Essential Competencies of Fashion Designing Professionals in India: A Quantitative Perspective

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Abstract

The fashion industry in India is rapidly growing, with significant demand for skilled fashion designers. This study aims to identify the essential competencies required for fashion design professionals in India from a quantitative perspective. The research focuses on the skills and abilities required for fashion designers to excel in the Indian market. A quantitative methodology is used to gather data from fashion design professionals and industry experts. The results highlight the essential competencies that are required for fashion designers to succeed in India. The study finds that technical skills, such as knowledge of textiles, colour theory, design software, market trends, and production processes, are essential for success in the industry. Soft skills, including communication skills, creativity, problem-solving, and time management skills, are also highly valued. Additionally, the study emphasizes the importance of staying updated with the latest trends and technologies and having a good understanding of the Indian market and consumer preferences. The findings of this study can help aspiring fashion designers prepare for a successful career in the Indian fashion industry. The researcher had surveyed 211 people from fashion industry to know the factors that determines the Essential Competencies of Fashion Designing Professionals in India. It is found that Problem solving skills, Design and pattern, Market and Business penetration and Communication skills are different factors that determines the Essential Competencies of Fashion Designing Professionals.

Introduction

Fashion design is a creative and dynamic field that requires a diverse set of skills and competencies. The fashion industry in India has grown significantly in recent years, and the demand for skilled fashion designers is also increasing. Fashion designing is a popular career choice for many young Indians, and the industry offers a vast range of opportunities for

professionals. However, to make a successful career in fashion design, one needs to possess certain essential competencies. The primary aim of this study is to identify the essential competencies required for fashion design professionals in India from a quantitative perspective. The study focuses on the skills and abilities that are essential for fashion designers to excel in the Indian market. The research uses a quantitative methodology to gather data from fashion design professionals and industry experts. The results highlight the essential competencies that are required for fashion designers to succeed in India.

The fashion industry in India is rapidly evolving, and there is a growing need for professionals who possess the right skills and competencies. Fashion designers in India need to be innovative and creative, and they should have a good understanding of the Indian market and consumer preferences. They should also have a good grasp of the latest trends and technologies in the industry to remain competitive. The essential competencies for fashion designing professionals in India include technical skills such as knowledge of textiles, colour theory, design software, market trends, and production processes. Soft skills are also critical, including communication skills, creativity, problem-solving, and time management skills. Professionals must possess a combination of both technical and soft skills to excel in the fashion industry.

Finally, the study seeks to provide insight into the critical abilities required by fashion design experts in India. The outcomes of the study might assist prospective fashion designers in preparing for a successful career in the Indian fashion business. The study emphasizes the importance of possessing the right skills and competencies, staying updated with the latest trends and technologies, and having a good understanding of the Indian market and consumer preferences.

Literature Review

Fashion designing is a lucrative and challenging profession that requires a diverse set of competencies to succeed. With the increasing competition in the fashion industry in India, fashion design professionals need to possess a range of competencies to meet the demands of the market. This literature review aims to provide a quantitative perspective on the essential

competencies of fashion designing professionals in India. Creativity is one of the most important competencies required for fashion design professionals in India. In a study conducted by Sharma and Bhatia (2017), creativity was identified as the most crucial competency required for success in the fashion industry. The study highlighted the need for fashion design professionals to possess a high level of creativity to develop innovative designs and stay ahead of the competition. Another study by Kaur and Singh (2014) found that creativity was the most critical factor in the success of fashion designers. The study also identified the need for designers to continuously develop their creative skills through exposure to new ideas and experiences.Technical skills are another crucial competency required for fashion designing professionals in India. In a study conducted by Kumar and Kumar (2017), technical skills were identified as one of the essential competencies required for success in the fashion industry. The study highlighted the importance of possessing technical skills such as pattern-making, sewing, and cutting to develop high-quality designs. Another study by Jain and Singhal (2016) found that technical skills were crucial for the success of fashion designers, as they play a significant role in the production process. The study recommended that designers should continuously upgrade their technical skills to stay abreast of the latest technologies and techniques in the industry.

Communication skills are essential for fashion design professionals to effectively convey their ideas and designs to clients and team members. In a study conducted by Sinha (2015), communication skills were identified as one of the essential competencies required for success in the fashion industry. The study highlighted the need for fashion designing professionals to possess effective communication skills to develop a clear understanding of clients' requirements and effectively communicate with team members. Another study by Jain and Singhal (2016) found that communication skills were critical in building and maintaining relationships with clients, suppliers, and other stakeholders in the industry.

Problem-solving skills are also crucial for fashion design professionals in India. In a study conducted by Mohan and Bhatia (2015), problem-solving skills were identified as one of the essential competencies required for success in the fashion industry. The study highlighted the need for fashion design professionals to possess effective problem-solving skills to overcome challenges in the design and production process. Another study by Kaur and Singh (2014)

emphasized the importance of problem-solving skills in responding to the changing demands of the market.

Business acumen is another critical competency required for fashion design professionals in India. In a study conducted by Bhatia and Sharma (2016), business acumen was identified as one of the essential competencies required for success in the fashion industry. The study highlighted the need for fashion design professionals to possess knowledge of business management, including marketing, finance, and supply chain management, to succeed in the industry. Another study by Mohan and Bhatia (2015) emphasized the importance of business acumen in understanding the financial implications of design decisions and developing sustainable business models. Research skills are also essential for fashion design professionals in India. In a study conducted by Sharma and Bhatia (2016), research skills were identified as one of the essential competencies required for success in the fashion industry. The study highlighted the need for fashion design professionals to possess effective research skills to stay up-to-date with the latest trends, materials, and technologies in the industry.

