

**CONSUMER PREFERENCES IN CLOTHING SELECTIONS**

**By**

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## INTRODUCTION

argescale and roundabout production has created a gulf between the producers and consumers, since it entails a timelag between production and consumption. This timelag increases the producers' risk of finding a market for his products, which will decide the profitability of his enterprise.

The satisfaction of wants is the basis of consumption. Therefore the consumers wants and desires, whatever be their nature and origin prompt and direct all economic activities - Kiechhofer (1951)<sup>1</sup>.

How the consuming public spends its income is of great importance in shaping the course of our economic life. The expenditure pattern of the consumer will stimulate or check the volume of production and channel investment of productive energy.

Effective consumer demand stimulates greatly production of consumers' goods and intensifies the producer's goods industries as well. In stabilised economic systems production is undertaken only after gauging consumers' present needs and forecasting future trends. Thus consumption guides and sanctions production. In the words of Smith as quoted by Hald (1938)<sup>2</sup>, the sole end of all production is consumption. Therefore, wise choice of goods plays an important role in optimising production. If consumers' preferences are not correctly gauged, waste in production and dissatisfaction

to the consumers will result.

production which is guided by a poor consumption pattern, will result in loss, dissatisfactions and frustration on the part of those who consume and in low standards of utilisation of available resources.

The consumers' needs and demands are ever changing with the growing sophistication in tastes and increasing diffusion of purchasing power - SASMIDA (1968)<sup>3</sup>. There has also been an astounding improvement in the technique of production which has steadily widened the consumers range of choice. If consumption is to be wise, salesmen should be able to guide the consumers to choose wisely by giving correct information regarding the commodities marketed.

The advances made in the production field have caused the customers to demand up-to-the minute information from sales people who sell to them, and from the store buyers who buy for them. In the textile world the advent of new manmade fibres and blends have caused the industry to realise the need for more and better consumer research. Reid (1938)<sup>2</sup> opines that investigation of consumer preferences does not stop with what consumers want. It goes deeper to probe beneath the surface to discover the 'why' of the consumer preferences.

wise choice is the first step in wise consumption. Intelligent making requires an evaluation of the several alternatives or decision 1

possibilities for meeting one's needs. To become effective, every decision requires an action plan which spells out who is going to do what, when, where and how. Successful implementation of the plan requires time to shop and the knowledge necessary to evaluate the many choices associated with details of colour, style, texture, fabric design and cost, confronting the shopper.

Today more than ever the current and impending crises in economic life has made it essential that the consumers select wisely to maximise their satisfaction. In order to help consumers, the psychological, cultural, economic and fashion biased motivations for their choices need to be studied. This investigation is an attempt in that direction with the following objectives—

1. To understand consumers' preferences with reference to their clothing requirements,

2. To know what motivates the consumers to choose their clothing requirements,

- and 3. To study consumers' problems in the selection of clothing.

It is hoped that this study will help to locate consumer preferences with regard to clothing and help both the consumers and the producers to formulate wise buying and production policies.

## II REVIEW OF LITERATURE

The review of literature for this study consists of the following:

- A. Who is a consumer?
- B.
  - i) Consumer problems and consumer education
  - ii) Factors affecting choice of clothing
- C. Principles of good buymanship
- and D. Studies previously done regarding clothing preferences.

### A. Who is a Consumer?

Phillips and Duncan (1956)<sup>4</sup> regard the consumers as those who buy for personal or family use or for household consumption.

The consumer is pictured as one who finally utilises goods and services in the satisfaction of wants or as the destroyer of utility - Wyand (1937)<sup>5</sup>, Reid (1938)<sup>2</sup> and Kelley (1953)<sup>6</sup>.

The buyer and consumer are considered as synonymous terms by Wyand (1937)<sup>5</sup> while Gordon (1961)<sup>7</sup> opines that all people are consumers.

O'Brien (1961)<sup>8</sup> says that the Keynesian economic theorists consider the consumer as a spender of money for satisfying his wants.

According to Hunter (1954)<sup>9</sup> the consumer is a more or less mythical, somebody, who is mentioned in passing, by industrialists, marketing specialists and others.

B. 1. Consumer problems and Consumer Education:

Cook (1929)<sup>10</sup> is of the view that if one attempts to list the problems which face the consumers, one realizes the enormity and variety faced.

Cook (1929)<sup>10</sup> and Kiekhofner (1951)<sup>1</sup> opine that the consumers basic problem is one of analysing his needs and wants while Reid (1939)<sup>2</sup> considers "judging or evaluating the qualities of a product in relation to its usefulness and price, as the most perplexing problem of the consumer. When consumers are unable to judge the quality of goods they are open to exploitation - Waite (1929)<sup>11</sup>.

Each consumer problem becomes more complex as the variety of products increase and as conflicting claims continue to be made regarding commodities and the several channels of distribution, say Waite and Cassidy (1939)<sup>12</sup> and Dantyangi (1958)<sup>13</sup>. This problem is emphasized by Winace (1961)<sup>14</sup> and Quinn (1960)<sup>15</sup>.

The U.S. Department of National Education Association (1950)<sup>16</sup> has attributed three reasons for the new problems faced by the consumers, change in quality, changes in consumers and changes in socio-economic environment.

Kyrk (1933)<sup>17</sup> considers the primary problem of the consumers as ascertaining which among the goods available have the qualities essential for their purpose and which have them to the highest degree.

The purchasing power of the Indian consumer is so limited that there is little scope for experimentation - Dantyaqi (1958)<sup>13</sup>.

The percapita income in India is Rs.421.5 (1966)<sup>13</sup> and the average family composition is 5 members (1962)<sup>19</sup> considering these factors, it is obvious that to have adequate clothing, with such a limited income, the possibility of making errors in purchasing is doubly problematic. There is the question of spending one's resources over a large number of necessary items and over a large number of family members. Therefore the percapita consumption of cloth in India is very low.

Rama (1961)<sup>20</sup> observes that in the case of the fixed and middle income groups the problem is more severe and the consumers in these groups have been the worst sufferers on account of the rise in prices.

'To add to his problems,' says Dantyaqi (1958)<sup>13</sup> 'the consumer is further bewildered by rival claims of advertisements, misleading trade names and borrowed brand names which confuse him.'

Sales, bargains and discounts are fascinating to many consumers. For some they offer real advantages while for others they ruin budgets and sometimes even dispositions - Chambers and Bolton (1961)<sup>21</sup>.

Borrell et al (1964)<sup>22</sup> emphasize the complexities of today's changing market due to the technological developments in the textile

industry, which have in their turn brought new problems in the selection of clothing.

Allison (1961)<sup>23</sup> views the physiological value of clothing for the family members as somewhat more difficult to evaluate than that for food and shelter, for there are fewer objective standards for measuring clothing's ability to satisfy needs.

Froelstrup (1957)<sup>24</sup> opines that clothing problems in a family must be analysed in terms of the individual in the group setting. Style, fashion and fad need to be adopted to individual differences within the financial limits of the family. The consumers are aware that in many instances their ability to judge the quality of their purchase is limited since they are at the mercy of mass fashion and fads.

The important factors according to GOSMIA (1963)<sup>25</sup> which are responsible for causing changes in production and consumption patterns are the demand for fabrics both in the national and international markets.

Syons (1963)<sup>26</sup> is of the view that some consumers are defrauded, cheated and misled, and others have found it impossible to make intelligent choices because of lack of information.

The role of consumer education here is to provide in a readily understandable form, the information concerning the products and the services rendered by the marketing system - Sothier (1949)<sup>27</sup>.

Education is very essential for effective choice making. This fact is clearly brought out by Myrk (1941)<sup>27</sup>. This is substantiated by the findings in a study made by Sri Devi (1967)<sup>29</sup>.

#### 11. Factors Affecting Choice of Clothing:-

Choice is always motivated by self interest - Dyand (1937)<sup>5</sup>. 'Consumer choice is a complex process in a complex world. Most mature persons realise this fact, says Troelstrup (1957)<sup>24</sup>. Wingate (1961)<sup>14</sup> opines that the complex processes used in their production have disguised the old products and many new goods are so utterly novel that the consumer does not know whether they can be washed without shrinkage and without changing colour whether the colour is sun fast, of what fibre the material is made and how to care for the cloth.

Andrews (1915)<sup>30</sup> while mentioning how to make effective purchases, discusses the external factors affecting it. According to him the external factors are, efficient production, improved transportation and market legislation. The internal factors affecting choice are age of the consumer, height, weight, health, complexion, colour of hair and eye - Dyand (1937)<sup>5</sup> Phelps et al (1939)<sup>31</sup>, Glisson (1961)<sup>22</sup> and Oppenheim (1965)<sup>32</sup>.

According to Sundquist and Whitley (1946)<sup>33</sup>, price, quality of the materials, colour fastness and design are the important factors that affect choice.

Nystrom (1923)<sup>34</sup>, Troelstrup (1957)<sup>24</sup> Sapir (1957)<sup>35</sup> and Goodyear and Mohr (1965)<sup>36</sup> emphasize fashion as the important factor that affects choice of clothing.

Anscom (1958)<sup>37</sup> in his study 'Style in Dresses' observed age and size as the two factors influencing the pattern of dress.

Warning (1960)<sup>38</sup> state that appearance and style affect clothing selection to a great extent.

The standard of living enjoyed by consumers has a role to play in the selection of clothing. It is defined by many persons in different ways. To Fitzmaurice (1961)<sup>39</sup> and Jathar and Bori (1966)<sup>40</sup>, standard of living is the aggregate of necessities, comforts and luxuries to which a class of people has been accustomed to or believed desirable for living, together with beliefs about how the goods should be used.

Glinson (1961)<sup>23</sup> and Oppenheim (1965)<sup>32</sup> opine that income, location of family, occupation, availability of consumer credit and changes in society affect the choice of clothing to some extent.

Oppenheim (1965)<sup>32</sup> adds education as a factor that affects choice. Chambers and Boulton (1961)<sup>21</sup> have a different view of the factors which affect clothing choice. They list the factors as the time available for shopping, the price and value of merchandise, store services such as telephone, mail order and delivery services, the kind of sales people, credit and installment purchases.

### C. Principles of Good Purchasing:

Jordan (1961)<sup>7</sup> defines purchasing or buying as acquiring goods or services by paying a price for them.

Roid (1938)<sup>2</sup> says that buying to be efficient must be based on a thorough knowledge of the needs of those, for whom the goods are purchased, and the prices of goods in the market and their relation to use.

The function of purchasing is to buy the best quality of merchandise at the lowest price (uchimara (1958)<sup>41</sup>.

Nystrom (1928)<sup>16</sup> has suggested the following factors which will decide the wise buying of textiles - cheapness, ease in cleaning, appropriate weight, adequate warmth and good ventilation, good construction, suitability, durability and suit one's purse.

D. Studies Previously Done Regarding Clothing Preferences:

The studies done regarding clothing preferences are presented under the following headings:-

- i) Studies with reference to general preferences,
- ii) Study on children's clothing preferences,
- iii) Studies on adolescent's preferences,
- and iv) Studies done regarding sex and preference.

1. Studies with Reference To General Preferences:

Holverson (1952)<sup>42</sup> in her study found out that the stout woman enjoyed blue, black, gray and all solid colours and designs like small all over geometric and floral designs, stripes, tiny checks and dots.

Borror and Brockmore (1965)<sup>43</sup> studied the physical colouring and personality characteristics to colour preferences for clothing. The study revealed that cool colours were preferred for clothing. Personality appeared to be more closely related to colour preferences than it was to personal colouring.

Farikh et al (1968)<sup>44</sup> in their study of consumer preferences of different types of fabrics revealed that more and more consumers were going for synthetic fibres which had made a great impact on consumers. Between 1962 and 1967 the consumption of cotton fibres fell by 7 per cent and that of man made fibres rose by 47 per cent.

A study conducted by Saha (1966)<sup>45</sup> on the consumption pattern

of handloom fabrics in Coimbatore city revealed the following. Of the total expenditure on clothing, handloom cloth accounted for approximately 36 per cent and the rest was spent on mill made cloth.

Clarence (1966)<sup>46</sup> and a study done by SIFRA (1966)<sup>45</sup> revealed that the items most frequently purchased by consumers were undergarments.

#### ii. Study on Children's Clothing Preferences:

The study conducted by Hunt (1953)<sup>47</sup> revealed the following factors which affected the children's clothing preferences—

Brightness, pattern and saturation preferences varied significantly with colour whereas style preferences varied significantly with occasion. On the other hand age and sex influenced the colour, pattern and style preferences of the sample selected.

#### iii. Studies on Adolescent's Preferences:

Pearson (1950)<sup>48</sup> studied the clothing preferences of teenagers. She found that from the colours which were preferred by the teenagers: light blue ranked first, second pink, third aqua, fourth black and fifth red.

Line (1963)<sup>49</sup> studied the preferences of 4 H club members for fabrics and found that both aesthetic and political reasons supported fabric preferences and non-preferences. The fabric which received highest favour from the members was cotton.

