

**MOTHERS PREFERENCE AMONG READY-MADE, TAILOR-MADE AND  
HOME-MADE GARMENTS FOR THE PRE-SCHOOLERS**

By

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**A Dissertation submitted to the University of Madras  
in Partial Fulfilment of the Requirements  
for the Degree of Master of Science  
April, 1971**



### ACKNOWLEDGEMENT

The investigator owes her gratitude to Miss R.Raji, M.S., (Tennessee) Professor, Head of the Department in Textiles and Clothing, but for whose laudable suggestions and help she would not have ventured the same. She will be failing in her duty if she does not express her indebtedness to Miss M.R. Kamala, M.Sc., Textiles and Clothing Department for the valuable advice, guidance, assiduity and encouragement offered throughout the course of her study.

The author records her heart felt thanks to Dr. (Mrs.) Rajammal P. Devadas, M.A., M.Sc., Ph.D. (Ohio State) Principal Sri Avinashilingam Home Science College, Coimbatore-11, for the help rendered. She is grateful to the homemakers of Coimbatore City for responding to the interviews.

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## I. INTRODUCTION

"Clothing is second in the triuivafate of the fundamental necessities of man", says Bigelow (1953)<sup>1</sup>. Clothing originated with the idea of protection from the elements of nature state Hollen and Saddler (1964)<sup>2</sup>. During the early days of his existence, man depended on animals' skin and furs to keep him warm.

Mc Intosh (1956)<sup>3</sup> is of the opinion that man in the beginning covered himself with leaves, grass and the barks of the tree and also the skins of animals, that he killed. Hess (1966)<sup>4</sup> opines that as the days passed by, man learnt to remove the fibres from the skins and used the same in the construction of fabric which were more suited to their needs. Today we have different kinds of fibres undressed of less than a generation ago. The market is flooded with a variety of textile fabrics, bewildering the home-makers in choice making.

Clothes are often considered as a means of display, a source of pleasure, an indication of taste, style and social position. Scott and Smith (1937)<sup>5</sup> feel that clothes have a pronounced effect on health and habit formation of children.

Children, even at an early age learn the powerful effect that clothing has on others and the gratification that it gives the wearer. They often want to dress like

their peers. When well dressed, a child may be more relaxed, comfortable, contented or confident, secure and even happier. On the other hand, a poorly dressed child may look impatient, less friendly, self conscious, less confident and inferior, says Devadas (1959)<sup>6</sup>. Hence it is clear that clothes have an important role to play in the personality development of children.

Clothes needed for children could be bought as ready made or given to tailor or made at home. In every home the selection of ready made garments become necessary to a lesser or greater degree say Latzke and Baxter (1949)<sup>7</sup>. The list of items bought as ready made varies from family to family and sometimes for a given family it varies from year to year. Tailored garments for pre-school children now hold an important place in their wardrobe. Pre-school children's activities are such that this type of garment is essential.

Some mothers make their children's garments because of the pleasure and satisfaction derived from the task. In still other cases all apparel is purchased ready made, the home sewing being restricted to necessary adjustments on purchased garments and to the stitches necessary to keep the wardrobe in repair.

Today all the three methods of clothing construction namely home made, tailor made and ready made are familiar

to all the families. The reasons for preferring the particular type of garments may vary from family to family.

Integration of other cultures with that of ours has brought about a vast change in the dress of man. This integration has effected children's dresses also to a certain extent. It is the desire of the parents now-a-days to dress up their children with different styles of dresses which brings recognition in the society. Therefore parents are tempted to buy ready made items available in the market in a variety of styles or give it to a reputed tailor for stitching. Where there is leisure time available and the home-maker is well versed in needlecraft the dresses are made at home.

The personality development for children is at its height during pre-school years and home-makers who are aware of the psychology of children are all the more anxious to choose the right type of clothing items for them. The above has prompted the investigator to take up a study that would help her to learn the mothers' preference towards ready made, tailor made and home made garments for pre-school children.

## II. REVIEW OF LITERATURE

The available literature for this study have been reviewed under the following headings:

- A. Importance of clothing
- B. Clothing the pre-school children
- C. The role of clothing on the personality development of the pre-school child
- D. Selection of clothing for pre-schoolers
- E. A comparison of ready made, tailor made and home made garments for pre-school children

### A. Importance of Clothing

"All of us cannot be born beautiful as Cinderella and other fairy tale heroines", says Lund (1962)<sup>8</sup>, but clothes can add to the charm and beauty of the figure. Although it is not true that clothes make the man yet they are important in determining the impression a person makes on others. Laver (1963)<sup>9</sup> feels that man is unique among the animals in wearing clothes.

According to Mc Jimsey (1963)<sup>10</sup> clothing has been used historically for decoration and to show individuality and social superiority. Kumar (1962)<sup>11</sup> and Shultz (1943)<sup>12</sup> feel that the origin of clothing took place with the idea of protection against the rigours of climate. Legner (1969)<sup>13</sup> and Evans (1957)<sup>14</sup> also agree that clothing was used mainly for protection.

Bathke (1968)<sup>15</sup> reports that ornamentation rather than warmth or modesty was the chief incentive among the ancients for wearing clothes. Latske and Guinlan (1935)<sup>16</sup> say that clothing was worn for beauty rather than for protection. And this desire for adornment according to Fitzsimon (1961)<sup>17</sup> influences the choice of clothing.

Morton (1962)<sup>18</sup> considers clothes as a means of expression and as a desire for improving possible figure irregularities. Birrell (1959)<sup>19</sup> also feel that clothes are a means of aesthetic expression. Katona (1961)<sup>20</sup> opines clothing needs arise not by imitation or by conscious decision but by group influence. Erwin and Kinchen (1964)<sup>21</sup> say clothes tend to expand the personality. Graig and Rush (1954)<sup>22</sup> are of the opinion that clothes influence temperament and behaviour. Hence Lewis et al (1957)<sup>23</sup> concludes that clothing is a big business.

### B. Clothing the Pre-school Children

The preschool period is a critical one in the development of the child, because during the period not only do physical defects manifest themselves but also faulty attitudes, anxieties, insecurity, instability and distortions of personality are produced say Thompson and Ree (1949)<sup>24</sup>. Further they feel that temperamental traits, superior sensitiveness and perceptions, artistic talents, emotional excellence, superior poise and endurance, social adaptability and gift of leadership could be

attained at this pre-school period provided the children are well dressed.

According to Picken (1949)<sup>25</sup> children begin even at an early age to develop a sense of good taste and a desire for good grooming which if aided by the mother's good taste can be of value to them all their lives. Nutt and Gibby (1962)<sup>26</sup> claim that by the age of two years most children develop some interest in dressing themselves. Young (1938)<sup>27</sup> opines that pre-school children are to be treated as miniature adults in the matter of dressing.

The objective of clothing the pre-school child is his own comfort and our own convenience says Gardner (1965)<sup>28</sup>. Every child has the right to wear becoming clothes says Picken (1949)<sup>25</sup>. Pretty well fitted clothes in good taste and of becoming colour are musts for children. According to Thompson and Rea (1949)<sup>24</sup>, well fitted comfortable garments in harmonious colours contribute to a feeling of well being and self confidence. An appropriate costume ensemble will help to develop the well poised individual who is ready to participate in group activity or to work alone without self consciousness.

Young (1938)<sup>27</sup> points out that if the child is always dressed in the garments best suited to his type, it becomes a natural habit for him later to select the same type.

C. The Role of Clothing on the Personality Development of the Pre-school Child:

Personality is that which constitutes distinction of the person, distinctive, personal character and individuality says Webster (1937)<sup>29</sup>. The word "persona" as used in ancient Rome, referred to a theatrical mask. It is made up of countless number of prejudices, good and bad of more or less conscious motives, wishes and above all habits of feeling says Shaw (1923)<sup>30</sup>.

Boaz (1958)<sup>31</sup> finds "personality as the total quality of an individual". Whereas to Mehta (1964)<sup>32</sup> personality connotes the individual's peculiar way of reacting to stimuli, overcoming problems, resolving conflicts and tensions. Thorpe and Schuller (1965)<sup>33</sup> find personality as that quality molded by the individual's efforts to meet the demands of daily living. "Personality implies the whole gamut of behavioural phenomena appearing in the individual or at least the entire range of characteristic or habitual modes of behaviour he displays", states Geldard (1963)<sup>34</sup>.

According to Minkmeyer (1967)<sup>35</sup> personality is composed of all the feelings, attitudes, values and behaviour which makes each person a unique individual.

Butler (1951)<sup>36</sup> feels that personality gives leadership and accomplishment to an individual with unique patterns and potentialities of development. Each child is unique and has his

own personality which is due to individual reactions to his mental, social and spiritual environment. Harris et al (1959)<sup>37</sup> opine that the personality of the child emerges out of all the influences of early environment and is shaped by them. Tate and Glisson (1962)<sup>38</sup> point out clothing as the fundamental of life which helps to build and to stabilize personality.

Psychologists feel that clothing has an important role to play in the personality development of children. Simpson (1955)<sup>39</sup> says dress is truly expressive of personality. This is revealed by the child's awareness of the attitudes of others, primarily of his peers towards his clothes opines Hurlock (1956)<sup>40</sup>.

