A Study on Fitting Problems Faced by Men in Traditional Ready-to-Wear (Lower Wear) Garments

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Abstract

Fit refers to how well a garment conforms to the three-dimensional human body. Good fit is crucial to customer satisfaction. However, it is often easier to find clothes according to colours, prices and style that one likes than a well-fitted garment. The effect of a stunning design, gorgeous fabric and exquisite workmanship are destroyed if the finished garment doesn’t fit well to the intended wearer. The main objective of this study is to identify the fitting problems faced by male consumer in traditional Ready-to-Wear lower garments and to view the preference and satisfaction of male consumers towards Rajasthani Traditional Ready-to-Wear lower garments. Traditionally men’s wears in Rajasthani apparels are Pyjama, Jodhpuri pants, and Dhoti pants. The study was divided into two age groups 18-35 years and 36-60 years. The consumer survey was conducted to collect the data through questionnaire method.

Keywords: Dhotis, Fit, Jodhpuri pants, Pyjama, Rajasthani Traditional Garments

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1. Introduction

Men’s traditional clothing in India nowadays consists of fusion of western and Indian styles such as Sherwani with trousers or dhoti with different styles. Traditional Indian clothing such as the Kurta has been combined with jeans/dhoti pants to form part of casual attire. Well-fitted garments are defined as those that are comfortable to wear, allow sufficient ease for freedom of movement, conform to present day fashion and are also free of wrinkles, sags or bulges.

Clothes are not only used to cover and protect our bodies; today, clothes are used to identify oneself. Clothes communicate personality, stand point, group belonging etc. Not all garments give clear and complete signals about the wearer’s self-identity, since the interpretation depends on the viewer [1]. Ready-to-wear garments are designed to provide consumers with pre-assembled apparel, in a range of standard sizes, designed to fit the average consumer. By this definition, people whose measurements are not within the average-size will experience difficulty with fit, either in part or in totality, when they wear standard size garments. As a result of fit problems experienced by consumers outside the standard size range, mostly prefer made-to-measure garments. From the consumer’s point of view, the ‘Fit’ of the clothing is the most important attribute. The fit of a garment is how it conforms to your body structure. The desired fit in clothing changes with fashion [2]. The high prevalence of dissatisfaction with business clothing indicates shortcomings in the ready-to-wear offerings available to male consumers. There is no link between clothing interest level and reporting rate of clothing issues, future studies of fit and sizing issues do not need to take into account the effect of interest on the accuracy of their results [3]. The trouser manufacturers develop their own size charts, manufacture trousers and sell them in the stores. Some of the graded sizes were selected for construction of trousers for wear trials to get feedback on the fit and comfort of the new developed trousers [4].

The main objectives of the research were:

- To identify the problems faced by men in traditional ready-to-wear lower garments from the age groups of 18-35 years and 35-60 years.
- To collect information regarding the satisfaction of male consumers in regards with men’s traditional ready-to-wear lower garments.
To access the preference of male consumers towards men’s traditional ready-to-wear lower garments.

2. Material & Methods
Locale of the study: The study was conducted in Jaipur with the method of random sampling.
Sample size: The total sample size of the respondents was taken as 200.
Sample selection: The research was done by selection of multi-stage sampling method in which consumer survey was conducted with random sampling in area sampling. The male consumers were chosen randomly.
Data Collection: Both the primary and secondary data collection methods were considered. The primary data was collected through a questionnaire designed exclusively for the study. The secondary data was collected through journals, articles, and internet.
Analysis of Data & Interpretation: After the collection of the desirable data through questionnaire, the data was be analysed and the final result was evaluated through the transferring the data to the excel sheet. Then the data was evaluated by putting the desirable and suitable tests.

3. Results & Analysis

![Figure 3.1.1: Problem in length of the pyjama (n=200)](image)

From the above study one can conclude that majority (55% and 47%) of respondents of age group 36-60 years and 18-35 years feels that the length of garment is too long in fir of the garment; whereas 20% and 21% respondents of age group of 18-35 years and 36-60 years have faced problem with the minor difference that the length of the garment is too short in ready-to-wear pyjamas which are available in the market.

