THE EXTENT OF USE OF MAN MADE TEXTILE FABRICS IN RURAL HOUSEHOLDS

By

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I. INTRODUCTION

We have in common a number of fundamental wants. It is fairly easy to list our wants in general terms. All of us want food, shelter and clothing. These we consider to be the very fundamental of existence. Food is the first of the three basic necessities with which every family must be provided and it is absolutely essential for existence. Clothing is second in the triumvirate of fundamental necessities, states Bigelow (1953). Fitzsimmons(1961) regards clothing as one attribute of an individual that can be seen by everyone by which we tend to evaluate others. The idea to have a house first came to man from the necessity of having a shelter. House provides privacy, protection, and more over shelter.

To determine the standard of living, food, clothing and shelter are the essential goods, says Srivasthava (1965). Extension which is a process of improvements in standard of living could be aimed at through developing rural families in all spheres. Extension has got interertwined with people, remarks Dey (1965). Raising the standards of living of millions of people is a herculean task. It is the team work between the people and the Government than can lead to success. To strengthen and consolidate the rural economy a steady rise in the income of the rural population is very important.

Rural reconstruction in India is no more a fad with some persons or organizations, opines Lal (1965). Since independence the Union and the State Governments have undertaken various measures to promote rural development. These measures include land-reforms, modernisation of agriculture, agricultural extension, provisions of credits through co-operatives and involvement of people in the development programmes through the institutions of panchayats.

In the reconstruction of the rural areas, the efforts made by Community Development and Extension are vast. The Community Development Programme which was started during the First Five Year Plan, caught the imagination of the progressive villager because of the size of the programme and its many sided activities that assured him a better living. Nehru called it a revolutionary programme in the very beginning. On one occasion he said that nothing has happened in any country in the world during the last five years so big in content and so revolutionary in design as the Community Projects in India (1970). There has been a rapid development in agriculture, health and family planning, education for children and adults. It is both logical and of national necessity that the tired and proven method for bringing about change be employed in getting the village people themselves to change from their traditional ways of thinking and making a better living, remarks Ensminger (1961).

Changing and experimenting with clothing, individuals may secure a peculiar thrill of satisfaction and sense of adventure, suggests Gordon (1953).

Clothing plays a vital role in the upkeep of the members. "Clothing has social, psychological and economic values to the members of every household and that is why it was said by the poet that "Clothes Maketh the Man" says Shroff (1971). Much attention has been given to making clothing beautiful in itself and enhancing to the wearer. Providing people's clothing is a major industry the world around, Erwin (1960). Through clothes everyone has the opportunity to express that hard-to-define something that the world glibly calls personality, says Evans (1949).

One's clothing is a highly personal matter. It serves as a reflection of personal taste, of attitude toward oneself and others, points McJimsey (1963). Clothes, give us a lift and are associated with a sense of well being, having good times, going to places with people we like. In addition one thinks that in clothing one has an interest on which to base a career and earn a living. Textile is a fundamental subject that must be thoroughly explored. Robinson (1940) says, there is a definite relation between the extension programme in textiles and clothing and the present day clothing problems of the farm family.

New fibres have been added to the natural products, resulting from man's ingenuity additional fibres will be

created, Phelps (1949). The meaning of the word "fabrics" as applied to textiles has been broadened for some fabrics are made without use of the loom, even without spinning the fibres into yarn. All modern fibres are regenerated from natural sources or synthesized.

The entry of man made fabrics into the market has shaken the monopoly of the natural fabrics, opines Dave et al (1968). Cotton, linen, silk, and wool were the textile fabrics previously used. But today nylon, terylene, rayon, orlon and acetate are commonly known textile fabrics.

The man made fabrics have influenced the clothing practices of the rural people remarkably. The synthetic fabrics in the competitive market is a great challenge to the homemaker who budgets and buys family clothing remarks Schwarz (1950).

The influence of man made textile fabrics on urban people's clothing practices is a fact all of us are aware off. But, to what extent they have taken place in the rural clothing practices is yet to be studied. Hence, the aim of this study is to findout how far the clothing practices of the rural families have been influenced by the man made textile fabrics.

II. REVIEW OF LITERATURE

A. Textile Fabrics in General

B. Role of Man made Fabrics in Textile Field

C. Availability of Different Varities in Man made Fabrics

D. Advantages and Disadvantages of Man made Fabrics

E. Future Prospects of Man made Textiles in India

F. Review of Previous Studies.

A. Textile Fabrics in General:

Changes are accepted by us graciously as a break in the monotany of dresses and we are guided by its degrees in our choice of materials and designs for our clothes, opines Rathbone (1959). Marsh (1953) points out that there are very many fibres which are of little textile values however so that it is necessary to seek rather deeper for those properties which characterise textile fibres. According to him textile fibres must also possess sufficient strength not only to withstand the mechanical operation of spinning and weaving or knitting and chemical processes of bleaching, dyeing and finishing, but also to give satisfactory service in wear.

Barush (1971) remarks that fibre science has not yet reached a level of perfection. No fibre developed by man or grown by nature yet has all the desirable characteristics.

But the scientists all over the world will keep the outline of this ideal in their vision and in the process, new fibres with unique properties will be evolved. Two main classes of textile fibres are used in consumer goods. They are the natural fibres which grow in nature and manmade fibres, says Wingate (1942). Cotton, is the King in this country, as much as in the entire human civilization, as under all prevailing circumstances of living, people consume at least 40 per cent of cotton goods in some form or other in their daily life. Silk is the richest and lustrous material for meeting the pompous requirements of the society and Wool remains the king of warm clothes, feels Dutt (1971). The other natural fibres that meet the functional needs of the modern society in a limited manner are ramie and linen in a restricted use in the rich strata of the society as a cool fabric. The appearance in the scene, of artifical and synthetic textiles has considerably increased the range of raw materials used in the textile industry, (1971).

According to Wild (1969), textiles-wise the next decade may prove a major turning point in conventional trade production and practice. The natural fibres are fast losing out, while the man made fibre producers stand face to face in a more competitive way than ever before. First came the cellulosis in viscose rayon which holds the position of the second largest group of textile raw materials after cotton

on the world wide basis and which is the oldest commercial man made fibre, Baruah (1971). The other fibres are nylon, Orlon, Vinyon and dacron. Fibre glass is one of the new developments in the textile industry. Glass fibres are increasingly becoming popular and are used for a variety of applications with tremendous success, says Patel (1970). There are also other mixtures and blends found today and they are increasing in number day after day.

β. Role of Man made Fabrics in Textile Field:

Coming to the textile industry, a rapid change in tests and requirements of cotton textiles has been brought about by the impact of changing concept of fashions, indicates Parikh (1971). The advent of man made fabrics, with natural fibre blends, has helped such as easy adoption to garment trade, that a change in taste for these fabrics in preference to pure natural textile has established itself urban sections of society.

Homesler (1971) concludes that man made fabrics replant something that had already satisfied the need of mankind. In the textile field man made fabrics have broken tradition, for they are equally suited to men's and women's wear and they create fashion and novelty, opines Meerburg (1971). Baruah (1971) says apparels have ample opening for man made fibres for their appealing look. These fibres

have very promising future particularly for apparels, both in the weaving and knitting industry.

The development of man made fibres has been stupendous and this has given the apparel fabrics a new look of multiphase fashions with unparallel utility that never could have been achieved with the natural fibre alone, opine Kaplash and Bardhan (1971).

Man made fabrics have truly become a symbol of progress and the future holds a great promise for their growth along with the technical, economic and sociological progress of man kind, remaks Jain (1971). According to Patani, (1971) man made fibres account for approximately one third of all textile fibres used in the world today and it is expected that this will have reached two thirds by the year 2000 A.D. The man made fibre fabrics have become an ideal fabric for the common man today to project his social status and his modernity suggests Rajagopalan (1971).

C. Availability of Different Varieties in Man made Fabrics:

The nylons, the polyesters and the acrylics continue to dominate the fibre scene, says Moncriff (1970). Their growth has been and continues to be amazingly rapid, so rapid in fact that the production of cotton has had to be cut back by legislation in the U.S.A., and there are large unsold stocks of wool throughout the world. The proper function of man made fibres is to supplement, not to supplant them. Nylon in its several forms and uses, has been called the most

significant textile discovery of the age, because it has proved to be a fibre with the molecular structure of natural fibre, and stronger and more elastic than any natural fibre, say Woolman and McGowan (1943). Evans (1949) chalks out the most important man made fibre from the stand point of use and quality of production as rayon fabric for clothing and household use as well as for industrial purposes. Rayon is widely used along or blended with other fibres. It is woven or knitted into fabrics for dresses, suits, lingers, hoiseries, gloves and numerous types of articles. Orlon is said to be suitable for rain wear, under wear, bathing suits, men's shirts, lining fabrics as well as for curtains and window shades. Terene is a polyester fibre that falls under man made category. The advantage of terene is that it is strong, resilient and blends beautifully with natural fibres like cotton, wool and silk (1970).