Clothes are a symbol of security, an extension of self, a way of identifying with someone and a means of real satisfaction says Read (1950)<sup>41</sup>.

The well dressed child of today psychologically speaking, wears clothing which gives security and brings recognition, response and new experiences. Security is described as attendance upon wearing clothes which are suitable to the wearer as well as to the occasion. Recognition is the approval which one's clothing wins from friends and associates. Response is the effect of clothing upon other people.

Oerke (1957)<sup>42</sup> says self confidence is developed in a child by proper clothing. For any child to develop socially and physically his clothes must be suitable for his activities

and similar to those of his playmates. He is very conscious of the clothing that other children wear and wants to look like them.

A child may suffer from being over dressed or feel inferior, because he is not well dressed as his friends. Clothes may make the experience of going to kinder garden either pleasant or unpleasant. When a child is dressed appropriately, he is co-operative and willing to follow suggestions.

According to Goodman (1958)<sup>43</sup> the appearance, attractiveness, colour and comfort of the child's garment, affect the child's personality, feeling of self confidence and emotional stability. He further states that pattern designs that are not appropriate, develop a sort of inferiority complex in the minds of children. The colour of the fabric should be in keeping with the personality of the child. Colours affect the feeling and the behaviour of children. Colours that are too bright or too dull may make a child feel conspicuous. Hence clothing the pre-school child is a major problem for many families.

The problem of clothing the children is complicated by the great interest during the pre-school years in dressing up. To solve this problem, Thompson and Rea (1949)<sup>24</sup> feel that the importance of personality and its relation throughout life must be understood by parents and those who work with children.

**D. selection of clothing for Pre-schoolers:**

"Clothes are made for children not children for clothes", says Mc Call (1958)<sup>44</sup>. The main point to be considered in clothing children is health, proclaim Faegre et al (1958)<sup>37</sup>. Goodman (1958)<sup>43</sup> opines that the type of fabric selected for children's clothes bear a direct relation to the health of the child. A fabric that is too heavy makes a child tired from the excessive weight. A fabric that is too thin may cause the child to feel cold. Good-year and Klotz (1954)<sup>45</sup> are of the opinion that if a child is to develop desirable attitudes toward clothing, it must be suitable for his activities.

Murgello (1971)<sup>46</sup> is of the opinion that for the young explorers the world is an adventure and clothes must be sturdy enough to go with all the activity.

Clothing of pre-schoolers should be selected on the basis of their activity. Freedom of movement, ease in putting on and taking off garments, colour and design with regard to body proportion must be given emphasis.

The wardrobe of the pre-school child must be chosen with much care as that of any family member. No one wardrobe is suitable for all pre-school children. Because of the pre-school child is constantly active, he needs clothes that protect his body from bushes.

Woods et al (1953)<sup>47</sup> says size is important. To have the garments of correct size means giving careful attention to the rate of the child's growth.

Clothes that are too large may make a child feel uncomfortable and self conscious. Loose clothing such as long pants, full sleeves and large pockets may get caught in the wheels of the tricycle and hinder the play.

Oerke (1957)<sup>42</sup> feels that the pre-schoolers' garments should make provision for growth and freedom of movement.

Clothing that is too tight interferes with the action of their bodies, says Keister (1968)<sup>48</sup>. Scott and Smith (1937)<sup>5</sup> say a child's small size material should be yielding and flexible if play is to be free and unhampered. Scott (1948)<sup>49</sup> also feels that child's dress should be designed for freedom in play and easy in dressing and undressing without the help of grown ups.

School clothes should be considered as play clothes as far as style and construction are concerned. Further they should be simple, well made and easy to keep clean. Good grooming and cleanliness are important for school children says Picken (1949)<sup>25</sup>.

According to Lund (1962)<sup>8</sup> the points to look for in buying children's clothes are washability, fit, material and finish.

Wingo (1953)<sup>50</sup> feels that five essential factors must be considered while selecting garments for children. They include grain, design, seams, hem and fasteners. Garments cut off grain do not fit properly and therefore will not hang right on the wearer. Fabrics should be cut with design going in the same direction and prints need attractive spacing. Seams should be suited to the fabric, garment and they should be of sufficient width to allow shrinkage and growth. An even and wide hem is advisable as this would lend itself to fashion changes and alterations. Well finished fasteners and decorations enable the garment last for a longer period. Items such as cuffs and collars must be proportionate and matching to the garment and easily pressable.

As regards the colour of pre-schoolers dress, Bull (1958)<sup>51</sup> feels that mothers choose light colours for their children since they show when they should be washed. Dazzling colours and patterns should be avoided, because of the strain on the children's eyesight. On the contrary Woods *et al* (1953)<sup>47</sup> opine that bright colours are desirable for children's outer garments because they make it easier to spot the child on the playground in the yard or on the street.

Good design in pre-schoolers garments is based on the principles of good design namely harmony, balance, rhythm, proportion and emphasis.

Hall (1943)<sup>52</sup> says many dresses discarded by the adults can be remodeled for children. Fabrics with a small print are very appropriate to use. Large prints or wide stripes are seldom used for children's dresses. But plain coloured fabric may be used in many ways.

Clothes for small children should stress simplicity. Oerke (1957)<sup>42</sup> is of the opinion that the needs of children should always be considered. Simple clothing made of suitable fabrics is essential for children. It is wise to select fabrics that have been treated to resist dirt and wrinkles. No child can play freely if he must constantly worry about soiling his clothing. It should also be fire resistant.

Due to constant perspiration children's clothes become damp often. Hence free flow of air is essential in children's clothes. Since children's clothes need frequent washing, it is better to select fabrics that are colour fast say Tate and Glisson (1963)<sup>38</sup>.

Mahendra (1968)<sup>53</sup> opines that cotton fibre should be selected for children because cotton is a bad conductor of heat and it does not allow the heat of the body to go out quickly and therefore help children to maintain body temperature more or less at the same level. Secondly cotton absorbs sweat easily. It is more easily washable than other fibres.

Pre-school children outgrow their clothes quickly and when there are no younger sisters or brothers to use these garments, it is just a waste to spend on expensive materials. Fashion is just as important in children's clothes as in adults. For a small child's dress, a simple basic style must be chosen and add the interest with a pretty patterned fabric and trimming such as the narrow lace edgings, say Robinson and Robinson (1963)<sup>54</sup>.

Picken (1949)<sup>25</sup> says having the proper clothes for the occasion can instil in children a sense of style and fashion that will guide them all their lives.

#### E. A Comparison of Ready Made, Tailor Made and Home Made Garments:

Garments needed for the child or for the entire family could be either bought as ready made, or made at home. There are also tailors to stitch the garments according to the needs of the customers. Luck (1958)<sup>55</sup> says ready made garments are made in the factory with no one purchaser in mind. Webster, as referred by Mc Call (1958)<sup>44</sup> defines tailoring as being the work or workmanship of a tailor. Goodman (1958)<sup>43</sup> feels that a beautifully tailored garment is in reality a true work of art. Tate and Glisson (1963)<sup>38</sup> state that the family dress maker or tailor though not very important today is not to be overlooked as a means of securing clothing. Hence it is better to construct garments at home. Haines (1964)<sup>56</sup> considers home sewing as a source of satisfaction and self-expression.

All the three types of garments ready made, tailor made and home made have their own advantages and disadvantages. Meredith Company (1961)<sup>57</sup> reports that most women find it necessary to supplement their wardrobes with ready made clothes because the ready to wear market has many sizes for different figure types.

"Improvement, the wide choice of styles and fabrics and the ease in buying have encouraged home-makers to purchase ready to wear apparel", state Tate and Glisson (1963)<sup>38</sup>. They feel that large number of women work outside the home and consequently have less time for home sewing. Even those who do not work outside the home usually prefer or find it necessary to spend their time in ways other than sewing. By buying ready made garments they can be free from constructing the garments and time is saved, say Sara and Lynch (1950)<sup>58</sup>. Attractive garments can be purchased which are ready for immediate use. Different types can be tried on children to judge the most suitable one. Carson (1955)<sup>59</sup> says, it is easier if one can buy a dress all ready to wear in a style and colour that is becoming to her. One can have a large variety of styles from which to select and can try on different dresses to see how they are going to look and to decide which one will do the most for her. Ready makes have a finished look. Since ready made garments are available at different prices, people of various income levels could buy and profit, says Oppenheim (1965)<sup>60</sup>.

In spite of all these advantages there are also some disadvantages. Ready made garments often need expensive alterations says, Mauck (1953)<sup>55</sup>. According to Erwin (1960)<sup>61</sup> it is often difficult to find a ready made dress that is satisfactory in every detail and at a price one can afford to pay. Some of the ready makes are expensive and others are medium priced. While some are well designed, made of good quality material, the others are cheaply made in large quantity of cheaper fabrics with less attention given to workmanship. Often such dresses are poorly designed.

Erwin and Kinchen (1955)<sup>62</sup> say about 50 per cent of the price of a ready made is due to labour. Rathbone and Taroley (1959)<sup>63</sup> opine by buying ready made clothes one may have more time for recreation but probably must content with fewer garments because of the cost. They often do not fit well and the necessary alterations may spoil the effect of the design. Sometimes it is difficult to find conservative ready made garments at a moderate price. They involve the selection of a well made and durable garment", says Bigelow (1953)<sup>1</sup>. Meredith Company (1961)<sup>57</sup> reports that ready to wear clothes seldom give as good a fit as clothes made at home. Erwin (1960)<sup>61</sup> states that mass production has removed much individuality from ready to wear clothes.

