

Changing trends in bridal wear

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ABSTRACT

Wedding has been a very important occasion for majority of the Indian women since earlier times whether of Hindu, Muslim, Sikh or Christian community. Costume of the bride is planned properly in advance. Over the period of time changes have come in the traditional bridal costume. Present study was conducted to find out changing trends in bridal wear. A sample of 450 respondents was selected for survey in Muzaffarnagar and nearby villages. Data was collected through interview schedule. It was found that there is change in type of bridal wear, its colour, fabric and silhouette. While purchasing bridal dress, respondents gave first consideration to fashion trend.

Key Words : Bridal wear, Wedding, Changing fashions, Lifestyle

INTRODUCTION

The changing fashions over the years have witnessed a variety of style variation in the dress. Several factors have contributed in shaping the Indian fashion and influencing women's preferences. Various aspects like regional diversity, western influence, changing lifestyles and attitude, Bollywood fashion, evolving communication channels have influenced the dress styles, popularizing certain distinct trends at a particular time in the past till the present.

A perusal of the literature reveals that earlier studies were conducted on costumes of specific communities and have shown influence of age, education, family income, mass media exposure, urban contacts and fashion change proneness, occupation, social mobility and influence of neighbors and relatives. Studies on changing trend in bridal costume are very scanty. It was observed that study of changing trend of bridal costumes and various factors influencing the trend would be of significance. It would serve as vital reference point for designers, academicians, and fashion forecasters.

An attempt was, therefore, made in the present study to find out changing trends in bridal costume and the selection criterion for bridal wear.

METHODOLOGY

Field survey was considered most appropriate for collecting data to find out changing trends in bridal costume.

Locale of the study

The present study was conducted in Mujaffarnagar and two nearby villages namely Pachanda Kala, and Pachanda Khurd. These places were selected due to the ease of accessibility to the researcher.

Sample size and its selection :

All the married females comprised population of the study. As it is impossible to study each individual, the sample was selected. Non probability sampling technique was used. Attempt was made to get as much spread as possible in the age, caste & communities, income, education level. Total 450 respondents were selected for the purpose of survey- 200 respondents from rural area and 250 respondents from urban area.

Tools for data collection :

Interview and observation methods were used for data collection.

A specially designed brief structured interview schedule was prepared for the collection of data. Close-ended and open-ended questions were formed. Data was personally collected by the investigator through interview schedule. Observation method was also used to find out change in bridal costumes.

Analysis of data :

All the information collected was well scrutinized to avoid any inconsistency, error, gap on information. Data was classified and tabulated. For clarity and better understanding, descriptive statistics like frequency and percentage were applied. Besides, mean score was calculated for some of the data.

RESULTS AND DISCUSSION

To find out changing trend in bridal dress, first an attempt was made to know the traditional bridal dress of respondents. Then bridal dress worn by the respondents in their wedding was determined. Result is presented below-

Table 1 reveals that sari and sharara are traditional bridal dress of majority of the respondents while lehenga and salwar suit are traditional bridal dress of almost half of the respondents. It is observed that use of sari and salwar suit as bridal wear slightly decreased while that of lehenga increased. Noticeable decrease in use of sharara as wedding dress (about 5%) is found. Gown was not traditional bridal dress of the respondents but brides (6.88%) have started wearing it in their wedding. Thus change in preference for bridal dress is seen.

Table 1: Change in bridal dress

Sr. No.	Type of bridal dress	Traditional wedding dress	Wedding dress worn by the respondents
1.	Sari	150 (33.33%)	144 (32.00%)
2.	Lehenga	75 (16.66%)	85 (18.88%)
3.	Salwar suit	75 (16.66%)	62 (13.77%)
4.	Sharara	150 (33.33%)	128 (28.44%)
5.	Any other (Gown)	-	31 (6.88%)

Upper garment :

Blouse with sari, blouse and kurta with lehenga, kurta with salwar and kurta with sharara are commonly worn. Type of upper garment worn by respondents in their wedding was determined and is given below-