D. Advantages and Disadvantages of Man made Fabrics:

Attractive appearance, serviceability, dimensional stability and ease of cleaning are the prime factors to be considered in apparel as well as household fabrics and these qualities are found to be lacking in fabrics made out of natural fibres, Kaplash and Bardhan (1971) and Evans (1949). Sufficient length and tensile strength, pliability, cohesiveness and fineness, to enable them to be spun into yarn, elasticity and resiliency to make them usable are the properties held by man made fabrics, (1949). In the

midst of a period of very rapid growth and activity the man made fibres are particularly versatile, says Patani (1971). It is a cheap one and the advantage in price is always there. One of the critical differences between natural and man made fibres is the ability of the man made fibres to be tailored for end uses. Even though 20 years ago this was considered to be a dream the above statement appears to have become a reality now as fibre science and technology have developed fast and during the last four years they have reached a stage of sophistication, (1971). Honssler (1971) remarks, mass production has succeded in reducing the price of man made fibres and this has helped them to gain consumer acceptance.

With the world wide increase in the production of synthetic fibres there has come a sharp fall in their prices, particularly in those of the polyesters, which can be made much more cheaper than the polyamides, Moncriff (1970). The fall in price level of many made fibres is an appreciable feature. Just as cheap rayon brought down the prices of cotton in the 'Fifties', it is evident that the cheap synthetic fibres bring down the price of wool.

Dutt (1971) outlines the material advantages of man made fabrics as follows. They do not stain, need no ironing, easily launderable, fold easily, can be stored in build space, doenot lose their shape or stretch or shrink.

Besides the above they are moth proof, water proof and they can be treated alone or with any other fibre suitable for meeting the requirement of end uses and functional uses. The methods of producing consumable textile goods with blends shall lead the nation to plenty, inspite of shortage of natural fibres. The problems presented due to the advances in the science of textiles has been stated by McJimsey (1963). The multiplicity of new fibres and new names is confusing to any. As a result there is a general lack of information on the part of the average sales person and consumer about the properties and care of new fibres and fabrics.

Viscose rayon fabrics, though they were the first man made fibres incorporated, could not satisfy all the requirements and desired properties for apparel purposes, the greatest disadvantages being its loss in strength and poor dimensional stability while wet. Besides, it's raw strength affects the durability of the fabric, propensity to crease and wrinkle hampers its use in day to day wear or clothing, opine Kaplash and Bardhan (1971). Due to its high moisture absorbing capacity it swells in the next stage, which results into dimensional instability and also loss of strength. This is a great disadvantage of rayon according to Baruah (1971). Synthetic fabrics have some serious draw backs when used as clothing; they are prone to stretch certain portions of the fabrics in use, leading to

an appearance of wrinkling.

They are not well adapted to many outer wear applications in humid and tropical climates, (1971). The textiles and clothing manufactures, recognizing public demand, promote such factors as ease or care "Crease resistant", "Sternly disciplined behaviour", and "build-in maid services in their pharases of advertisements and these are becoming more and more familiar. Most of the so called wash and wear fabrics need some pressing to regain their original appearance.

Dantyagi (1958) writes that everyday producers put out newer varities, and the consumers find themselves faced with several choices, many of them tempting but unfamiliar and therefore, risky. Very often we find cheap imitation silks or rayons being passed off as pure silk sarees.

For the common man, man made fibre fabric is certainly an economic advantage, for in the place of a dozen cotton garments, he can manage with a quarter dozen man made fibre garments, for the simple reason that these garments posses the qualities of dimensional stability, anti-crease, light weight, easy care and long wear which natural fibres do not possess. Thus, what is invested in the initial buying is virtually returned in terms of services with no additional expenses feels Rajagopal (1971).

Man made fibres used either or in conjunction with natural fibres, provides an enormous spectrum of qualities

for the finished articles; considerable superficial variety, crimp proofing, fire proofing, for some of them dimensional stability, hard wearing, ease of upkeep. They are used in all the different sectors of the clothing industry, for furnishing, household linens, sports and also in heavy industry where they are put to numerous uses (1971).

E. Future prospects of Man made Textiles in India:

Honssler (1971) points out that the development of man made fabrics, was a conquest of the already existing market for natural fibres. In the war of conquest man made fibres were successful because of the perfect technology as well as savings through increased production.

The progress achieved by man made fibre industry in India is impressive, opines Ramaswamy (1970). From its small beginning in 1950, it has become one of the important and essential industries of the country. More than Rs.230 crores have been invested in the industry which employs directly 40,000 persons. Little over a decade, the art silk industry in India has roughly increased more than four fold of trading capacity with foreign countries, and it's own all round out put has been enhanced to more than double, if not nearly four times, says Dutt (1971).

Our country is at present producing a fascinating range of synthetic fabrics, catering to the varied taste of

consumers, suggests Miranda (1969). It is worth mentioning about our standard qualities manufactured for export to many countries. Besides standard weaves, dobby designs and mat weaves are employed for their production.

Thampy (1970) writes that the growth of the artificial and synthetic textile industry has been helped by the availability of raw materials from indigenous sources. The development during the first two plan periods was confined to cellulose, both filament and staple fibre. In the IIIrd plan period there was a remarkable diversification with emphasis on the production of non-celluloses, nylon and polyester in particular.

At the beginning of the third five year plan period there was no production of synthetic fibres like nylon and polyester in the country, Parikh (1969). During this period three new units with a total production capacity of 1.6 million kgs./annum of nylon filament yarns were set up, Nirlon Synthetic Fibres Acid Chemicals Ltd., with 7 million kgs. capacity at Bombay, J.K. Synthetics with 7 million kgs. capacity at Kotah (Rajastan) and Garwar Nylons with 0.2 million capacity at Pimpri, Poona. In addition, another unit, Chemicals and Fibres of India Ltd., was set up in Bombay with an annual production capacity of 2 million kgs. of polyesters staple fibre.

It is indeed venture some to forecast the progress of man made fibres in India in the year 2000 A.D., says Parikh (1971)[3]. But in the basis of the pattern of production in man made fibres that has taken place during the last five years, one can be confident to predict that by 2000 A.D. the man made fibres industry in India would have achieved a position of great economic importance and significance. By then, the man made fibres contribution would have reached almost 50 per cent of the total apparel fibres produced in India. Jain (1971) views that man made fibres will be called upon to play more and more significant part in all facets of our life in future.

F. Review of Previous Studies:

In 1967 'SASMIRA' conducted a large scale survey on 'CONSUMERS' Preferences for Different Types of Fabrics in Bombay City. The community wise and education wise analysis brings to our attention that cotton is the most preferred fabric among all communities and educated classes. The second preference goes for synthetics and man made fabrics while pure silk stands third in their preference for different fabrics, Parikh et al (1970).

A survey was conducted by 'SASMIRA' in 1968 on 'Consumer Preferences for Different Types of Fabrics'. Trivedi (1968) pointed out the object and important findings of the

survey. It was found that the problem solving and service giving characteristics of synthetic and blended fibre fabrics had made a great impact on the consumers. It was also revealed that more and more consumers were going for man made fibre fabrics and their wardrobe was undergoing change.

Patel et al (1970) through their survey on Consumer Preference for Man made Textiles conducted by 'SASMIRA' established that the growing popularity of man made fabrics all over the world is a clear indication that the synthetic fibres will score over natural fibres in the next decade. In India also the preference for man made fibre fabrics is sharply increasing. The survey concludes that with increasing income, education and development of economic and social values in keeping with the rising standards of life, the general preference among the people indicate a growing liking and acceptance of man made textiles over cotton textiles.

'SASMIRA' conducted one more study on Consumer Preferences. They survey revealed that lower income groups preferred man made fabrics, Rajagopalan (1971). The reason expressed was the low cost of maintenance in the case of man made fabrics when compared to cotton.

Parikh's (1971)[3] survey revealed that the growing population and the greater need for clothing have given the

textile industry almost a sheltered market. Yet in the remote villages, people do not get the cloth they need. In the rural areas, it was learnt that for miles around not a textile shop was found. The rural population had to walk miles to the nearest small town to get some textiles.

III. EXPERIMENTAL PROCEDURE

The experimental procedure for this study comprises of the following steps.

A. Selection of the Area and Sample

B. Selection of the Method

C. Framing the Interview Schedule

D. Conducting the Pilot Survey and Modifying the Interview Schedule

E. Conducting the Actual Survey

F. Consolidation and Analysis of the Data.

A. Selection of the Area and Sample:

Yang (1966) suggests that the boundaries of the physical area to be covered by the investigator should be determined at the beginning of a survey. The area for the purpose of investigation was restricted to Coimbatore District. Narasimhanaicken Palayam, Palanigounder Pudoor and Appan Naicken Palayam belonging to Periyanaicken Palayam Panchayat were the areas selected for this study because of their easy accessibility to the investigator.

Startified random sampling method was chosen in selecting the 150 samples belonging to two income groups.

B. Selection of the Method:

The interview method was selected by the investigator. Both interview and observation are parts of the process of

investigation. The interview is a technique of field work which is used to watch the behaviour of an individual or individuals to record statements, to observe the concrete results or social or group interaction. This method gives every satisfactory results and also is suitable, when the study is an intensive one, says Elhance (1970). The interview enables the investigator to relate the given datum to other characteristics of that same individual as measured simultaneously exalts Good (1959). Interview is a systematic method by which a person enters more or less into the imaginative life of a comparative stranger, says Yang (1965).

C. Framing the Interview Schedule:

A detailed interview schedule was formulated. It was prepared to serve as a guide to the interviewee. The Schedule was divided into many sections. Particulars about family background, expenditure on clothing, availability and use of man made fabrics, type of man made fabrics selected for different apparels and suitability of man made fabrics for daily wear and occasional wear were included.

