

## **Preference and use of fashion stoles and scarves among college going girls**

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### **ABSTRACT**

Fashion accessories are in trend nowadays, stoles and scarves are one of them. Present study was conducted with the aim of finding out the preferences and satisfaction of college going girls regarding available fashion Stoles and Scarves. The result of the study revealed that majority of the college going girls of all ages wear fashion stoles and scarves. Television is the widest source of knowledge of fashion and recent trends (85%), respondents used to wear stoles and scarves with Western dresses (75%), 80 per cent of them were not satisfied with the variety available in market and with what they have.

**Key Words :** Preference, Stoles, Scarves, Satisfaction, Choices, College, Girls

### **INTRODUCTION**

India is a country with diverse cultures prevailing in different states. Each state has different culture, lifestyle and its own fashion sense. As a result, we can see that different fashion accessories are available in different states of India like Rajasthan, Gujarat, Jammu & Kashmir, Maharashtra, Kerala, Punjab, Assam, Bengal, etc.

Region, culture, custom, language and thought that distinct national uniqueness, are still sustained and developed, regardless of times, and can become a strong motivating power of creation (Margaret, 2006). Today recent fashion trends are largely adopted by youngsters. Fashion is now no longer associated with clothing alone, it includes the wide varieties of accessories. Fashion of today is full of dressing styles as well as accessories. Fashion accessories are largely available such as bags, belts, ties, jewelry, scarves, stoles etc. specifically come under the apparel accessories and other accessories. Nowadays stoles and scarves are in trend, and girls adopt them at large.

The Indian clothing and fashion accessory market has grown manifold over the past few years and is swarming with a vast range and variety of products it offers in apparel accessories, like stoles, scarves, etc., as well as hard accessories like bags, wallets, fashion jewellery, time wear and eyewear. Accessories are no longer viewed as add-ons, but products

in their own right. Fashion accessories come in a variety of product types; the term is extremely vast and covers almost any accessory related to fashion. A stole is typically narrower than a shawl, and of simpler construction than a cape; being a length of a quality material, wrapped and carried about the shoulders or arms. Lighter materials such as silk and chiffon are simply finished, that is, cropped, hemmed and bound; heavier materials such as fur and brocade are often lined as well. Now a day's Stoles and scarves have become one of the fashionable outfits across the globe. Earlier their use was confined with traditional wear at ceremonial occasions, but now women love to wear them on regular basis owing to their fashionable look and impeccable finish.

The stoles and scarves go well with all types of dresses, it can be formal as well as for informal wear. The present study was conducted with the aim to explore the interest of college going girls in wearing trendy stoles and scarves, its availability in local market and their satisfaction with the available choices in fashion stoles and scarves.

## METHODOLOGY

This was a descriptive study using primary data collected through purposive and convenience sampling method with an adequate sample size of respondents from Udaipur city. A closed ended structured Questionnaire was developed and used for this study.

### **Selection of area:**

The current study was a pilot study which was conducted on college going girls of Udaipur city.

### **Selection of sample:**

This study was conducted on 40 college going students between the age group of 18 to above 25 years. All the samples were selected purposively from the Home Science college of MPUAT, Udaipur city.

### **Development of tool:**

A questionnaire was developed including the respondents' personal information and specific information about their interest in wearing fashion stoles and scarves, available scarves and stoles in market, their choice, satisfaction level and need for developing better products etc.

### **Collection of data :**

The data was collected by personally administering the developed questionnaire by the researcher.

### **Analysis of data:**

Data, so obtained was in quantitative form and no inference could be drawn from it. To render this complete mass of data into some understandable form, it was treated as follows-

- a) Classification of data.
- b) Coding of data

c) Tabulation

**Statistical analysis :**

Percentage Distribution along with diagrammatic representation.

**RESULTS AND DISCUSSION**

Table 1 presents the General Information about the Respondents:

It can be seen that majority of the respondents (40%) belonged to the age range of 18-22 years followed by an equal number of respondents each in the age range of 22-25 years and above 25 years respectively. Table further depicts that 40 per cent respondents were undergraduates while an equal number of respondents (30% each) were from P.G. and Ph.D., respectively.

**Interest in wearing fashion stoles and scarves:**

On the basis of the information given in Table 2, it can be said that cent per cent respondents from all the three classes and ages wear fashion stoles and scarves.

**Sources of getting information:**

The sources of getting information about latest stoles and scarves revealed that 85 per cent respondents get information from television, 25 per cent from magazines, 10 per cent

<b>Table 1 : General information about the respondents</b>		<b>(n=40)</b>	
General information	Category	f	%
Age	18-22	16	40
	22-25	12	30
	Above 25	12	30
Education	Under Graduate	16	40
	P.G.	12	30
	Ph.D.	12	30

<b>Table 2 : Distribution of respondent by interest in wearing fashion stoles and scarves (n=40)</b>		
Specific information	frequency	%
Do you wear fashion stoles and scarves		
Yes	40	100
No	-	-

<b>Table 3 : Distribution of respondent by source of information about latest stoles and scarves (n=40)</b>		
Source of information	F	%
TV	14	35
Magazine	10	25
Internet	4	10
Friends	12	30

from internet and rest 30 per cent of them get information from their friends and peers as shown in Table 3.

