

## “A Critical Analysis of The Satisfaction Level of Maternity wear For Bangladeshi women”

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**Abstract:** During pregnancy there is an evident change in the physical appearance of a woman's body. The most evident change is the substantial weight gain, increased abdominal region, torso and hip, and limbs thickening. Physical changes leads to the need of a wardrobe changing, Maternity wear is a garment which is specifically designed for pregnancy stage of a woman's life in such a difficult time one's wardrobe can play a key role. Maternity style should be comfortable and accommodating to one's changing shape. Firstly, an expectant mum wants to be comfortable and cool. Hot flashes are a real thing during pregnancy! , Instead of cotton I used “Saree” as a main material for making maternity wear dress. The next factor is the shape and silhouette of the clothes. Pleats on the chest, empire waistlines, flared sleeves and gather look stylish as well as keep one comfortable. Long skirts are easy and comfortable. The aim of this study is to determine the problems of maternity garments on fit and to reveal the difficulties during buying maternity clothes.

**Keywords:** Hot flashes, comfortable, shape, fit. Loose garment, Pattern, Trendy, Data

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### I. Introduction

#### 1.1 Background

Clothes provide protection, modesty, identification, status and decoration. People wear clothes for many different reasons; some of these reasons are physical comfort and social. Clothes give self-confidence and express personality. Clothes also help in identifying with other people, (Weber, 1990). Maternity wears are loose garment worn by pregnant women. These garments are also free with lot of ease for comfort ability. Pregnancy is a natural gift and a process of starting humanity, not a malady. Our ancestors had the right attitude toward it; they went about their natural business during pregnancy and looked after themselves as much as they could. Unfortunately, many modern women regard it as a time of illness with the result that they develop unnecessary psychological problems when they are pregnant (Weber, 1990) by wearing good apparels during this period. Maternity clothes have taken on new importance in recent years for several reasons. In the first place, there are many more pregnant women today than ever before. The attitude that a woman should be as well-dressed during pregnancy as at any other time has become accepted in Nigeria (Weber, 1990).

This situation necessitated the careful selection of a maternity wardrobe, an opportunity unknown to the women of 25 years ago. The modern woman is expected to carry on with normal social activities, which keep her before the eye of the public during the pregnancy period. Many young women continue employment during part or all through the 9 months of pregnancy. The need to present a satisfactory appearance on the job again highlights the importance of suitable and comfortable maternity clothes. By encouraging pregnant women to follow their normal pattern of life and by wearing suitable maternity garments for all occasions (Weber, 1990).

Low back pain (LBP) is considered a major health complaint from pregnant women with reported incidences varying from 50–80% (Fast 2003, Wu et al.2004). Among a wide range of pain relief treatments, maternity support belt is regarded as helpful in reducing back and pelvic pain symptoms (Ritchie 2003); though little evidence is available (Ho et al.2009). However, problems such as skin irritation, discomfort during movement and inconvenience for toileting (Carr 2003) have led to poor adherence behavior which undermines the benefit of maternity support garments. The wearers' bodily changes affected the design of ergonomic garments (Civici 2004).

As pregnancy places a woman's body in a continual physiological and psychological adaptive state (Colman & Colman 1990), the physiological and psychological changes during pregnancy would probably affect women's clothing preferences and wearing behaviors. Therefore, the objective of this study was to identify the need, concerns and problems of different maternity support garments and the garment attributes contributing to satisfaction, by means of in-depth interviews with detailed content analysis. More than half the pregnant women in this country are working outside the home, according to the latest Bureau of Labor statistics.

For these women, looking good is more than a matter of a psychological lift. Such women have traditionally complained that the maternity clothes available to them were not as fashionable as those they were accustomed to wearing. Anyone who wore designer suits was not satisfied with empire dresses, Peter Pan collars and pussycat bows. Many were driven to buying larger sizes of regular clothes, which might have worked for a few months but often grew embarrassingly short in front as the body changed. Even now, when dresses and blouses tend to be loose and armholes low, there comes a time when regular clothes just don't fit. "It looks as if a big dolman sweatshirt should fit," says Judy Loeb of Sweet Mama, a maternity wear manufacturer. "But we had to work on the pattern to make it fit. Big clothes work only until about the fifth month." But fashion conditions are improving. More and more, both designers and stores are becoming aware of the needs of pregnant working women. Saks Fifth Avenue, for example, recently published a maternity catalogue with top fashion models wearing clothes by Seventh Avenue designers such as Regina Kravitz and Jane Schaffhausen for Belle France. "Our customer has changed in the last few years," said Ellen Levin, a Saks vice president. "Before, we sold a lot of pants and tops and casual dresses. Now the demand for career clothing is very strong. If a woman is a designer customer, she wants the same kind of clothes, the same natural fabrics when she's pregnant."

## **1.2 History**

<sup>[1]</sup>Dresses did not follow a wearer's body shape until the middle Ages. When western European dresses began to have seams, affluent pregnant women opened the seams to allow for growth. The Baroque Adrienne was a waist less pregnancy gown with many folds ([https://www.thefullwiki.org/Maternity\\_clothing](https://www.thefullwiki.org/Maternity_clothing)). In the time around the Adrienne dress, women wore men's waist coats. This clothing had laced vents in the back that allowed the wearer to adjust the size of the coat as she needed. The maternity dressed changed during the Georgian period and became practical "The billowing fabric found in the Adrienne dress was again used in this era to accommodate changing bodies, but bibs were added at the bust line to permit breast feeding. Aprons were also worn, to close the opening left by jackets. 19th century maternity clothing was tailored to hide pregnancy."<sup>[1]</sup>