Krishnabai (1968)<sup>50</sup> studied the choice of apparel by college students in relation to their personality characteristics. She found that a large number of students had special preferences for particular colours—pink and blue being the top favourites. Smooth soft textures and delicate prints were popular. Students preferred cotton for daily wear because it was cheap and simple. Silk was considered suitable for festive occasions. It was also found that they gave more importance to their complexion and very little to height and weight.

#### iv. Studies Done Regarding Sex and Preferences

Wolf (1953)<sup>51</sup> refers to a study on colour and says that women are more sensitive to colour than men in that they differentiate between subtle changes in the shades of the various colours.

A study conducted by SASMIRA (1963)<sup>3</sup> revealed that men preferred white for shirting and women preferred multi-coloured sarees.

A study conducted by SIFIA (1966)<sup>45</sup> on the consumption pattern of handloom fabrics in Coimbatore city revealed that women spent more (46 per cent) on handlooms than men (26 per cent).

The study conducted by SASMIRA (1963)<sup>3</sup> revealed that 45 per cent of men and 13 per cent of women preferred knitted fabrics. For men's shirting, fabrics of blended type occupied the highest place followed by cotton and synthetic fibre fabrics. The study conducted was about the opinion of retailers and wholesalers on consumers' preferences, three preferences were collected. Women

preferred cotton sarees first, a secondly blended fabrics and thirdly synthetic. The retailers' opinion about the preferences of women was that they gave first rank to cotton fabrics.

It was also found that men preferred plain weave, checked fabrics and women preferred mostly floral, printed and modern art or abstract designs.

### EXPERIMENTAL PROCEDURES

The procedure included,

- A. Selection of the method for the study,
- B. Selection of the sample,
- C. Preparation of the questionnaire,
- D. Administering the questionnaire, and collection of data,
- and E. Analysis and interpretation of data.

#### A. Selection of the method for the Study.

The method selected for the study was the questionnaire method.

Jenoda et al (1957)<sup>52</sup> point out that the impersonal nature of a questionnaire, its standardised wording and the instructions for recording responses; insure uniformity from one measurement situation to another.

'Questionnaire refers to a device for securing answers to questions by using a form, which is usually filled in by the respondent himself', Chawdhri (1969)<sup>53</sup>.

Interview method can be adopted where the housewives are unable to fill in the questionnaire. This sampling is called 'Double Sampling' Chawdhri (1969)<sup>53</sup>.

Gross et al (1940)<sup>54</sup> consider the interview as the best method of obtaining information. As Burghinal and Hawkers (1949)<sup>55</sup> put it an interview is a free face to face method of obtaining information by means of conversation carried on by the interviewer and the

respondent.

**B. Selection of the Sample:**

400 families in Coimbatore city were selected for the survey. The basis for selection was the family income. Families getting an income of between Rs.200 to 500/- and above 500/- were selected so as to have 75 families in each group. The selected samples were from 13 different areas of Coimbatore as indicated below:-

- 1) Gandhipuram,
- 2) Talabad,
- 3) Ramnagar,
- 4) R.S.Nagar,
- 5) Vincent Colony,
- 6) Krishnaswamy Nagar,
- 7) Municipal Colony,
- 8) Saibaba Colony,
- 9) LIG Colony,
- 10) S.R.P.Nagar,
- 11) Sivarama Nagar,
- 12) Oppanikara Street,
- and 13) Raja Street.

**C. Preparation of the Questionnaire:**

The questionnaire prepared was a detailed one with words and phrases which were simple and easily understood. The questionnaire included general information of the family such as name, relationship to house maker, age, educational qualification and family income.

Questions were asked to collect information about the preference, selection and knowledge about textiles. Preferences regarding material colour and design constituted the major portion. Lastly two questions were asked to elicit information on the consumers' preference for readymade garments and the satisfaction derived from their selections.

A preliminary survey was carried out in order to test the reliability and clarity of the questions. Questionnaires were given to ten families who were not included in the study later. After evaluating the questionnaire, it was finalised with necessary alterations vide Appendix I.

#### D. Administering the Questionnaire and Collecting Data:

The finalised questionnaires were administered to the selected households. Since some of the consumers were unable to read and write the questions were asked and the information collected by the investigator. The number of questionnaires got back were 323. The rest were not returned (77). 23 forms were discarded because they were incomplete. Hence the remaining 300 forms were retained for the study. The data collected was consolidated and analysed.

#### E. Analysis And Interpretation Of Data:

The data obtained from the study was analysed and interpreted.

#### IV RESULTS AND DISCUSSION

The results of the study are discussed under the following headings:-

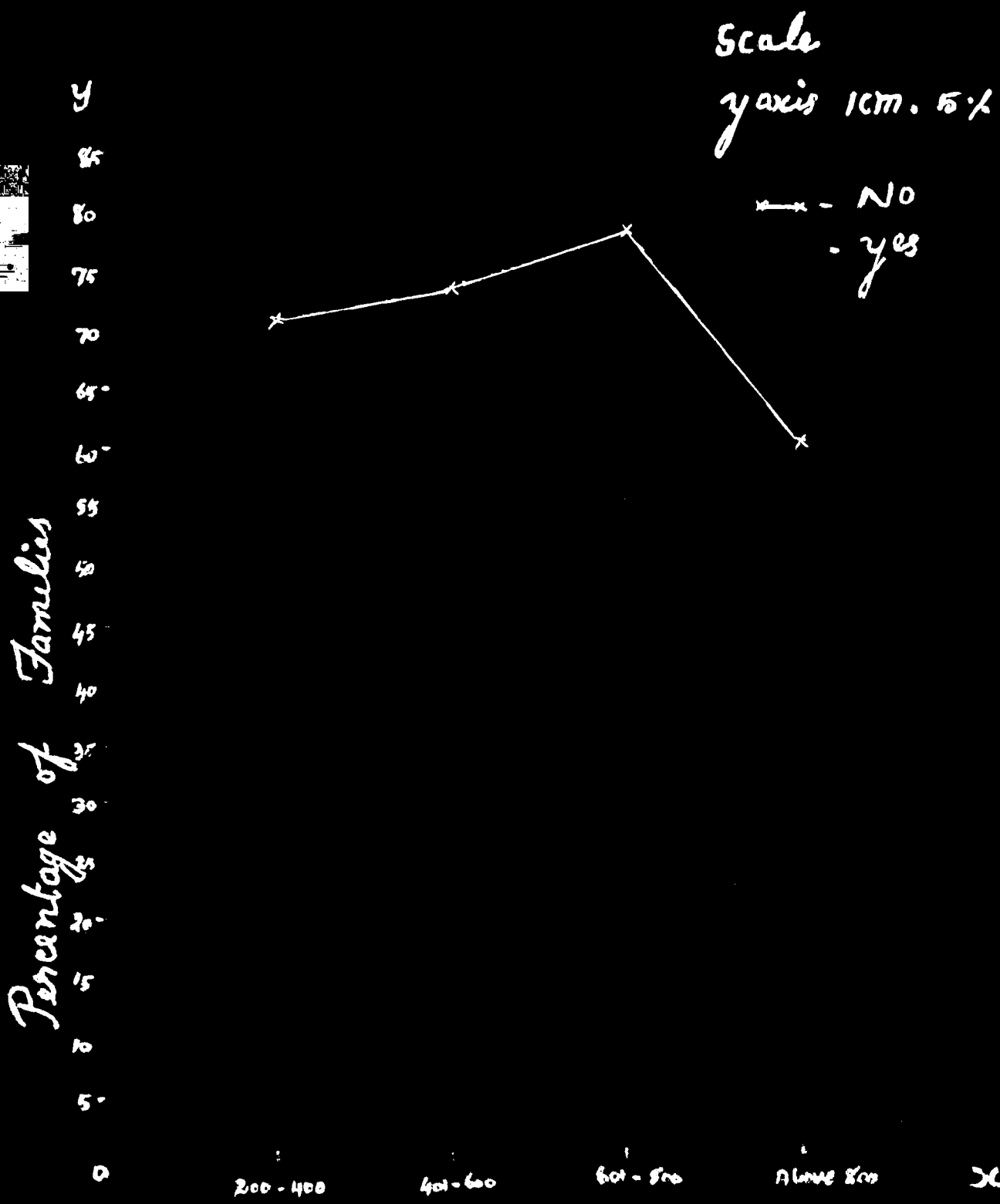
- A. Maintenance of clothing budget
- B. Frequency and time of purchase
- C. Mode of payment
- D. Clothing Selection
- E. Factors affecting selection
- F. Clothing preferences
- and G. Satisfaction derived from clothing.

##### A. Maintenance Of Clothing Budget

Table I and fig. I give the details of clothing budgets maintained by the selected sample of home makers.

TABLE I  
MAINTENANCE OF CLOTHING BUDGETS

Maintenance of Budgets	Income Ranges							
	200--400		401--600		601--800		Above 800	
	100	75	100	75	100	75	100	75
Yes	7.3	29.3	6.7	26.7	5.3	21.3	10	40
No	17.7	70.7	18.3	73.3	19.7	78.7	15	60



Income groups (RS)  
 Figure I  
 Maintenance of Budgets by the Selected  
 Sample of Families

Out of the 100 families surveyed only 29.3 per cent of the home makers maintained clothing budgets. Of the families which maintained the budgets the majority were in the highest (10 per cent) and the lowest (7.3 per cent) income groups. Though the percentage of families maintaining budgets is small it is clear that there is a positive trend towards maintaining budgets amongst the urban home makers of today.

The reasons for maintaining clothing budgets are given below.

TABLE II  
REASONS FOR MAINTAINING BUDGETS

Reasons	Income groups (in Rs.)			
	200--400	401--600	601--800	Above 800
To save money	40.9	15	43.75	-
To have an idea of expenditure	31.8	40	56.2	73.3
Consider it essential	27.2	35	-	26.6
Habit	-	10	-	-

The figures given are percentages of the numbers in each income group.

The highest income groups consider the maintenance of budget essential since they would like to have an idea of the expenses incurred. The lower income groups on the other hand mention the saving of money as the reason for maintaining budgets.

The reasons for not maintaining budgets are given below:

TABLE III  
REASONS FOR NOT MAINTAINING BUDGETS

Reasons	Income Groups (in Rs.)			
	200--400	401--600	601-800	Above 800
No need	39.6	41.8	52.5	40
Habit	7.5	3.6	13.5	28.8
Irregular purchase	50.9	54.6	33.9	31.1
No time	1.8	-	-	-

Figures given are percentages of the numbers in each income group--75.

From the reasons mentioned for not having budgets, it is clear that the house makers are not convinced of the need for planning their budgets. It is also seen that since the budgets are unplanned the purchases are irregular. This irregularity of purchase has however been given as a reason for rather than as the result of not budgeting.

#### B. Frequency And Time Of Purchase

The frequency of the purchase of clothing is given in Table IV (a) and IV (b).

TABLE IV (a)

## FREQUENCY OF PURCHASE OF FAMILIES NOT PLANNING THEIR WARDROBE

	Income group (in Rs.)			
	200--400	401--600	601--800	Above 800
Frequency of purchase				
Monthly	1.8	-	-	-
Whenever the consumers want to buy	98.2	100	100	100
Families planning their wardrobe	56	57	53	49

Figures given are percentages of families indicated against their income group.

TABLE IV (b)

## TIMES OF PURCHASE--FAMILIES PLANNING THEIR WARDROBES

Time of purchase	Income group (in Rs.)			
	200--400	401--600	601--800	Above 800
No. of families	19	18	22	26
Reopening of school or college	5	22	14	12
Deepavali	21	17	14	23
Pongal	26	11	18	8
Christmas	-	-	5	-
Birth days	5	-	-	4
Reopening of school or college and Deepavali	26	39	18	35
Deepavali and Pongal	16	11	-	19
Special occasions	-	-	12	-

Figures are percentages of 75 - Number of families in each income group.

Of the total number of families, only twenty eight per cent of the families plan and seventy two per cent do not plan their wardrobe. Of these who do not plan their wardrobe, purchases are made in a random manner. Only <sup>in</sup> one family in the lowest income group purchases are made monthly.

Amongst the families which plan their wardrobe the purchasing is timed to coincide with the reopening of school or colleges and

deepavali. Festivals such as Ongal and Deepavali are occasions for purchase of textiles.