![Figure 3.1.2: Problem in Round waist of the pyjama (n=200)](image)

The study shows that majority (39% and 34%) of respondents of age group 36-60 years and 18-35 years feels that the round waist of the garment is too loose according to the fit; whereas 27% and 20% respondents of age group of 36-60 years and 18-35 years have faced problem with the round waist of the garment as it is too tight in ready-to-wear pyjamas available in market.
Thirty percent respondents of age group 36-60 years and twenty three percent respondents of age group 18-35 years have experienced fit problem at round hip of the garment as it is too loose for the wearer; whereas compared to 28% respondents of age group 36-60 years only 26% respondents of the age group 18-35 years have faced problem at round hip of the garment as it is too tight in ready-to-wear Pyjamas.

**Figure 3.1.4: Problem in Ankle of the pyjama (n=200)**

From the above figure one can conclude that 31% and 29% respondents of age group 36-60 years and 18-35 years have experience fit problem at ankle area of the garment as it is too loose; whereas the majority of 38% and 37% respondents of age group 18-35 years and 36-60 years have faced problem with the minor difference in the ankle area in ready-to-wear Pyjamas as it is too tight.

**Figure 3.1.5: Problem in knee of the pyjama (n=200)**

The above figure shows that majority (36% & 27%) respondents of age group 36-60 years and 18-35 years have experience fitting problem at knee area of the garment as it is too loose; whereas compared to 31% respondents of age group 36-60 years, the majority of 43% respondents of the age group 18-35 years have faced problem in the knee area in ready-to-wear Pyjamas as it is too tight.

**Figure 3.1.6: Problem in crotchline of the pyjama (n=200)**

The above figure depicts that 23% of respondents of age group of 36-60 years and 21% of age group 18-35 years have experience problem with the crotch line of the Pyjama as it is too long; whereas 33% and 27% respondents of age group 36-60 years and 18-35 years have faced problem in the knee area in ready-to-wear Pyjamas as they are too short.
Figure 3.1.7: Problem in Thigh area of the pyjama (n=200)

The above figure depicts that majority (36%) respondents of both the age group of 18-35 years and 36-60 years have experience fitting problem at thigh area of the garment; whereas 32% and 31% respondents of the age group 18-35 years and 36-60 years have faced problem with the minor difference in the thigh area in ready-to-wear Pyjamas, as they are too tight.

Figure 3.2.1: Problem in round waist of the Jodhpuri pants (n=200)

Majority (33% and 29%) of respondents of age group 18-35 years and 36-60 years feels that the round waist of the garment is too loose; whereas compared to 39% respondents of age group 18-35 years only 33% respondents of the age group 36-60 years have faced problem with the round waist of the garment as it is too tight in ready-to-wear Jodhpuri pants.

Figure 3.2.2: Problem in round hip of the Jodhpuri pants (n=200)

From the above result it can be can analyzed that 34% and 32% respondents of age group 36-60 years and 18-35 years have experienced fit problem with round hip of the garment as it is too loose; where only 27% and 25% respondents of age group 18-35 years and 36-60 years have faced problem with the round hip of the garment as it is too tight in ready-to-wear Jodhpuri pants.
Both respondents of the age groups 18-35 years and 36-60 years have experience equal fitting problem of 35% at ankle area of the garment as it is too loose; where as compared to majority of 39% respondents of age group 18-35 years only 37% respondents of the age group 36-60 years have faced problem with the ankle area in ready-to-wear Jodhpuri pants as they are too tight.

The above figure depicts that 25% and 22% respondents of age group 36-60 years and 18-35 years have experience fitting problem at knee area of the garment as it is too loose. The majority of 46% respondents of the age group 18-35 years 43% of 36-60 years have faced problem in the knee area in ready-to-wear Jodhpuri pants as they are too tight according to the fit of the garment.

