

Development of suitable functional clothing for pregnant women and assessment of its preferences

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ABSTRACT

Maternity clothing has a niche market in today's fashion era because of increase number of women worker with the attitude of being well dressed during pregnancy also as at any other time in their life. Thus, there is great need to design clothing for pregnant women. In the present study, the researcher market survey was conducted about availability of maternity clothing and satisfaction of pregnant women with these clothes. Further, based on the findings of the survey, there was designed and developed functional clothing for pregnant women. and recorded preferences of pregnant women towards developed clothing. The data revealed that maternity *kameez* with kali pattern; half umbrella pattern and 'side tie sting' pattern were more liked by pregnant women. Developed functional maternity *kameezes* were found highly suitable among pregnant women in terms of suitability of structural features, functional aspects, selection of materials and colour combinations used.

KEY WORDS : Functional, Maternity clothing, Preferences

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Women and fashion are inseparable and women's clothing is getting even more innovative with every passing year. Clothing contributes to social comfort when it helps feel as one "fit in" with others in a group so that one can interact easily. Uncomfortable clothes can take away the joy of living. This is equally true for special groups, whose needs are greater because they need more comfort and convenience as compared to normal people to become independent. Role of maternity clothes is very important when there is a question of happiness of pregnant women. Maternity clothes have special significance in woman's life as pregnancy is the important period of their lives to which lots of their dreams are attached. Today's women are not only engaged with household work but also work outside for their jobs, social service and participate in social gatherings. During pregnancy period they feel hesitation to face public.

Good maternity clothes are very important as pregnant women feel confident and relaxed by using it. Maternity clothes cater to the need of the gradually changing shape of woman's body during the pregnancy especially the second and third trimester of pregnancy when the growth of the baby inside the womb shows itself in the bumps and tummy of the pregnant women. Maternity clothes do not mean oversized and loose dresses. Designers may put their best creativity to

make maternity clothes comfortable, trendy and good looking.

The present study was undertaken to study the availability of appropriate functional clothing in the market and satisfaction of pregnant women with available maternity clothes. Further, based on the findings of the survey, the researchers designed and developed functional clothing for pregnant women. and recorded preferences of pregnant women towards developed clothing.

RESEARCH METHODS

The present study was carried out at Udaipur city of Rajasthan. Ten marketing personnel were selected to know the availability of maternity clothing in local market. To know the satisfaction with available maternity clothing and needs and requirements towards developing functional maternity clothing, 30 female pregnant respondents were selected from the Sanjeevani Child and Maternity Hospital, Udaipur. Pre-tested structured interview schedule was used for getting the complete and desired information. The functional garments were given to the respective respondents for wear trial of a period of three consecutive days to assess the acceptability and preferences. The frequency, percentage, mean percentage score (MPS) and acceptability index was calculated to analyse the data.