"If one has a figure that is difficult to fit, she will often find it best to make her own clothes or to have them made, rather than to go to the expense of having alterations made

when buying ready to wear clothes", says Carson (1955)<sup>59</sup>. Hence a condition has arisen, when it is necessary for homemakers to depend on other types of garment construction namely tailor made and home made.

Mauck (1958)<sup>55</sup> says that there are three types of tailoring namely, (1) custom tailoring (2) Tailoring made to order and (3) tailoring made in the factory. Custom tailoring is done by an individual tailor who is a highly skilled craftsman in his field. Usually he works either in men's wear or in women's wear but not in both. Custom tailoring carries a high initial cost, but the customer receives individuality of design, fit and a high degree of durability of shape.

The second type of tailoring namely tailoring made to order are done mostly by the retail stores. Retail stores which usually handle the customer take the measurements. The design is selected from a book of available designs. There are no fittings until the finished garment is delivered to the store and to the customer when alterations may be found necessary. There is less handwork in such products. The price is medium, certainly lower than that for custom tailoring. A third type is the factory made garments. The finished garment is selected in the retail shop and refitted if necessary. The price of such garments is less than that of either of the above two types for comparable quality of products. In tailor made garments, the planning of

the design and the selection of the fabrics are matters of personalised service by the tailor, though the customer may take design and fabric to him and ask to have a garment made.

Wilson (1955)<sup>64</sup> says that tailor made garments would retain their shape after years of hard wear and repeated dry cleanings. Chambers and Moulton (1961)<sup>65</sup> are of the opinion that tailors would shape and mold at the right places and thus build permanent shaping in the suit.

"Getting garments tailor made is as expensive as buying garments ready made but they probably will have a better quality of material and workmanship and a dress which is less likely to be duplicated", say Rathbone and Tarpley (1959)<sup>63</sup>. Baxter and Latzke (1949)<sup>7</sup> say, home sewing may result in real saving with less money. Erwin and Kinchen (1965)<sup>62</sup> opine that skilfully made garments have a prestige value giving the wearer a feeling of distinction. Recognition and approval of her skill bring satisfactions. Sewing is done at home to have more sets of clothing.

Needle work development scheme (1956)<sup>39</sup> reports that by making garments at home, one can make the choice from a wide variety of fabrics from the continually changing range of styles in the best pattern catalogues and will be made to fit perfectly. At the same time, it will cost much less to look attractive than the one who has to buy ready made clothes. And perhaps most important of all, she will discover what real pleasure there is to be found in creating something for her self.

'Usually the materials for a home made garment cost from 1/3 to 1/2 of the cost of a ready made garment of comparable quality' says Bigelow (1953)<sup>1</sup>. There are many advantages in home sewing, says Bane (1952)<sup>66</sup>. The saving of money, beautiful fabric, accurate fit for every figure and the satisfaction of doing are some such advantages. Goodman (1953)<sup>43</sup> says with initiative ability and practice almost any woman can plan and construct tailored clothing at home. The woman who makes clothes has a wider range in the selection of colour, type of pattern and choice of fabric than does the person who buys ready made. Many children have figure irregularities. The ability to make and fit one's own garment will solve this problem. The family level of living can be raised by increasing the income through home sewing.

Rathbone and Tarply (1959)<sup>63</sup> state that if one has the ability to sew and the time for it, she will find many advantages in making clothes at home. Wingo (1953)<sup>50</sup> states that money can be saved by making clothes at home. Clothes are constructed at home for those who don't get the correct size in ready made and also to stretch the family budget. Further it helps to express individuality in dress.

For some, sewing satisfies the desire for creativity and often develop into a hobby. Such leisure time activities can be very rewarding as well as remunerative. 'Sewing is a pleasant occupation that can be put to many uses', say Sarah and Lynch (1950)<sup>58</sup>. Robinson and Robinson (1963)<sup>54</sup> opine, sewing is fun.

Both dress designing and dressmaking are essentially living arts. Simpson (1955)<sup>39</sup> says the whole activity of dressmaking, sewing, embroidery are rightly conceived as one of the creative arts. Chambers (1958)<sup>61</sup> says, "Making of clothing is an art in itself".

Kumar (1962)<sup>11</sup> opines tailoring is a great art providing considerable scope for the development of aesthetic sense and also for attaining skill of dexterity of hand. It will be a great pride for a woman to make the clothing for the home and derive happiness when the members of the household wear the products of her creation of love and art.

Sewing is like a jig - saw puzzle opines Ryan (1944).<sup>68</sup> Homemakers found that the 10 to 13 per cent of income available for clothing is inadequate when all the garments are ready made and it can be prevented by home sewing. Distance from shopping centre may necessitate home construction, says Bonde (1950)<sup>69</sup>.

Shopping may be irritating especially in large cities and in large departmental stores. At home one may proceed leisurely and actually derive pleasure from the work.

According to Bigelow (1953)<sup>1</sup> home construction becomes a failure unless the person making them has developed skill in choosing design and in construction process. Mansfield (1953)<sup>70</sup> and Strickland (1956)<sup>71</sup> state that tailoring requires the best of one's sewing ability in accuracy of details, in correct fitting,

Straight stitching and careful steaming of each step in garment construction.

The choice among the three methods of garment construction namely ready made, tailor made and home made will depend largely upon the amount of money available for clothing as against available equipment, skill and time for dress making.

### III. EXPERIMENTAL PROCEDURE

The experimental procedure for this study on mother's preferences towards ready made, tailor made and home made garments for pre-schoolers consisted of the following steps.

1. Selection of the Sample
2. Selection of the method
3. Conducting the Survey
4. Analysis of the Data

#### 1. Selection of the Sample:

The sample selected for the study were home-makers because they were found to be comparatively free at home. The samples were selected from the different areas of Coimbatore city namely Tatabad, Peelamedu, Goundenpalayam housing unit, R.S.Puram, Gandhipuram, Sivananda Colony, Ram Nagar, Saibaba Colony and G.C.T. Colony. Care was taken to see that all the home-makers had preschool children. According to Isaac (1968)<sup>72</sup> children falling under the age group of 2 to 6 years are preschoolers. The total number of samples selected were 150 and they belonged to the middle income group. India, Annual Report (1966)<sup>73</sup> considers the income between Rs. 500 to Rs. 1250/month as middle income.

#### 2. Selection of the Method:

The method selected for collecting the data was interview because of its several advantages. It helps to develop good rapport between the interviewer and interviewee. Rangaswamy (1969)<sup>74</sup>

considers interview as one of the chief means of collecting data in social research. Verma (1965)<sup>75</sup>, Young (1956)<sup>76</sup>, Burchinal and Hawker (1957)<sup>77</sup> consider the interview method as the best method for obtaining information since it allows the interviewer to go behind mere outward behaviour and helps him in studying motivation, emotional responses and social progresses.

The information obtained by the interview method is more likely to be correct than that obtained by any other method because the interviewer can clarify the doubts easily and develop confidence in the minds of the interviewees.

### 3. Conducting the Surveys

For conducting the survey, the investigator evolved an interview schedule and pretested in twenty houses. The data obtained thus was analysed and the interview schedule was modified on the basis of the problems faced. The modified interview schedule is given in appendix.

With the modified schedule each home-maker was interviewed carefully and the information regarding family background, budgetting, the preference towards ready made, tailor made and home made garments for pre-school children, the reasons for the same and the money spent on each, were collected.

### 4. Analysis of the Data

The data obtained by the interview method is analysed under the results and discussions.

#### IV. RESULTS AND DISCUSSIONS

The results of the study are discussed under the following headings.

- A. Background information regarding the families
  1. Type of family
  2. Income range of the families
  3. Management of money
  4. Money allotment for family clothing
- B. Mother's preferences among ready-made, tailor-made and home-made garments
  1. Reasons for preferring ready-made garments
  2. Occasions on which ready-made garments are worn
  3. Garments purchased as ready-made and their price
  4. Label information
  5. Suggestions for improving ready-made garments
  6. Reasons for preferring tailor-made garments
  7. Person deciding the pattern
  8. List of tailor-made garments preferred for children
  9. Reasons for the dissatisfaction with tailor-made garments
  10. Suggestions for improving tailor-made garments
  11. Reasons for preferring home-made garments
  12. Frequency of construction at home
  13. Type of materials preferred for home sewing
  14. Garments constructed at home

15. Difficulties encountered

16. A comparison of the items preferred as ready-made tailor-made and home-made

17. Statistical analysis

A. Background Information Regarding the Families

1. Type of family

The total number of families interviewed were 150. Among them 90 per cent were nuclear families and the rest were joint families.

2. Income range of the families

The total income of the families per month are given in Table I.