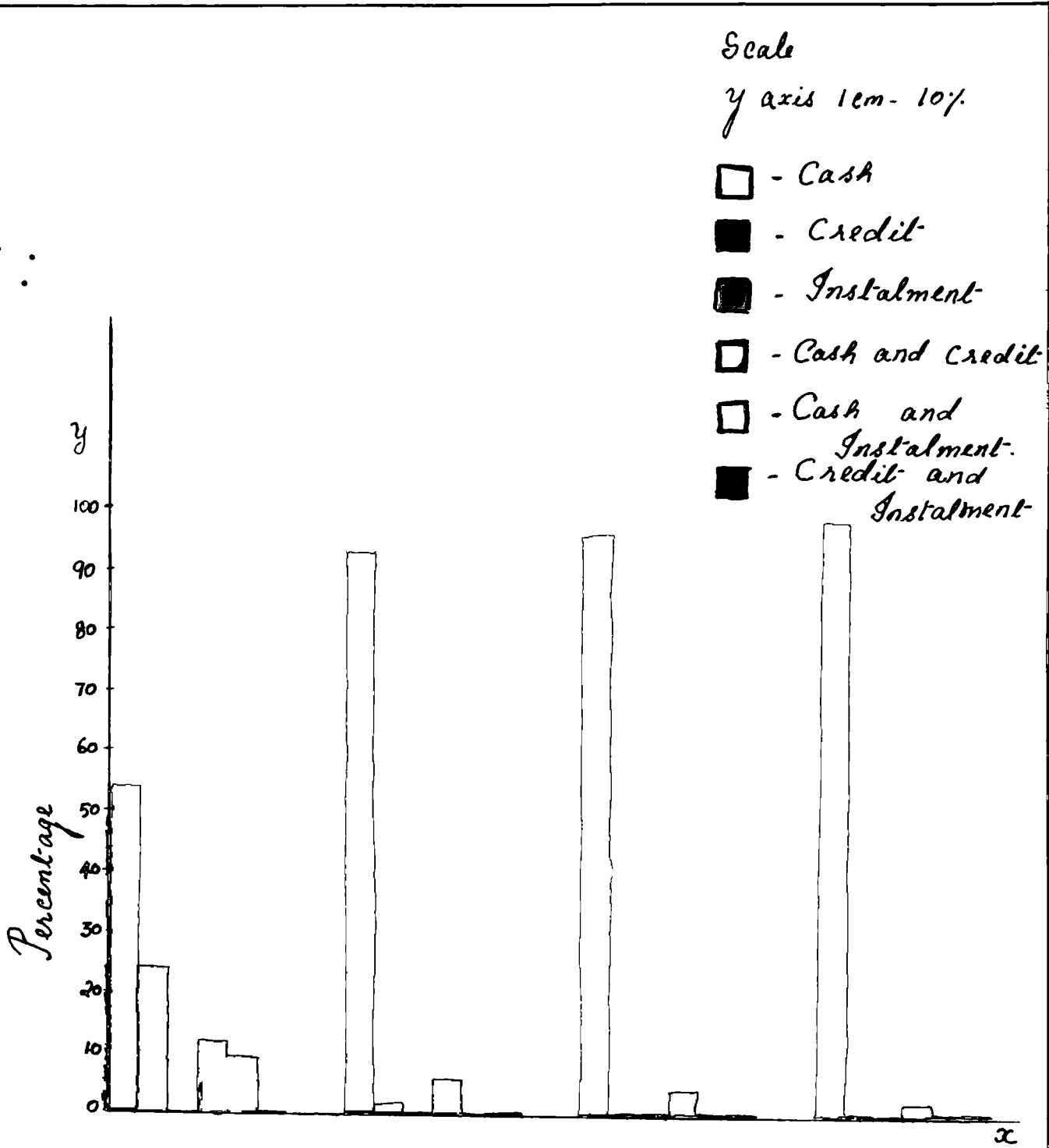
### C. Mode of Payment.

The mode of payment is given in Table V below and pictorially depicted in Figure 2.

TABLE V  
MODES OF PAYMENT

Mode of payment	Income groups (in Rs.)			
	200--400	401--600	601--800	Above 800
Cash	55	93	96	99
Credit	24	1	-	-
Instalment	-	-	-	-
Cash and credit	12	5	4	1
Cash and instalment	9	-	-	-
Credit and instalment	-	-	-	-

Figures given are percentages of 75.



Income groups  
Figure 2  
Mode of Payment

Most of the purchases in all the income groups are on the basis of cash payments. Only in the lowest income bracket the families resort to credit purchases (24 per cent and 12 per cent) and a very insignificant percentage of families in the other income groups go in for credit purchase.

#### B. Clothing Selections

Clothing selection is discussed under the following heads:

- i. Members responsible for making the selections
- ii. Consideration of family members' preferences in the final purchase.
- iii. Identification of materials
- iv. Checking for colour fastness
- v. Identification of prints
- vi. Factors influencing the clothing purchase

The members responsible for making the clothing selection for the family members is given in Table VI.

TABLE VI  
SELECTION OF CLOTHING MATERIAL

Persons selecting for	Income group				Total
	200-400	401-600	601-800	Above 800	
1. Father for himself	56	48	54	56	214
Mother for father	11	22	17	17	67
2. Father for mother	15	19	14	10	58
Mother for herself	52	51	58	63	224
3. Father for children	11	4	6	3	24
Mother for children	8	3	7	9	27
Parents for children	39	23	21	30	113
Children for themselves	13	18	29	35	95
4. Father for whole family	7	-	-	-	7
Mother for whole family	-	5	-	-	5
Aunt for whole family	1	-	-	-	1
5. Grand parents for parents	-	-	4	2	6

Table VI indicates that only in five families the home maker is completely in charge of making the purchase for the whole family (401-600 income group.) It is significant to note that in seven families belonging to the lowest income group the father purchases clothing for the whole family. The majority of heads of families

and home makers select their clothing materials themselves. In more or less the same number of families the father or the mother chooses for the other (58 and 67 families respectively). In the case of children however, in the majority of houses the parents select for the children. In 30 per cent of the families freedom is given to children to choose for themselves. In very few families aunt and grand parents are mentioned as purchasing the family's clothing requirements.

#### ii. Consideration of Family Members' Preferences In The Final Purchase:

In the making of selection and final purchase the maximum democracy is practiced in the upper income families to a greater extent than in the lower income groups as is seen in Table (a) below.

TABLE VII (a)

#### CONSIDERATION OF FAMILY MEMBERS' PREFERENCES IN PURCHASE

	Income groups (Rs.)			
	200-400	401-600	601-800	Above 800
Family members preference is considered	39	75	85	100
Family members' preference not considered	61	25	15	-

The reasons for considering family members' preferences are given below in Table VII (b).

TABLE VII (b)

## REASONS FOR CONSIDERING OTHER MEMBERS' PREFERENCES

Reasons	Income group (No.)			
	200-400	401-600	601-800	Above 800
To derive satisfaction	59	34	3	43
Individual interest	28	23	19	27
To suit the individual	14	43	78	20
To avoid trouble	-	-	-	11

Figures are percentages of 75 - Number in each income group.

The reasons given for considering family members' preferences in clothing selection show that most home makers wanted to suit the individuals' taste and interest so as to derive maximum satisfaction. A very few families (11 per cent) in the upper income group mentioned 'to avoid trouble:

When asked for the reasons as to why they did not consider other members' preferences while making the final selection and purchase, the homemakers in the 200-400 and 401 to 600 groups said that lack of money was the sole reason for it. It is true that these families do not have adequate finances, when the trial and error method of making purchases could be tried out. If youngsters are allowed to make their own purchase it may lead to difficulties. The home makers will also have to impartially distribute the clothing budget over all the members in the family.

### iii. Identification of material

Answers to the question as to whether they could identify textile materials are consolidated in table VIII below:

TABLE VIII (a)  
IDENTIFICATION OF MATERIALS

	Income group (Rs.)			
	200-400	401-600	601-800	Above 800
Yes	24	35	31	40
No	76	65	69	60

On the whole in 68 per cent of the families surveyed, the home-maker was not in a position to identify the materials. Among individual income groups, the lower income group had the maximum number of homemakers (76 per cent) who could not identify materials. Forty per cent of the home makers in the highest income bracket could identify the materials. The reasons given for their being able to identify the materials are given below in Table VIII (b).

TABLE VIII (b)  
REASONS FOR IDENTIFYING MATERIALS

Reasons	Income groups (Rs.)			
	200-400	401-600	601- 00	Above 800
Theoretical knowledge	2	7	8	4
Seeing labels	4	8	8	15
Experience	8	8	4	8
Familiarity	4	3	3	3

Seeing labels, experience and theoretical knowledge are the important reasons mentioned by the house makers in their being able to recognize and identify textiles.

The reasons for not being able to identify textiles as mentioned by the house makers are given in Table VIII (c).

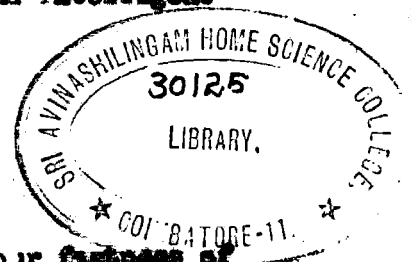
TABLE VIII (c)  
REASONS FOR NOT IDENTIFYING MATERIALS

Reasons	Income Group (Rs.)			
	200-400	401-600	601-800	Above 800
Lack knowledge of textiles	100	100	31	91
Do not care about it	-	-	19	9

The majority of the homemakers plead lack of knowledge of textiles as the reason for their not being able to identify textiles. This is a clear indication for the organisations which are involved in women's welfare like consumers associations and women's clubs to take up the problem of consumer education seriously and see that the consumers are helped to identify and understand the textiles they purchase, so that they will be knowledgeable and intelligent consumers.

#### iv. Checking colour fastness

To the question 'do you try to check the colour fastness of material,' all the homemakers said that they did not know how to do



it and that the shop keepers may not permit them checking it prior to purchasing.

#### v. Identification of Prints

The house maker who could identify the different types of prints, who had knowledge of the prints and who were familiar with the different varieties of prints are given below in Table IX (a) IX (b) and IX (c).

TABLE IX (a)  
IDENTIFICATION OF PRINTS

	Income groups (Rs.)							
	200-400		401-600		601-800		Above 800	
	Num- ber	Per- cent- age	Num- ber	Per- cent- age	Num- ber	Per- cent- age	Num- ber	Per- cent- age
Can identify prints	16	21	10	13	59	79	41	55
Cannot identify prints	59	79	65	87	16	21	36	45

Figures given are percentages of 75.

TABLE IX (b)

## HOME MAKERS IDENTIFYING PRINTS

Income groups	Home makers identifying prints in numbers and percentages									
	1 print		2 prints		3 prints		4 prints		5 and above	
200--400	11	69	5	31	-	-	-	-	-	-
401--600	8	80	2	20	-	-	-	-	-	-
601--800	42	71	13	22	4	7	-	-	-	-
Above 800	23	56	11	27	5	13	1	2	1	2

Figures given are percentages of those who could identify prints.

Forty two per cent of the home makers could identify some of the prints. Of these, sixty seven per cent were able to recognize only one variety of print. About twenty four per cent were able to recognize two varieties of prints. Very few (5 per cent) knew three prints and more.

TABLE IX (c)  
FAMILIARITY WITH PRINTS

Block	Screen	Stencil	Batik	Tie and dye	Plaid	Hollie
5	1	13	84	58	18	3

Batik was the most familiar print (84) followed by tie and dye (58). The other prints were less familiar.

4. Factors Affecting Selection Of Clothing Requirements

The factors affecting the home makers most, while purchasing their clothing requirements are given in Table X (a).

TABLE X (a)

FACTORS AFFECTING PURCHASE OF CLOTHING  
(Mentioned first in the order of  
priority)

Factors	Income groups (Rs.)				Total
	200-400	401-600	601-800	Above 800	
Price	10	8	-	-	18
Income	13	3	1	-	17
Quality	10	10	6	9	35
Texture	4	3	4	11	22
Occupation	4	2	8	-	14
Colour	3	17	8	8	36
Design	3	4	12	28	47
Durability	3	3	4	3	13
Number of members of family	2	2	-	-	4
Suitability	1	10	8	16	35
Washability	1	-	2	-	3
Availability	1	10	8	-	19
Climate	-	2	3	-	5
Acceptability	-	1	3	-	4
Fashionous	-	-	4	-	4
Festivals and functions	-	-	4	-	4

The most important factors which influence most of the home makers in their choice of clothing as seen in Table X (a) are design, price, colour, quality and suitability. When scrutinising the factors mentioned by the home makers in the four income groups it is significant

to note that the homemakers in the lowest two income brackets alone mention price and income as the factor which influences them most. Design and suitability are mentioned mostly by the homemakers in the upper income groups.

The factor which affects homemakers next - second in their list of priorities is given below:

TABLE X (b)

FACTORS AFFECTING PURCHASE OF CLOTHING  
(Mentioned second in the order of priority)

Factors	Income Groups (Rs.)				Total
	200-400	401-600	601-800	Above 800	
Income	15	3	-	-	18
Price	13	3	-	-	16
Durability	11	7	13	-	31
Colour	9	8	1	3	21
Suitability	7	7	8	3	25
Texture	4	2	1	-	7
Fashion	4	2	18	19	43
Family members	3	1	-	-	4
Design	2	15	16	3	36
Quality	2	7	9	-	18
Availability	2	14	3	8	27
Occupation	2	2	4	13	21
Washability	1	3	-	-	4
Acceptability	-	1	2	9	12
Climate	-	-	-	13	13
Advertisement	-	-	-	4	4

Fashion (4), design (16), durability (31), availability (27), suitability (25), colour (2) and occupation (21) are the factors mentioned in the descending order. Home makers in the two higher income groups appear to be more sensitive to fashion than those in the lower income groups. Income and price is again mentioned by the home makers in the lower income groups.