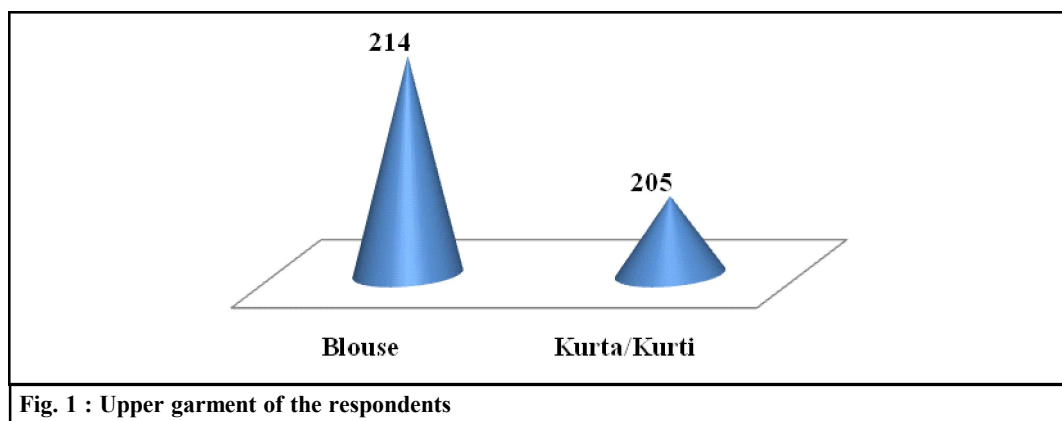


Fig. 1 indicates upper garments worn by respondents. It is clear that blouse was preferred little more than kurta by respondents for upper garment.

Changing trend in colour of bridal dress :

It can be said that colour is one of the main components of any dress. It is the colour which attracts the eye first. The traditional colour of bridal dress and change in the use of colour in bridal dress was determined, which is presented below-

Table 2 : Change in colour of bridal dress			
Sr. No.	Type of colour	Traditional colour	Colour of bridal dress of respondents
1.	Red	400 (88.89%)	93 (20.67%)
2.	Pink	-	88 (19.55%)
3.	Green	-	62 (13.77%)
4.	White	50 (11.11%)	41 (9.11%)
5.	Maroon	-	51 (11.33%)
6.	Golden	-	39 (8.66%)
7.	Golden + red	-	52 (11.55%)
8.	Cream + red	-	24 (5.33%)

Data presented in Table 2 reveals the fact that colour of traditional bridal dress of maximum respondents is red. Colour of bridal dress of only few respondents, who are Christians, is white. It is found that there is drastic change in colour of bridal dress. In addition to red colour, bridal dress of pink colour was preferred more by respondents. Green, maroon and golden colours were other colours of bridal dress. Combination of golden and red was also used by many respondents. Besides, cream and red was another colour combination of bridal dress. Table also reveals that use of white by Christian has declined. They have also started using other colours in their dress.

Changing trend in fabric :

A lot of variety of fabrics is available for female costumes in comparison to earlier times.

Fabrics of bridal wear keep on changing frequently. Traditional fabric of bridal wear and actual fabric of bridal wear of the respondents has been presented below-

Table 3 : Change in fabric of bridal dress			
Sr. No.	Type of fabric	Traditional fabric	Fabric of bridal wear of respondents
1.	Silk	100 (22.22%)	75 (16.66%)
2.	Cotton	25 (5.55%)	5 (1.11%)
3.	Satin	75 (16.66%)	36 (8%)
4.	Brocade	75 (16.66%)	42 (9.33%)
5.	Synthetic	175 (38.88%)	17 (3.77%)
6.	Net	-	45 (10%)
7.	Velvet	-	14 (3.11%)
8.	Crepe	-	92 (20.44%)
9.	Tissue	-	38 (8.44%)
10.	Georgette	-	86 (19.11%)

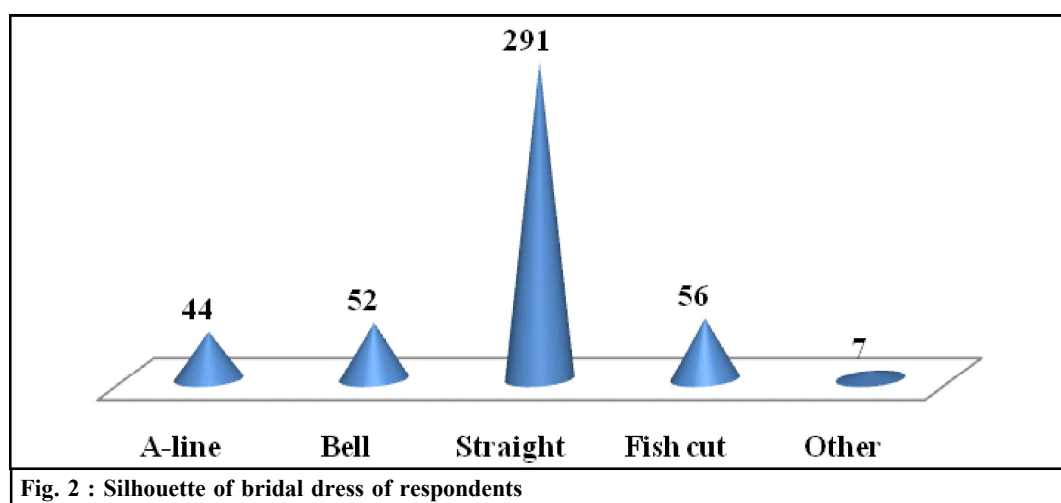
According to respondents of the study, synthetic like polyester, nylon is the most common fabric of traditional bridal wear. Silk is another common fabric. Satin and brocade are next. It is interesting to note that cotton has been mentioned as traditional fabric for bridal wear but by very few respondents.