TABLE I  
INCOME RANGE OF THE FAMILIES

Income/month in Rs.	Number of families	Percentage
500 - 600	66	44
601 - 700	38	25.33
701 - 800	20	13.33
801 - 900	11	7.33
901 - 1000	10	6.67
1001 - 1100	3	2
1101 - 1250	2	1.34

From Table I it is clear that 44 per cent of the families belonged to the income range of Rs. 500 to 600. Under the range of Rs. 601 to 700 there were 25 per cent families. Thirteen per cent had an income of Rs. 701-800 and the rest got an income above Rs. 800/-

### 3. Management of money.

Out of the 150 houses surveyed, only 18 per cent possessed family budget and the rest managed their income and expenditure without a budget.

### 4. Money allotment for family clothing.

The allotment of money for family clothing is shown in Table II.

TABLE II

ALLOTMENT OF MONEY FOR FAMILY CLOTHING

Money allotment for family clothing (Range in Rs.)	No. of families	Percentage
300 - 400	19	12.67
401 - 500	37	24.67
501 - 600	23	15.35
601 - 700	13	8.67
701 - 800	19	12.67
801 - 900	4	2.67
901 - 1000	27	18
Above 1000	8	5.3

From Table II it is understood that 25 per cent of the home makers spent Rs. 401-500 on family clothing. Eighteen per cent spent Rs. 901 - 1000 on family clothing. The amount spent by 15 and 13 per cent ranged from Rs. 501-600 and Rs. 300-400 respectively. Another 13 per cent spent Rs. 700-800.

Among the remaining 12 per cent, 9 per cent spent Rs. 801 - 900 and the rest more than Rs. 1000.

The money allotted for children's clothing from total family clothing are indicated in Table III.

**TABLE III**  
**ALLOTMENT OF MONEY FOR CHILDREN'S CLOTHING**

Range of expenditure on children's clothing in Rupees	Number of families	Percentage
0 - 100	57	58
101 - 200	52	34.67
201 - 300	9	6
301 - 400	2	1.33
Above 400	-	-

Table III gives the range of expenditure on children's clothing per year. The amount spent on children's clothing was less than Rs. 100 in the case of 58 per cent housewives. Thirty-nine per cent spent Rs. 101-200. The percentage of

ch

families, spending more than Rs. 200 were found to be negligible.

While comparing the money spent on children's clothing with that of the money allotted for family clothing, it was found out that 77 families spent 11-20 per cent of the family income on pre-school children's garments. Whereas it was 21-30 per cent in 34 families. Among the remaining 39 families 25 per cent spent within ten per cent and fourteen from 30-40 per cent.

**B. Mother's Preferences among Ready-made, Tailor-made and Home-made Garments.**

The preferences of mothers towards Ready made, Tailor made and Home made garments are given in Table IV and Figure 1.

**TABLE IV**

**PREFERENCES OF MOTHERS TOWARDS READY-MADE, TAILOR-MADE AND HOME-MADE GARMENTS**

Types of garments preferred	Number of families	Percentage
Ready made	9	6
Tailor made	22	14.66
Home made	1	0.66
Ready made and Tailor made	88	58.66
Tailor made and Home made	6	4
Home made and Ready made	11	7.3
Ready-made, Tailor-made and Home-made	13	8.66

PREFERENCE OF MOTHERS TOWARDS READYMAD E , TAILORMADE

AND HOMEMADE GARMENTS FOR PRESCHOOLERS.

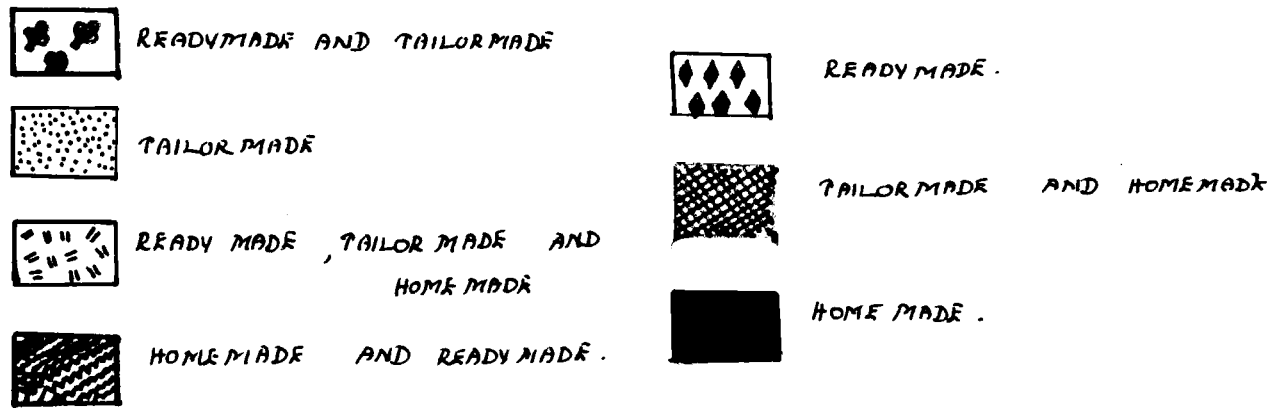
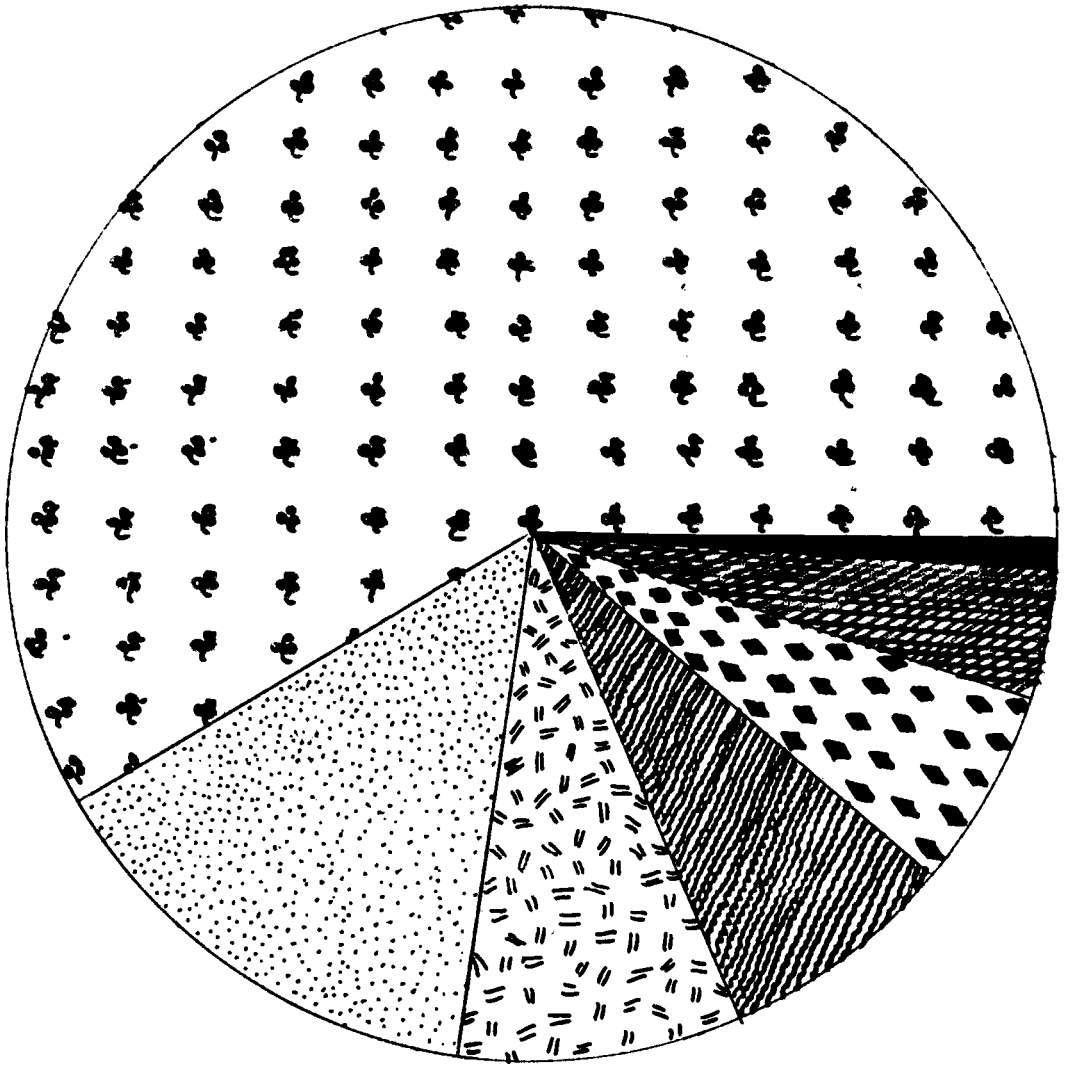


FIGURE . . 1 . .

From Table IV and figure 1, it is clear that majority of the home makers namely 59 per cent preferred both ready made and tailor-made. Fifteen and six per cent of the home makers preferred purely tailor made and ready made garments respectively. All the three types of garments such as ready made, tailor made and home-made garments were preferred by 9 per cent and ready-made and home-made garments were preferred by 7 per cent. Very few stitched their garments at home and also got their items tailor-made.