## F. Clothing Preference

The clothing preferences of the selected families are discussed under three major headings.

- Preference for
- i. Different materials
  - ii. different colours
  - iii. different designs

Under each of these categories the preferences are compared as between

- a. Income groups
- b. Men and women
- c. Age groups - children, adolescents, adults and old people.
- d. levels of education of the home maker.
- e. Reasons for the preference.

In all these cases children below 5 years have not been taken into consideration.

i-a Materials preferred - Income Groups.

Table XI (a) shows the preferences of the selected home makers for different materials.

TABLE XI (a)

## TEXTILE (MATERIAL) PREFERENCES OF SELECTED FAMILIES-INCOME GROUPS

Degree of preference	Income group Rs.	Types of materials in number and percentages									
		Cotton		Silk		Nylon		Terylene		Blends	
First preference	200-400	195	62	15	5	14	4	23	9	62	20
	401-600	131	55	29	9	Nil	Nil	37	11	82	25
	601-800	161	43	85	23	3	1	52	14	72	19
	Above 800	127	33	89	23	2	1	112	28	59	15
Second Preference	200-400	71	22	11	3	28	9	42	13	67	21
	401-600	98	29	70	21	8	2	62	19	45	14
	601-800	137	36	42	11	20	5	86	22	73	19
	Above 800	107	27	60	15	10	3	87	22	30	20

Cotton is popular with all the four income groups. Fabrics with blended yarn come next in popularity with the first three income groups whereas terylene is more popular with the highest income groups after cotton and is followed by silks. Nylon is the least preferred as first choice- vide Table XI (a) and Figure 3.

In the second preferences also cotton stands highest- vide Table XI (a). Two hundred and one members did not mention any second preferences. We can therefore presume that cottons are most favoured followed by fabrics of blended yarn. By analysis it is seen that the income and material preferences are associated vide Appendix II.

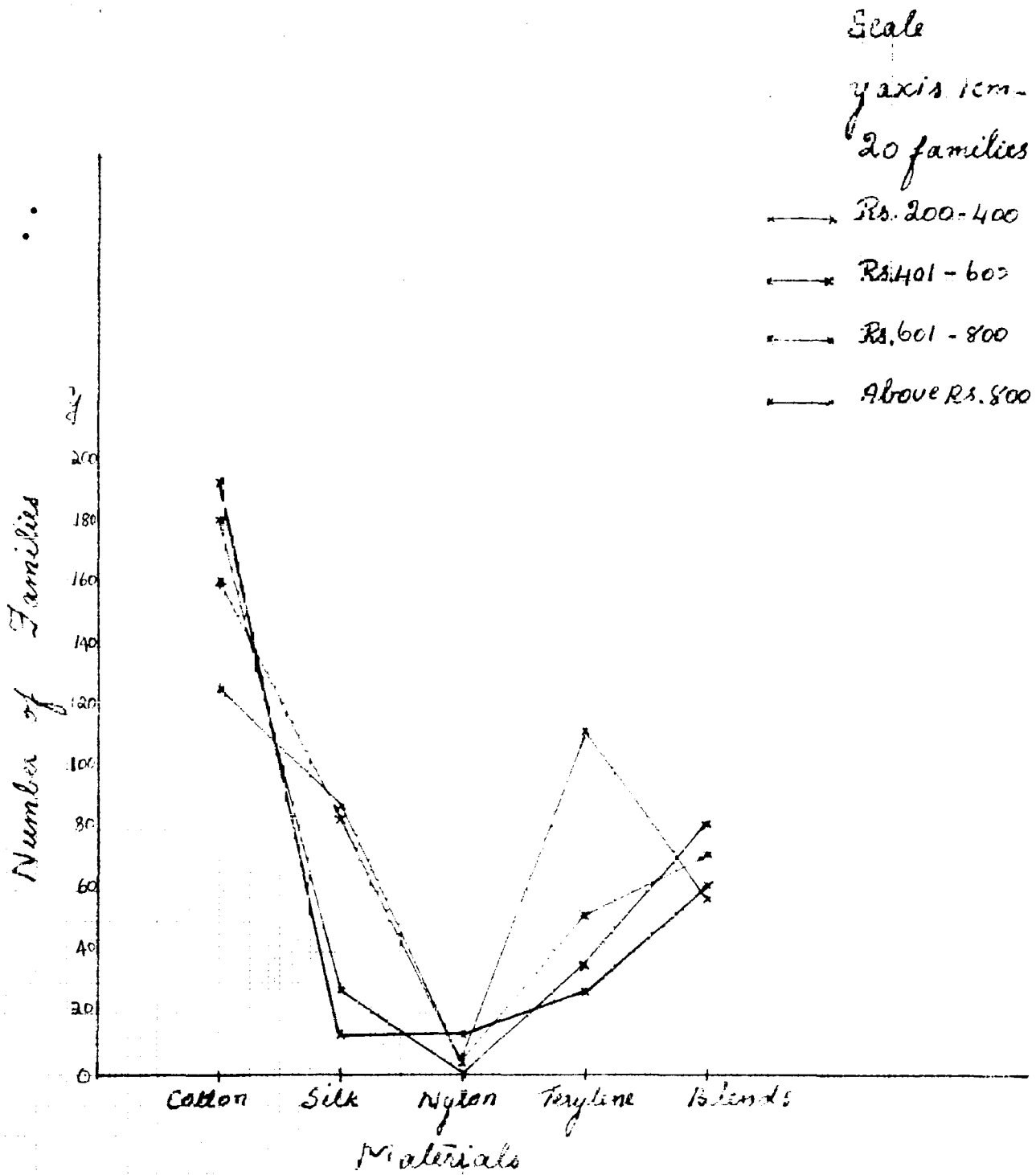


Figure 5  
Textile [materials] Preference of Selected  
Families - Income groups.

## 1-b. Materials preferred - Boys and Men and Girls and women.

Table XI (b) indicates the material preferences as between boys and girls and men and women.

TABLE XI (b)

## TEXTILE (MATERIAL) PREFERENCES OF SELECTED FAMILIES SEWISE

		Types of materials preferred in numbers and percentages											
Degree of preference	Sex	Cotton	Silk	Nylon	Perylene	Blends						Members those who do not have preference	
First preference	Boys	72	31	-	-	-	93	40	67	29	-	-	
	Girls	104	45	37	16	9	4	3	1	73	32	-	-
	Men	253	54	-	-	-	-	134	23	85	18	-	-
	Women	235	49	131	33	10	2	0.4		50	11	-	-
Second preference	Boys	103	44	-	-	-	-	71	31	56	24	2	1
	Girls	63	26	63	26	29	13	23	10	47	21	1	0.4
	Men	131	23	2	0.4	-	-	164	34	115	24	60	13
	Women	146	31	118	23	37	8	19	4	49	10	109	23

In the classification given in Table XI (b) boys and girls are those between 5 and 19; men and women are those of 19 plus and above. Excepting for boys (31 per cent), the other three categories namely girls (45 per cent) men (54 per cent) and women (49 per cent) prefer

cotton. Boys (40 per cent) prefer terylene. In the case of girls, second largest number (32 per cent) prefer materials of blended yarn. Men prefer terylene next to cotton (28 per cent) and the second largest number of women prefer silk (33 per cent).

In the case of second preferences most boys (44 per cent) and women (31 per cent) gave cotton as their choice whereas terylene was preferred by 34 per cent and cotton only by 28 per cent. Second preference for girls was equally divided between cotton and silk (26 per cent in each) followed by fabrics of blended yarn (42 per cent). Both in the first and second preferences silks are preferred by girls and women rather than men and boys. When analysed it is seen that there is no association between sex and preference of material, vide Appendix III.

i-c. Materials preferred - Children, Adolescents, Adults and Old People.

Table XI (c) indicates the material preferred by different age groups.

TEXTILE (MATERIAL) PREFERENCES OF SELECTED FAMILIES AGE GRAP

Degree of Preference	Age group	Types of Mat rials preferred in numbers and percentages						Members who do not have preference					
		Cotton	Silk	Nylon	Terylene	Blends							
First Preference	Children	75	36.0	5	0.2	5	0.2	48	23.0	77	57.0	NIL	
	Adolescents	101	41.0	32	13.0	4	0.2	48	19.0	63	25.0	NIL	
	Adults	264	43.0	127	21.0	10	2.0	101	16.0	119	19.0	NIL	
	Old People	224	68.0	54	16.0	-	-	35	11.0	17	5.0	NIL	
Second Preference	Children	76	36.0	32	15.0	16	8.0	42	20	43	20	NIL	
	Adolescents	90	36.0	31	13.0	13	5.0	51	21.0	58	23	5	2.0
	Adults	212	34.0	75	12	35	6.0	114	18	124	20.0	60	10.0
	Old People	66	20.0	45	14.0	2	1.0	69	21	40	12	108	33.0

In this classification children are those below 12 years, adolescents those between 13 and 18 years, adults are from 19 to 40 years and the older people are those above 40 years.

Table XI (c) brings out the fact that cotton is preferred by most of the adolescents (41%) adults (43%) and old people (68%). Amongst children the preference between cotton (36%) and blends (37%) ranks highest. The second highest number of consumers in the adolescent (25%) and adult (19%) groups mentioned blended yarns in their first preferences.

Amongst those preferring silks adults (20%) and older people (16%) rank first and second. <sup>Silk</sup> ~~Nylons~~ ranked third for the older people.

In mentioning their second preferences also adults (34%) adolescents (36%) children (36%) and older people (20%) have mentioned cotton. Fabrics of blended yarn have been mentioned by the second largest number in the groups of children, adolescents and adults whereas older people indicate ~~nylons~~ as the second largest number in their preference. The analysis shows that there seems to be an association between the age group and the preference of materials vide Appendix IV.

i-d. Materials preferred by housemakers at different educational levels.

Materials preferred by home makers at different levels of education are presented in Table XI (d).

TABLE XI (d)

## ESTIMATED (MAJOR) PREFERENCES OF HOME MAKERS - EDUCATIONAL LEVEL

Education	Types of Material Preferred in numbers and percentages					
	Cotton	Silk	Nylon	Nylonene	Blends	
Illiterate	79	92	6	7.0	-	-
Middle School	53	80.0	8	12.0	5	8.0
High School	85	82.0	5	5.0	11	11.0
P.U.C. Intermediate and Certificate	14	48.0	5	17	5	10
Graduates	10	65.0	4	25	-	-

As has already been seen the majority of the selected sample have shown a preference for cotton and amongst the home makers at all levels of education cotton is preferred more than any other fabric. It is surprising to note that more homemakers in the three lower levels of education prefer cottons to any of the other fabrics where as fewer at the pre-university (48%) and graduate (63%) level prefer cotton. The number preferring the other categories of materials are insignificant. The analysis shows that the preference for material and educational status of home makers are as related vide Appendix V.

i-e. Reasons for Preferring Different Materials.

The reasons for preferring various materials are given in Table III.

TABLE XII

## REASONS FOR PREFERRING DIFFERENT MATERIALS

Materials and Reasons	Income groups (Rs.)								
	200-400		401-600		601-800		Above 800		
	Num- ber	Percen- tage	Num- ber	Percen- tage	Num- ber	Per- centage	Num- ber	Per- centage	
<b>1. Cotton</b>									
Simple	Men	45	28.0	27	15.0	1	0.4	30	17
	Women	33	20.0	27	15.0	4	2.0	37	24
Economy	Men	90	56.6	56	31.3	50	23.8	69	25.3
	Women	61	36.3	74	42.0	61	36.0	67	44.0
Confor- table	Men	24	15.0	96	54.0	159	76.0	134	58.0
	Women	74	44.0	74	42.0	104	62.0	49	32.0
<b>2. Silk</b>									
To look better for occasions	Women	57	58	92	70.0	85	57.0	109	66.0
	Women	41	42.0	40	30.0	69	43.0	5	34.0
<b>3. Nylon</b>									
Ease in washing	Women	31	41.0	41	59.0	23	44.0	36	52.0
Crease Resistant	Men	4	67.0	-	-	-	-	-	-
	Women	44	59.0	41	41.0	22	42.0	33	48.0
Durable	men	2	33	-	-	-	-	-	-
	Women	-	-	-	-	7	13.0	-	-
<b>4. Terylene</b>									
To look better	Men	91	70.0	98	73.0	118	63.0	178	77.0
	Women	1	100	-	-	12	100	-	-
Ease in washing	Men	25	19	37	27.0	46	26	38	16.0
	Men	15	12.0	-	-	10	6.0	16	7.0
Crease Resistant	Men	3	2	17	14	-	-	6	3.0
	Women	-	-	-	-	2	1.9	-	-
Fashion	Men	24	19.0	6	5.0	31	13	73	35.0
	Women	11	9	36	38	22	21	54	49.0

economy and comfort are the reasons mentioned for preferring cotton by most of the consumers in the various income groups as well as by men and women. It is only in the lowest and second lowest income groups that simplicity is mentioned by the second largest number of men and women respectively.