<sup>[2]</sup>For many decades during the 20th century, maternity wear was considered a "fashion backwater. Pinafores were the most common style and were often sold through nursery shops. Maternity clothing hasn't generally been considered a potentially profitable area for most major clothing manufacturers. This is due to a belief that many women wouldn't purchase clothes intended for only a few months of wearing. However, with wide media interest in celebrity pregnancies beginning in the late 1990s, the maternity wear market grew 10% between 1998 and 2003. In 2006, Kate Bostock of Marks & Spencer said the demand for maternity clothes was growing because "Nowadays women are working during pregnancy, and travelling, and going to the gym, so their clothing needs are greater and more diverse."<sup>[2][3]</sup> Further developments in maternity clothing styles have meant that many maternity tops are also made to enable discreet nursing, extending the usable life of maternity clothes beyond just the period whilst pregnant.<sup>[3][1]</sup> Pregnancy fashion took a dramatic turn in the 1990s, increasing the presence of baby bumps and tight fitted maternity wear. Not coincidentally this shift occurred during a time of major change for women in America. In 1993, the Family and Medical Leave Act were passed by President Clinton which had been in the works for 9 years prior. This act protected women's jobs during pregnancy, giving women more freedom to show off their pregnancies.<sup>[1]</sup>

This legislation allowed workers to have job protected leave for 12 weeks in the face of medical emergency and pregnancies. Up until this point, women were in danger of losing their jobs if they got pregnant. Unsurprisingly, maternity fashion's main aim at this point in time was concealment. The Pregnancy Discrimination Act of 1979 only offered pregnant women a degree of temporary disability protection. This act was an amendment to Title VII of the Civil Rights Act of 1964. The amendment was ratified because of the court case *General Electric V. Gilbert* where an employer offered disability benefits that did not cover pregnancy. In fact, many business associations tried to argue against this coverage on the basis that pregnancy was a voluntary condition. This controversy took place during a time when 45 percent of the working class was women but only 25 percent of insurance plans had built in sick leave for pregnancy or pregnancy related illness. Before this act was passed, many women were fired on the grounds of their pregnancy. Women now had more job security during pregnancy and actually had government protected maternity leave. Interestingly, at the same time as these laws were being passed maternity fashion changed drastically. Fashion during pregnancy began to show off baby bumps with tight clothing. Currently, magazine articles discuss stylish mothers-to-be in figure hugging body on dresses, and shifts that hug their blossoming bump beautifully.

## **1.3 Research Questionnaire**

1. To what extent is the designed and constructed maternity wears be accepted as comfortable by Pregnant Women?
2. To what extent will the designed and constructed maternity wears be accepted as decent by Pregnant Women?

3. To what extent will the designed and constructed maternity wears be accepted as affordable and accessible by Pregnant Women?
4. To what extent will the designed and constructed maternity wears with the right choice of fabrics and conformity to climatic condition is acceptable by Pregnant Women?

#### **1.4 Research Aim & Objectives**

1. Design and construct comfortable maternity wears for pregnant women.
2. Design and construct maternity wears that will be affordable and easily accessible to fit pregnant women.
3. Design unique styles with the use of some simple trimmings which brings out its aesthetic values for assessment and acceptability by Pregnant Women.
4. Design and construct maternity wears that make use of right choice of fabric to conform to climatic conditions and texture.

## **II. Theoretical Framework**

### **2.1 Literature Review**

<sup>[1]</sup>The need for functional clothing is growing for medical use (Yip & Yu 2006). <sup>[2]</sup>Research for medical clothing relating to patients' satisfaction and compliance was mainly focused on pressure garments for burns patients (Macintyre & Baird 2006), lymphedema (Kligman et al. 2004), varicose veins (O'Hare 1997); and haemorrhage (Hensleigh 2002) or protective clothing for skin cancer (Gambichler et al. 2006), hip fractures (Myers et al. 1995) and incontinence (Clarke-O'Neill et al. 2007). Williams et al. (1998) found that comfort, color, ease of movement and donning were the factors of overall satisfaction with the pressure garments for burns patients. Johnson et al. (1994) also reported that the perceived body temperature in the garment, activity limitations and garment discomfort are the significantly associated with compliance of pressure garments.

<sup>[3]</sup>Myers et al. (1995) found that the elderly patients in using hip protective garments most concerned about the effectiveness, fit, comfort, laundering, cost, not showing and 'looks well'. O'Hare (1997) reported that comfort and fit promoted the compliance with compression garments for venous disorders. However, little research has been conducted to investigate the pregnant women's ergonomic needs for support garment that helps to reduce LBP. <sup>[4]</sup>Chan (2000) studied 45 pregnant women's priorities when purchasing maternity garment using a questionnaire. Yu and Wong (2001) used pictures of different types of maternity support garments to elicit responses from three pregnant women and two medical professionals in a focus group to identify their preferred garment features. Therefore, an in-depth analysis of the pregnant women's needs would be useful to identify the design features and fabric properties that contribute to the satisfaction of maternity support garment. This study used real objects of different maternity support garments which helped to convey a more concrete stimulus, particularly the hand feel of the fabric, which enabled the participants to form clearer expressions of feelings.

<sup>[1]</sup>Pregnancy trimesters are divided into three stages of three months each. The first pregnancy trimester is from conception to 12 weeks. The second pregnancy trimester starts from the 13th week to the 28th week. The last trimester is from the 28th week until the birth of the baby. During pregnancy, women experience rapid changes in their body size and shape over a relatively short period of time. The first external physical changes occur at about four months (Gersh & Gersh, 1981) and are prominently seen only in the bust and abdomen. Although women's experiences vary, most pregnant women experience the most dramatic external physical changes throughout the last two trimesters of pregnancy. For the purpose of studying clothing, the last two trimesters can be considered together because pregnant women will need maternity garments during these two periods. Due to the more dramatic body changes during the last two trimesters, the pregnancy cannot be hidden and clothing must accommodate the changes.

<sup>[2]</sup>Most women will note an increase of eight to ten inches at the waistline during pregnancy (Sadler, 1974). Manley (1991) found that the largest increases over time (4-5 in.) occurred in the waist and abdominal extension, and bust and hip measurements directly related to the waist and abdominal extension (vertical trunk, crotch length, and crotch depth) increased. Abdominal extension varies the most among pregnant women; some women carry their babies high in their abdominal cavity and others carry their babies lower in the pelvis.