Above figure highlights that 26% and 24% respondents of age group 36-60 years and 18-35 years have experience problem with the crotch line of the Jodhpuri pants as it is too long for the wearer. The majority of 42% and 40% respondents of age group 18-35 years and 36-60 years have faced problem with the crotch line in ready-to-wear Jodhpuri pants as they are too short for them and is not suitable for them to wear.
The above study shows that majority of 41% and 39% respondents of age group 36-60 years and 18-35 years have experience fit problem in thigh area as too loose; where as compared to 33% respondents of the age group 18-35 years only 28% respondents of age group 36-60 years have faced problem in the thigh area of garments in ready-to-wear Jodhpuri pants, as they are too tight and at time they are about to tear out while wearing it and is very uncomfortable.

With comparison to 14% respondents of age group 36-60 yrs only 7% respondents of age group 18-35 yrs have experienced fitting problem with round waist as it is too loose in garments which are available in the market; where as compared to 16% respondents of the age group 36-60 yrs only 11% respondents of age group 18-35 yrs have faced problem in round waist area of the garment as it is too tight in Dhoti pants.

From the above study one can analyze that in comparison to 14% respondents of age group 36-60 years only 9% respondents of age group 18-35 years have experienced fit problem with round hip of the garment as it is too loose to wear which gives them ill effect to the wearer; where as compared to 15% respondents of age group 36-60 years only 11% respondents of the age group 18-35 years have faced problem with the round hip of the garment as it is too tight in Dhoti pants.
As compared to 16% respondents of age group 36-60 years only 10% respondents of age group 18-35 years have experience fitting problem at ankle area of the garment as it is too loose. The study also shows that equal 12% respondents of both the age groups have experienced problem of tight ankle of ready-to-wear Dhoti; whereas the majority of 78% respondents of age group 18-35 years and 72% respondents of the age group 36-60 years haven’t faced any problem with the ankle of the garment in Dhoti pants available in the market.

With the least of 5% respondents of age group 18-35 years and 4% respondents of age group 36-60 years have experience fitting problem at knee area of the garment as it is too loose. Equally 11% respondents of both age group 18-35 years and 36-60 years have faced problem in the knee area in ready-to-wear Dhoti as they are too tight to wear and sometime there is possibility of tearing while wearing it.

The least 3% respondents of age group 36-60 years and 2% respondents of age group 18-35 years have experience problem with the crotch line of the Dhoti pants as it is too long; whereas 13% respondents of 36-60 years and 11% respondents of 18-35 years have faced problem with the crotch line in Dhoti pants as they are too short and gets teared while in sitting posture.
The majority (50% and 44%) of respondents in age group of 36-60 years and 18-35 years have suggested that the body measurements should be improved so that they can find proper and good fit for the garments which can enhance their overall personality; whereas compared to 43% of age group of 36-60 years only 34% in age group of 18-35 years feels that the market should provide them wide range of sizes so that they can select the fit according to their body type.

The above figure also depicts that the side seam allowances for adjustment according to the fit of the wearer was also selected by the majority (39% and 25%) of respondents of age group 36-60 years and 18-35 years as they could do alteration according to themselves.

Clear information on the size labels is the least chosen factors by respondents (25% and 24%) in age group of 36-60 years and 18-35 years as it hardly matters when they buy the clothes for themselves whereas compared to 34% respondents of age group of 36-60 years only 24% respondents of age group of 18-35 years suggested to localized the sizing labels according to the Indian standard size measurement chart.

4. Conclusion

The study fulfilled the purpose that fit plays the major role in clothing satisfaction and it can be concluded the consumers have faced problem in various areas of Pyjama, Jodhpuri Pants and Dhoti. In lower traditional ready-to-wear garments, consumers have faced with the long length of Pyjama and Jodhpuri Pants, whereas it was also observed that ankle and knee are mostly tight in both the garments which is inconvenient in wearing and has major possibility of tearing. Consumers have also faced problem with loose thighs in Pyjama and Jodhpuri Pants. Most of the consumer experienced tight round waist and short crotch line in Jodhpuri Pants which is not at all comfortable for them while sitting. No problems were experienced by majority of consumers in Dhoti. The study also indicated that the majority of consumers of age group of 18-35 years get more satisfied by fashion goods, in relation to quality, price, goods with big brand names, as advice from the salesman and after sale services as compared to age group of 36-60 yrs.

References