It is interesting to note that the reasons given for preferring silk is only by women. Silks are preferred both, because they give better appearance and are suitable for festive occasions.

The preference for Nylon is mentioned mostly by women and by a very few men in the lower income groups. Most homemakers in the three upper income groups preferred Nylon because of its ease in washing. Majority of home makers in the lowest income bracket prefer Nylon for its crease resistance. Durability has been mentioned by a very small number (2 men and 7 women).

The preference of terylene amongst men in the income groups 200 to 300 is that it helps them to look better which is echoed by their women counterparts. The other reasons mentioned for preferring terylene are its ease in <sup>washing</sup> washability and crease resistance.

In the case of blends most men and women emphasized its capacity to make the wearer look better. Its setting for fashion is mentioned by the second largest number of consumers. Third reason mentioned by a very few consumers is its crease resistance.

#### F. 11-a Colour Preferences-Income Groups

The colour preferences of the selected sample is given below in Table XIII (a).

In general between the preference of light and dark shades, more consumers preferred lightshades (337) than dark shades (149). Amongst the various colours white was preferred by a majority of the consumers.

The second preferences were not mentioned by 59 consumers. Second preferences were more or less on the same line as those of the first preferences. Black has been mentioned by 20 per cent in the second income group and 14 per cent in the third income group. The statistical analysis proves that there is an association between income groups and preference for colour vide Appendix VI.

F. 11-b. Preference for colour - Boys, men, Girls and women.

The colour preferences in the four categories boys, girls, men and women are given in Table XIII-b.

Degree of preference

Boy

First

Old

Preference

Men

Men

Second

Old

Preference

Men

Men

It is seen that perhaps more of men (37%) and women (25%) like lighter shades and more of boys (25%) and girls (24%) like darker shades. Amongst the various colours white is preferred by most of the men (48%) and women (16%). Among the colours preferred by boys multi-colours (22%) white (16%) and green (15%) are mentioned by most of them. The colours preferred by most of the girls are green (15%) and purple (15%). A lesser extent of women prefer green (10%) pink (8%) blue (8%) purple (7%) and black (7%).

The second preferences also are more or less on the same pattern as the first excepting that the girls show a preference for black (14%), blue (13%) and pink (11%). The analysis proves that there is an association between sex and colour preference vide Appendix VII.

ii-c. Preference for colour - Children, adolescents - adults and old people.

The colour preferences of various age groups is given in Table XIII (c) and Figure 4.

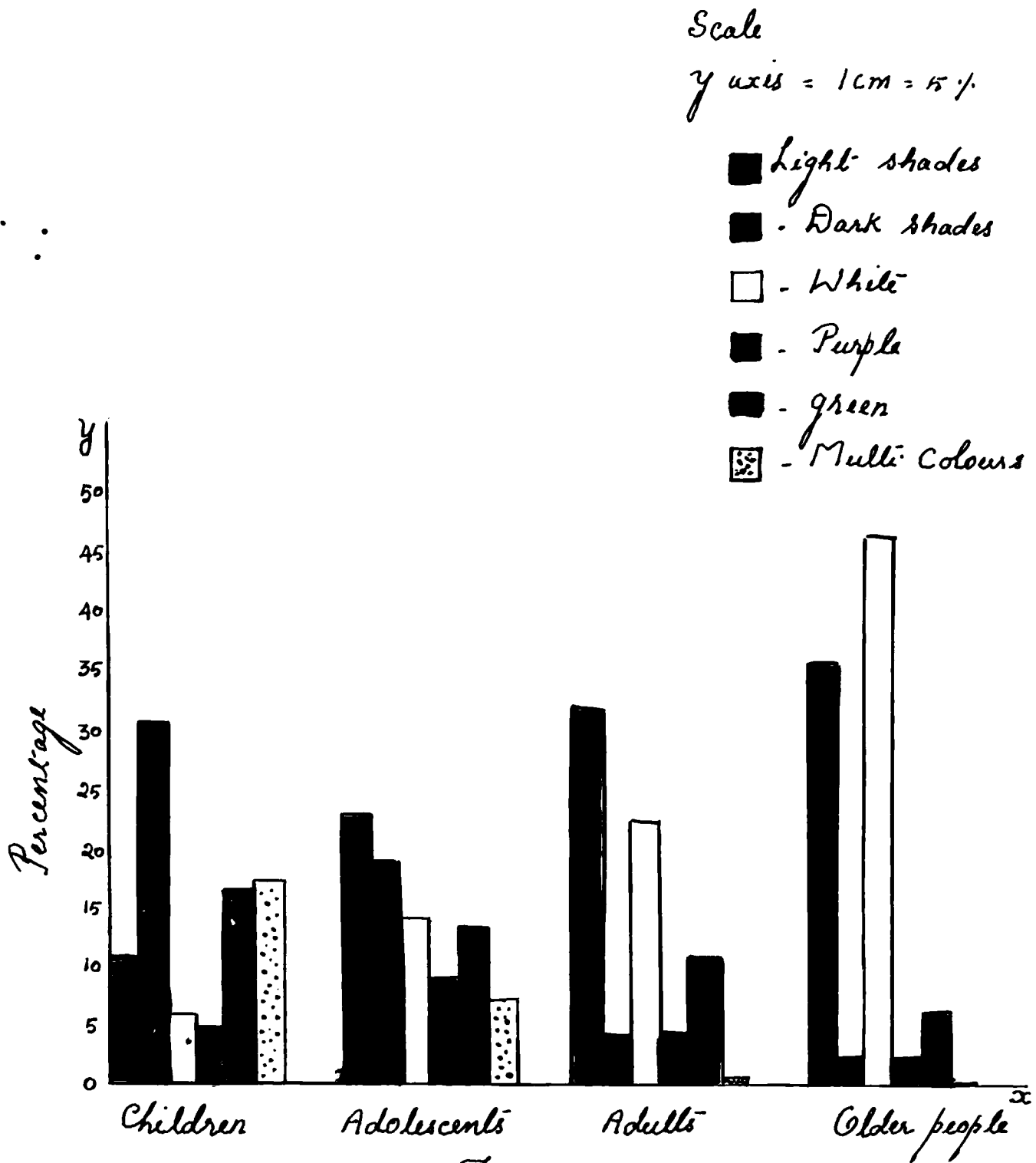


Figure 4  
Textile (Colour) Preferences of Selected Families - Age group.

Light shades are preferred mostly by adults (32%) and older people (35%) whereas dark shades are preferred by children (31%) and adolescents (19%) children prefer green (17%) and multi-colours (17%). Adolescents prefer white, green and purple. Adults and older people prefer white.

Second preferences follow more or less the same pattern as first excepting that light shades are preferred by children and adolescents for second preference, and in the case of children and adults black comes into the picture. The analysis shows that colour preference is associated with age-vide Appendix VIII.

**F. 11-d. Preferences for colour - Different levels of education of homemakers.**

The colour preferences of the home makers of different educational levels is shown in Table XIII (d).

TABLE (COLOUR) PREFERENCES OF SELECTED NOMINATIONS - EDUCATIONAL USE

C O L O U R S P R E F E R R E D

Education	Light Shades	Dark Shades	White	Yel- low	Choc- pink	Gray	Drum- mace	Mus- tard	Pur- ple	Must ard	Green	blue	Red	Black	Multi- Colour	
Illiterate	No. 30	5.0	7	-	5	-	1	-	12	-	3	-	5.0	3.0	18	-
	%	35	6.0	8	-	4.0	1	-	14.0	-	4.0	-	4.0	4.0	21	-
	No. 55	2	5	-	-	-	2	1	7	2	3	2	-	-	7	-
Middle School	%	53	3	9.0	-	-	3	2.0	11.0	3.0	5.0	-	-	-	11.0	-
	No. 38	17	13	-	8	-	-	-	4	-	7	-	1	7	12	-
	%	37	16	15.0	-	8.0	-	-	1.0	-	7.0	-	1.0	2.0	12.0	-
P.U.C. Intermediate and Cambridge	No. 14	2	3	-	1	1	1	-	-	-	-	1	1	3.0	2.0	-
	%	48	7.0	10	-	3	3	-	-	-	-	3	3	10	7.0	-
	No. 7	-	3	-	2	-	1	-	-	-	-	-	-	-	3	-
Graduate	%	44.0	-	19.0	-	13.0	-	6.0	-	-	-	-	-	-	19.0	-

Light colours are preferred by the homemakers in various levels. Black appears to be a favourite colour with the homemakers in all income groups and white for the upper three levels of education. (High school, Pre-university and graduate). In the illiterate and middle school level mustard appeared to be the favourite with a fairly large number of homemakers.

#### F. 11-c. Reasons for Colour Preferences:

The reasons for the colour preferences of the selected consumer are given in table XIV.

TABLE XIV

#### REASONS FOR COLOUR PREFERENCES

Colours	Reasons			
	Suits the individual	Adds Beauty	Makes the wearer look smart	Suits the age of the wearer
Light colours	654	327	-	-
Dark colours	145	192	192	-
White	301	224	-	430
Yellow	26	32	-	-
Pink	29	124	-	-
Chocolate	10	4	-	-
Gray	42	29	-	-
Orange	16	6	-	-
Mustard	49	10	-	-
Rust	25	24	-	-
Purple	40	87	-	-
Green	111	63	133	-
Blue	103	89	-	-
Red	58	49	-	-
Black	117	132	108	-
Multi colours	9	26	129	-

The reasons mentioned by most of the consumers for preferring certain colours is that it suits and adds beauty to the individual.

In the case of other colours, pink, green, black, and multi colours, the additional reason mentioned is that it makes the wearer look smart. Only in the case of white the reason mentioned was that it suits the age of the wearer.

*F iii-a. Preferences for Designs - Income groups:*

The designs preferred by the consumers in various income groups is given in Table XV (a).

TABLE IV (a)

TEXTILES (DESIGN) PREFERENCES OF SELECTED FAMILIES - LAJALU GROUPS

Degree of Preference	Income of	Plain	Big design	Small design	Floral	Abstr. root	Dell. cate	Verti- cal stripes	Horiz- non- tal stripes	Large checks	Small checks	Dots	Not having pref- erences														
First	200 - 400	159	64	17	6	39	12	15	4	19	6	1	0.3	21	7	14	5	4	1	10	5	-	-	17	6	-	
Second	401 - 600	183	56	2	0.6	49	15	6	2	14	4	10	3	9	3	19	6	17	5	3	1	7	2	11	3	-	
Third	601 - 800	156	42	11	3	63	17	12	5	14	4	4	1	23	6	23	6	9	2	-	-	13	4	45	12	-	
Fourth	Above 800	192	49	4	1	64	17	-	-	26	9	8	2	13	3	30	8	9	2	6	2	6	2	31	8	-	
First	200 - 400	44	14	12	4	30	9	8	3	39	12	8	3	11	5	40	12	23	7	4	1	18	6	28	9	39	12
Second	401 - 600	40	12	1	0.3	55	17	7	2	30	9	18	5	25	8	26	8	7	2	10	3	4	1	18	5	98	26
Third	601 - 800	81	21	11	3	37	10	4	1	28	7	5	1	17	9	32	8	20	5	15	4	13	4	32	8	80	21
Fourth	Above 800	67	17	-	-	72	18	-	-	45	11	24	6	19	3	39	10	21	5	16	4	16	4	56	14	14	4

Figures given are in numbers and percentages

There is a balanced preference for printed and plain materials amongst all the families. Most of the families preferred small designs to big designs. Stripes and abstract designs come next in the order of preference. The statistical analysis proves that there is an association between the income groups and design preferences. Vide Appendix - IX. There is a marked preference for small designs, vertical stripes and dots in the higher income groups when compared to the lower income groups.

Two hundred and twenty one consumers did not give second preferences. Generally plain material, abstract designs and dots were preferred second best. Floral designs and big prints were liked by the least number of consumers.

F iii-b. Preference for Designs - Men and Women

The designs preferred by men and women are shown in Table IV (b) and Figure 5.

