

A Study of Attitude of College Going Girls towards Colour and Design as a Function of their Personality Trait

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Abstract: *Colour and design plays an important role in dress of college going girls Fashion Industry, boutiques, dress designers, Fashion designers and shops in India as well as world, they all dependent on attitudes of the person towards colour & design of garment. 58% girls selected tints- light colours for their personality and 42% selected shades-dark colours. Cool colours were choice of 88% girls only 12% chosen warm colours. Generally extrovert personalities prefer abstract and geometrical designs, Introvert or ambient personalities generally prefer floral designs. 92% girls agreed that 'Black & White' colours give impressive look.*

Keywords: Colour, Design, Personality, Attitude

1. Introduction

Today consumers are demanding more & more value addition in the products. In the past few years, there has been great interest in textiles & garments that offer enhanced comfort as well as protection of the wearer.

The attitude of consumers towards selection of costumes plays an important role in their personality. Every article of clothing is the personal art expression of a people who created it. In addition to satisfying a specific need for the body protection or decoration, each article reflects their feeling for suitability of design and colour and their skill as craftsmen.

Colour

Colour can be exiting used wisely and imaginatively-it will give your wardrobe a lift, contribute to the smartness of your costume, and enhance your appearance by flattering your eyes and adding a glow to your skin tone and radiance to your hair (Gladys Cunningham).

If a textile material is examined in white light the material has a particular colour. This colour occurs because the textile material will absorb all the light falling upon it, and reflect only the wavelengths of its colour. Thus, a white fabric appears white in white light because it reflects all the light waves. However, a green fabric appears green in white light because the dye on the fabric absorbs most of the light and reflects only light with wavelengths which appear green to the eye. There are different greens because the reflected light is composed of different wavelengths which depend on the type of dye, amount of dye and structure of the textile material.

Colour Terms

There are three terms which are used to describe and specify colour:

1) **Hue:** is the common name of colour; for example-pink, scarlet, beige, tan.

- 2) **Value:** is the term used to describe lightness, darkness, tone or shared of the hues. A colour is termed light in value when it approaches white & dark in value when it has a deep colour or approaches black.
- 3) **Chroma:** is the term used to describe depth of colour, that is dullness, brightness, saturation, intensity, vividness or purity for the colour. A bright intense colour is said to have much chroma where as a dull colour is said to have little chroma.

Other Colour Terms

Pigment, Shades, Tints, Tones, Contrast, Harmony, Cold Colours, Neutral Colours, Warm Colours, Patels, Non Colours, Accent Colours, Monochromatic Schemes

Related Colour Scheme, Analogues Scheme, Contrasting Colour Scheme

Colour appearance plays an important role in production of textile materials.

2. Design

Design is the backbone of graphic art like metre & rhyme to poetry. It aids one's aesthetic appreciation of objects design which is a part of art actually becomes a part of our life & personality and influences the enjoyment of everything we do and of everything we select.

Design is defined as any arrangement of line, form, colour, space, value & texture. It involves the proper choice of forms & colours and arranging them aesthetically & tastefully. A good design shows an orderly arrangement of the material used & in addition enhances the beauty & charm of the finished product. Designs are classified into two kinds 1st one is **Structural Design** & 2nd one is **Decorative Design**.

Ideally a Design can be classified as:

A) Art from Design B) Applied Design

Design exerts a determining influence in the production of new fabrics too.

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(Design can be produced at two stages of fabric manufacture:

- 1) During the construction of fabric be it knit or woven (by method of interlacing, grouping of yarns, variation in the material used etc.) This type of known as **Structural Design**.
- 2) As a part of finishing processing (painting, printing, embroidery, aesthetic finishers etc.) known as **Surface Design**.

Motifs for the fabric designs can be classified into five broad categories:

- 1) Naturalistic/Realistic Motifs
- 2) Diagrammatic/Stylized Motifs
- 3) Geometric Motifs
- 4) Abstract Motifs
- 5) Conversational/Novelty Motifs

Attitude

Attitudes are learned patterns of behaviour which predispose the individual to act in a specific way towards certain personal objects or ideas, attitudes, values & interests are very closely related. For example, when we talk about his acceptance or rejection of a certain category of dressing such as old or modern, we refer to his attitudes.