1. Reasons for preferring Ready-made garments

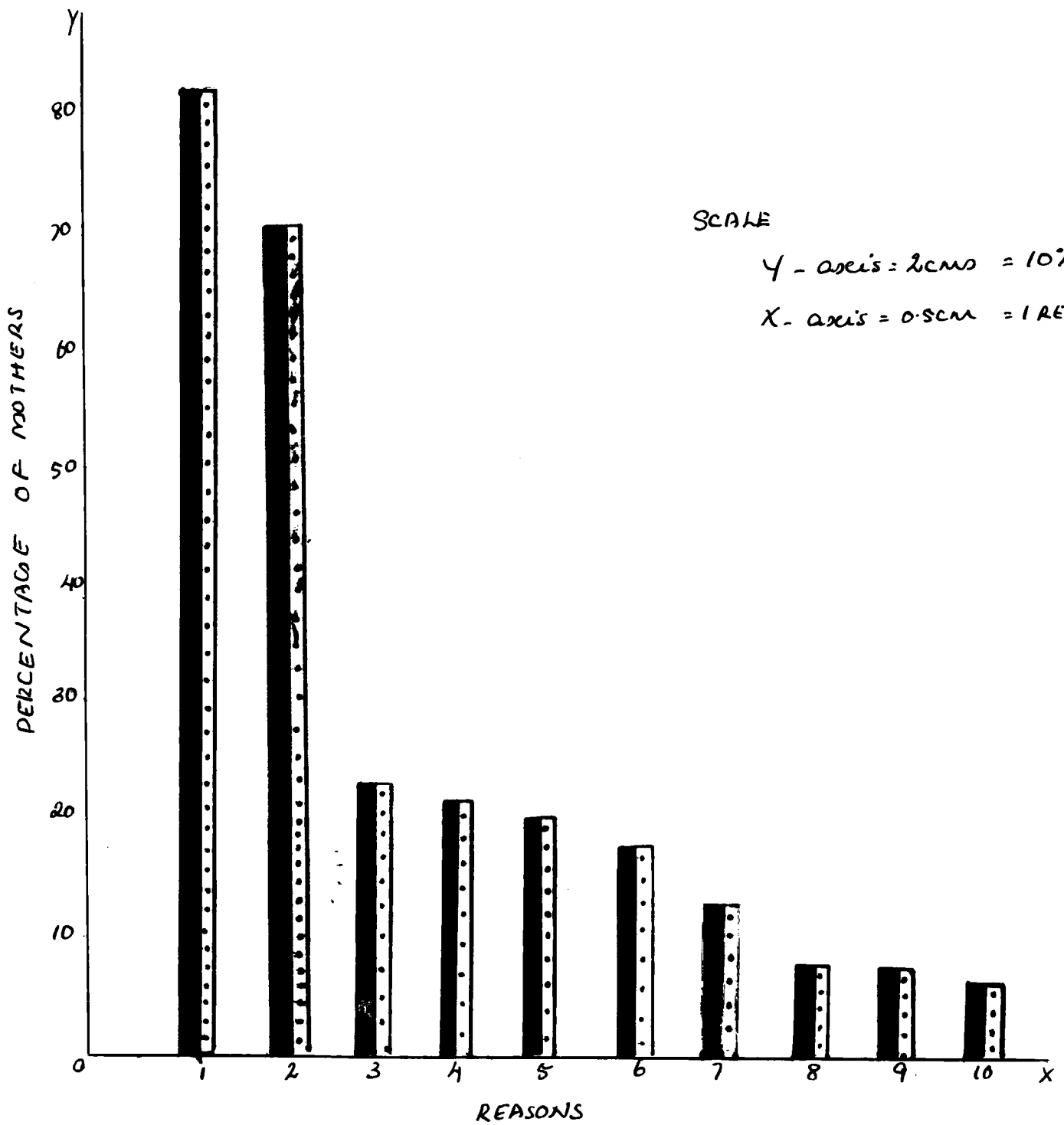
The reasons for preferring Ready-made garments are indicated in Table V and Fig. 2.

**TABLE V**  
**REASONS FOR PREFERRING READY MADE GARMENTS**

R e a s o n s	Number of families	P e r c e n t a g e
It is fashionable	98	81
The colour combination is attractive	85	70.2
It is easily available	29	23.9
The price is low	27	22.3
Correct fitting for different sizes are available	25	20.62
A good time saving device	22	18.1
Gives the wearer a poised look	14	11.5
It can be used in all conditions	9	7.4
It comes handy for urgency	9	7.4
Could be used for festival wear	8	6.6
The garment is long lasting	8	6.6
It is comfortable to wear	5	4.13
It can be easily cared for	4	3.3
Some materials are not available in the market	2	1.6
Father likes ready-made garments for his children	2	1.6



# REASONS FOR PREFERRING READY MADE GARMENTS



- 1. FASHIONABLE
- 2. ATTRACTIVE COLOUR COMBINATION
- 3. EASILY AVAILABLE
- 4. LOW IN PRICE
- 5. GIVES CORRECT FITTING
- 6. A TIME SAVING DEVICE
- 7. GIVES POISED LOOK
- 8. CAN BE USED AT ALL CONDITIONS
- 9. HANDY FOR URGENCY
- 10. FOR FESTIVAL WEAR

FIGURE .. 2

Table V and Figure 2 reveals that 78 per cent preferred ready-mades because they were fashionable. The attractive colour combination made 71 per cent to prefer the above. The ease in availability had induced 24 per cent of the home makers to buy ready-made. While 22 per cent preferred them because of the low price, 21 per cent were sure that the correct fitting for different sizes could be obtained. Ready-mades were time saving according to 18 per cent and hence they preferred the same.

Twelve per cent felt that ready-made garments would give the wearer a poised look. Eight per cent opined that ready-made garments could be used in all conditions. Seven per cent bought ready made garments for satisfying their emergency needs.

For the sake of festival wear, 7 per cent of the home makers preferred ready-made garments. 6 and 4 per cent of the home makers considered ready-made garments as durable and comfortable to wear respectively. According to 3 per cent of the home makers, ready-made garments were easy to care for. Since some materials were not available in the market, 2 per cent of the home-makers wanted to buy their children's garments ready-made. To satisfy the head of the family, 2 per cent of the home makers bought ready made clothes.

Apart from the reasons given above, very few mothers stated that the ready made garments were attractive, liked by children very much and provided chances for learning new patterns. Just one mother was of the opinion that stitching charge and other expenditure for tailor-made garment are equal to that of ready made.

From figure 4 and Table V, it could be concluded that most of the mothers preferred ready-made garments because they were fashionable and attractive in colour combinations. The other reasons were found to be of little importance to the home-makers.

## 2. Occasions on which ready-made garments are worn

Ready-made garments were found to be used mainly for occasional wear. Forty eight per cent of the home makers preferred ready-made garments for the informal wear of their children. Thirty seven per cent of the mothers stated that they preferred ready-made garments for their children as long as it was new.

Six per cent of the home makers wanted their children to use ready-made garments for school wear. In 38 per cent of the families, ready-made garments were used for home wear ordinarily. But in 11 per cent of the houses ready made garments were used for home wear when the garments became old. Two per cent of the mothers used ready made garments made of cotton for home wear. Thus ready made garments were found to be used for informal, school and home wear.

### 3. Garments purchased as ready-made and their prices:

#### Boy's wear:

Bandhiana: Seventeen per cent of the mother's seemed to buy ready made bandhiana for their children. Their average price paid per item was found to be less than a Rupee in the case of 10 per cent mothers. Four per cent spent Rs. 2-3 on a single item. Two per cent of the mothers bought bandhiana costing Rs. 1-2. Very few, bought bandhiana costing Rs. 3.50.

Shirts: Twenty one per cent of the mothers seemed to buy ready-made shirts for their children. The price paid per one shirt was found to be Rs. 6 to 10 in the case of 16 per cent of the families. Four per cent of the families paid Rs. 5 per one item of shirt. Only one per cent of the mothers paid above Rs. 10 per item.

Trousers: Twenty four per cent of the mothers were found to buy ready made trousers for their children. Nineteen per cent of the mothers bought ready made trousers costing about Rs. 5 to 10 per item. Four per cent of the mothers bought trousers below Rs. 5. Only one per cent of the mothers were found to spend more than Rs. 10 per item of trouser.

Pants: Only three per cent of the mothers were found to prefer ready-made pants for their children. The price paid per item of pants was below Rs. 10, in the case of one per cent home makers. Among the remaining two, one per cent

paid Rs. 11 to 20 and the other one Rs. 21 to 30 per item of pants. Thus the type of pants bought for children varied from family to family.

Night dress: Only one per cent of the mothers bought night dress for their children and the price paid for that was below Rs. 5 per item.

Baba suits: Forty six per cent of the mothers were found to prefer baba suit for their children. Twenty six per cent baba suit costing Rs. 11 to 20 per item. Thirteen per cent paid Rs. 21 to 30 per item of baba suit. Seven per cent spent below Rs. 10. Hence it is clear that baba suit costing Rs. 11 to 20 per item is in common use.

#### Girl's wear:

Panties: Only 33 per cent of the mothers were found to buy ready made panties for their children. Thirty one per cent of them said that they bought panties costing less than one rupee per item. Two per cent of the mothers bought panties which costed Re. 1 per item.

Slip: Only 3 per cent of the mothers were found to buy slip and it costed Rs. 2 per item.