D. Conducting the Pilot Survey and Modifying the Interview Schedule:

Venkatesan (1958) says, it is better to arrange a small pilot survey earlier to ascertain the problems that

they are likely to arise in the full survey. These precautions will save a lot of time, money and labour which may otherwise go to waste in an incorrect survey. Therefore a pilot study was conducted on twenty families.

The interview schedule was modified by adding more questions on the number of man made apparel items possessed by each member of the family, the frequency of use of man made fabrics and their mode of purchase. A sample of the finalised interview scheduled is given in Appendix 1.

E. Conducting the Actual Survey:

Rangaswamy (1969) points that the basic key to successful interviewing is to establish rapport with the respondent so as to create a friendly atmosphere and put the respondent at ease. The survey was conducted in Narasimhanaicken Palayam, Palanigounder Pudoor, and Appan Naicken Palayam. Since the selected areas were familiar to the investigator, it was not essential for her to take precautions like approaching the Panchayat President inorder to locate the houses and meeting the people to get introduced to them. Normally an interview took about six to eight minutes including the time needed for a proper introduction and explanation of the purpose of the survey. The interviewer engaged the

interviewee in conversation and elicited the information in the form of natural remarks rather than answers to straight forward questions. They were recorded.

F. Consolidation and Analysis of the Data:

The data collected were consolidated and analysed under results and discussions.

IV. RESULTS AND DISCUSSIONS

The results of the survey in regard with the influence of man made fabrics on rural households have been discussed under the following headings.

A. Family Background

B. Expenditure on Clothing

C. Types of Materials Used

D. Knowledge and Availability of Man made Fabrics

E. Place of Purchase and Type of Man made Fabrics Purchased

F. Frequency of Use of Man made Fabrics

G. Advantages Found in the Purchase of Man made Fabrics.

A. Family Background:

The survey was conducted on 150 families, of which 86 per cent belonged to nuclear families and the rest of the 14 per cent to joint families. This is an evidence to the fading of joint family system from the society today. The sample had a population of 695. Fifty one per cent of the population were male members and 49 per cent female members. The total population was devided into many age groups and the details are given in Table I.

TABLE I

AGE GROUP OF THE SAMPLES

S. No.	Age group		Percentage
1.	1 - 15	..	41
2.	16 - 30	..	29
3.	31 - 45	..	22
4.	46 - 60	..	7
5.	Above 60	..	1

The above table shows that the majority of the population,41 per cent belonged to the age group of 1 to 15 years. The age group 16 to 30 secured the second place while third, fourth and fifth places were gained by 31 to 45 (22 per cent), 46 to 60 (7 per cent) and above 60 (1 per cent). Age group 1 to 15 was found predominating.

It was seen that rural people were engaged in different occupation. Their employment pattern was as follows: Mill workers 45 per cent, agricultureists 16 per cent, businessmen 13 per cent, cooli 6 per cent, clerk 5 per cent, and others which included barbers, weavers, compounders, watchmen, and policemen 17 per cent. The average monthly income of the family was Rs.305.

B. Expenditure on Clothing:

The percentage of income on clothing spent by the families is given clearly in Table II.

TABLE II

CLOTHING EXPENDITURE PATTERN OF RURAL FAMILIES

S.No.	Percentage of income spent		Number of families
1.	1 - 5	..	4
2.	6 - 10	..	75
3.	11 - 15	..	52
4.	16 - 20	..	11
5.	21 - 25	..	4
6.	Above 25	..	4

This table shows that 75 families spent six to ten per cent of their income for clothing. Eleven to fifteen percentage of the family income was spent on clothing by 52 families. A percentage of sixteen to twenty from the total income was spent by 11 families, while one to five per cent, 21 to 25 per cent, and above 25 per cent were spent by 4 families each. It can be concluded from the table that the majority of the families spent 6 to 10 per cent of their income on clothing.

C. Type of Materials used:

Since the study was conducted to find out how far man made fabrics have influenced their clothing practice in

rural area, it was essential to find out the type of fabrics they purchased for clothing. Table III shows the different types of materials purchased for men, women and children.

TABLE III

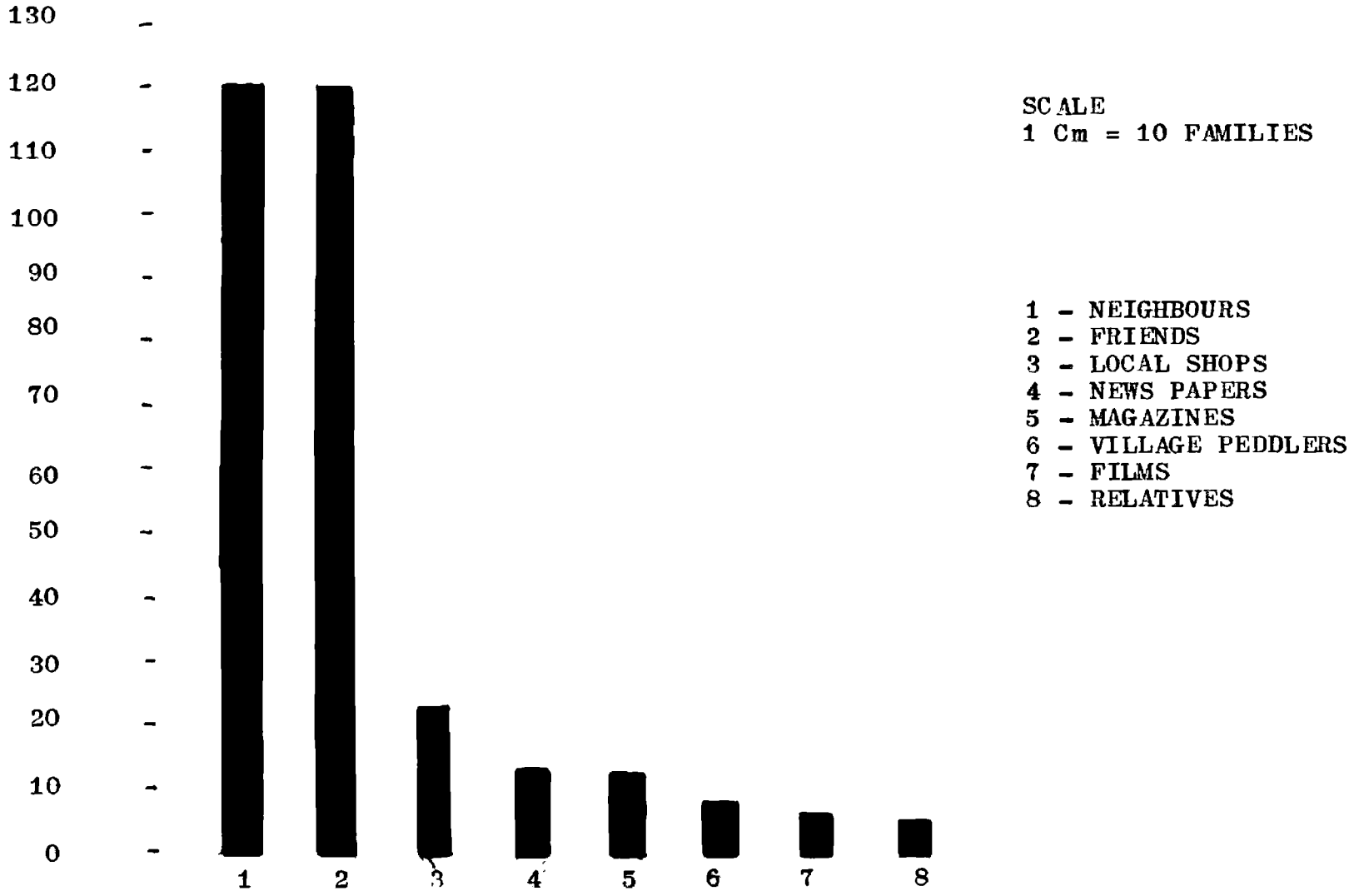
MATERIALS USED FOR CLOTHING

S.No.	Name of the material	Number of Families		
		Men	Women	Children
1.	Cotton	148	144	134
2.	Silk	---	66	22
3.	Wool	---	---	2
4.	Rayon	34	108	51
5.	Nylon	5	71	84
6.	Terylene	67	58	69
7.	Terycot	49	39	36
8.	Terene	-	5	-
9.	Nylon and cotton mixture	22	9	26

It is clear that cotton fabrics occupied the highest rank because they were used in almost all the families for all the members. This evident can be related to the results of the survey conducted by SASMIRA in 1967 on Consumer Preferences for Different Types of Fabrics. Parikh (1970) pointed out that cotton was found to be the most preferred among all communities. Cotton was chosen for men's weat in 148 families, for women's wear in 144 families, and for children's wear in 134 families. Among men's clothing

FIGURE - 1

SOURCES OF INFORMATION FOR FAMILIES REGARDING MAN MADE FABRICS



materials, the second place was given to terylene by 89 families. Terycot, and rayon were found to have the third and fourth places. Rayon was found to occupy a very important place in women's clothing by 108 families, nylon by 71 families and silk by 66 families. In children's clothing it was found that terylene ranked second and nylon third with 95 families and 84 families purchasing. Rayon and Terycot ranked next. Few purchased wool or pure terene fabrics.