“An attitude is a mental & neural state of readiness, organized through experience exerting a directive or dynamic influence upon the individual’s response to all objects a situation with which it is related (Allport 1935). Most of our attitudes are learned incidentally rather than a result of preplanned instruction. Conditions that form and modify attitudes surround the individual constantly, form both on and off.

Definition

Robert M. W. Travers (1973) : An attitude is a readiness to respond in such a way behaviour is given a certain direction.
Sorenson: An attitude is a particular feeling about something. It therefore involves a tendency to behave in a certain way in situations which involve that something whether person, idea or object. It is partially rational and partially emotional and is acquired not in heart in an individual.

Factors That Determine Your Attitude

- 1) Environment
- 2) Experience
- 3) Education

Personality

We will define personality as the ‘Characteristic pattern of behavior and modes of thinking that determine a person’s adjustment to the environment.

Personality can be defined as an individual’s unique a relatively stable patterns of behaviour, thoughts and emotions. (Burger 1960, Carrer & Scheier, 1992 Wallace 1993).

Allport : “Personality is the dynamic organization within an individual of those psychophysical systems that determine his acquired dispositions”.

Jones A. J. (1930): “Personality consists of the way you look, the way you dress, the way you talk, the way you walk, the way you act, the skill with which you do things and your health”.

Classification of Traits

Traits are classified into two categories

1. Individual Traits
2. Common Traits

1. Individual Traits: In a sense every trait is an individual trait. This may be of three types :

- a) **Cordial Traits:** are outstanding all pervasive, dominant in the individual life a ruling passion.
- b) **Control Traits:** are focal of personality, ordinary measured by rating scale mentioned in conversation & described in words of recommendation.
- c) **Secondary Traits:** They are not as dominant as the cardinal or central traits. They appear only in a relatively small range of situations and are not considered strong enough to be regarded as internal parts of one’s personality.

3. Methodology

Aim

To study the attitude of college going girls towards colour and design as their function of personality trait.

Objectives

- 1) To know about the attitude of college going girls towards colours in clothes.
- 2) To know about the attitude of college going girls towards designs in clothes.
- 3) To know about the choice of colour as per their personality traits.
- 4) To know about the choice of design as per their personality traits.
- 5) To know about the choice as per the existing fabric.
- 6) To analyze about the effect of design and colour on personal look of girls.

Hypothesis

- 1) It is hypothesized that college going adolescent girls of urban area, would select warm and bright colours.
- 2) It is hypothesized that college girls would choose designs as per their personality traits.
- 3) It is hypothesized that college girls would have the attitude towards latest design and colours.
- 4) It is hypothesized that college girls would have the attitude towards selecting colours and designs as per their personality and for enhancing it.

Sample

For the present study purposive random sampling has been chosen for which the sample is college going girls of age group (18-22 yrs.) of Bhilai Mahila Mahavidyalaya, Hospital Sector, Bhilai).

Tools Used

Self designed questionnaire was distributed to 100 students of age group (18-22). Questions were comprising their views and attitude towards colour and design.

Limitations

- 1) The study is confined to college going girls of Bhilai Mahila Mahavidyalaya, Hospital Sector, Bhilai.
- 2) Age group 18-22.
- 3) Area-Urban

Statistical Analysis

Data was analyzed by using Measures of Central Tendencies i.e. average and mean. For presentation bar diagram is used.