TABUL XV (b)

TABUL XV (DESIGN) PREFERENCE CAS OF SEASOOND FAMILIES - SEX WISE

Degrees of Preference	Sex	DESIGN																										
		No. ♀	No. ♂	Big Designs	Small Designs	Floral	Abst-rost	Dell-rose	Striped	Vertical	Horizontal	Large checks	Small checks	Dots	Not having													
		No. ♀	No. ♂	No. ♀	No. ♂	No. ♀	No. ♂	No. ♀	No. ♂	No. ♀	No. ♂	No. ♀	No. ♂	No. ♀	No. ♂	No. ♀	No. ♂											
First	Boys	48	21	7	3	20	9	-	-	41	17	-	-	19	18	20	9	25	11	8	3	20	9	24	10	-	-	
	Girls	44	19	23	10	70	31	10	4	10	4	9	4	16	4	16	7	9	4	3	1	-	-	-	16	7	-	-
	Men	331	71	2	0.4	3	0.6	-	-	12	3	4	1	26	6	44	9	7	2	7	2	6	1	30	6	-	-	-
	Women	267	56	2	0.4	131	29	24	5	5	1	10	2	5	1	6	1	-	-	1	0.2	-	-	28	6	-	-	-
Second	Boys	42	18	2	1	26	11	-	-	34	15	-	-	20	9	34	15	11	5	23	9	9	3	29	13	85	37	
	Girls	40	16	9	3	31	13	6	3	31	13	9	4	16	7	11	5	11	5	9	4	9	4	19	7	20	8	
	Men	65	14	4	1	11	2	-	-	45	10	-	-	35	7	42	9	25	5	12	3	34	7	37	8	23	4	
	Women	75	15	12	2	126	35	13	3	31	6	46	9	1	0.2	50	10	24	5	1	0.2	-	-	50	10	46	9	

Scale  
y axis 1cm = 10%

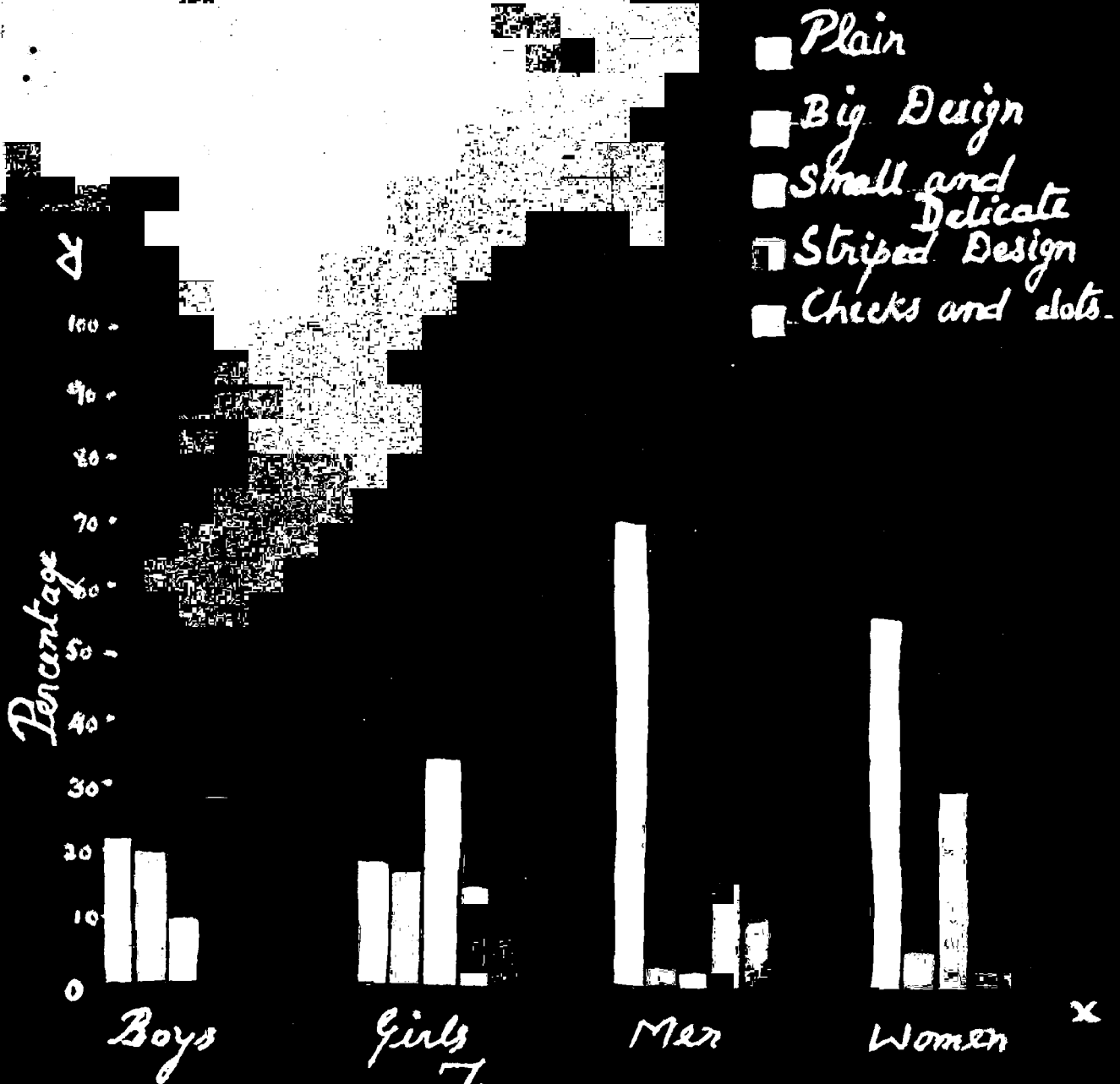


Figure 5  
Textile [Design] Preferences of Selected Families - Sex wise

More men and boys like plain materials for their first preference than do women and girls. Prints both small and big are preferred by women more than men. More men than women prefer abstract designs, all types of striped materials, checked materials and dotted materials.

More women prefer printed materials with delicate, floral designs than do men. On the other hand more men prefer abstract designs, striped and checked materials. There seems to be an equal preference for plain, horizontal stripes and dotted materials. Hundred and seventy four members did not mention the second preferences. Statistical analysis showed that there was an association between sex and the design preferences - appendix A.

### iii. c. Preference for designs - Age Groups

The preferences shown for designs by the different age groups is given in Table IV (c).

TABLE IV (c)

TEXTILES (DESIGNS) FOR PREFERENCES OF SELECTED FAMILIES AGE GROUP

Degree of

Age

Group

Preference

BASIC

Plain	Big prints	Small prints	Floral	Abstr. rect	Doll- outs	Striped	Vertical	Horizontal	Large checks	Small checks	Dots	Not having preference
No. %	No. %	No. %	No. %	No. %	No. %	No. %	No. %	No. %	No. %	No. %	No. %	No. %

Children	39	19	23	11	57	18	7	3	25	12	6	3	15	7	13	6	9	4	9	4	7	5	21	10	-	-
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Adolescents	53	21	7	3	53	21	3	1	26	10	3	1	20	8	23	9	26	10	2	1	13	5	19	8	-	-
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Adults	315	51	20	31	13	18	24	4	29	5	6	1	30	5	35	6	5	1	8	2	-	-	53	9	-	-
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Old People	283	36	21	6	6	2	-	-	-	3	3	1	7.5	12	4	2	1	-	-	-	6	2	10	3	-	-
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Children	46	22	3	1	30	14	4	2	33	16	1	5	27	11	19	9	3	1	18	9	7	3	15	7	7	3
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Adolescents	36	14	7	3	27	11	2	1	32	13	3	3	12	4	25	10	14	6	16	6	9	3	32	13	30	12
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Adults	115	18	12	2	90	14	10	2	68	20	27	4	30	5	69	11	34	5	13	2	31	5	65	10	56	9
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Old people	19	6	2	1	47	16	3	1	6	3	19	6	6	2	23	8	15	5	-	-	3	1	22	7	163	54
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Second

Consumers in all the groups preferred plain materials most, except in the case of adolescents who had mentioned preference for small designs (21 per cent) to the same extent. Children preferred <sup>small</sup> big prints, abstract, ~~delicate designs and large checks.~~ <sup>prints, big prints and dots.</sup> Adolescents preferred small prints, horizontal stripes and ~~small checks.~~ <sup>abstract designs.</sup> Both adolescents and adults preferred striped material. When the data was analysed it was found that there was an association between age groups and designs preferred. The classification used for the statistical analysis was children, adolescents and older people - Appendix -  $\bar{X}_1$  .

In their second preference children mentioned plain, abstract and striped materials whereas more adolescents mentioned abstract designs, small prints, dots and vertical stripes. More adults preferred besides plain small prints, vertical stripes, abstract designs and dots whereas the older people preferred plain and dotted material. Many consumers (256) did not give their second preference.

8. iii-d. Homemakers Preference for designs - education levels

The home makers preferences for designs is shown in Table IV-d. The classification used here is illiterate, middle school education, high school education and graduates.

TABLE XV (a)

EXILES (DESIGN) PREFERENCES OF SELECTED HOMEMAKERS - EDUCATION

Education	DESIGNS																						
	Plain	Big	Small	Floral	Abstract	Delicate	Verti- cal stripes	Hori- zontal stripes	Striped	Large checks	Small checks	Dots											
Illiterate	43	50	-	-	6	7	2	2	2	2	6	7	3	4	3	4	5	17	12	5	4		
Middle School	37	56	-	-	5	8	2	3	-	-	4	6	-	-	3	5	5	12	19	19	3	3	
High School	64	61	-	-	4	4	7	7	-	-	-	-	-	-	-	-	-	-	-	19	19	7	7
P.U.C. Intermediate and Cambridge	22	76	-	-	5	10	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4	14
Graduate	11	69	1	6	1	6	3	19	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

while plain is preferred by most of the home makers as their first choice it is interesting to note that the preferences mentioned by the others is in the following descending order small checks, small prints and floral designs. A greater percentage of women in the higher educational levels prefer plain than do their counterparts in the lower educational levels. The statistical analysis however proved that there is no association between education and designs preferred - Appendix XII.

iii - e. Reasons for preferring designs

Reasons given for the preference of designs is given in Table XVI.

TABLE XVI

REASONS FOR PREFERRING PARTICULAR DESIGNS

Designs	Reasons							
	Suits the individual	Adds Beauty	Suits the eye	Plumper	Smarter	Thinner	Softer	Attractive
Plain	431	261	435	-	-	-	-	-
Big prints	19	-	-	100	-	-	-	-
Small prints	171	419	-	-	-	-	-	-
Floral	21	68	-	-	-	-	-	-
Abstract	52	132	-	-	234	-	-	-
Delicate	90	-	-	-	-	-	-	27
Stripes	47	-	-	-	174	-	-	-
Vertical stripes	24	-	-	-	64	204	-	-
Horizontal stripes	9	-	-	181	36	-	-	-
Large checks	-	-	-	50	44	-	-	-
Small checks	13	-	-	-	43	56	-	-
Dots	76	196	-	-	95	-	-	-
	954	1066	435	331	690	260	-	27

The reasons for their preferring particular designs showed adding beauty (1066) to the wearer, suiting the individual (954), making them look smart (690) and suiting the age (435) were given most emphasis. The fact that the design of the material makes one look plumper (311) and thinner (260) were mentioned by some consumers.

The plain material was preferred because it suited the individual, added beauty and suited the age. Vertical stripes and small checks were preferred because they made one look thinner; horizontal stripes and large designs as they made one look plumper and delicate designs since it made one look attractive.

#### iv. Materials for garments:

Details regarding materials preferred for garments are given in Table XVII a, b, c.

TABLE XVII (a)

#### MATERIALS PREFERRED FOR GARMENTS

##### a. Under garments:

Materials	Number and percentage of families in income groups							
	200--400		401--600		601--800		Above 800	
Longcloth	41	55	56	75	71	95	75	100
Mill	16	21	19	25	4	5	-	-
Cada	14	19	-	-	-	-	-	-
No preference	4	5	-	-	-	-	-	-

b. Blouse

Materials	Number and percentage of families in income groups							
	200--400		401--600		601-800		Above 800	
Lawn	3	4	17	23	5	7	3	4
Poplin	29	39	21	28	9	12	3	4
Longcloth	14	19	2	3	10	13	-	-
2/2	25	33	35	47	51	68	69	92
No preference	4	5	-	-	-	-	-	-

c. Skirt

Plain voiles	41	55	29	39	11	15	32	43
Half voiles	18	24	14	19	17	23	4	5
Organdi	3	4	2	3	7	9	4	5
Full voiles	7	9	16	21	19	25	14	19
2/2	2	3	4	5	21	28	21	28
Nil	4	5	10	13	-	-	-	-

\*Only first preferences were considered.

The materials for under-garments show that though most of the homemakers preferred longcloth for undergarments, those in the upper income brackets prefer it to a greater extent than those in the lower income brackets. Full and pads are preferred to some extent especially in the lower income groups.

In blouse materials also it is seen that the finer qualities are preferred more by the higher income groups than the lower income groups (2/2 and poplins).

Plain voiles are preferred for saris by most of the home makers followed by full voiles, half voiles, 2/2 and organza in the descending order.

The income does not seem to have much effect upon the preference of materials for saris.

v. Preference for Ready-made Garments:

Preferences for ready-made garments are given below:

TABLE XVIII

PREFERENCE FOR READY MADE GARMENTS

Preference	Income groups			
	200--400	401--600	601--800	Above 800
Families which prefer	27	53	71	99
Families which do not prefer	73	47	29	11

The table shows that ready made garments are preferred by the upper income families (89%) rather than by the lower income families.