<sup>[2]</sup>Breasts also expand in size during pregnancy with an average increase of two or three inches in bust circumference (Sadler, 1974). Regardless of the type of abdominal expansion women experience, body balance must be maintained, resulting in a temporary curvature of the spine. This curvature changes the posture and creates a swayback appearance that results in lengthening the front of women's figures (Fite & Roberts, 1984). Nicholls and Grieve (1992) found that a posture change in the lower back markedly increases in the second and third trimesters of pregnancy. <sup>[3]</sup>Many studies have shown that body changes occurring in posture and bilateral symmetry affect the fit of clothing (Goldsberry, Shim & Reich, 1996; Lunn, 1983). <sup>[1]</sup>A typical pregnant woman gains approximately 13 kilograms (29 lbs) in weight during a 40-week pregnancy (Girandola, Khodiguian,

Mittlemark & Wiswell, 1991). All of these physical changes during pregnancy require special consideration for comfort, fit and sizing when developing ready-to-wear maternity garments.

Slight changes in human body measurements are important when developing an apparel pattern for well-fitting garments, so body measurements are critical. Body measurement methods vary from simple to complex. The standard body measurement methods used for apparel are based on traditional anthropometry, which is “the science of measurement and the art of application that establishes the physical geometry, mass properties, and strength capabilities of the human body”

### **III. Methodology**

#### **3.1 Research Design**

<sup>[1]</sup>Research design as described by Kolade (2008) is a planned structure and strategy of investigation in order to obtain answer to research questions as well as to control variances, so as to meet research objectives. Kolade (2008) further reported that, it is a term used to describe a number of decisions which need to be taken regarding the collection of data before the data are used. For this study two approaches were used. Descriptive survey research design was considered appropriate because it has being a useful means of obtaining base line data on prevailing trait and the perception among segments of population and generalizing the findings obtained to the population. Kolade (2008) stressed that it seems to be the best method that is suitable for studies where the population is scattered over a wide area.

#### **3.2 Survey Instruments**

The questionnaire was originally prepared in English a certified interpreter from Dhaka City. A pilot study with respondents was administered to check the questionnaire, survey layout, and question order. Respondents were asked to rate on a seven-point verbal scale the degree of brand importance when purchasing products. <sup>[2]</sup>Brand was measured using three items taken from the consumer-based brand equity scale developed and validated by Yoo et al. (2000) that measured the extent to which the respondent’s favorite product brand is his preferred choice.

#### **3.3 Data Collection**

This study utilized an experimental approach to collect data. I went door to door in the populated areas in Bangladeshi women. Selected sample size for the consumers is 50 consumers who have recently come from maternity. Here the entire sample was to be comprised of women, only respondents who met the inclusion criteria and quota requirements were interviewed.

#### **3.4 Survey Method**

This method was employed to identify the problems associated with the existing and to improve on the quality of modifying styles of maternity wears, four sets of designed and constructed for this purpose. The problems identified are those related to comfort, decency, high cost, uniqueness, functionality and level of acceptability of the designed and constructed maternity wears.

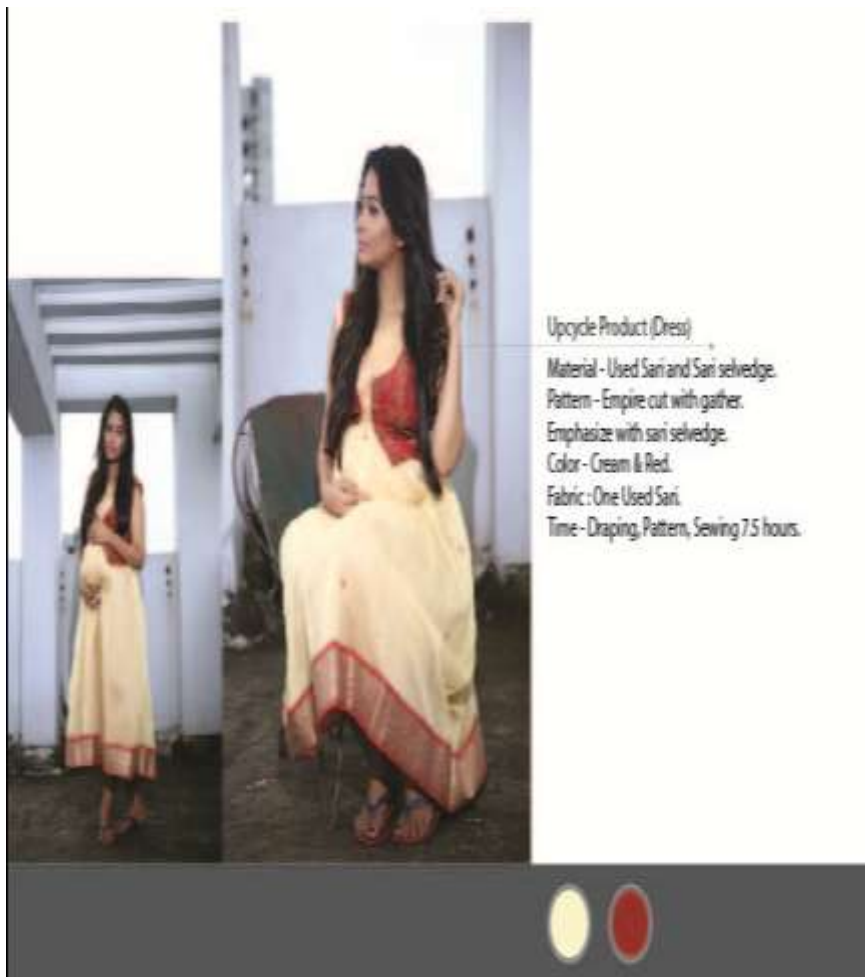
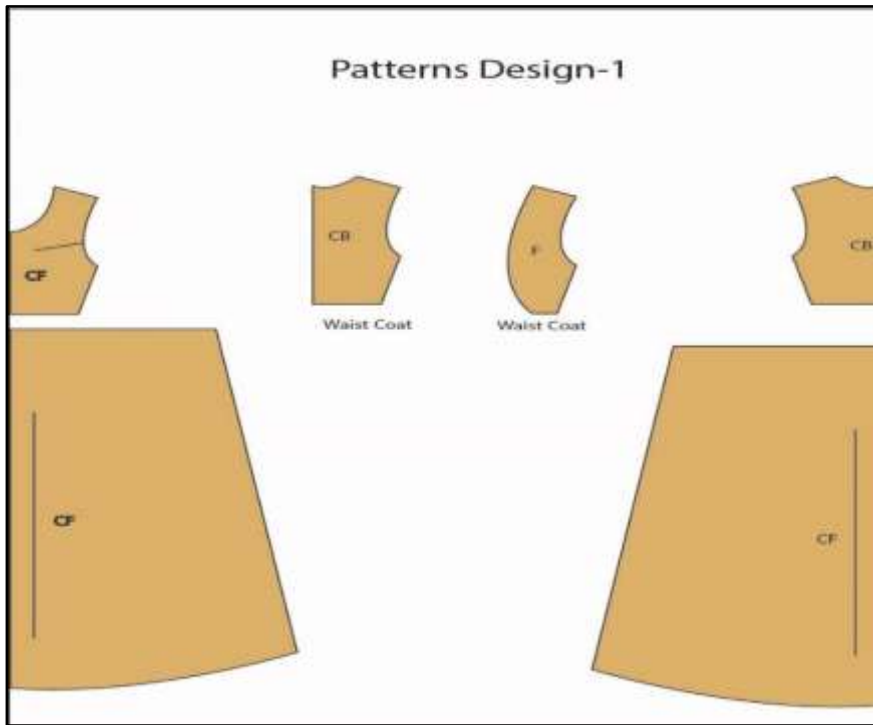
#### **3.5 Procedure for Data Collection**