D. Knowledge and Availability of Man made Fabrics:

From the survey the investigator was able to find out that 100 per cent of them were familiar with the term man made fabrics and it was also true with the availability of man made fabrics. In all the three villages where the survey was conducted, either there were shops or there were village peddlers selling man made fabrics.

1. Sources of Information:

The rural people acquired the knowledge of the new arrivals of man made fabrics in the market from different sources. Table IV and Fig 1 give a picture of that.

TABLE IV

SOURCES OF INFORMATION FOR FAMILIES REGARDING MAN MADE FABRICS

S.No.	Sources of information		Number of families
1.	Neighbours	..	123
2.	Friends	..	122
3.	Local shops	..	23
4.	New Papers	..	12
5.	Magazines	..	11
6.	Village Peddlers	..	8
7.	Films	..	6
8.	Relatives	..	11

It is evident that 123 and 122 families were influenced by neighbours and friends respectively as those were the main sources of information for them. For 23 families, 12 families and 11 families the information source was the local shops, new papers and magazines respectively. Films, peddlers, and relatives seemed to be rather poor sources of information as few seemed to be influenced by them.

2. Type of Man made Fabrics Available:

It was important to know the types of man made fabrics available in the locality. The details are given in Table V and Fig. 2.

TABLE V

LOCALLY AVAILABLE MAN MADE FABRICS FOR FAMILIES

S.No.	Fabrics		Number of families
1.	Nylon	..	113
2.	Nylex	..	104
3.	Rayon	..	96
4.	Brozho	..	39
5.	Terycot	..	36

Nylon, nylex and rayon were found to be the mostly available man made fabrics as answered by 113, 104 and 96 families respectively. The other two man made fabrics available in the locality expressed by 39 and 36 families were brozho and a blend terycot. This could be and indication to the consciousness for fashion among rural people.

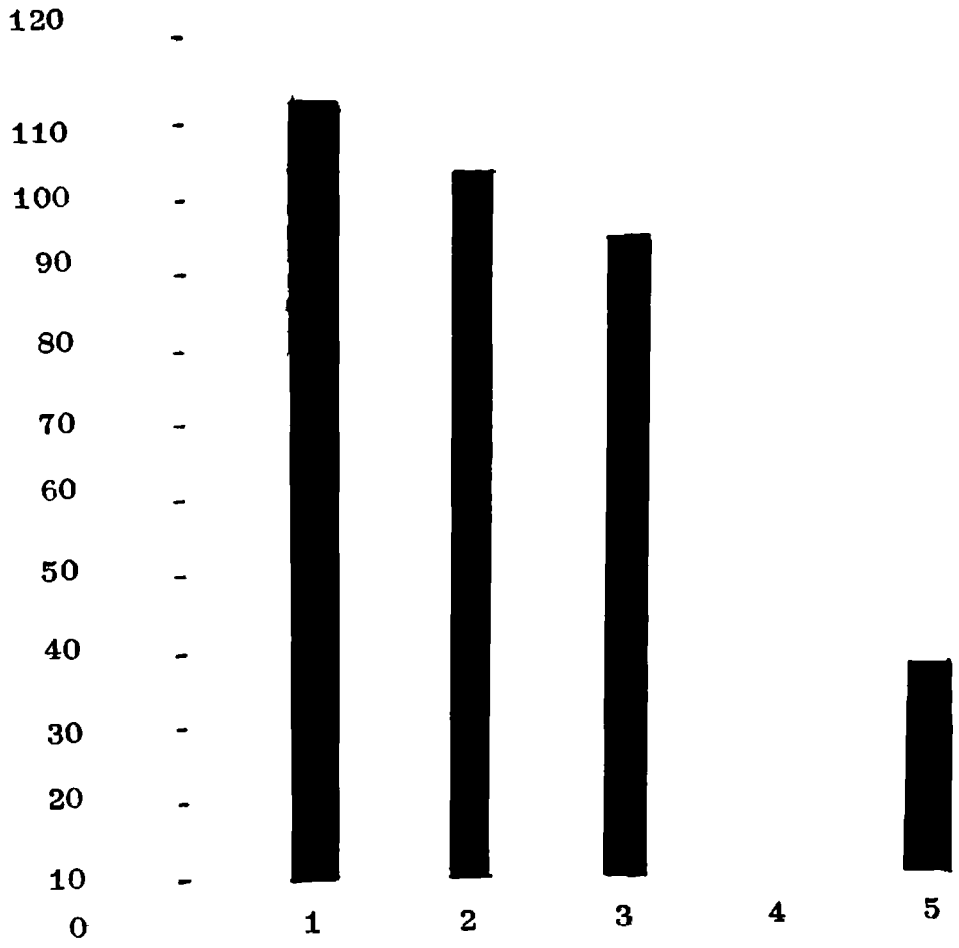
The interview schedule included questions like since when the man made fabrics were made available in the locality, and since when they started using man made fabrics. Sixty five per cent of them were of the opinion that the fabrics made available in the locality from six to ten years, where as the remaining 35 per cent commended of the availability from one to five years.

Ever since five to ten years sixty seven per cent expressed using man made fabrics. Among the remaining 33 per cent, 18 per cent remarked they used them within the last five years, and the other 15 per cent, above ten years. When asked about the reason for initiating the use of man made fabrics during that particular period, nonavailability during an earlier period was stated by 26 per cent, realising their existence at a later period by 2& per cent, changing fashion was the reason for purchasing them for 38 per cent and cheapness of the fabrics for 12 per cent.

FIGURE - 2

LOCALLY AVAILABLE MAN MADE FABRICS FOR FAMILIES

SCALE
1 Cm = 10 FAMILIES



1 - NYLON

2 - NYLEX

3 - CHINNALPATTI

4 - BROZHO

5 - TERYCOT

E. Place of Purchase and Type of Man made Fabrics Purchased:

1. Place of Purchase:

The places selected for buying man made fabrics were found out from the survey. The families bought fabrics from different places and had their own reasons for doing so. Table VI reveals the places from where man made fabrics were purchased by them.

TABLE VI

PLACE OF PURCHASE OF MAN MADE FABRICS BY RURAL FAMILIES

S.No.	Name of the place		Number of families
1.	Coimbatore	..	132
2.	Village peddlers	..	53
3.	Local shops	..	20
4.	Karamadai	..	3
5.	Thudiyaloor	..	3
6.	Periyanaicken Palayam	..	2

One hundred and thirty two families purchased man made fabrics from Coimbatore. Whenever the major items were bought they went there. From the village peddlers who visited them often 53 families bought man made fabrics. Some from the above families purchased only from peddlers since they were the only persons who possessed the items they fancied. Twenty families bought from local shops.

They had a number of reasons for purchasing them from the above. Variety was the reason for 52 per cent, who mainly did their clothing purchase at Coimbatore. They felt Coimbatore city was the only place where they could get what they wanted exactly. For 35 per cent the reason was convenience. It was either because they found the particular place nearby or there was some one going there often. Credit basis was the attraction for eight per cent, five per cent seemed to select their placeof purchase depending on the cash available. This again resulted in buying either from the local shop or from buying either the village peddler. Hence it was found that the place of purchase more or less depended upon quite a few factors other than variety.

The study also showed that 107 families did not buy ready-made items in man made fabrics. The rest of the 43 families bought items like shirts, shorts, frocks and undergarments. Ready made garments were bought mainly for children as the other items were considered rather expensive.

2. Type of Man made Fabrics used:

Among the fabrics purchased for the family members to suit daily and occasional wear for different items of clothing, a wide variety or man made fabrics were found. The details of which are given in Table VII and Fig. 3 a, b, and c.