Frocks: Seventy five per cent of the home makers preferred ready-made frocks. Forty one per cent of the mothers bought frocks costing Rs. 11 to 20 per item. Twenty per cent of them bought frocks costing Rs. 5 to 10 per item. Thirteen per cent of the home-makers bought frocks, the cost of which ranged from Rs. 21 to 30 per item. Only one per cent

of the home makers were found to buy frocks costing Rs. 35 per item.

Sulvar-Kameez: Only two per cent of the mothers preferred ready made Sulvar Kameez for their children. Among them, one per cent bought Sulvar Kameez costing Rs. 10 to 20 and the other one costing Rs. 21 to 30 per item.

Jeans: Just two per cent of the mothers bought ready-made jeans for their children and it costed Rs. 21 to 30 per item.

Nightdress: Night dress was preferred by two per cent of the mothers. While one per cent bought night dress costing below Rs. 5 for their children, the other one per cent bought night dress costing Rs. 11 to 15 per item.

From the above list, it is concluded that Saba suit and frocks were the common items bought as ready made by majority of the home makers. Ready made night dress, jeans and Sulvar Kameez were least preferred. None of the families seem to prefer ready made blouse, skirt and pyjama.

#### 4. Label information

Among those who preferred ready-made garments, only 10 per cent agreed that label information was available. For all the rest, label information was not available. Even among those for whom the label information was available, only 67 per cent were found to follow the same. All of them said that they were fully helped by the label information.

The others who did not follow label information were found to have problems. Twenty five per cent stated that they did not have time to follow the labels. Another 25 per cent were found to have misplaced the labels. The remaining 50 per cent of mothers did not give any pertaining reply.

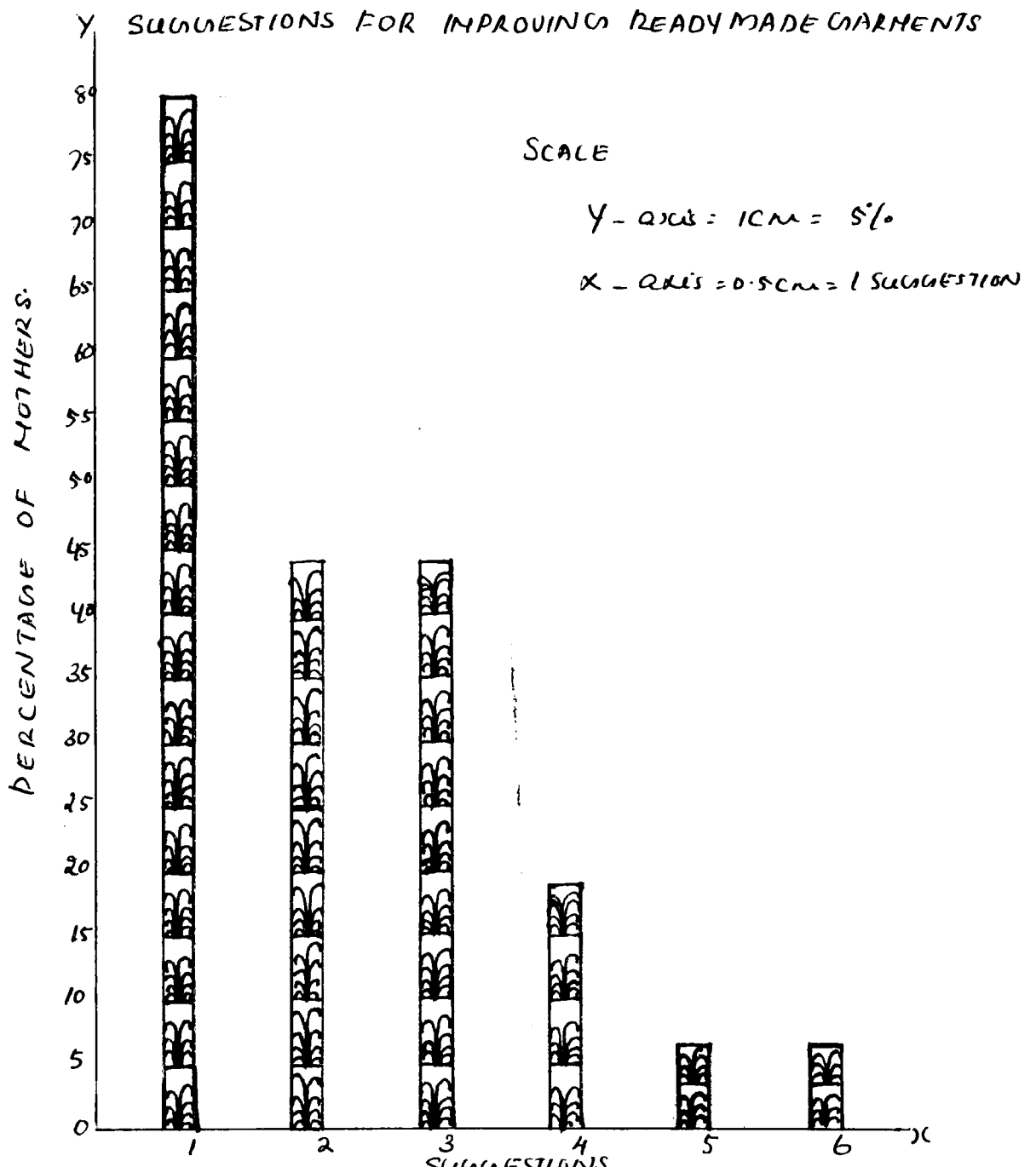
Eighty seven per cent of the home makers were fully satisfied with the ready-made garments. While 3 per cent were partially satisfied, 10 per cent of the home makers were not at all satisfied with their ready made purchases.

#### 5. Suggestions for Improving Ready-made garments:

The suggestions given by the mothers for improving the quality of Ready-made garments are presented in Table VI and also in Figure 3.

TABLE VI  
SUGGESTIONS FOR IMPROVING READY-MADE GARMENTS.

S u g g e s t i o n s	Number of families	Percentage
The quality of the material and stitches must be improved	13	80
The colour of the material must be fast to laundering	7	44.44
It must be low in price	7	44.44
The variety of pattern available should be increased	3	19.75
It must be comfortable to wear	1	6.5
Seam allowance must be left	1	6.5



1. IMPROVEMENT IN MATERIAL AND STITCHES

2. FAST COLOUR

3. LOW IN PRICE

4. VARIETY IN PATTERN

5. MUST BE COMFORTABLE TO WEAR

6. ENOUGH SEAM ALLOWANCE

FIGURE ... 3

From Table VI and Fig. 3, it is clear that 80 per cent of the mothers felt that the quality of material and stitches in the ready-made garments must be improved. Nineteen per cent of the home-makers suggested that the colour of the material used in ready made garments be fast to laundering.

Since the price of ready made garments were very high, 44 per cent of the housewives said that the price should be lessened so that even the poor could buy the same. Forty four per cent of the mothers opined that there should be wide variety in the number of patterns available. Nineteen per cent of the mothers wanted all the ready made garments to be made of sanforized material. Among the remaining 14 per cent of the mothers, 7 per cent felt that ready made garments must be very comfortable to wear and the other 7 per cent said that seam allowance must be left properly on all the sides of the ready made garments, so that it could be altered and used even when the child grows.

#### 6. Reasons for preferring Tailor-made garments:

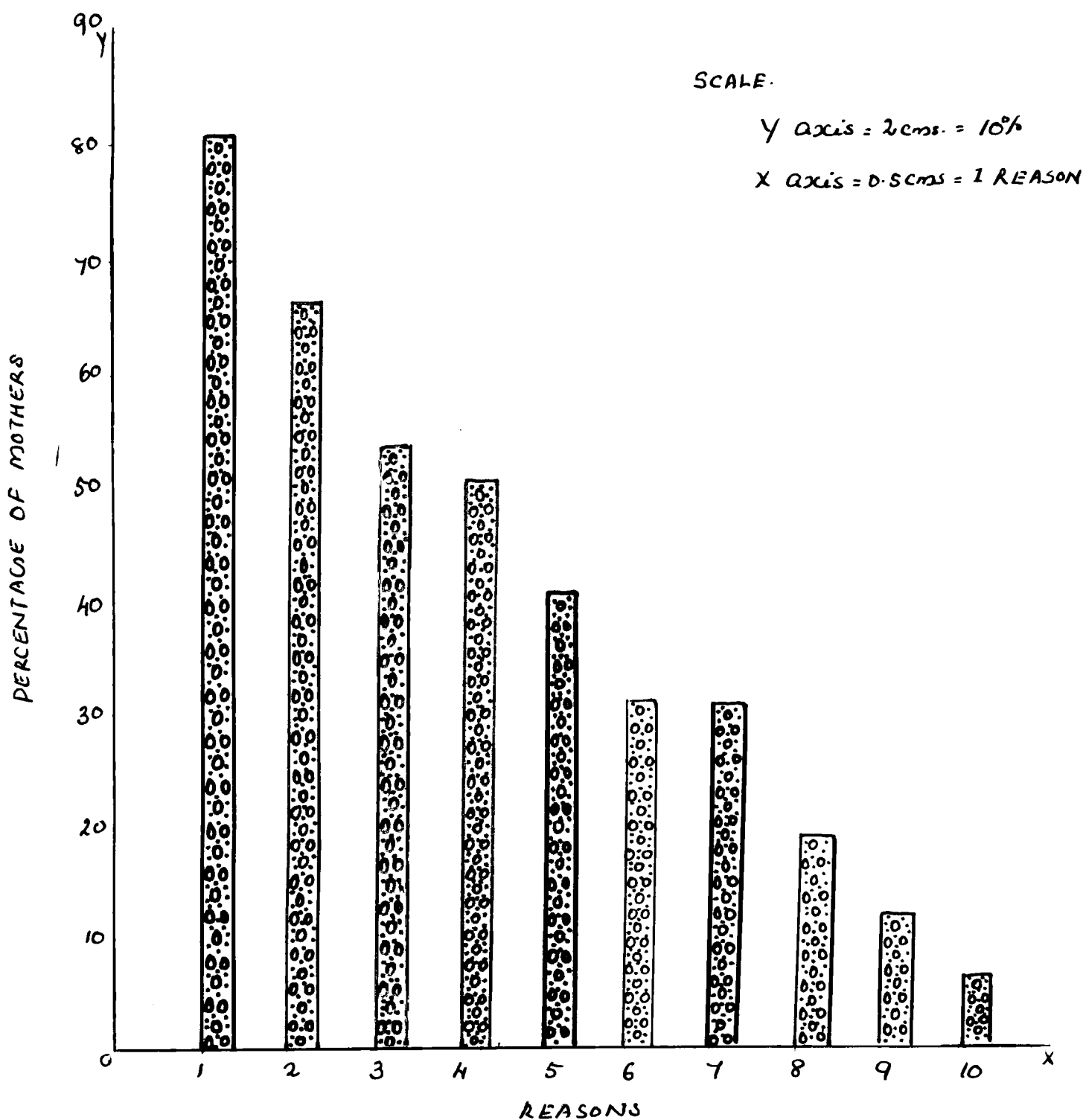
The reasons for mothers' preferring tailor made garments are shown in Table VII and Fig. 4.