I distributed the questionnaire alongside with the sets of newly designed garment for testing. Questionnaire contains ten questions. The respondents were directed to try on each sample enable them fill the questionnaire alongside the variables given on each styles.

#### **3.6 Procedure for Construction**

Saree fabrics were used for the construction of the maternity dress. Such fabrics are: cottons, satin fabric and light weight fabric. Velcro seam bat-wing maternity top on wrapper was attached to the batwing sleeve style to also allow expansion of the stomach (See Plate A-Style 1). Pin-tucked fixed buttons style maternity top was used to give flare effect at the lower bodice for ease (See Plate A-Style 2). Elasticized Bust Designed maternity gown was utilized to give smocked effect on the bust and also to give freedom of expansion of the growing stomach (See Plate A style 3).

**Design and Construction Maternity Wears for Pregnant Women (Style No 1)**



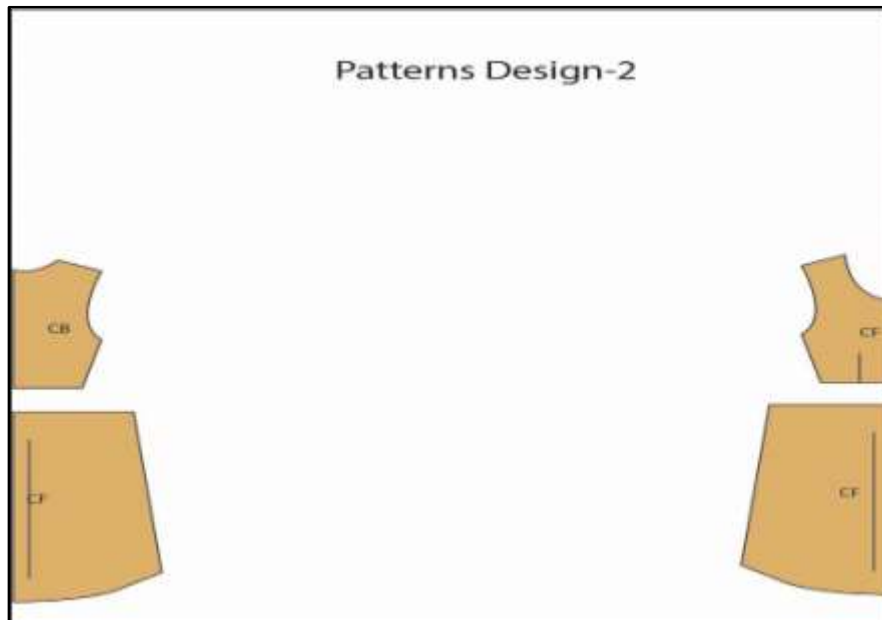
**Figure 1.1**

**Table 1.1**

Material	Quantity	Cost
Cotton	4.5	1300tk
Inner facing	25	950tk
Others		500tk
	<b>Total</b>	<b>2750tk</b>
<b>The estimated selling</b>	<b>price - 2750tk</b>	

have implemented pleats under the bust line as if shape of abdomen will disappear and due to pleats wearer will get comfort while sitting, walking and other body movements. Here I used empire cut. Length of front part is longer than the back part to make an equal length after wearing. At top part I used a waist coat which is colorful with embroidery effect to take attention of viewer on this area. Same thing as used at the bottom as hem. So that viewer’s attentions avoid the shape of abdomen.