FIGURE - 3a

MAN MADE FABRICS USED BY CHILDREN FOR DAILY AND OCCASIONAL WEAR

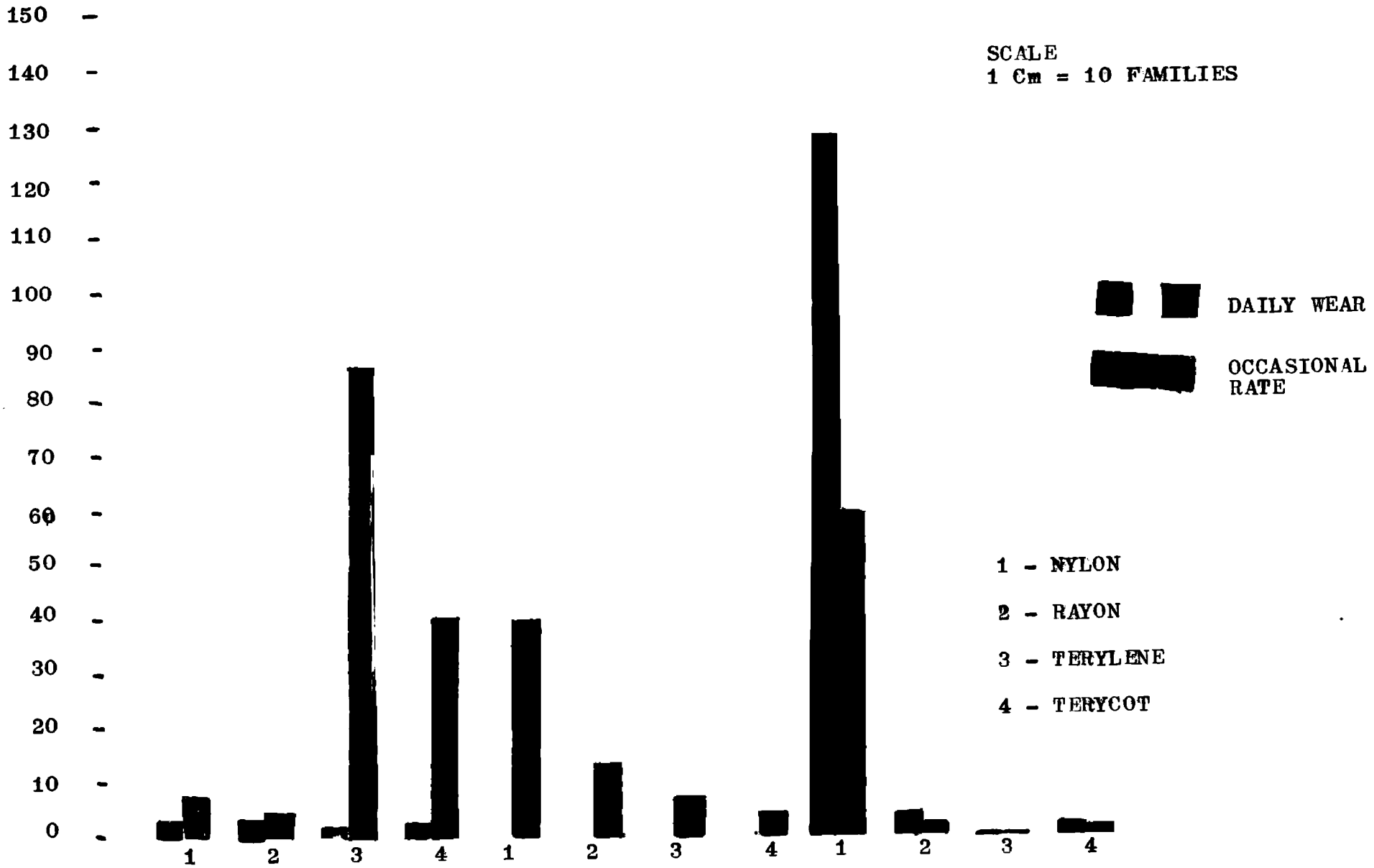


TABLE VII

MAN MADE FABRICS USED FOR DIFFERENT APPARELS FOR DAILY AND OCCASIONAL WEAR

Sl. No.	Consumer Garments	Nylon		Rayon		Terylene		Terene		Terycot		Nylon and cotton Mixture	
		Number of families used											
		Daily	Occasional	Daily	Occasional	Daily	Occasional	Daily	Occasional	Daily	Occasional	Daily	Occasional
1. Children	Shirt	3	8	3	5	2	86	-	-	3	39	-	-
	Pant	-	-	2	2	-	8	-	-	8	23	-	2
	Shorts	-	-	-	2	-	-	-	-	2	18	-	-
	Frock	38	42	15	14	2	8	-	-	-	5	2	5
	Blouse	14	11	8	11	2	3	-	-	-	-	-	-
	Skirt	11	19	9	9	-	—	-	-	-	-	-	-
	Half sari	15	16	2	-	-	-	-	-	-	-	-	-
	Ribbon	128	59	5	-	-	-	-	-	-	-	-	-
	Under garment	2	-	-	2	-	-	-	-	-	--	-	-
2. Men	Shirt	-	-	2	3	3	60	-	-	-	29	2	-
	Pant	-	-	-	-	-	21	-	-	-	42	-	-
	Dhoti	-	—	31	5	-	-	-	-	-	-	-	-
	Under garment	-	-	6	5	-	-	-	-	-	--	-	-
3. Women	Sari	35	51	107	99	5	53	3	20	6	27	5	24
	Blouse	26	21	29	20	-	2	-	-	-	8	-	2
	Ribbon	12	11	-	-	-	-	-	-	-	-	-	-

* Significant at one per cent level

FIGURE - 3b

MAN MADE FABRICS USED FOR MENS DAILY AND OCCASIONAL WEAR

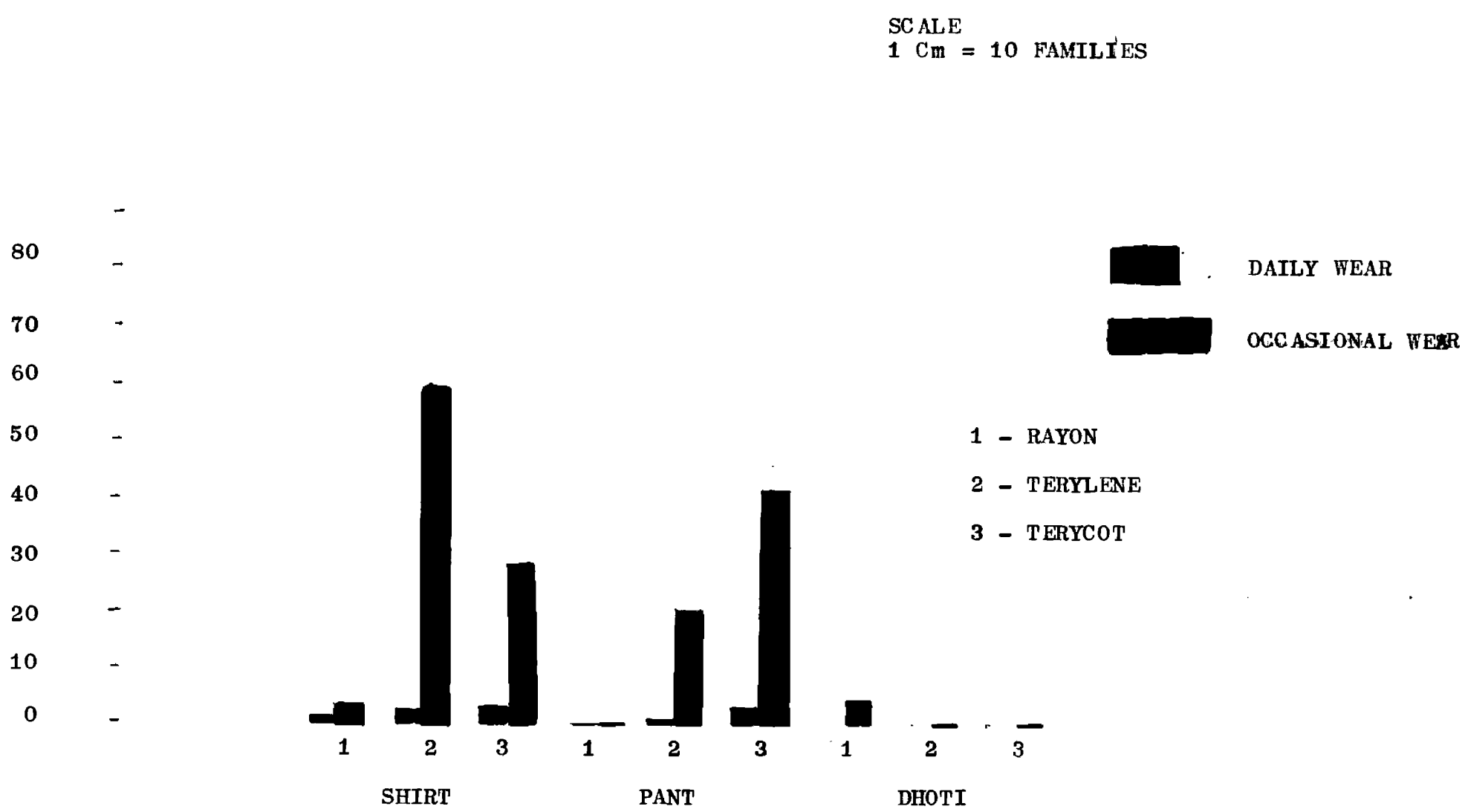
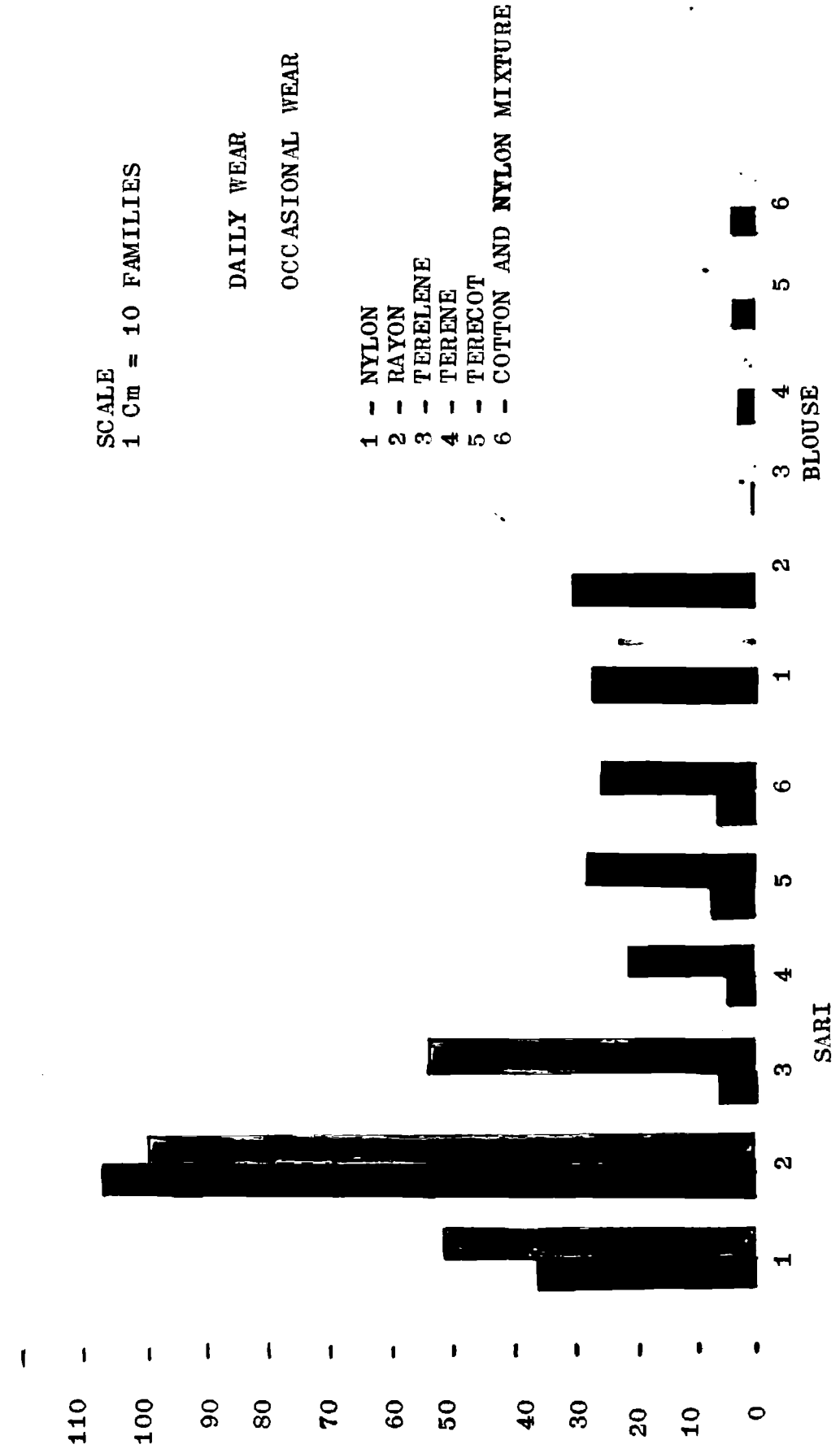