Table 3 shows change in fabric of bridal wear with passage of time. In general, cotton fabric was used very less by respondents for bridal wear. Synthetic and velvet fabrics were also used less. Crepe and georgette were more commonly used followed by silk. Net, brocade, tissue and satin were some other fabrics of bridal wear of the respondents.

Type of silhouette :

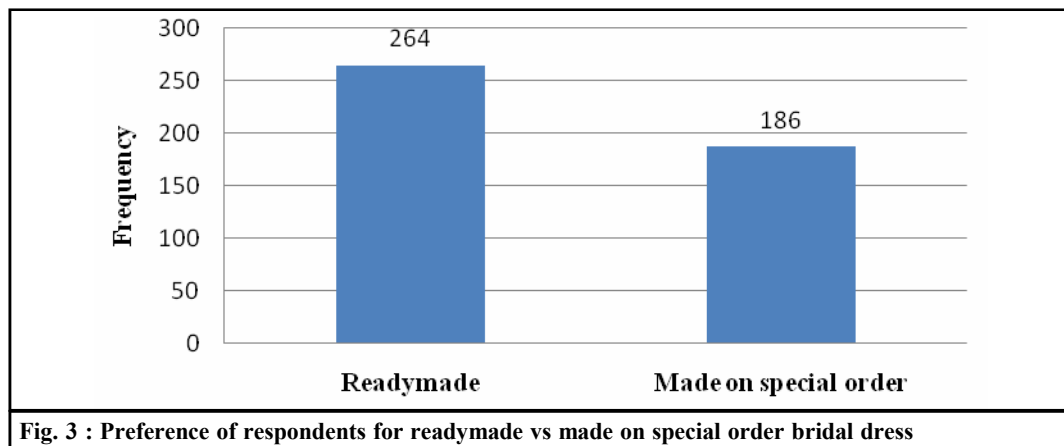
In female garments, different silhouettes are used such as straight, A-line, bell, fish cut, trumpet, empire etc. These silhouettes vary as per fashion trend.

Fig. 2 displays silhouette of bridal dress of respondents. Most common silhouette of the bridal wear was straight. A-line, bell and fish cut silhouettes were used by 10-13% respondents. Very few respondents used other silhouettes like empire and trumpet in their bridal wear.



Readymade vs made on special order bridal dress :

Bridal dress can be bought readymade or it can be got made on special order. Figure shows preference of respondents for readymade vs made on special order bridal dress.



It is evident from Fig. 3 that readymade bridal dress was preferred more than bridal dress made on special order.

Preference for shop :

Bridal dress whether sari, lehenga, salwar suit, sharara or gown, is available in a variety of shops. Changing trend and factors affecting preference of shop for purchase of bridal dress was also determined.