**Design and Construction Maternity Wears for Pregnant Women (Style No 2)**



**Figure 1.2**

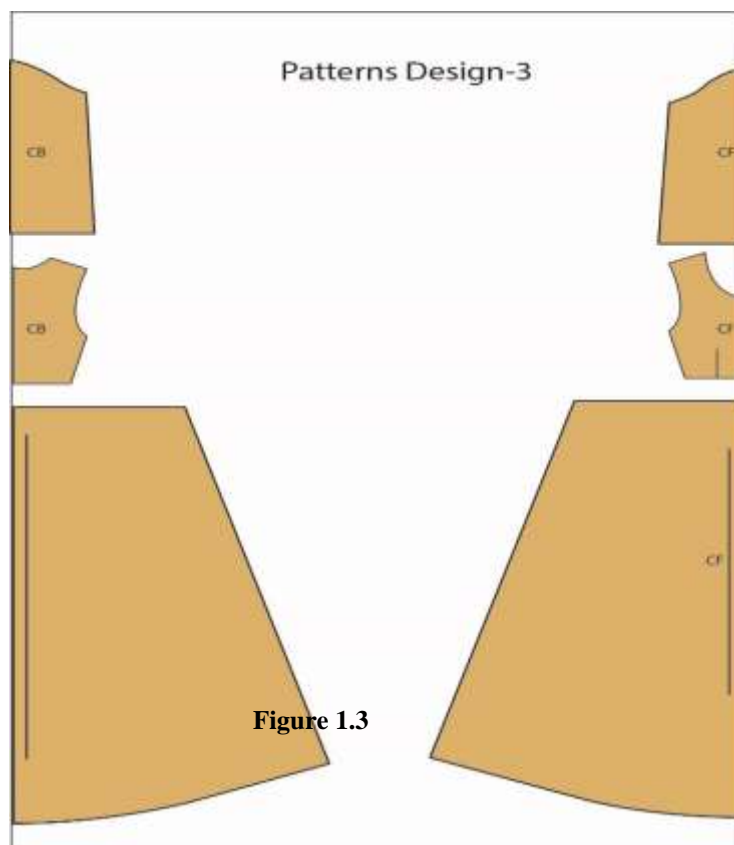
**Table 1.2**

Material	Quantity	Cost
Cotton	4.5	950tk
Inner facing	25	500tk
Others		500tk
	<b>Total</b>	<b>1950tk</b>
<b>The estimated selling</b>	<b>price 1950tk</b>	

At the end of pregnancy bust will also increase in shape with abdomen. At design -2 I have implemented gather at bottom part and also gather has implemented at princess line at top part. It has implemented to make comfort of wearer. Length of front part is longer than the back part to make an equal length after wearing. Since maintaining a straight hemline is a problem with one - piece maternity dresses, experimentation may also be done with adjusting a dress at the shoulders. When the hem begins to rise in front, then the dress could be set forward and adjusted on the shoulders to compensate for these posture and abdominal changes.



**Design and Construction Maternity Wears for Pregnant Women (Style No 3)**



**Table 1.3**

Material	Quantity	Cost
Cotton	4.5	1100tk
Inner facing	25	850tk
Others		350tk
	<b>Total</b>	<b>2300tk</b>
<b>The estimated selling price</b>		<b>2300tk</b>



**Figure 1.3**

Relating to comfort, participants specified that garments should not be too close fitting at the neckline; skirts should be large enough so that a girdle is not needed; there should be no belts. In fact, sleeves of any type will help to balance the pregnant figure. 3 Dr. Asbury suggested that long, fitted sleeves be avoided in maternity dresses. Phillips, however, reported that except for very full tent styles, a well-made, one-piece maternity dress should be cut 21" longer in front than in back and have from 8" to 12" growing room to allow for abdominal expansion (36, p. 123).

#### IV. Method of Analysis

##### 4.1 Secondary Data Analysis

Secondary data is data that was collected by other researchers who likely had different research objectives. Sometimes researchers or research organizations share their data with other researchers in order to ensure that its usefulness is maximized. In many cases, this data is available to the general public, but in some cases, it is only available to approved users. Secondary data can be both quantitative and qualitative in form. Secondary quantitative data is often available from official government sources and trusted research organizations. Secondary data I have found in the form newspapers, blogs, diaries, letters, and emails, among other things. Such data is a rich source of information about individuals in society and can provide a great deal of context and detail to sociological analysis.



#### 4.2 Primary Data Analysis

##### 4.2.1 Data Presentation

**According to Comfort:**<sup>[1]</sup> Comfort is the result of the interaction between all senses. It is also influenced by architectural and human factors (Parpairi, 2004). These factors are: the view towards the exterior, the diversity of the luminous conditions, the degree of perceived control and the liberty of movement to avoid or limit the negative impact of an environmental stressor.<sup>[2] [3]</sup> Mood, preferences, aesthetic judgments (Veitch, 2001) and biological needs for visual information (Lam, 1972), in which daylight is a key element, are also determinants of comfort. Survey found that about maternity cloth only 5% respondents very satisfy about availability and also 5% respondents satisfy about availability of maternity clothing. 25% respondents want comfort but they are neutral about availability of maternity clothing. 12% respondents were neutral and they want comfort and style both. Most of the respondents want comfort on pregnancy time. Survey also represents according to Bangladeshi market 25% respondents somewhat dissatisfied about maternity cloth and they need both comfort and style when selecting maternity clothes. 20% respondents somewhat dissatisfied and they need only comfort. Only 5% respondents are very dissatisfied and they want both comfort and style.