TABLE VII

## REASONS FOR PREFERRING TAILOR MADE GARMENTS

R e a s o n s	Number of families	Percen tage
Lack of knowledge in construction	100	80.6
Less costlier than ready made garments	85	65.8
Some garments are difficult to construct at home	67	52
Durable construction	64	49.6
Non-availability of sewing machine	51	39.5
Time is saved	41	32
Tailor can stitch well	41	32
Gives correct fitting	23	17.8
Tailor can be instructed for the desirable pattern	16	12.4
Scope for choice of suitable materials	8	6.4

REASONS FOR PREFERRING TAILORMADE GARMENTS.



- |                                      |   |
|--------------------------------------|---|
| 1. LACK OF KNOWLEDGE IN CONSTRUCTION | 7. TAILOR CAN STITCH WELL                       |
| 2. LESS COSTLY                       | 8. GIVES CORRECT FITTINGS                       |
| 3. DIFFICULTY IN CONSTRUCTING        | 9. CAN GIVE INSTRUCTION FOR THE DESIRED PATTERN |
| 4. DURABLE CONSTRUCTION              | 10. SCOPE FOR CHOICE OF SUITABLE MATERIAL.      |
| 5. NONAVAILABILITY OF SEWING MACHINE |   |
| 6. TIME IS SAVED                     |   |

FIGURE...A

From Table VII and Fig. 4, it is found that in the case of 91 per cent of the families lack of knowledge in garment construction was the main reason for preferring tailor-made garments. Considering tailor-made garments as less costlier than ready-made, 56 per cent of the mothers preferred tailor made garments. Fifty two per cent of the mothers found it difficult to construct certain garments at home. Hence they preferred tailor made garments. Thinking that tailor-made garments are durable, 50 per cent of the mothers choose tailor-made garments. Lack of facility for sewing had induced 40 per cent of the mothers to prefer tailor made garments. In order to save time, 32 per cent of the mothers wanted their children's garments to be made by tailor. Another 32 per cent preferred tailor made with the idea that tailor would stitch well.

Eighteen per cent of the mothers were of the opinion that correct fitting could be obtained by getting garments tailor-made. Twelve per cent of the mothers seemed to be sure that they could instruct the tailor to stitch the desirable pattern. The possibility of choosing the desirable material had induced 6 per cent of the home makers to prefer tailor-made garments. Less than two per cent of the mothers stated that they preferred tailor-made garments for occasional wear and also when they were unable to stitch at home.

As fig. 4 indicates, lack of knowledge in construction, high price of ready made garments, the difficulty to construct certain ideas and the possibility for obtaining durable construction were some of the reasons most emphasised by the home makers. The other reasons are also shown in the figure in their order of importance.

#### 7. Person deciding the pattern:

In 46 per cent of the families the father decided the pattern. Among them 76 per cent stated that the father knew the prevailing style. Since the mother did not have time, the father decided the pattern in the case of 7 per cent families. Since the tailor's shop was far from the house 14 per cent of the families were not able to depend on tailor. They allowed the father to decide the pattern. The mother being prohibited from going out of the house, the father decided the pattern in the case of four per cent families. Out of his own interest, the father decided the pattern in the rest of the houses.

Mother decided the pattern, in 49 families. In 88 per cent of the families the mother decided the pattern because she knew the taste of her children. Six per cent stated that the mother had good experience. In rest of the families the mother decided the pattern since there was no other possibility.

In 89 per cent of the families, the tailor was allowed to decide the pattern, since he knew the taste of the customer and the prevailing style. The rest of the families felt that tailor is experienced. Hence they agreed the pattern chosen by him.

In the remaining families, one of the family members decided the pattern because they knew the prevailing style.

8. List of Tailor-Made garments preferred for children:

Boy's wear:

Shirts: Sixty four per cent of the mothers were found to get their children's shirt tailor made. Out of the above, 36 per cent paid rupee one per item of shirt. Twenty six per cent had to pay Rs. 1 to 2 per item of shirt. The remaining two per cent of the mothers paid more than Rs. 2 per item of shirt.

Trousers: Sixty five per cent of the mothers got their children's trousers tailor-made. Thirty six per cent paid below rupee one as tailoring charge for one item of trousers. Twenty five per cent paid Rs. 1 to 2 for stitching one trousers. Only four per cent of the mothers paid Rs. 3 for stitching one trousers.

Pants: Only two per cent of the home-makers preferred tailor-made pants and they paid below Rs. 5 per pants.

Night dress: Only one per cent of the home makers get their children's night dress tailor made. The tailoring charge paid by them were Rupee one per item.

Babe suits: One per cent of the mothers preferred tailor made babe suit for their children and they paid Rs. 1 to 2 as tailoring charge per item.

Girl's wear:

Panties: Twenty eight per cent of the mothers preferred tailor-made panties for their daughters. Among them, 25 per cent paid 50 paise per item. Only three per cent paid rupee one for the panties.

Slips: Twenty one per cent of the home-makers wanted their children's slips to be tailor-made. Fifteen per cent of them paid 50 paise per item, and the remaining six per cent paid one rupee per item.

Blouses: Only four per cent of the mothers got their children's blouses tailor-made. All of them paid below one rupee per item.

Skirts: Among the 7 per cent of the mothers who preferred tailor made skirt, four per cent paid Rs. 1 to 2 per item and the other 3 per cent paid one rupee per skirt.

Sulver Kamees: Only one per cent of the mothers seemed to prefer tailor made sulver kamees for children. All of them paid Rs. 4 to 5 as tailoring charge per item.

Frocks. 54 per cent of the mothers preferred tailor-made frocks. Among them, 35 per cent paid \$ . 1 to 2 as tailoring charge. The tailoring charge paid by 16 per cent of the home makers seemed to range from \$ . 2 to 3. While two per cent of the mothers paid \$ . 3 to 4, one per cent paid above \$ . 3 per item.

From the above, it was concluded that boy's shirt and girl's frock were the common items got as tailor made.

So far as tailor-made garments were concerned, 89 per cent seemed to be fully satisfied with the garments stitched by tailor for their children. Among the remaining ten per cent, five per cent were partially satisfied with the tailor made garments, and the other five per cent were not at all satisfied with the tailor made garments.

#### 9. Reasons for the dissatisfaction with Tailor-made garments

The reasons for being not satisfied with the tailor made garments are presented in the Table VIII.