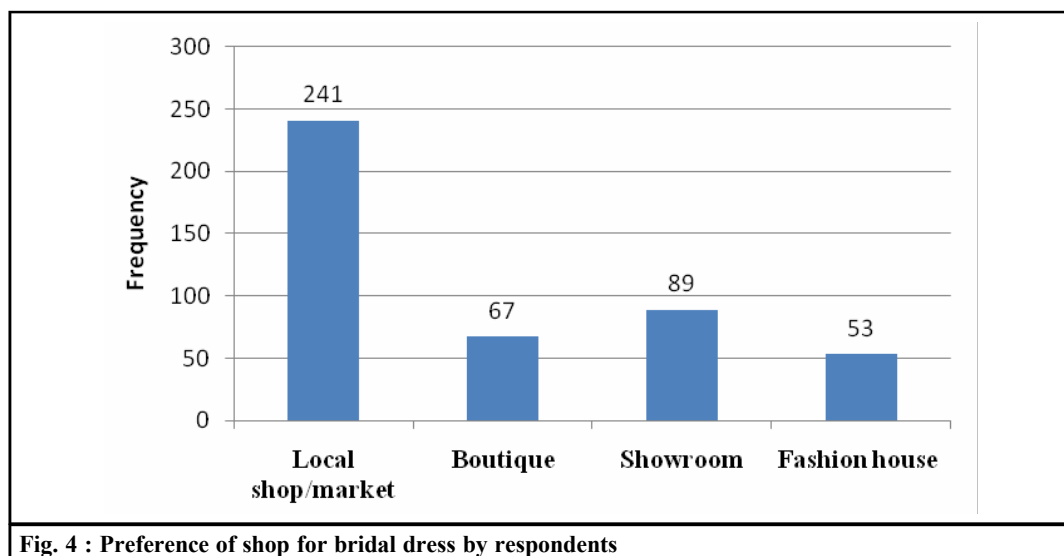
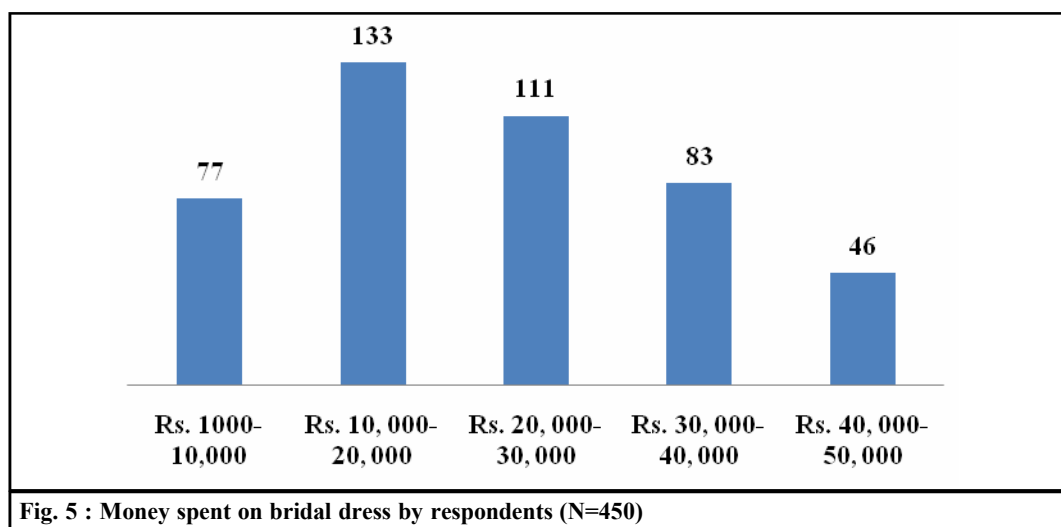


Fig. 4 depicts that local market/shop was preferred mostly by respondents for purchase of bridal dress. Showroom, boutique and fashion house were preferred by fewer respondents.

Money spent on bridal dress :

Bridal dress is available in various price ranges. Money spent on bridal dress by respondents was ascertained which is depicted in Fig. 5.

It is found that Rs. 10,000-20,000 is the range of money spent on bridal dress by highest number of respondents. Approximately one fourth of the total respondents spent Rs. 20,000-30,000 on bridal dress. Thus it can be said that Rs. 10,000-30,000 was spent on bridal dress by about 50% respondents. More than Rs. 30,000 was spent by 28.66%. None of the respondents included in the survey spent more than Rs. 50,000 on bridal wear.

**Criteria considered while selecting bridal dress :**

Respondents were asked to rank the criteria in selection of bridal dress: budget, colour, design, fabric, decorative work, fashion trend. These criteria were rated 1 to 6 where 1 means the criteria given first consideration in selection, 2 the criteria given second consideration and so on. Weighted mean was calculated and rank was assigned. Result is given below-

Table 4: Ranking of criteria while selecting bridal dress			
Sr. No.	Criteria	Weighted mean score	Rank
1.	Budget	2.935	II
2.	Colour	3.491	IV
3.	Design	3.586	V
4.	Fabric	3.415	III
5.	Decorative work	3.677	VI
6.	Fashion trend	2.824	I

Table 4 shows criteria considered by respondents while buying bridal dress. Overall, fashion trend is the most important factor while buying bridal dress. Second factor considered by respondents while buying bridal dress is budget. Fabric is considered third and colour is fourth in order of importance. Design and work are considered lastly.

Conclusion :

From the result it can be concluded that trend in bridal wear has changed. Change in fabric and colour is very noticeable. Type of dress worn at wedding also reveals change. Rs. 10,000-30,000 was the common range of money spent on bridal dress. Fashion trend is the first criteria considered while selecting bridal wear. The second criterion is budget.

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