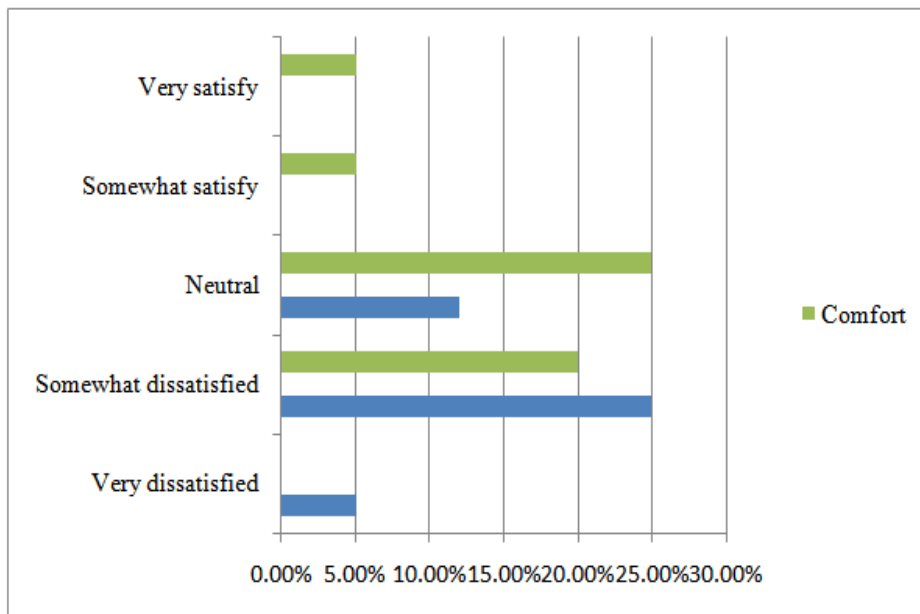


Figure 4.2.1: Effect of comfort on Maternity Wear

**According to Style:** An individual style whose design one perceives classic and at the same time speaks about oneself. Thus, it is about expressing individuality in a way to reflect the relatively stable and consistent aspects of one's personal taste, interests and characteristics (Tai, 2005). For example, a simple black dress can be seen as style for someone who pursues the simple elegance of the 1920s, while it may not be style for someone who identifies herself with the funky look of the 1960s. Consumers tend to choose and keep items that reflect their individual style longer, thereby reducing the frequency of apparel purchase. Question is “What is your least favorite thing about maternity wear?”, from the questions survey showed that 50% respondents said maternity wear is to be casual and limited.

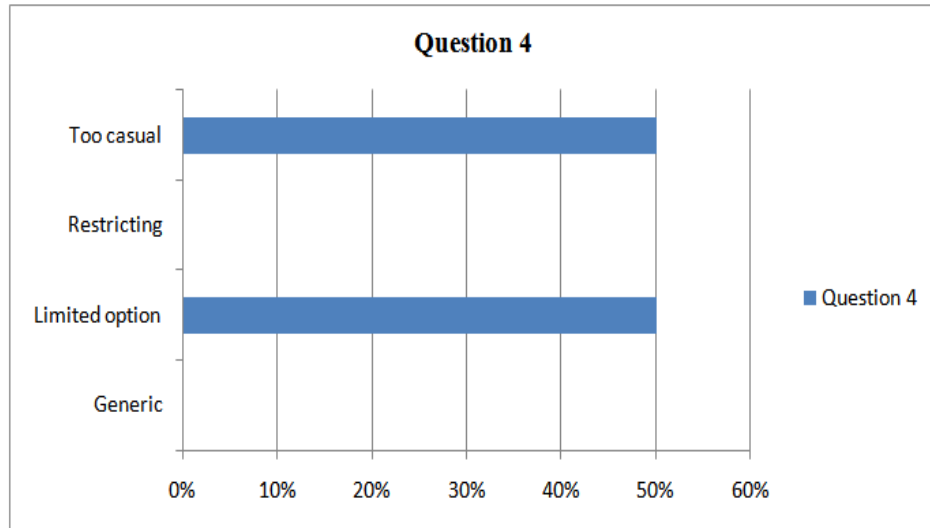


Figure 4.2.2: Effect of Style on Maternity Wear

**Purchasing Decision:** <sup>[1]</sup>Consumer decisions are affected from personal characteristics, like age (Kotler et al., 2008; Magnisalis, 1997; Malliaris, 1989), phase of life, occupation, financial status (Sandhusen, 1993), way of life (Chisnal, 1973; Engel et al., 1978), and personality (Ballachey, 1962; Eysenck, 1947; Hasapis, 1970; Kotler et al., 2008; Morgan, 1978). By asking questions, “**What has the highest influence on your purchasing decisions?**”, Survey found that purchasing decision mostly depends on fashion trends and percentage, percentage is 92%, and only 10% respondents say they are influenced by friend and family.

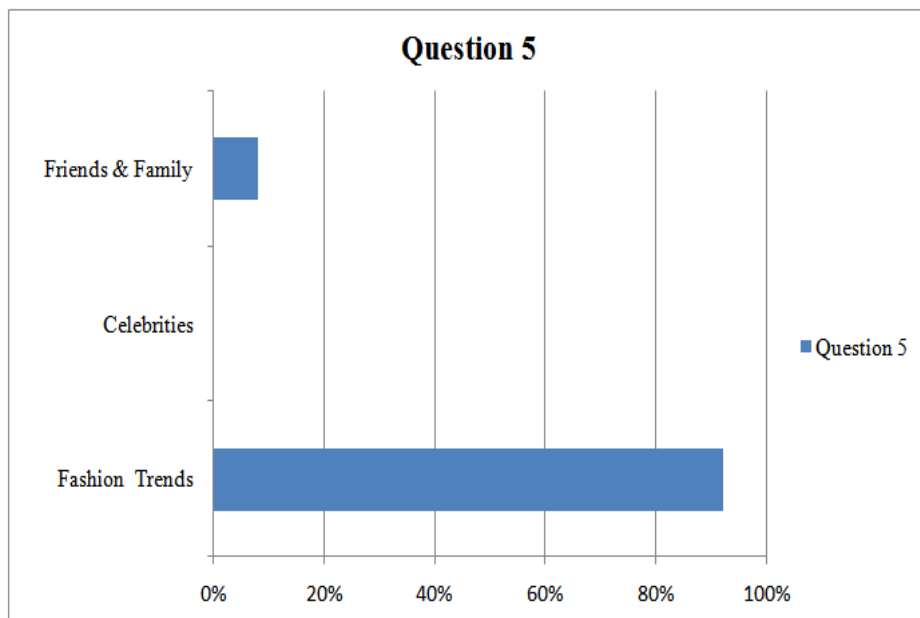
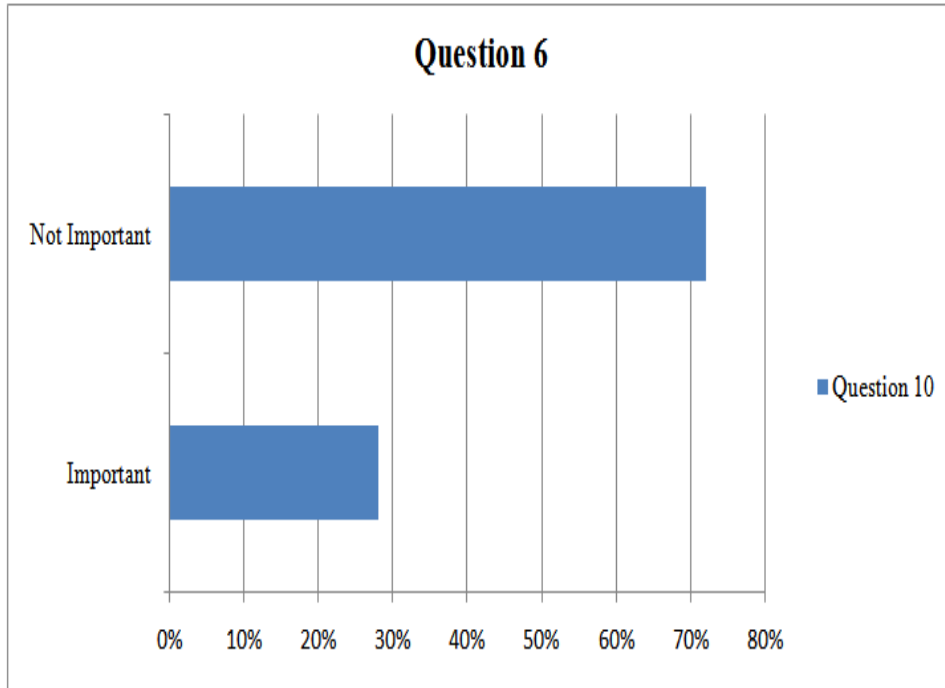