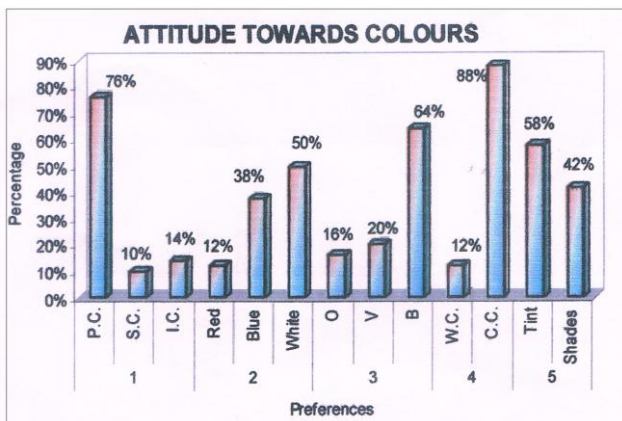
Significance

Fashion industry, boutiques, dress designers and shops in India as well as world, they all dependent on attitudes of the person towards colour & design of garment. A fashion journalist typically spends a lot of time researching and/or conducting interviews of person for future trends.

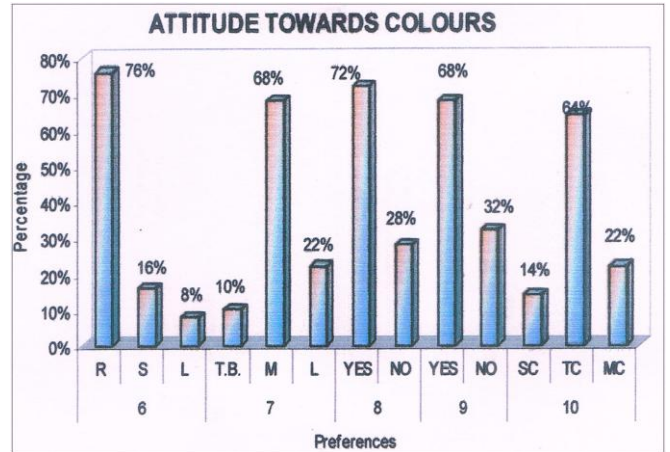
This study has been selected to know about the basic colours and designs being preferred by particular age group. Conclusion of such studies will help fashion designer, dress designer and boutique in manufacturing or making fabrics of adolescence interest. Further this study will be a course of selection for the adolescence, to know about the attitude of other or their peer group and finally choose the same.

Further, it can be emphasized that, this study would also help adolescence to choose dresses in boutiques or malls as per the inference of the study. Not only this various personnel, but people associated with fashion industry fields will be getting reliable information about the latest colour and design by consulting each studies. Looking at the above needs and desires the present topic "The attitude of college going girls towards colour and design as a function of their personality trait" has been chosen for a study.

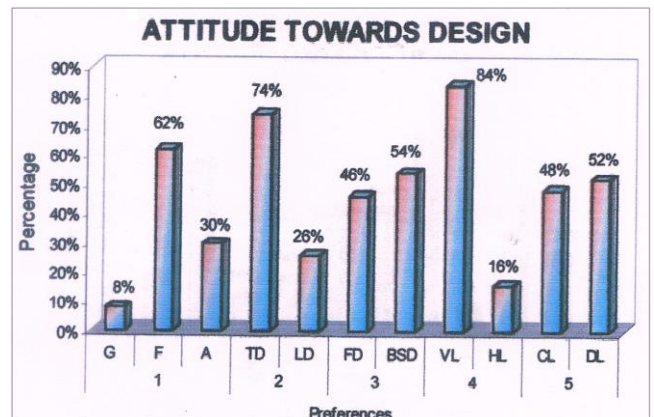
4. Results



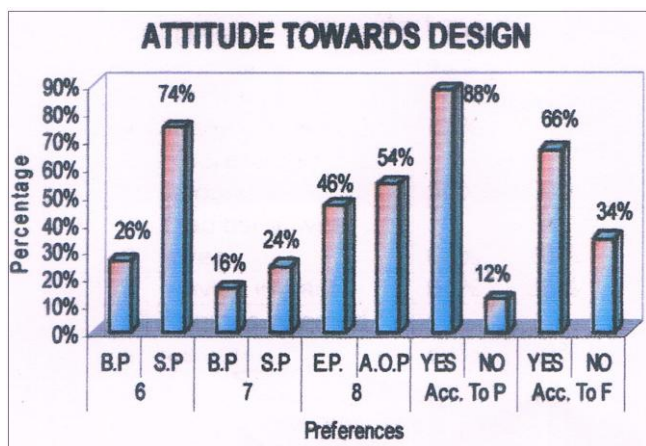
- PC : Primary colours
- SC : Secondary colours
- IC : Intermediate colours
- O : Orange
- V : Violet
- B : Blue
- W.C. : Warm colours
- C.C. : Cool colours



