

Fabric Colour Preference and Emotional Maturity of Women



Textile

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ABSTRACT

The present study was carried out with a view to find out the relationship between emotional maturity and fabric color preference of women. An exploratory research design and survey method was used in the study. Samples were randomly selected. The study consisted of women of the age group of 20-50. The Questionnaire was constructed for finding fabric color preference of the samples. These included several questions like EMS, which is a self-reporting five point scales. Emotional Maturity Scale by- Dr. Yashvir Singh & Dr. Mahesh Bhargava, was used for the study. Color wheel (Prang Color) was used as an aid with the questionnaire. The coefficient of correlation between the scores corresponding to the fabric colour preference and score obtained with respect to emotional maturity comes to be $r=0.03093$ which is not positively significant, hence, it may be concluded that there is no correlation between emotional maturity and fabric colours preference. However, considering the fabric colour preference of the respondents it is clear that certain independent factors are responsible for the colour preference of the respondents.

Introduction- Colour combinations are considered culturally bound with certain ideologies and traditions (Geboy 1996)[1]. The combination of colours selected for product logos and communication may convey meaning as a result of the specific colour pairings. For example black and red signifies happiness to Chinese people, and therefore the colour combination is commonly used for wedding invitations. This is very important when choosing the colours for a logo, or the dominant colours of a banner and even for personal outfits. Color vision, one of the most marvelous of human gifts is also one the least explored. Nobody, not even specialist in this area knowledge, knows much about what color is, or just how we see it, or precisely what its effects are on human well being. Yet, no element in our sensuous natures will yield us greater or more varied pleasure than the perception of color.

Our knowledge of the physical nature of color began with Isaac Newton.[2]

Color is one of the great joys of life, it's exploration & uses never ending, color is involved in life, art, design, lifestyle and fashion .Fashion is color, color is fashion giving feeling and emotion to ever changing trends & is an essential part of our every day life, color has been an important part of our life style, expression, decoration and design since the dawn of civilization.

The most common color wheel is based on the theories advanced by Louis Prang in 1876[3] and is commonly known as the Artist's or Prang color wheel. It is the representation of color relationships that we have all encountered in grammar school. **Prang system** —is based on Brewster-Newton theory. It deals with primary, secondary, and tertiary colors. There are 12 basic hues in the *prang color system*, namely: three primaries, three secondaries and six intermediates.

Every country and culture attaches certain symbolic values to colours. There are various sources where these symbolic meanings are listed. Every colour has its own important, just like every person has different nature, same like that every person has own choice of colour as each person wants to eat the food and wear the cloths of his own choice to spent the life. Then also it is proved that every person select the colour according to his different type of nature.

Findings shows that light colours are more subtle and hence are

preferred by people of higher classes who have light work instead of people doing heavy work same is true for celebrities. People opting pastel colours are supposed to be polite and caring.- Z.Grasicki, [5]

According to Walter et.al (1976) [4], emotional maturity is a process in which the personality is continuously striving for greater sense of emotional health, both intra-physically & intra personally. Emotional stability is one the seventh important indicators of mental health. It simply means being grown up so that one may be able to personally manage her desires & feeling & may be better able to cope up the adverse life situations in a most benefiting & socially approved manner. The most outstanding mark of emotional maturity is ability to bear tension.

Our emotional maturity thus are real power is the ability, willingness and behavior of being fully responsible and accountable for our attitude as well as say and do. Becoming more consciously aware of the choice we make and the impact those choices have. It is about understanding how we unnecessarily continue to restrict ourselves and can by choice, it is about recognition and ownership of what we deny or reject about ourselves and our behavior.

The personality is framed by the outer characters of the person as well as the inner self. Just as clothing is a means of expression of outer traits, a number of inner characters do play an important role in personality development in which **emotional maturity** is a factor.

Color has very personal and emotional qualities, hence in the present study an attempt has been made to study the relation of fabric colour preference and emotional maturity of women. For this purpose the following objectives are set.

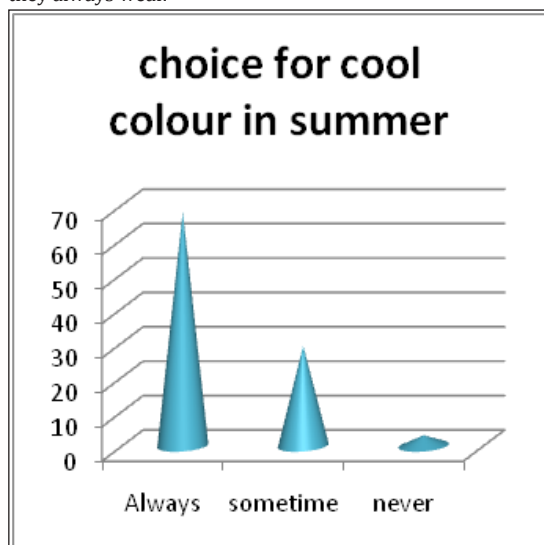
Objectives of study

- To assess the fabric color preference & emotional maturity of women.
- To ascertain the impact of fabric color preference on characteristics of emotional maturity of women.
- To know the relationship of fabric color preference & emotional maturity of women.