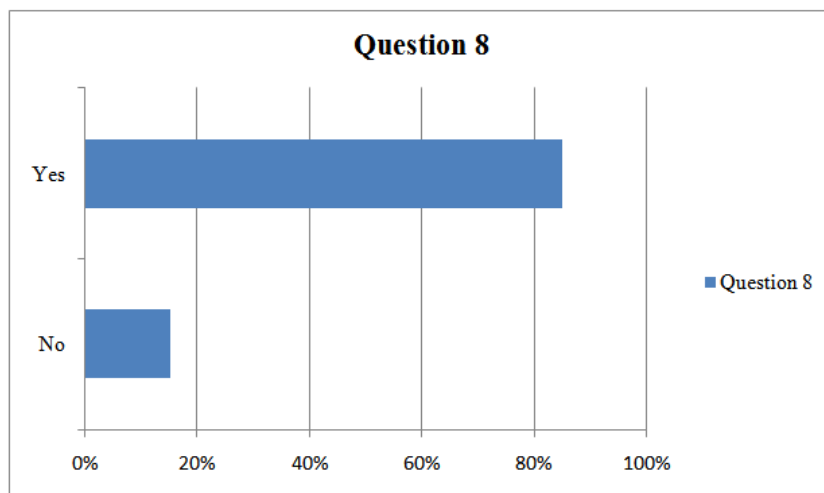
Figure 4.2.3: According to purchasing decision

**Degree of Importance:** Asking the questions, “what degree of importance it is for you to be able to purchase maternity clothing at the same store you purchase the majority of your pre pregnancy clothing?”, Survey found that it’s not important to be able to purchase maternity clothing at the same store you purchase the majority of your pre-pregnancy clothing and the percentage is 72%.



**Figure 4.2.4:** According to degree importance

**Luxury Brand:**<sup>[1]</sup>Brand are the means of marketing communication by which companies aim to inform, persuade and remind customers directly or indirectly about its product and brands. In a way, they dialog and build relationships with customers. The branding are not fundamentally different in B2C and B2B areas. The communications program is made up of the same major modes of communication (Kotler and Pfoertsch, 2006). According to questions, “**Would you be happy to spend more on maternity wear if it was by a luxury brand?**”, Survey found that, the number of proportion close to 85% respondents wailing to want to spend more money for luxury brand.



**Figure 4.2.5:** According to luxury brand

**Amount of Price:** Pricing strategy is often seen as a short term decision made on a day-to-day basis, rather than as a long term decision, where price wars and thereby price-promotion traps are easy to fall into <sup>[1]</sup>(Fassnacht and El Hussein 2013). According to question, “How much would you be prepared to spend on luxury maternity wear? Almost 10% respondents want to spend 5000tk for luxury maternity wear and 20% respondents want to spend 8000tk for luxury brand. 30% respondents want to send 10000tk and 40% respondents lie to spend 12000tk for luxury brand.

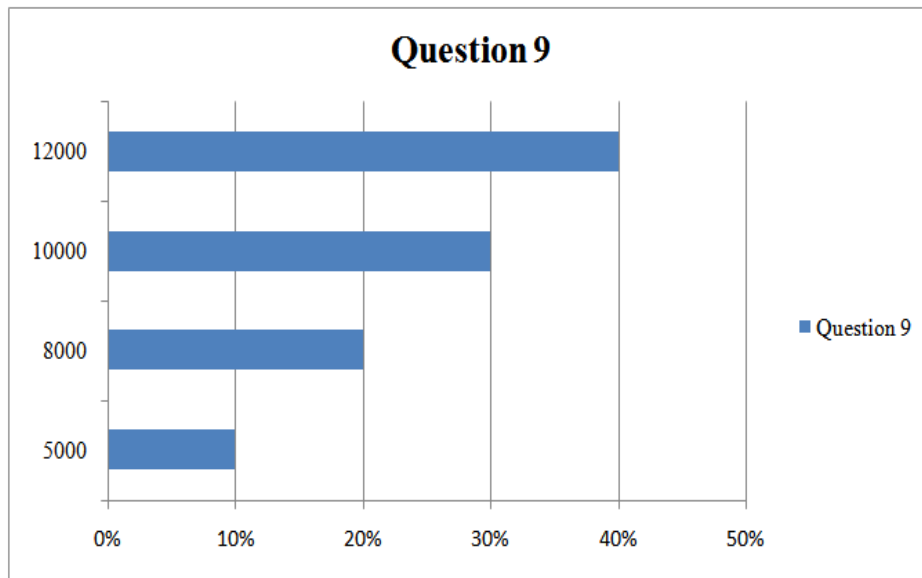


Figure 4.2.6: According to money

This research is related to the above research in that the researcher attempt to solve problems for women while the current research is also an attempt to solve problem of pregnant women. The research used experimental and descriptive methods to produce the maternity wear while the present research too is using experimental and descriptive methods to modify the existing design styles of maternity wears for pregnant women.