FIGURE - 3c

MAN MADE FABRICS USED FOR WOMENS DAILY AND OCCASIONAL WEAR



Children of 36 and 34 families used terylene and terycot shirts occasionally. Nylon frocks were used in 38 families for daily wear and in 42 families for occasional wear. Nylon ribbons were used most commonly by 126 families daily and by 59 families occassionally.

Among men's clothes, in 60 families men used terylene shirts for occasional wear and in 21 families terylene pants were used for occasional wear. Terycot was used for pants and shirts for occasional wear by 42 and 29 families respectively. The survey results showed that for daily wear man made fabrics were not commonly used by men or boys.

Women were found to have used more of man made fabrics than men or children. For even daily wear in 35 families nylon saris were used by women and by 37 families for occasional wear. Rayon saris occupied an important place among women's daily and occasional wear as in 107 families and in 99 families women used rayon saris both for daily and occasional wear. This may be attributed to the low price of rayon fabrice. The study conducted by SASMIRA also revealed the same fact. Rajagopalan (1971) pointed out that the lower income group preferred man made fabrics because of the low cost of maintenance when compared to cotton fabrics. In 77 families women used terylene saris for occasional wear. Nylon and rayon were used by few families for blouses.

Daily and occasional wears were separately analysed for all the members to find out the significance. From the statistical analysis it was found that all were significant at one per cent level. They are shown in Appendix II, III, IV, V, VI and VII.

F. Frequency of Use of Man made Fabrics and Their Satisfaction in the Above:

1. Frequency of Use:

The previous table showed the role occupied by man made fabrics in the wardrobes of family members. But frequency of use is given in Table VIII.

TABLE VIII

FREQUENCY OF USE OF MAN MADE FABRICS BY DIFFERENT MEMBERS

S.No.	Members	Daily	Occasional	Not at All *
1.	Father	39	85	52
2.	Mother	126	137	11
3.	Son	23	96	20
4.	Daughter	93	102	17

* X^2 = 107.1 Significant at one per cent level

In 85 families head of the family used them occasionally, in 52 families he did not use them and in 39 families he used

them daily. The home maker was found to use man made fabrics more frequently in 137 families for occasional wear, in 126 families for daily wear and only 11 of them never made use of them. Among the sons in 96 families they used them occasionally and in 20 to 23 families either they used them daily or they did not use them. Daughters made use of them for occasional wear in 103 families and in 93 families for daily wear. In 17 families they did not use them at all. This enables the investigator to come to the conclusion that women used man made fabrics more frequently and commonly than men.

In order to find out the significance of the use of man made fabrics the data were statistically analysed. The statistical analysis proved that it was significant at one per cent level. It has been given in Appendix VIII.

The person possessing the maximum number of man made fabrics and the reason expressed(in percentage) are shown in Table IX.

TABLE IX

PERSON POSSESSING MAXIMUM NUMBER OF MAN MADE FABRICS

S.No.	Member	Number in percentage	Reasons	Number in percentage
1.	Father	12	Type of employment	20
2.	Mother	37	Wears often	26
			Women's items being cheaper	10
3.	Son	20	Fashion concious	3
			Only child	16
4.	Daughter	31	Goes to School	19
			Newly Married	6

The above table shows that mother possessed maximum number in 37 per cent of the families. The reasons expressed for this by 26 per cent of the families were that it was suitable for daily wear and 10 per cent of the families expressed that they were low in price. Daughters secured the next rank with 31 per cent and sons got the third with 20 per cent. Many reasons were considered for this such as suitable for the school wear by 19 per cent families, only child by 16 per cent families, newly married and as it is fashionable by the

rest of the families. In 12 per cent of the families father possessed the highest number the only reason for this was that he had to go out for his work and the materials were suitable for the same reason reveals another fact that they considered man made fabrics suitable for outdoor activities.

G. Advantages Found in the Use of Man made Fabrics:

The different advantages found in the use of fabrics according to the surveyed families are presented in the Table X.

TABLE X

ADVANTAGES EXPRESSED BY THE FAMILIES

S.No.	Advantages		Number of families
1.	Cheaper in the Long run	..	51
2.	Easy Care	..	46
3.	Serviceability	..	34
4.	Fashion	..	16
5.	Crease resistance	..	3

Cheaper in the long run was found to be the most significant advantage which was expressed by 51 families. Easy care was the next important advantage for 46 families, while 34 families considered serviceability as the most

fascionating advantage of man made fabrics. The study conducted by Trivedi et al (1968) reveal the same facts. They found that the problem solving and service giving characteristics of synthetic and blended fibre fabrics had made a great impact on the consumers. 100 per cent of them were found fully satisfied regarding the use of man made fabrics for daily and occasional wear. 34 per cent of the families said that they faced problems in the purchase of man made fabrics. The problems expressed by all of them were none but money problem. But in the case of man made fabrics no body had any problem. In fact they said care of man made fabrics was much easier than cotton and silk.

V. SUMMARY AND CONCLUSION

The following conclusions can be deduced from the study conducted. They are as follows:

1. Out of the 150 families interviewed, 86 per cent had independent family. Majority of the population (51 per cent) were male members. The highest rank was obtained by the age group one to fifteen years (41 per cent) and only one per cent belonged to the age group 'above 60 years'. Among the selected families 45 per cent of them were mill workers. Agriculture and business got only the second and third place respectively.

2. Clothing expenditure pattern differed from family to family. Six to ten per cent of their family income was spent by 75 families. Only very few families spent above 25 per cent and below 5 per cent.

3. Among the different types of fabrics selected for different apparels, cotton played the highest place. The next place was given to man made fabrics. Rayon was used by 108 families for women by 51 families for children and by 34 families for men. Among the man made fabrics

terylene was popular among men's and children's items and rayon among women's items. Women possessed the maximum number of man made apparels.

4. The availability of man-made fabrics was expressed by all the families interviewed. Friends and neighbours were found to be the most important sources of information.

5. A majority of the families said that nylon and nylex were the most common man made fabrics available in the locality and 65 per cent of them expressed that they have been available since six to ten years.

6. Man made fabric items were purchased by 132 families from Coimbatore City as better varieties to satisfy their demands were available there. Ready made garments were purchased by very few families (27 per cent).

7. Among the various man made fabrics purchased for daily wear, nylon, rayon and terycot were found to be more popular. For occasional wear nylon, rayon, terylene, terycot, terene and a mixture of nylon and cotton were consumed by men, women and children.

8. Many advantages encouraged them to purchase more and more man made fabric items. Cheaper in the long run was one of the most sifnigicant among them remarked by the 51 per cent of them. 'Easy care' was also expressed as an equally important advantage (46 per cent).

9. The use of man made fabrics fully satisfied all of them. But lack of money was an obstacle for 34 per cent families to buy man made fabrics. But it was found that none of them faced any problems in the care of man made fabrics.

The significant finding of the study is that the rural people are more receptive to change, if some immediate advantage is readily available. This emerges from the observation since all of them mentioned about different advantages they had in the purchase of man made fabrics.