The upper income groups are familiar with brand names since they often purchase readymade garments.

Some makes do not appear to have taken to the use of readymade garments as is evident from the fact that few have mentioned the purchase of readymade garments.

9. Satisfaction derived from clothing:

The satisfaction derived from the purchase of clothing is listed below - Table XIX.

TABLE XIX  
SATISFACTIONS FROM CLOTHING PURCHASE

Satisfactions of families	INCOME GROUPS			
	201--400	401--600	601--800	Above 800
Satisfied with their selection	43	59	75	72
Dissatisfied with selection	12	16	-	3

The table shows clearly that the capacity to spend on clothing because of monetary backing does have an influence on the satisfactions derived. More families in the upper income brackets derived satisfaction from clothing purchases than those in the lower income brackets.

The obvious reason for this is that when one exercises choice without being handicapped by finance the satisfaction derived is greater and also because the availability of adequate funds widens

the range of choice to the consumer.

The reasons given by the home makers endorse what has been mentioned above. The reasons are listed below:

1. purchasing power is not limited	..	171
2. Because one is able to choose what one wants	..	39
3. Wide selection is available	..	39

The reasons for dissatisfaction with the purchases made are given below:

4. Low purchasing power	..	29
5. Unavailability of material	..	15
6. High price	..	7

This corresponds to what has gone earlier when reasons for satisfaction were mentioned.

## V SUMMARY AND CONCLUSION

The study was conducted to understand the preferences, problems and factors affecting purchase of textile requirements by consumers.

Analysis of results show that

1. Only twenty nine per cent of homemakers plan their wardrobe and maintain clothing budgets.
2. Eightysix per cent of the families purchase their clothing requirements in terms of cash. In the lower income brackets the families resort to credit purchase (24%).
3. The majority of heads of families (214) and homemakers (224) select their clothing requirements themselves. Though the parents make the purchases for the children in one hundred and seventysseven families, it is seen that in the higher income groups the younger members of the family have freedom to choose their clothing requirements. This freedom is not evident in the lower income groups.
4. The homemakers are not in a position to identify materials (67%) and prints (57%). They lack knowledge about textiles which is a drawback in making wise clothing choice.
5. The families in the lower income groups are influenced by price and income in the purchase of their clothing requirements, whereas design, colour, suitability and quality are the factors influencing the choice of the upper income groups.

6. Cotton is the most preferred material amongst a majority of consumers (66%). Terylene (16%) and Silk (17%) come second in the order of preference in the higher income groups, and blends (14%) and terylene (65) in the lower income groups. Whereas children prefer blends, adults and older people prefer cottons. Cotton is preferred for its comfort and economy, silks and terylene for improving appearance, silks for festive occasions and terylene for their crease resistance.

7. Light shades are preferred by most of the consumers (87%). The other colours preferred are green and purple amongst girls; green, pink, blue, purple and black amongst women.

8. The overall preference amongst the families is for plain materials. Floral and delicate designs are liked by more women (53) than men (4) who preferred striped material. Children prefer small prints, abstract designs, big prints and dotted material whereas the older people mostly prefer plain materials. The reasons given for their preferences are suitability, adding to beauty and smart turn-out.

9. For undergarments longcloth is preferred by most of the families in the upper income groups (146) and 'gada' and mull are preferred by the lower income groups (49). In general the finer qualities of materials are preferred for blouses. In their preference for sari material, the homemakers in the various income groups show similarity.

10. More families in the upper income groups (89%) purchase ready-made garments than the lower income groups (27%).

11. The association between material, colour and design with each of the items - income, age, education and sex - was statistically analysed.

In the case of material and design there is no association with sex and education respectively. In all other cases there is an association.

12. The families in the two upper income brackets (147) derive satisfaction from their clothing purchases than in the two lower income brackets (102).

13. The study indicates the need for educating the consumers in the art of purchasing wisely. To know this, principles of good business must be imparted through Consumer's Associations, women's clubs and mahila mandals.

14. Consumer education programmes should include identification of materials, prints, weaves, testing for colour fastness and planning the wardrobe for various age groups, seasons and occasions.

RESEARCH UNIT

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**A P P E N D I C E S**

**SRI AVINASHILINGAM HOME SCIENCE COLLEGE  
COIMBATORE-11**

**Questionnaire to elicit information about the preferences of consumers in the Selection of clothing:**

- I. Name of the Home Maker** ..
- Address** ..
- Occupation** ..
- Name of Head of the family** ..
- Occupation** ..
- Type of family** ..
- Nuclear Joint

**II. Family Background:**

S.No.	Name	Relation to Home Maker	Age	Educational Qualifications	Occupation
-------	------	---------------------------	-----	-------------------------------	------------

- III Family income per month from (** **Rs.**
- main occupation** **Rs.**
- Income from other sources** ..
- Land** ..
- House** ..
- Investment** ..
- Subsidiary: Occupation** ..
- Gifts** ..
- Others** ..

• IV. Purchasing Clothings

1. Do you have a separate budget for clothing?

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R E A S O N S

Yes	No	Saves money	To have an idea of expenditure	Consider it essential	Habit	No Need	Irregular purchase	No Time	Others
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2. a. Do you plan and purchase the family wardrobe on an annual basis?

Yes  No

b. If yes, which part of the year do you make your purchase?

i. Beginning of the School/College year:

ii. Deepavali Season:

iii. Pongal Season:

iv. Any other

c. If no, when do you make the purchase.

i. Monthly

ii. Once in six months

iii. Whenever you want to buy

3. On what basis do you make your purchase?

Cash  Credit  Instalment

V. Selection:

1. Who makes the clothing selection and for whom?  
Tick the appropriate columns.

Selection made by	Selection made for								
	Fa-ther	Mo-ther	Par-ent	Child-ren	Mo-ther in law	Fa-ther in law	Bro-ther in law	Grand parents	Others

- Father
- Mother
- Parents
- Children
- Mother-in-law
- Father-in-law
- Brother-in-law
- Grand parents
- others

2. Do you consider each member's preference in selecting clothing?

Give reasons by ticking in the appropriate columns.

		Reason					
Yes	No	To derive satisfaction	Individual interest according to age	To suit the individual	To avoid trouble	Freedom of choice	No reason Others

3. Can you identify the materials with which you purchase?

		Reasons					
Yes	No	Theoretical knowledge	Seeing labels	Experience	Familiarity	No knowledge about textiles	Any other

4. Do you try to check the colour fastness? How?

-----  
 Yes No By washing soaking in water Rubbing with wet hands Others  
 -----

-----  
 5. Can you identify the prints?

-----  
 Yes No Blocks Screen Stencil batic Tie and paste roller Any dye other  
 -----

6. What factors influence you in the selection of clothes? Number according to the order of preference as 1, 2, 3, etc.

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Price	Advertisement	Beliefs
Texture	Labels	Quality
Colour	Income	Off season purchases
Design	Family Members	Availability
Durability	Climate	Any other
Washability	Occupation	
Acceptability	Festivals & functions	
Discounts offered	Custom & religion	
Closeness of shop		

---

7-a. Check the materials preferred in the order of priority by placing 1, 2, 3, etc. against the reasons for such preference.

eg. if you like cotton best for its simplicity place '1' against column (2).

Materials	Reasons						
	Preferred by (person)	Cheap	Simple	To look better	Easy to wash	Grease resistant	No wear. Any other
	(1)	(2)	(3)	(4)	(5)	(6)	(7)

Cotton

Silk

Nylon

Rayon

Dacron

Acrylene

Blends (Mixture)

Wool

b. What type of material do you like for the following?

1. Undergarments

2. Blouses

3. Sari

8. What colours do your family members prefer? Check in order of preference giving reasons by numbering (1, 2, 3 etc.) in the appropriate columns.

Colour	Preferred by (person)	Reasons				
		Suits the individual	Adds beauty	Availability	Improve appearance by making the individual	Suits the age of theearer
					Save Lean light-ly plumper	Tall short

Light shades

Dark shades

White

Yellow

Pink

Chocolate

Gray

Orange

Mustard

Red

Brown

Purple

Green

Blue

Red

Black

Multi-colours

Any other

9. What designs do your family members prefer for clothing? Check in the order of preference giving reasons by numbering (1, 2, 3 etc.) in the appropriate columns.

Designs preferred by the (person)	Suits by the individual	Adds beauty	Avail-ability	Reasons		
				Smart	Lean	Slender
				improve appearance by making the individual		Suits the age of person
				Smart	Lean	Slender
				plumper		

Plain

Big prints

Small prints

Floral

Abstract

Delicate

Vertical-stripes

Horizontal stripes

Large checks

Small checks

Dots

Any other Design

10. Do you prefer buying ready made garments?

Yes

No

11. Are all the members satisfied with the clothing selection?

No limitation of purchasing power	freedom to choose what one wants	ideal selection of available materials	Availability of materials wanted	Low high prices	Low purchasing power	High purchasing power	No limitation of available materials	No choice of available materials
-----------------------------------	----------------------------------	--	----------------------------------	-----------------	----------------------	-----------------------	--------------------------------------	----------------------------------

Yes

No

Partially

## APPENDIX II

## CHI SQUARE DISTRIBUTION - MATERIALS' PREFERRED AND INCOME GROUPS

Observed frequencies are

Income group (Rs.)	Materials				Total
	Cotton	Silk	Terylene	Blends	
200--400	195	15	23	62	300
401--600	181	29	37	82	329
601--800	161	85	58	72	376
> 800	127	39	112	59	337
Total	664	218	235	275	1392

$$\chi^2 = \sum \frac{(O_i - E_i)^2}{E_i}$$

where  $O_i$  - Observed frequency $E_i$  - Expected frequency

expected frequencies are

Income groups (Rs.)	Materials				Total
	Cotton	Silk	Terylene	Blends	
200--400	143	47	51	59	300
401--600	157	51	56	65	329
601--800	179	59	63	75	376
800	185	61	65	76	387
Total	664	218	235	275	1392

$$\begin{aligned} \chi &= \frac{(52)^2}{143} - \frac{(32)^2}{47} - \frac{(23)^2}{51} - \frac{3^2}{59} - \frac{24^2}{157} - \frac{22^2}{51} - \frac{19^2}{56} \\ &- \frac{17^2}{65} - \frac{13^2}{179} - \frac{26^2}{59} - \frac{1^2}{63} - \frac{2^2}{75} - \frac{58^2}{185} - \frac{28^2}{61} - \frac{47^2}{65} - \frac{17^2}{16} \\ &= 157.98 \end{aligned}$$

d.f. = 9. From table we find  $P < .01$ .

∴ The income levels and preference of material seem to be associated.

## APPENDIX III

## CHI SQUARE DISTRIBUTION - Materials preferred and sex

Observed frequencies are

Materials	Sex		Total
	Male	Female	
Cotton	325	339	664
Silk, Nylon and Terylene	227	242	469
Blends	152	123	275
Total	704	704	1408

$$\chi^2 = \sum \frac{(O_1 - E_1)^2}{E_1}$$

where  $O_1$  = observed frequency $E_1$  = expected frequency

Expected frequencies are

Materials	Sex		Total
	Male	Female	
Cotton	332	332	664
Silk, Nylon and Terylene	236.5	236.5	469
Blends	137.5	137.5	275
Total	704	704	1408

$$\chi^2 = \frac{7^2}{332} + \frac{7^2}{332} + \frac{(7.5)^2}{236.5} + \frac{(7.5)^2}{236.5} + \frac{(16.5)^2}{137.5} + \frac{(16.5)^2}{137.5}$$

$$= 3.84$$

d.f. = 2. From tables we find  $P \geq .05$ .

There seems to be no association between sex and preference of materials.

## APPENDIX IV

## CHI SQUARE DISTRIBUTION - Materials preferred and age

## Observed frequencies

Age in years	Materials				Total
	Cotton	Silk	Terylene	Blends	
6-12	75	10	48	77	210
13-18	101	36	48	63	248
19-40	264	137	101	118	620
> 40	224	54	35	17	330
Total	661	237	232	275	1408

## Expected frequencies are:

6-12	99	35	35	41	210
13-18	118	42	41	48	248
19-40	292	104	102	122	620
> 40	156	56	54	64	330
Total	156	287	232	275	1408

$$\chi^2 = \sum \frac{(O_i - E_i)^2}{E_i}$$

$$= \frac{26^2}{99} + \frac{25^2}{35} + \frac{13^2}{35} + \frac{36^2}{41} + \frac{16^2}{117} + \frac{6^2}{42} + \frac{7^2}{41} + \frac{15^2}{45} + \frac{23^2}{292}$$

$$- \frac{33^2}{104} + \frac{1^2}{102} + \frac{4^2}{122} + \frac{68^2 + 2^2}{156 \cdot 56} + \frac{19^2}{54} + \frac{47^2}{64}$$

$$= 153.32$$

d.f. = 9. From the tables we find  $P < .01$ .

The age groups and choice of material seem to be associated.