## V. Findings of Research

The following were the findings from the research:

1. The design of maternity wears was adjudged to be comfortable on the period.
2. The maternity gowns and wear made were mostly expensive and not available in the Bangladeshi market.
3. There was a high level of acceptability of the maternity wears designed.
4. Respondents agreed that the design of the maternity wears were unique.
5. Materials used in the making of the wears were right, considered to be appropriate and right for the gowns.
6. Most pregnant mothers accepted the fact that the maternity wears were decent enough for their usage.

### 5.1 Discussion

Having carefully selected 100 respondents to represent pregnant women who were in the teaching profession, there was the need to aptly investigate their mode of dressing especially at the stage of motherhood, in this case at pregnancy. The period of pregnancy is so significant in the lives of mothers because this is the time when choice of clothes that is appropriate becomes more challenging to mothers at different stages of their pregnancy. Thus, the introduction of modern maternity wear (gowns) either made by local and foreign attire has since become a trend in vogue in the fashion collections among pregnant women. This study, in trying to understand what makes for appropriate wears for pregnant women, developed six research questions alongside five hypotheses to test the extent and level of significance of maternity wears. Therefore, four different styles were designed given to pregnant women to assess in line with the research questions. Pregnancy period among pregnant mothers is such a delicate one that requires all the comfort one can get bodily, psychologically and spiritually. Thus, whatever a woman puts on during this time must provide her with the comfort she need in aeration, movement etc. Using the same number of designed styles, responding pregnant mothers were able to state that all the styles presented one level of comfort or the other. Uniqueness is one sure aesthetic aspect of women fashion. Women love to dress unique (that is to be different from others). Thus, for a fashion design to be largely accepted by women in the society, its uniqueness must be ascertained to be befitting of their status. This was further brought to bear in the assessment of maternal ware in their different styles as presented to pregnant women.

## VI. Conclusion & Recommendation

### Conclusions

From the study, it has been observed that pregnant women cherished the provision of specially made maternal wears for comfort. From the design and construction on three different styles of maternity wears, I could say that the level of acceptance, comfort, decency and uniqueness were considerably high enough to

warrant their eventual usage by pregnant mothers. Based on the findings of this study, I conclude that the designed and constructed maternity wears were accepted for comfort and uniqueness by pregnant women. Each designed maternity wears were considered expensive by the pregnant women and therefore the rate of purchases and usage will be considered expensive especially the first, second and third styles. Thus, all the designed wears had a significant positive effect on pregnant women and have the tendency being acceptable in the event of real production.

### **6.1 Recommendations**

**Based on the findings the following recommendations were made:**

1. Maternity wears made of local fabric should be produced by our local fashion designer and tailors/seamstress.
2. The local textile industry should be revamped to produce textile materials that will be of good quality, cheap and affordable.
3. Pregnant women should be involved in the pre-design or pre-production stages of making maternity wears, as their assessment will go a long way in the making of appropriate maternity wears.
4. The government should restrict the importation of foreign textile materials as these leads to increase in price of product. More so, the fabrics imported may not be suitable to Bangladesh, thereby making material unsuitable and uncomfortable for pregnant women.
5. There should be increase patronage of locally made maternity wears to encourage more production of same.

### **6.2 Suggestion for Further Study/ research**

The researcher encourages further study on this work in any of the city of Bangladesh. A further research of this nature is encouraged among housewives and office workers different four teachers as was the case in this study.

### **6.3 Limitations of study /research**

This study was limited by the lack of getting professionally trained tailors/seamstress (dress makers, fashion designers) to assist in the design and production of the designed and constructed maternity wears. The burden of transits borne on the researched that is, between the field of research and the place of study greatly affected the time in which the research was carried out and conducted. Furthermore, the cost of the material and production of the four designed and constructed styles and the work were cost intensive and actually affected the entire budget of the research work.

## **Acknowledgement**

I would like to extend thanks to my enthusiastic supervisor; Morshed Mohiuddin and Md. Ariful Islam, Asst. Professor of BGMEA University of Fashion & Technology (BUFT) have been an amazing experience and I thank them wholeheartedly, not only for their tremendous academic support, but also for giving me so many wonderful opportunities. Similar, profound gratitude goes to HOD, who has been a truly dedicated mentor.

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### **Appendix 1**

#### **Questionnaire for Consumers**

- 1. What is most important to you when selecting maternity clothes?**
  - I. Comfort
  - II. Style
  - III. Both
- 2. Do you think that the current maternity wear market is limited?**
  - I. Yes
  - II. No
- 3. Please indicate how satisfied you are/were with the choices available to you for maternity clothing.**
  - I. Very satisfy
  - II. Somewhat satisfy
  - III. Neutral
  - IV. Somewhat dissatisfied
  - V. Very dissatisfied
- 4. What is your least favorite thing about maternity wear?**
  - I. Too casual
  - II. Restricting
  - III. Limited option
  - IV. Generic
- 5. What has the highest influence on your purchasing decisions?**
  - I. Friends & Family
  - II. Celebrities
  - III. Fashion Trends
- 6. What do you think is lacking in the maternity wear market?**
- 7. Would you shop for maternity clothes online?**
  - I. Yes
  - II. No
- 8. Would you be happy to spend more on maternity wear if it was by a luxury brand ?**
  - I. Yes
  - II. No
- 9. How much would you be prepared to spend on luxury maternity wear?**
  - I. Tk 5000
  - II. Tk 7000
  - III. Tk 10000
  - IV. Tk 12000
- 10. Please indicate to what degree of importance it is for you to be able to purchase maternity clothing at the same store you purchase the majority of your pre pregnancy clothing.**
  - I. Not Important
  - II. Important

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