--	--	1	--	--	1	--	50
Back neck variations	5	17	7	9	5	1	2	3	--	--	--	1	50
Front neck variations	--	1	7	4	9	7	4	5	4	2	4	3	50
Sleeve variations	1	5	7	8	3	10	8	3	1	1	3	--	50
Collar variations	--	--	1	3	3	2	7	2	1	3	4	24	50
Embroidery(Thread)	--	2	6	5	11	4	7	4	3	3	3	2	50
Embroidery(Glitter)	--	3	1	1	2	2	8	8	8	8	4	5	50
Lace attachment	--	3	1	1	2	3	3	8	6	10	8	5	50
Cut work	--	--	2	2	5	3	4	7	10	7	8	2	50
Patch work	1	--	2	5	--	5	3	6	6	9	9	4	50
Cut variations	1	12	5	3	6	8	4	1	7	3	--	--	50
Front pattern variations	1	5	10	5	5	4	--	2	4	4	6	4	50

#### Conclusion

The conclusion of this study is that the old fashion gives place to new fashion. The old styles are reviewed and reinvented with variations, modifications and addition. The respondents have been inspired by their friends to wear fashionable blouses. The respondents give more importance to selection of material, back neck variations, front cut model variations and surface embellishment. At the same time, it is also found that the respondents have different personal priorities against their general opinion on varied saree blouse styles.

#### Suggestions for future studies

- Use different types of garments with this study.
- Survey can be doing in different areas like cities.

- Applications with functional finishes.

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