## APPENDIX V

## CHI SQUARE DISTRIBUTION - Materials preferred and Education of librarians

Observed frequencies are

Educational Level	Materials		Total
	Text	Other materials	
Upto middle school	132	19	151
High school	85	22	107
College	24	21	45
Total	241	62	303

Expected frequencies are

Upto middle school	120	31	159
High school	85	22	107
College	36	9	45
Total	241	62	303

$$\begin{aligned} \chi^2 &= \sum \frac{(O_i - E_i)^2}{E_i} \\ &= \frac{12^2}{120} + \frac{12^2}{37} + 0 + 0 + \frac{12^2}{36} + \frac{12^2}{9} \\ &= 25.85 \end{aligned}$$

d.f. 2 From the tables we find  $P < .01$ .

The choice of materials and educational status seem to be associated.

## APPENDIX VI

## CHI SQUARE DISTRIBUTION - Colours preferred and income groups

Observed frequencies are

Income groups	Colours			Total
	Light shades	Dark shades	White	
200--400	93	17	69	179
401--600	111	36	64	211
601--800	81	56	94	231
> 800	102	40	100	242
Total	387	149	327	363

Expected frequencies are

200--400	80	31	68	179
401--600	95	36	80	211
601--800	103	40	88	231
> 800	109	42	91	242
Total	387	149	327	363

$$\chi^2 = \sum \frac{(O_i - E_i)^2}{E_i}$$

$$= \frac{11^2}{18} + \frac{14^2}{31} + \frac{1^2}{68} + \frac{16^2}{95} + \frac{16^2}{80} + \frac{22^2}{103} + \frac{16^2}{40}$$

$$+ \frac{6^2}{83} + \frac{1^2}{109} + \frac{2^2}{42} + \frac{9^2}{91}$$

$$= 46.30$$

$$d.f. = 6.$$

From tables we find  $P < .01$ .

The colour preference seems to be associated with the income level --

## APPENDIX VII

## CHI SQUARE DISTRIBUTION - Colours preferred and sex

Observed frequencies are

Colours	Sex		Total
	Male	Female	
Light shades	211	160	371
Dark shades	78	71	149
White	263	85	348
Total	552	316	868

Expected frequencies are

Light shades	236	135	371
Dark shades	95	54	149
White	221	127	348
Total	552	316	868

$$\chi^2 = \sum \frac{(O_i - E_i)^2}{E_i}$$

$$= \frac{25^2}{236} + \frac{25^2}{135} + \frac{17^2}{95} + \frac{17^2}{54} + \frac{42^2}{221} + \frac{42^2}{127}$$

$$= 37.54$$

d.f = 2 from tables we find  $P < .01$ .

The colour preference is associated with sex.

APPENDIX VIII

CHI SQUARE DISTRIBUTION - Colours preferred and age

Observed frequencies are

Age group in years	Colours			Total
	Light shade	Dark shade	White	
6-12	22	66	12	101
13-18	58	47	36	141
19	317	37	296	610
Total	398	150	344	892

Expected frequencies are

6-12	45	17	39	101
13-18	63	24	54	141
19	290	109	251	650
Total	398	150	344	892

$$\chi^2 = \sum \frac{(O_i - E_i)^2}{E_i}$$

$$= \frac{22^2}{45} + \frac{49^2}{17} + \frac{17^2 + 5^2}{39} + \frac{23^2}{24} + \frac{18^2}{54} + \frac{27^2}{290} + \frac{12^2}{109}$$

$$= 257.27$$

d.f = 4. From tables we find  $P < .01$ .

There seems to be an association between age group and colour preference

APPENDIX IX

CHI SQUARE DISTRIBUTION - Designs preferred and Income group

Observed frequencies are

Income groups (Rs.)	Designs					Total
	Plain	Big prints	Small and delicate	Striped	Checks and dots	
200--400	159	49	40	39	27	314
401--600	183	22	58	45	21	329
601--800	156	37	67	55	58	373
800	192	30	72	52	43	399
Total	690	138	237	191	149	1405

Expected frequencies are

200--400	154	31	53	43	33	314
401--600	162	32	55	45	35	329
601--800	183	37	63	50	40	373
800	191	38	66	53	41	399
Total	690	138	237	191	149	1405

$$\begin{aligned} \chi^2 &= \frac{(O_1 - E_1)^2}{E_1} \\ &= \frac{5^2}{154} - \frac{18^2}{31} - \frac{13^2}{53} - \frac{4^2}{43} - \frac{6^2}{33} - \frac{21^2}{162} - \frac{10^2}{32} - \frac{3^2}{55} \\ &- 0 - \frac{14^2}{35} - \frac{27^2}{18} - \frac{0^2}{63} - \frac{4^2}{50} - \frac{5^2}{40} - \frac{18^2}{191} - \frac{1^2}{38} \\ &- \frac{6^2}{69} - \frac{1^2}{53} - \frac{2^2}{41} \\ &= 42.10 \end{aligned}$$

d.f = 12 from tables we find  $P < .01$ .

The income and designs preferences seem to be associated.

APPENDIX I

CHI SQUARE DISTRIBUTION - Designs preferred and sex

Observed frequencies are

Designs	Sex		Total
	Male	Female	
Plain	379	311	690
Big prints	62	74	136
Small and Delicate	27	220	247
Striped	141	52	193
Checks and dots	95	47	142
Total	706	706	1408

Expected frequencies are

Plain	365	365	690
Big prints	68	68	136
Small and delicate	123.5	123.5	247
Striped	96.5	96.5	193
Checks and dots	71	71	142
Total	706	706	1408

$$\begin{aligned} \chi^2 &= \sum \frac{(O_i - E_i)^2}{E_i} \\ &= \frac{36^2}{365} + \frac{34^2}{365} + \frac{6^2}{68} + \frac{6^2}{68} + \frac{96.5^2}{123.5} + \frac{96.5^2}{123.5} + \frac{46.5^2}{96.5} \\ &\quad + \frac{46.5^2}{96.5} + \frac{26^2}{71} + \frac{26^2}{71} \\ &= 215.82 \end{aligned}$$

d.f = 4 from tables we find  $P < .01$

There is association between design preference and sex.

## APPENDIX XI

## CHI SQUARE DISTRIBUTION - Designs preferred and age

Observed preferences are

Age group in years	Designs					Total
	Plain	Big prints	small and delicate	Striped	Checks and dots	
6-12	39	55	43	36	37	210
13-18	53	36	56	69	34	248
19	598	57	133	85	77	950
Total	690	148	232	190	148	1408

Expected frequencies are

6-12	103	22	35	28	72	210
13-18	122	26	41	33	26	248
19	465	100	156	129	110	950
Total	690	148	232	190	148	1408

$$\begin{aligned}
 \chi^2 &= \sum \frac{(O_i - E_i)^2}{E_i} \\
 &= \frac{(66)^2}{103} + \frac{(33)^2}{22} + \frac{8^2}{35} + \frac{32^2}{28} + \frac{15^2}{22} + \frac{69^2}{53} + \frac{10^2}{26} \\
 &+ \frac{15^2}{41} + \frac{36^2}{33} + \frac{8^2}{26} + \frac{138^2}{465} + \frac{43^2}{100} + \frac{23^2}{156} \\
 &+ \frac{46^2}{129} + \frac{23^2}{100} \\
 &= 324.76
 \end{aligned}$$

d.f = 8 From table we find  $P < .01$ 

The design preference and age are associated with each other

## APPENDIX XII

## CHI SQUARE DISTRIBUTION - Designs preferred and Education level

Observed frequencies are

Education level	Designs		Total
	Plain	Printed	
Upto middle school	80	71	151
High school	64	40	104
College	33	12	45
Total	177	123	300

Expected frequencies are

Upto middle school	89	62	151
High school	61	43	104
College	27	18	45
Total	177	123	300

$$\begin{aligned} \chi^2 &= \sum \frac{(O_i - E_i)^2}{E_i} \\ &= \frac{9^2}{89} + \frac{9^2 + 1^2 + 3^2 + 6^2 + 6^2}{62} + \frac{2^2}{43} + \frac{6^2}{27} + \frac{6^2}{18} \\ &= 5.91 \end{aligned}$$

d.f = 2. From table we find  $P > .05$ .

There is no association between educational status and the designs.





DEGREE OF PREFERENCE FOR COLOURS - AGE GROUPS

Degree of Preference	Age Group	COLOURS																Those who do not have the preference	
		Light shades	Dark shades	White	Yellow	Pink	Orange-Reds	Grey	Orange	Mustard	Rust	Purple	Green	Blue	Red	Black	Multi Colours		
No. %	No. %	No. %	No. %	No. %	No. %	No. %	No. %	No. %	No. %	No. %	No. %	No. %	No. %	No. %	No. %	No. %	No. %	No. %	
<b>CHILDREN</b>																			
	28 10.6	66 51.0	12 5.6	-	1 0.47	-	1 0.47	-	-	2 0.9	10 4.7	56 16.9	5 1.4	4 1.8	5 2.4	57 17.0	-	-	-
<b>ADOLESCENTS</b>																			
	56 2.3	47 19.8	86 14.9	2 0.8	1 0.4	-	4 1.6	-	-	5 1.2	85 9.2	84 15.6	16 6.0	6 24.0	5 2.0	14 7	-	-	-
<b>First Preference</b>																			
	199 51.6	29 4.6	140 22.4	7 1.1	59 6.2	2 0.32	7 1.1	5 0.4	12 1.9	16 2.6	26 4.2	69 11.0	56 5.8	7 1.1	26 4.2	20 0.52	-	-	-
<b>Second Preference</b>																			
	118 56.4	8 2.4	166 46.8	-	5 9.0	-	2 0.6	-	-	-	7 2.1	21 6.2	5 0.9	1 0.3	11 3.5	-	-	-	-
<b>CHILDREN</b>																			
	42 10.74	28 13.2	57 17.4	4 1.9	6 2.9	-	7 3.5	2 0.9	-	-	1 0.47	16 7.5	16 7.1	-	36 16.9	16 8.6	-	-	-
<b>ADOLESCENTS</b>																			
	62 24.6	59 6.7	56 14.0	5 2.0	29 8.0	-	9 3.6	2 0.8	-	-	-	19 7.2	21 8.4	4 1.6	22 8.8	11 4.4	-	-	-
<b>First Preference</b>																			
	156 25.5	76 12.7	113 18.1	8 1.3	22 3.6	-	10 1.6	2 0.3	19 2.9	6 0.9	17 2.7	26 4.2	54 8.6	22 3.6	69 17.9	16 2.6	6 0.96	-	-
<b>Second Preference</b>																			
	91 24.5	83 9.0	76 22.6	-	1 0.3	1 0.3	1 0.3	4 1.2	2 0.6	6 1.8	5 0.9	22 6.6	9 2.7	1 0.3	28 7.8	-	69 20.4	-	-

REPTILES (CONTINUED) PREFERRED PHYLIS - LARVAE GROUPS

Degree of Preference	Isosme groups	COLOURS																	those who do not have any preference																
		Light shades	Dark shades	White	Yellow	Pink	Chocolate	Grey	Orange	Mustard	Rust	Purple	Green	Blue	Red	Black	Multi colours																		
First Preference	433	93	29.6	17	5.4	69	21.0	3	0.96	11	5.4	-	10	5.1	-	8	2.5	-	11	5.4	16	4.7	32	9.9	5	1.6	26	9.1	17	5.45	-				
	600	111	35.7	36	10.9	64	19.4	7	2.1	9	2.7	-	-	10.5	-	2	0.6	-	-	17	5.1	30	9	15	5.9	1	0.5	16	4.9	22	6.6	-			
Second Preference	600	91	21.1	36	14.6	94	24.4	4	1.0	21	5.6	-	-	20.6	3	0.78	10	2.6	-	19	4.9	64	14.0	5	1.5	6	1.5	5	0.78	16	4.2	-			
	800	102	25.5	43	10	100	26	1	0.3	2	0.6	2	0.25	10.25	-	-	-	-	-	21	5.5	21	5.5	61	15.5	5	1.5	7	1.6	15	4.5	8	2.0	-	
Above	400	64	19.6	45	4.5	76	23.6	4	2.9	11	3.4	-	-	10	5.1	2	0.62	7	2.1	1	0.31	5	1.6	12	3.7	9	2.5	8	2.9	24	7.4	6	1.9	19	5.9
	600	102	27.6	17	6.1	67	17.1	-	-	1	0.3	-	-	16	4.6	2	0.6	2	0.6	-	4	0.9	11	3.5	35	9.9	13	3.9	60	19.8	5	1.5	-		
Above	800	94	24.4	29	7.5	59	15.8	3	1.3	6	1.3	-	-	-	-	2	0.5	12	3.1	-	6	1.56	24	6.2	19	4.9	5	0.78	65	18.8	27	7.3	55	9.1	
	800	81	20.5	81	20.5	79	17.6	5	1.3	31	7.8	1	0.25	10.25	4	1.0	-	-	19	4.5	13	5.75	35	9.8	19	4.8	3	0.76	22	5.5	6	1.6	3	1.3	