Adaptability is becoming an essential competency for fashion designing professionals in India due to the rapidly changing fashion industry. A study conducted by Chakraborty et al. (2017) found that adaptability was a crucial competency for fashion designers to keep up with the ever-changing fashion trends. Time management is another important competency required for fashion designing professionals in India. A study conducted by Jain and Singhal (2016) found that time management was critical for the success of fashion designers. The study highlighted the need for fashion design professionals to manage their time effectively to meet deadlines and complete projects efficiently.

This literature review highlights the essential competencies required for fashion designing professionals in India. The competencies identified, including creativity, technical skills, communication skills, problem-solving skills, business acumen, and research skills, are crucial for success in the rapidly growing fashion industry in India. It is essential for fashion design professionals to possess these competencies to meet the ever-changing demands of the industry and ensure the success of their products in the market. Future research should focus on the

effectiveness of training programs aimed at developing these competencies among fashion design professionals in India. Overall, this literature review provides valuable insights into the essential competencies required for fashion design professionals in India, which can be utilized by stakeholders.

Objective

To identify the factors that determines the Essential Competencies of Fashion Designing Professionals in India.

Methodology

The researcher had surveyed 211 people from fashion industry to know the factors that determines the Essential Competencies of Fashion Designing Professionals in India. The data of this study was collected through "random sampling method" and analyzed by EFA and MRA tools to get the results

Findings and Interpretations

"KMO and Bartlett's Test"

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.843
Bartlett's Test of Sphericity	Approx. Chi-Square	3157.421
	df	120
	Sig.	.000

In table above "KMO and Bartlett's Test" above, KMO value found is .843.

Total Variance Explained

"Component"	"Initial Eigenvalues"			"Rotation Sums of Squared Loadings"		
	"Total"	"% Of Variance"	Cumulative %	"Total"	"% Of Variance"	Cumulative %
1	7.153	44.706	44.706	3.391	21.196	21.196
2	2.650	16.561	61.267	3.367	21.046	42.242

3	1.883	11.768	73.035	3.208	20.049	62.291
4	1.028	6.427	79.462	2.747	17.171	79.462
5	.773	4.830	84.292			
6	.482	3.016	87.307			
7	.375	2.343	89.650			
8	.358	2.238	91.888			
9	.287	1.792	93.680			
10	.271	1.696	95.376			
11	.203	1.270	96.646			
12	.188	1.173	97.819			
13	.163	1.021	98.840			
14	.087	.541	99.380			
15	.055	.341	99.721			
16	.045	.279	100.000			

All the 4 factors explain total 79% of the variance. The variance explained by first factor is 21.196% followed by the second Factor with 21.046%, third Factor having 20.049% and fourth factor explains 17.171% of variance.

Factor and Variables

S. No.	Statements	Factor Loading	Factor Reliability
	Problem solving skills		**.962**
1.	Effective problem-solving skills to overcome challenges in the design and production process	.845	
2.	Responding to the changing demands of the market	.844	
3.	Overcome the issues related ever-changing fashion trends	.828	
4.	Quick solutions to marketing, finance, and supply chain management	.777	
	Design and pattern		**.865**

5.	Designers should continuously upgrade their technical skill	.837	
6.	Pattern-making, sewing, and cutting to develop high-quality designs	.833	
7.	Developing innovative design and patterns	.833	
8.	Creative designs and pattern for high demand fashion industry	.730	
9.	Exposure to new ideas and experiences	.694	
	Market and Business penetration		**.892**
10.	Understanding of clients' requirements	.860	
11.	Good grasp of the latest trends and technologies	.845	
12.	Addressing consumer preferences	.841	
13.	Good understanding of the Indian market	.746	
	Communication skills		**.927**
14.	building and maintaining relationships with clients, suppliers, and other stakeholders in the industry	.895	
15.	Communication skills are essential for fashion design professionals to effectively convey their ideas and designs	.893	
16.	Fashion professionals need to effectively communicate with team members	.851	

Development of the factors

1st factor is Problem solving skills which includes the variables like Effective problem-solving skills to overcome challenges in the design and production process, responding to the changing demands of the market, Overcome the issues related ever-changing fashion trends and Quick solutions to marketing, finance, and supply chain management. 2nd factor is named as Design and pattern and its associated variables are Designers should continuously upgrade their technical skill, Pattern-making, sewing, and cutting to develop high-quality designs, Developing innovative design and patterns, Creative designs and pattern for high demand fashion industry and Exposure to new ideas and experiences. 3rd factor is Market and Business penetration which includes the variables like Understanding of clients' requirements, good grasp of the latest trends

and technologies, Addressing consumer preferences and good understanding of the Indian market. 4th factor is Communication skills which includes the variables like building and maintaining relationships with clients, suppliers, and other stakeholders in the industry, Communication skills are essential for fashion design professionals to effectively convey their ideas and designs and Fashion professionals need to effectively communicate with team members.

The total reliability of all the 16 items is 0.908 that includes the variables related to Essential Competencies of Fashion Designing Professionals in India.

Conclusion

In conclusion, the essential competencies of fashion design professionals in India have been identified through a quantitative perspective in this literature review. The findings highlight the importance of possessing a diverse set of competencies, including creativity, technical skills, communication skills, problem-solving skills, business acumen, and research skills, to succeed in the fashion industry in India. It is found through the study that Problem solving skills, Design and pattern, Market and Business penetration and Communication skills are different factors that determines the Essential Competencies of Fashion Designing Professionals in India.

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