- R : Rose
- S : Sunflower
- L : Lily
- T.B. : Too bright
- M : Medium
- L : Light
- Acc.C (8): According to complexion
- Acc. F (9): According to fashion
- S.C. : Single colours
- T.C. : Combination of two colours
- M.C. : To colours combination of more colours



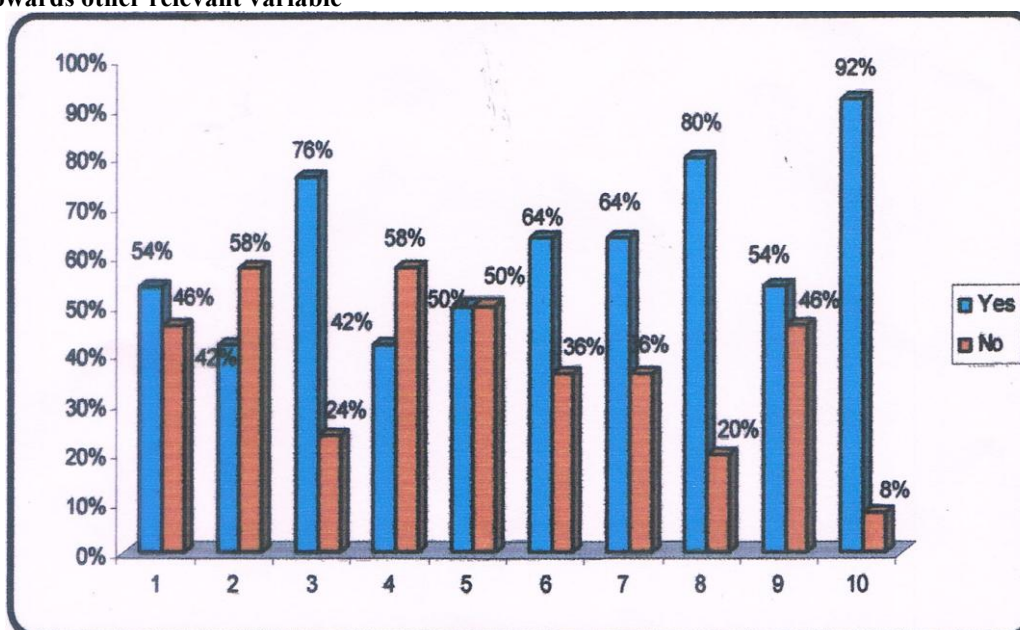
- G : Geometrical
- F : Floral
- A : Abstract
- T.D. : Top Design
- L.D. : Lower sided design
- F.D. : Front only
- B.S.D. : Both sick design
- V.L. : Vertical lines
- H.L. : Horizontal lines
- C.L. : Curved line
- D.L. : Diagonal line



B.P. : Bold prints
 S.P. : Small prints
 E.P. : Emphasized prints
 Aop : All over prints
 D Acc P: Dress according to Personality
 A Acc. F: Dress according to Fashion

S.No.	Attitude	Yes	No
1	Uniform	54%	46%
2	Contrast colour scheme	42%	58%
3	Pink-feminine	76%	24%
4	Jeans convenient	42%	58%
5	Fluorescent colours	50%	50%
6	Traditional wear saree	64%	36%
7	Movies impact	64%	36%
8	Regions affected fashion	80%	20%
9	Working conditions restricted fashion	54%	46%
10	Black and White Impressive colours	92%	8%

C) Attitude towards other relevant variable



5. Discussion

To know the different attitude towards colour and design of fabric as a function of their personality trait the study has been undertaken. In this study 100 students of age group (18-22 yrs.) Bhilai Mahila Mahavidyalaya, Hospital Sector, Bhilai have been taken by purposive sampling method. In choice of colour and design significant differences were found.