#### **Type of dress girls wear these with:**

Data presented in Table 4 clearly shows that fashion stoles and scarves are worn by majority of respondents (75%) especially with westernized dresses and some Indian dresses too, 10 per cent wear these with all dresses and 15 per cent seldom wear these.

#### **Variety of stoles and scarves available in market:**

Table 5 presents the data regarding type of stoles and scarves and available sizes and shapes of stoles and scarves in local market. Majority of respondents (80%) said that only plain, printed stoles and scarves were available. woven designs (20% respondents) were available in nearby markets.

All of them (100%) said that only full sizes with rectangular and square shapes were available in markets.

#### **Satisfaction with available Stoles and Scarves:**

Table 6 depicts the data regarding satisfaction of respondents with available stoles and scarves in their wardrobe and also with those available in the local market. It was found that majority of respondents (80%) were not satisfied with the collection of stole and scarves they possessed in their wardrobe. Further, 60 per cent respondents were not satisfied with the varieties available in market. Hand woven textiles have always been source of one's tradition. Tandon (2008) also stated that fashion and design trends are important and so are popular colours, yarns etc. Trends in the trade have to be fore casted since a product may

Source of information	F	%
Indian	-	
Western and some Indian dresses	30	75
Each and every dress	4	10
Wear often	6	15

Specific information	Category with frequency and (%)	
	f	(%)
<b>Type of available stoles and scarves, available in nearby markets</b>		
Plain and printed	32	80
Woven design	8	20
Embroidered and fancy	-	-
Wide variety is available	-	-
<b>Available sizes and shapes</b>		
Full size with rectangular or square shapes	40	100
Numerous size and shapes are available	-	-

take a year sometime to reach the market. Having studied current trends of fashion, designers apply their creativity to produce designs to suit the market.

**Preference of variety, fabric, shapes and sizes of stoles and scarves:**

In response to the questions regarding their preference of variety, fabric, shapes and sizes of stoles and scarves, it was found that majority (70%) of the respondents wants to have a mixed variety of all types of scarves and stoles such as plain, printed, fancy, embroidered etc., 20 per cent wants fancy and embroidered, and few of them showed their preference towards plain/printed and woven designs both, respectively.

It was also observed that 85 per cent respondents want stoles and scarves in sheer fabric with soft and smooth material texture, 10 per cent want extremely transparent material while remaining respondents were quite satisfied with the fabric as available in market.

Majority (80%) of the respondents showed their preference towards a mixed variety of shapes and sizes in stoles and scarves such as: square, rectangular, rounded edges, oblong, triangular, narrow and long etc., 20 per cent prefer oblong with rounded edges, triangular, narrow and long.

When talking about the money, they can spend high prices also over buying the stoles of their choices. Majority of the respondents( 60%) were willing to spend 400-500 Rs. per piece, Rs. 200-300 /- ( 20%), Rs. 100-200/- (10%) and rest of 10% can spend over 500 Rs (Table 7).

Satisfaction with stoles and scarves	Category with frequency and (%)	
	f	%
<b>Possessed in their wardrobe</b>		
Satisfied	8	20
Not satisfied	32	80
<b>Available in the market</b>		
Satisfied	16	40
Not satisfied	24	60

Specific information	Category with frequency and (%)			
	Preference of variety	Plain and Printed 1 (5)	Woven Design 1 (5)	Embroidered and fancy 4 (20)
Fabric choice	Sheer with soft and smooth texture 17 (85)	Extremely transparent 2 (10)	Corse and dense 0 (0)	As available in markets 1 (5)
Size and shapes	Triangular 1 (5)	Oblong with rounded edges 2 (10)	Narrow and long 1 (5)	Mixed variety 16 (80)
Amount willing to spend (Rs./piece)	100-200 2 (10)	200-300 4 (20)	400-500 12 (60)	More than 500 2 (10)

### **Conclusion:**

On the basis of the study, it can be said that the college going girls of all ages from 18 up to 30 years wear fashion stoles and scarves. Television is the widest source of knowledge of fashion and recent trends (85%), respondents used to wear stoles and scarves with Western dresses (75%). The stock available in markets offer only plain and printed material as revealed by 80 per cent respondents, woven designs are also available. Majority comprised with buying full sized and rectangular/ square stoles and scarves as per market availability. 80 per cent of them were not satisfied with the variety available in market and with what they have. Findings also revealed that 70 per cent girls want a mixed variety of stole and scarves, about 85% like sheer fabric with smooth surface texture and about 80 per cent of them wants a different shapes and sizes to be available in the markets, which reflects their need of variety in shape, sizes, styles, fabric, design, colour etc. to provide them satisfaction. It was interesting to note that money was not a criteria in purchasing the good innovative styles of product as majority (60%) of the respondents were willing to spend Rs.400-500 per piece of stole or scarf, provided its unique and appeals to them. Hence there is a need of developing variety of stoles and scarves and made them available in numerous designs, prints, colors and sizes to meet the expectations of the end users.

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