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A P P E N D I C E S

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AN INTERVIEW SCHEDULE TO ELICIT INFORMATION REGARDING THE EXTENT OF USE OF MAN MADE TEXTILE FABRICS IN RURAL HOUSEHOLDS

TOTAL INCOME:

I. Family Background:

1. Type of family:

Nuclear ☐ Joint ☐

2. Details regarding the family:

No.	Name	Age	Sex	Education	Occupation	Income/ month

II. How much do you spend on clothing/year?

...../month.

III. Type of materials selected for apparel:

Name of Material	Men	Women	Children
Cotton			
Silk			
Wool			
Rayon			
Acetate			
Nylon			
Nylon and Cotton Mixture			
Terylene			
Terycot			
Terene			
Tery Wool			

IV. a) Are you familiar with the term man made fabrics?

Yes ☐ No ☐

b) If yes what are the sources of information?

1. Friends
2. Neighbours
3. Magazines
4. Films
5. Advertisements
6. Village peddlers
7. Local shops
8. News papers

V. a) Are man made textile fabrics available in your locality?

Yes ☐ No ☐

b) If yes, list out the available ones

VI. Since how long man made fabrics have been made available in your locality?

VII. a) Since when have you started using man made textile fabrics?

b) Give reasons:

VIII. a) Where do you purchase the man made fabrics?

1. Local shops
2. Village Peddlers
3. Thudiyalaor
4. Periyanaickem Palayam
5. Coimbatore
6. Any other

b) Give reasons:

IX. a) Do you buy ready made items in man made fabrics?

Yes ☐ No ☐

b) If yes, list out the items:

X. Tickmark the particular man made fabric you select for the family members for daily wear and occasional wear:

Members and Items	Name of the fabrics													
	Nylon		Rayon		Acetate		Terylene		Terene		Terycot		Nylon and cotton mixture	
*	DW	OW	DW	OW	DW	OW	DW	OW	DW	OW	DW	OW	DW	OW

CHILDREN

1. Shirts
2. Pants
3. Shorts
4. Skirts
5. Blouses
6. Half Saries
7. Ribbons
8. Under garments

MEN

1. Pants
2. Shirts
3. Dhoties
4. Under garments

WOMEN

1. Saris
2. Blouses
3. Ribbons
4. Under garments

* DW - Daily wear
  OW - Occasional wear

XI. a) Who uses man made fabrics in your family most frequently and specify the number also:

Person	Number	Daily	Occasionally	Not at all
Father				
Mother				
Son				
Daughter				

b) State the reasons:

XII. What special advantages are served by the use of man made fabrics.

1. Easy care
2. Crease Resistance
3. Serviceability
4. Fashion
5. Cheaper in the long run

XIII How far do the man made textile fabrics satisfy you for different purposes?

Purpose	Fully	Partially	Not at all
Daily wear			
Occasional wear			

XIV. What problems do you face

a) In the purchase of man-made fabrics

b) In the care of man-made fabrics.

APPENDIX II

MAN MADE FABRICS USED BY CHILDREN FOR OCCASIONAL WEAR

Observed Values:

	1	2	3	4	Total
Shirt	8	5	86	39	138
Pant	-	2	8	23	33
Shorts	-	2	2	18	22
Frock	42	14	8	5	69
Blouse	11	11	3	2	27
Skirt	19	9	1	2	31
Half sari	16	5	2	2	25
Ribbon	59	3	-	2	64
Total	155	51	110	93	409

Expected values:

Shirt:	$\frac{155 \times 138}{409}$	$\frac{51 \times 138}{409}$	$\frac{110 \times 138}{409}$	$\frac{93 \times 138}{409}$
	52.3	17.3	39.1	31.3
Pant:	$\frac{155 \times 33}{409}$	$\frac{51 \times 33}{409}$	$\frac{110 \times 33}{409}$	$\frac{93 \times 33}{409}$
	12.5	4.1	8.9	7.5

Shorts:	$\frac{155 \times 22}{409}$	$\frac{51 \times 22}{409}$	$\frac{110 \times 22}{409}$	$\frac{93 \times 22}{409}$
	8.3	2.8	5.9	5.0
Frock:	$\frac{155 \times 69}{409}$	$\frac{51 \times 69}{409}$	$\frac{110 \times 69}{409}$	$\frac{93 \times 69}{409}$
	26.2	8.6	18.6	15.7
Blouse:	$\frac{155 \times 27}{409}$	$\frac{51 \times 27}{409}$	$\frac{110 \times 27}{409}$	$\frac{93 \times 27}{409}$
	10.2	3.3	7.3	6.1
Shirt:	$\frac{155 \times 31}{409}$	$\frac{51 \times 31}{409}$	$\frac{110 \times 31}{409}$	$\frac{93 \times 31}{409}$
	11.8	3.9	8.3	7.0
Half sari:	$\frac{155 \times 25}{409}$	$\frac{51 \times 25}{409}$	$\frac{110 \times 25}{409}$	$\frac{93 \times 25}{409}$
	9.5	3.1	6.7	5.7
Ribbon:	$\frac{155 \times 64}{409}$	$\frac{51 \times 64}{409}$	$\frac{110 \times 64}{409}$	$\frac{93 \times 64}{409}$
	24.3	8.0	17.2	14.5

$$X^2 = \frac{(O - E)^2}{E}$$

O = Observed value

E = Expected value

$\frac{(8 - 52.3)^2}{52.3}$ +	$\frac{(5 - 17.3)^2}{17.3}$ +	$\frac{(86 - 37.1)^2}{37.1}$ +	$\frac{(39-31.3)^2}{31.3}$
37.52	8.75	64.45	1.89
$\frac{(0 - 12.5)^2}{12.5}$ +	$\frac{(2 - 4.1)^2}{4.1}$ +	$\frac{(8 - 8.9)^2}{8.9}$ +	$\frac{(23 - 7.5)^2}{7.5}$
12.5	1.08	0.09	32.03
$\frac{(0 - 8.3)^2}{8.3}$ +	$\frac{(2-2.8)^2}{2.8}$ +	$\frac{(2- 5.9)^2}{5.9}$ +	$\frac{(18 - 5)^2}{5}$
8.3	0.023	2.58	33.8

$$\frac{(42-26.2)^2}{26.2} + \frac{(14-8.6)^2}{8.6} + \frac{(8-18.6)^2}{18.6} + \frac{(5-15)^2}{15}$$

9.53 3.65 6.04 6.66

$$\frac{(11-10.2)^2}{10.2} + \frac{(11-3.3)^2}{3.3} + \frac{(3-7.3)^2}{7.3} + \frac{(2-6.1)^2}{6.1}$$

0.06 17.97 2.53 2.76

$$\frac{(19-11.8)^2}{11.8} + \frac{(9-3.9)^2}{3.9} + \frac{(1-8.3)^2}{8.3} + \frac{(2-7)^2}{7}$$

4.39 6.67 6.42 3.57

$$\frac{(16-9.5)^2}{9.5} + \frac{(5-3.1)^2}{3.1} + \frac{(2-6.7)^2}{6.7} + \frac{(2-5.7)^2}{5.7}$$

4.45 1.16 3.3 2.4

$$\frac{(59-24.3)^2}{24.3} + \frac{(3-8)^2}{8} + \frac{(10-17.2)^2}{17.2} + \frac{(2-14.5)^2}{14.5}$$

49.55 3.12 17.2 10.77

37.52 + 8.75 + 64.45 + 1.89 + 14.5
+ 12.5 + 1.08 + 0.09 + 32.03 + 9.53 + 3.65
+ 6.04 + 6.96 + 0.06 + 17.97 + 2.53 + 2.76
+ 4.39 + 6.67 + 6.42 + 3.57 + 4.45 + 1.16 + 3.3
+ 2.4 + 49.55 + 3.12 + 17.2 + 10.77 = 365.62

$X^2 = 365.62^*$

* - Significant at one per cent level

N.B.

1 - Nylon 3 - Terylene

2 - Rayon 4 - Terycot

APPENDIX III

MAN MADE FABRICS USED BY CHILDREN FOR DAILY WEAR

Observed Values:

	1	2	3	4	Total
Shirt	3	3	2	3	11
Pant	-	2	2	8	12
Shorts	-	1	3	2	6
Frock	38	15	2	1	56
Blouse	14	8	2	2	26
Skirt	11	9	1	1	22
Half-sari	15	2	1	1	19
Ribbon	128	5	-	3	136
Total	209	45	13	21	288

$$\chi^2 = \frac{(O - E)^2}{E}$$

$$\chi^2 + 158.53^*$$

* - Significant at one per cent level.

N.B.

1 - Nylon

2 - Rayon

3 - Terylene

4 - Terycot

APPENDIX IV

MAN MADE FABRICS USED FOR MEN'S OCCASIONAL WEAR

Observed Values:

	1	2	3	Total
Shirt	3	60	29	92
Pant	-	21	42	63
Dhoti	5	-	-	5
Total	8	81	71	160

$$\chi^2 = \frac{(O - E)^2}{E}$$

$$\chi^2 = 99.97^*$$

* - Significant at one per cent level.

N.B.

1- Rayon

2- Terylene

3- Terycot

APPENDIX V

MAN MADE FABRICS USED FOR MEN'S DAILY WEAR

Observed values:

	1	2	3	Total
Shirt	2	3	3	8
Pant	-	1	2	3
Dhoti	31	-	-	31
Total	33	4	5	42

$$X^2 = \frac{(O - E)^2}{E}$$

$$X^2 = 35.43^*$$

* - Significant at one per cent level

N.B.