76% girls favoured primary colours, 10% girl's secondary colours and 14% favoured Intermediate colours. White were chosen by 50% girls and black chosen by 64% girls. Red and Orange favoured by 12% and 16% respectively. Cool colours was choice of 88% girls only 12% chosen warm

colours. 58% girls selected tints-light colours for their personality and 42% selected shades-dark colours. Brightness preferred by girls were too bright 10%, Medium 68%, light 22%, 72% girls preferred their dresses according to their complexion and 68% selected their colour of dress according to fashion.

Generally extrovert personalities prefer abstract and geometrical design, 8% girls chose geometrical design and 30% chose abstract design. Introvert or ambicut personalities generally prefer floral designs, 62% girls chose floral designs. Top designs was the choice of 74% girls, were 26% girls selected lower side design.

Vertical lines emphasized slenderness of figure and 9 think that's why 84% girls selected vertical lines, where 16%

horizontal, 48% curved and 52% diagonal. Again bold prints is a choice of extrovert people and small prints is a choice of introvert. Only 26% girls chose bold prints and 74% small prints. 46% girls preferred emphasized print but 54% girls liked all over print.

88% girls were agreed that the design of fabric affected their personality and 66% girls always selected their wardrobe accordingly to latest fashion.

Some questions were related to attitude towards other relevant variables. 54% students of college were agreed that there should be uniform in college. All girls generally think pink colour is a feminine colour. In this data also 76% girls were agreed with pink feminine. 42% girls thought Jeans is a convenient consumes for college, but 58% gave negative attitude. For Indian women saree is a fantastic traditional wear, 64% girls were agreed with that. 80% girls thought that different regions or different geographical conditions had effect on fashion. Black and white are universal, powerful and sophisticated of all colours. That's why 92% girls agreed that 'Black and white colours give impressive look'.

6. Conclusion

The study was conducted at the Bhilai Mahila Mahavidyalaya, Hospital Sector, Bhilai. Specially designed proforma were given to college going girls to collect relevant information and their attitude.

The first hypothesis of study stands untrue. College going girls of urban area selected cool colours, light colours and medium bright colours. It depends on culture and rearing practices of the special city. Second hypothesis of study stands true. The college going girls chosen designs as per their personality traits. After study it was found that college going girls are aware about latest fashions and they select their wardrobe according to new fashion.

Fashion is a complex phenomenon for psychological, sociological, cultural or commercial point of view. Fashion trends are the styling ideas that major collections have in common. They indicate the direction in which the fashion is moving. Fashion forecasters look for styles they think are prophetic, ideas that capture the mood of the times and signal a new fashion trend.

After such studies with the help of results fashion maker can forecast the trend of particular place and can apply on fashion. For short term forecasting most apparel companies subscribe to one or more services, whose job is to scan the market and report on the developments in colour, textiles and style and design directions.

College going girls play a major role as a consumer in market. They have emotional connect with colour and design of fabric and also they are aware with their personality. Extrovert girls preferred bold prints, warm colours, jeans and emphasized prints. Introvert preferred small prints, cool colours and all over prints.

In conclusion it can be said that sample size of the present study is not conducive to comment conclusively about attitude and trend to get more specific results further long term prospective follow-up studies are require because fashion and attitude always have movement.

7. Suggestions

- 1) More long tem studies are required to comment more distinctly about attitude of college going girls.
- 2) Similar study can be done on college going boys and girls separately.
- 3) Attitude test related to colour and design can be conducted on students of professional college.
- 4) Study can be made on different age group.
- 5) Such studies can be done at different cities and places to know future fashion trend.
- 6) Studies can be conducted on the same perspectives to enhance the personality.

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