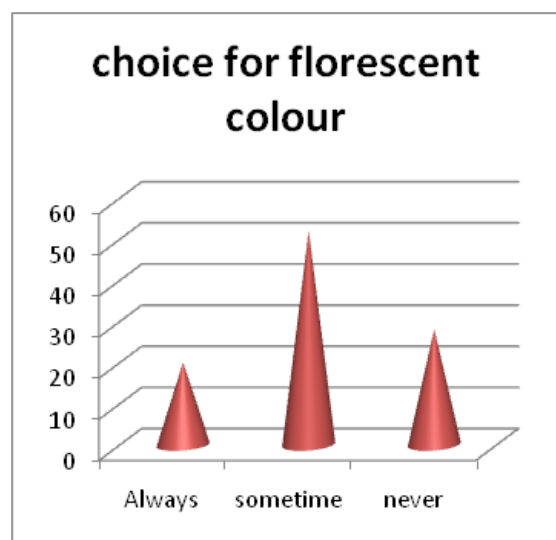
Hypothesis - The choice of fabric color preference is related to the emotional maturity of women.

METHODOLOGY- The topic of the study is “fabric color selection and emotional maturity of women”. The basic objective is to study whether there is correlation between fabric color selection and emotional maturity of women. For this purpose emotional maturity scale was administered to hundred respondents from every section of population. 5 points scale was used for questionnaire and 1-5 marks were distributed to every question in the emotional maturity scale. For considering the fabric color preference for women; a questionnaire was prepared. Several questions were framed like- the favorite color of the respondent, consciousness about color selection, selection of color of fabric considering emotional and psychological aspects and so on. Coefficient of correlation test(R-Test) was applied for result.

RESULT AND DISCUSSION- Color is dynamic. It do not only appeals to the intellect but also influence our emotions. Colors can be executing or relaxing. They can create a feeling of a warmth and coolness. Findings & figures shows that 62% of respondents never got disturbed due to color scheme around them at their work place. However, 30% of them got disturbed while working due to the color scheme they felt was improper for their work type. Some interesting facts about the choice of color came forward while interacting with the respondents. They opened that they were like to be identified by a particular color they always wear.



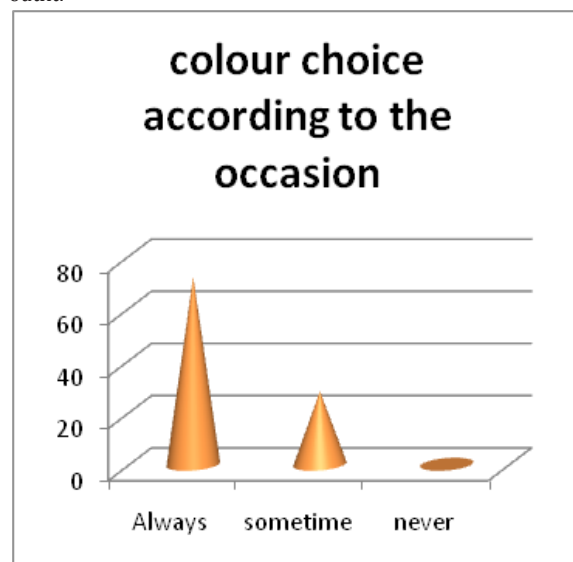
Graph no. 1



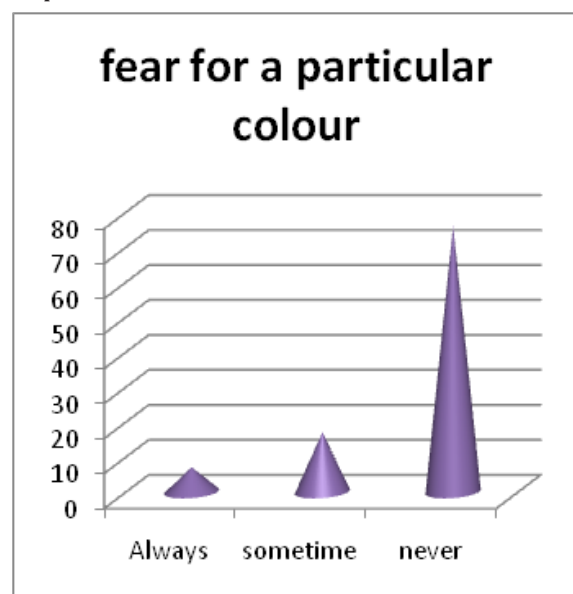
Graph no. 2

Graph no. 1 shows that the climatic conditions are considered as an important factor in color selection of outfits. 68% of the respondent choose the cool colours in summer.

Graph no. 2 shows that the 52% respondent showed inclination towards the choice of florescent color. It is used sometime on special occasion and 28% never used these color in there outfit.



Graph no. 3



Graph no. 4

Most of the respondents like to wear cloths of their favorite color. Mostly people were conscious in selecting their outfit color, as complexion was a criteria they felt was important. Some of them revealed that mood was also a factor responsible for color choice.

Opinions about black and white color were also interesting most of the respondents liked to wear black outfit as well as white outfit occasionally. They like these color very much but did not prefer to wear them daily.

Fabrics have very distinct personalities and behavior patterns. While the color is often more obvious than the texture, it creates just as many problems because of the professions.

People are conscious about color combination as color makes it possible to common flague figure irregularities by drawing the eye to your most attractive feature.

The coefficient of correlation between the scores corresponding to the fabric colour preference and score obtained with respect to emotional maturity comes to be **-0.03093** which is Not Positively Significant hence, it may conclude that there is no correlation between emotional maturity and fabric colours preference. However, considering the fabric colour preference of the respondents it is clear that certain factors are responsible

for the colour preference of the respondents.

IMPLICATIONS - Color is dynamic. It do not only appeals to the intellect but also influence our emotions. Colors can be executing or relaxing. They can create a feeling of a warmth and coolness. These facts if considered, can create miracles in garments and textile designing. However the psychological factor- emotional maturity has no relation with the fabric color choice of women but the fact can be an aid to garment & fashion designers.

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