1 - Rayon

2 - Terylene

3 - Terycot

APPENDIX VI

MAN MADE FABRICS USED FOR WOMEN'S OCCASIONAL WEAR

Observed values:

	1	2	3	4	5	6	Total
Sari	51	99	53	20	27	24	274
Blouse	21	20	2	1	8	2	54
Ribbon	11	4	-	-	-	1	16
Total	83	123	55	21	35	27	344

$$X^2 = \frac{(O - E)^2}{E}$$

$$X^2 = 39.23^*$$

* - Significant at one per cent level

N.B.

1 - Nylon

2 - Rayon

3 - Terylene

4 - Terene

5 - Terecto

6 - Nylon and Cotton mixture

APPENDIX VII

MAN MADE FABRICS USED FOR WOMEN'S DAILY WEAR

Observed values:

	1	2	3	4	Total
Sari	35	107	6	5	153
Blouse	26	29	2	3	60
Ribbon	12	-	-	-	12
Total	73	136	8	8	225

$$X^2 = \frac{(O - E)^2}{E}$$

$$X^2 = 30.61^*$$

* - Significant at one per cent level.

N.B.

1 - Nylon

2 - Rayon

3 - Terycot

4 - Nylon and Cotton mixture

APPENDIX VIII

FREQUENCY OF USE OF MAN MADE FABRICS BY DIFFERENT MEMBERS

Observed Values

	1	2	3	Total
Father	37	85	52	174
Mother	126	137	11	274
Son	23	96	20	139
Daughter	93	102	17	212
Total	279	420	100	799

$$X^2 = \frac{(O - E)^2}{E}$$

$$X^2 = 107.104^*$$

* -Significant at one per cent level

N.B.

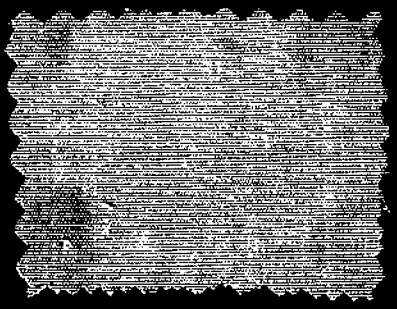
1 - Daily

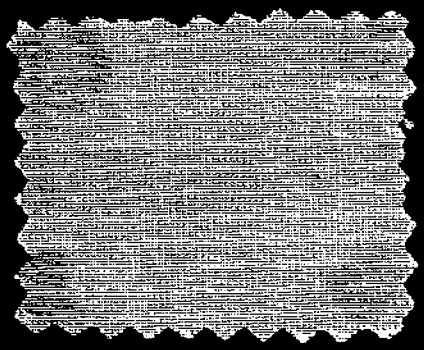
2 - Occassionally

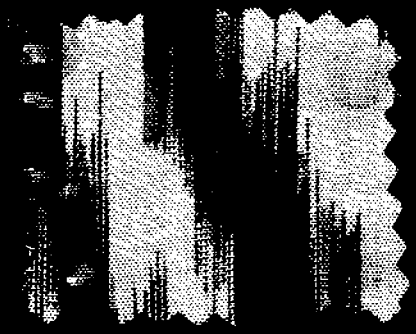
3 - Not at all

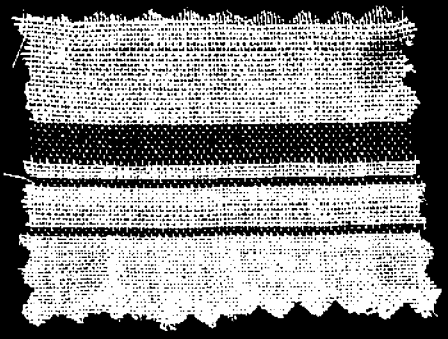
APPENDIX IX

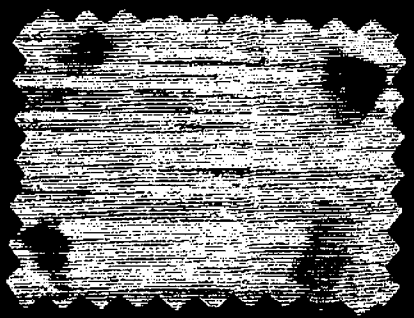
MAN MADE FABRICS USED BY MEN AND BOYS FOR DAILY AND OCCASIONAL WEAR

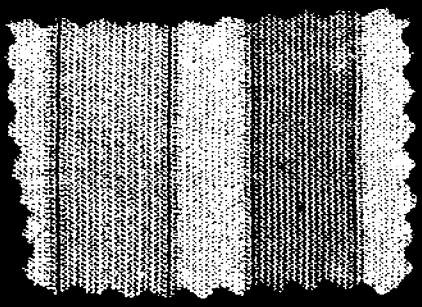


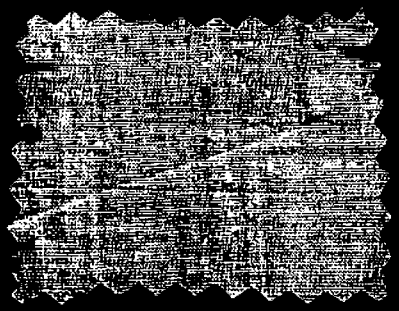






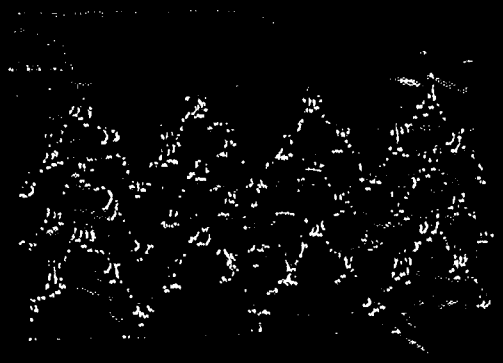


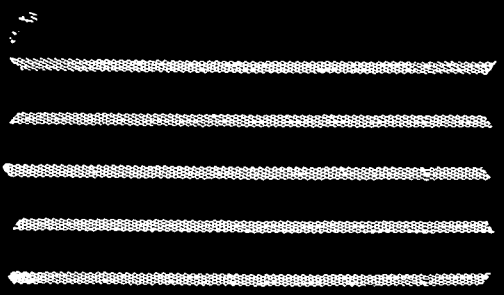


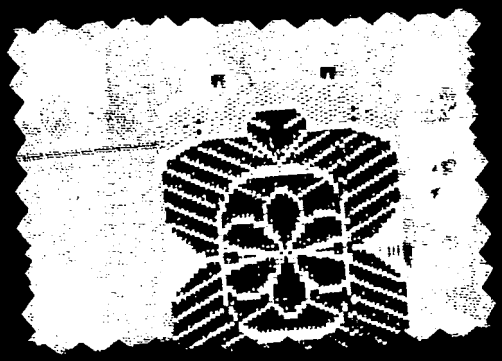


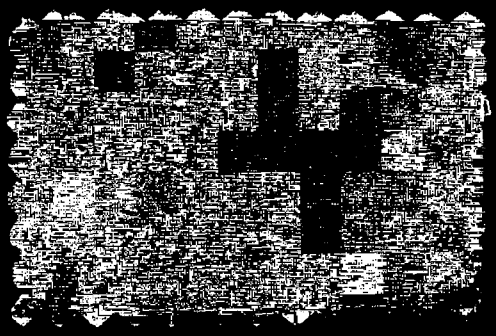
APPENDIX X

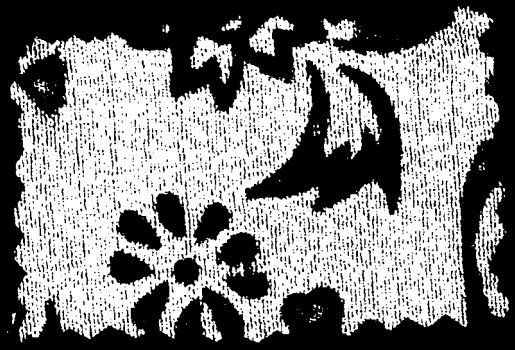
MAN MADE FABRICS USED BY WOMEN FOR DAILY AND OCCASIONAL WEAR

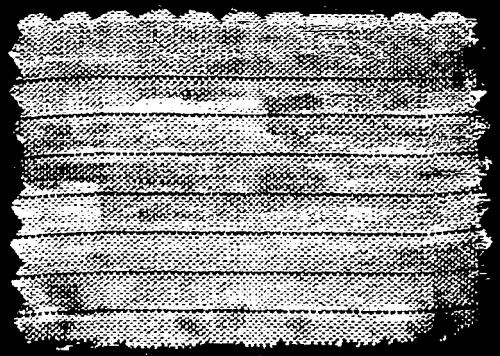


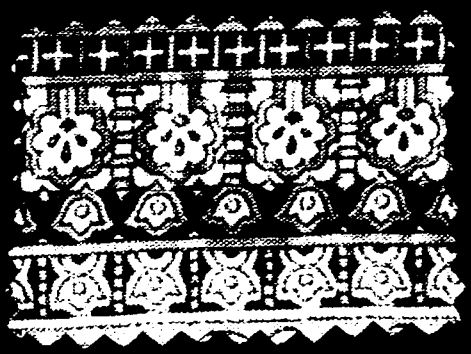












APPENDIX XI

MAN MADE FABRICS USED BY GIRLS FOR DAILY AND OCCASIONAL WEAR