TABLE VIII  
REASONS FOR THE DISSATISFACTION WITH TAILOR MADE  
GARMENTS

R e a s o n s	Percentage of families stating
Fails to give correct fitting	71
Tailor demands more material than what is actually needed	42
Tailoring charge is too high	22
Tailor does not stitch well	21
Tailor fails to follow the instruction	14
Tailor does not give in time	7

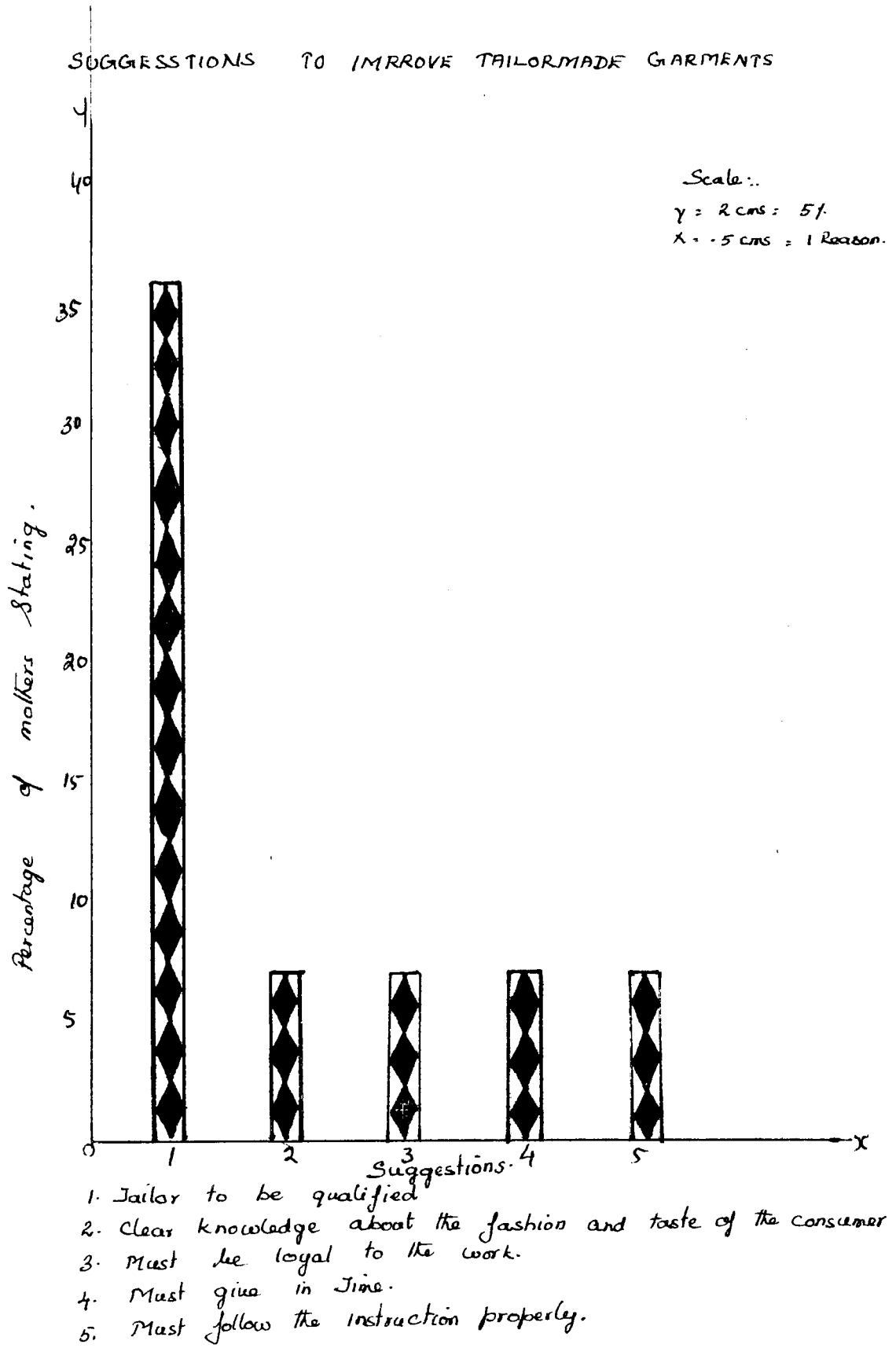


FIGURE - - 5

Table VIII reveals that among those who were partially and not at all satisfied, 71 per cent stated that the tailor-made garments fail to give correct fitting. Forty two per cent opined that the tailor demanded more material than what was actually needed. Twenty two per cent felt that the tailoring charge was high. Twenty one per cent thought that tailor does not stitch well. Fourteen per cent were of the opinion that tailor fails to follow the instructions given. Seven per cent stated that tailor does not give in time.

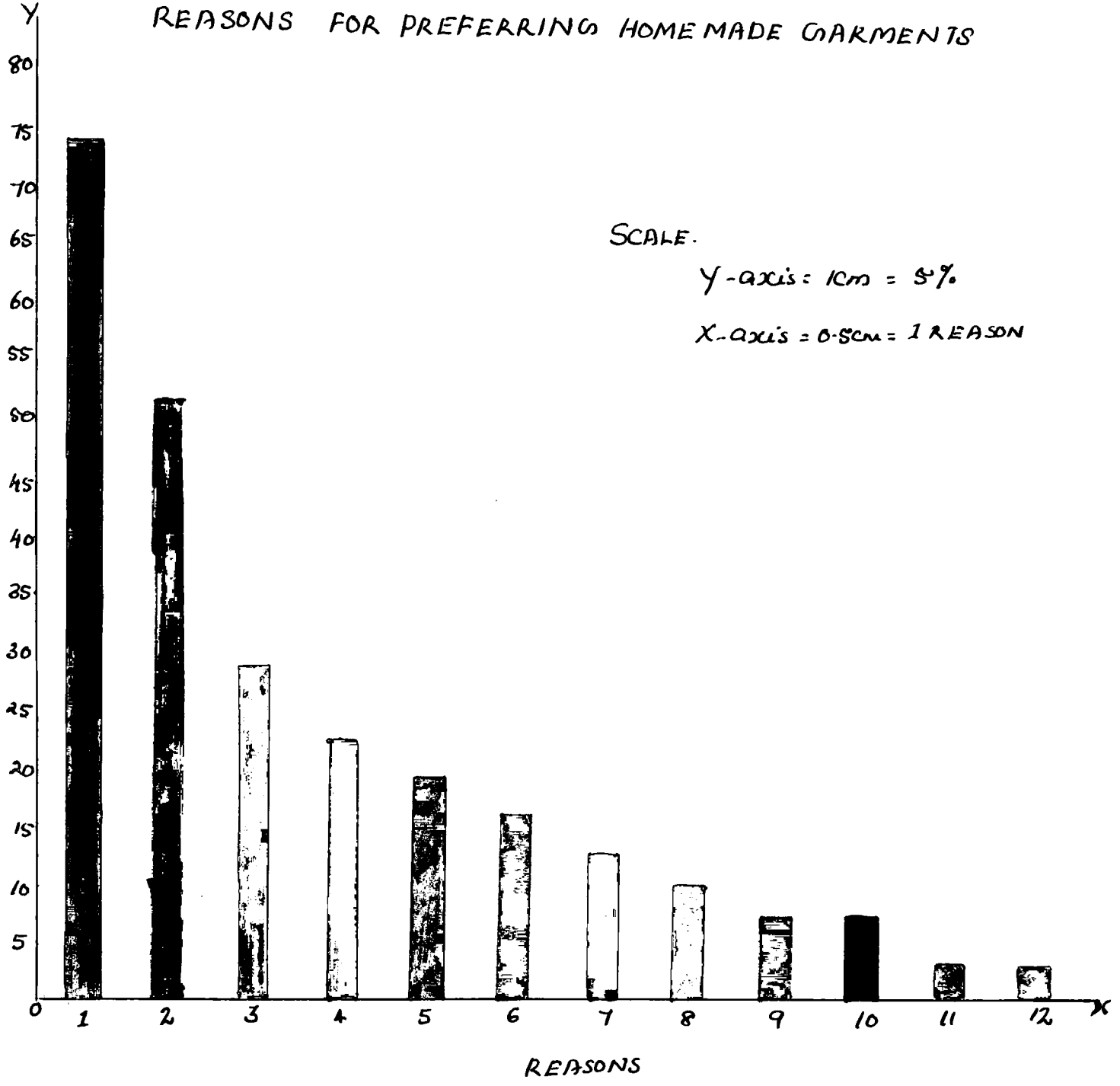
10. Suggestions for improving Tailor-made garments:

The suggestions for improving tailor made garments are indicated in table IX and Figure 5.

TABLE IX  
SUGGESTIONS FOR IMPROVING TAILOR MADE GARMENTS

S u g g e s t i o n s	Percentage of families stating
Tailor should be qualified in his job	35.72
Tailor must have a clear knowledge about fashion and taste of the consumers	7.14
Tailor must be loyal to his work	7.14
Tailor must give in time	7.14
Tailor must follow the instruction properly	7.14

# REASONS FOR PREFERRING HOME MADE GARMENTS



- 1. MEANS OF SAVING MONEY
- 2. CAN GET GARMENTS OF DESIRED MATERIAL AND PATTERN
- 3. LEISURE TIME COULD BE USED
- 4. KNOWS TAILORING AND OWNS SEWING MACHINE
- 5. REVEALS THE TALENT
- 6. DURABLE
- 7. CAN STITCH AT LEAST UNDER GARMENTS
- 8. GIVES SATISFACTION
- 9. LEARNS TAILORING
- 10. TIME IS SAVED

FIGURE ... 6

Table IX and Fig. 5 reveal the suggestions given by 64.3 per cent of the home-makers for improving the quality of tailor-made garments. Thirty six per cent felt that tailor must be qualified in his job. Seven per cent suggested that the tailor must have clear knowledge about the fashion and taste of the customers. The tailor must follow the instructions given by the customers properly was the suggestion given by seven per cent of the home makers. Another seven per cent suggested that the tailor must be loyal to his customers.

11. Reasons for preferring Home-made garments:

Thirty two families preferred Home made garments, and the reasons for the same are shown in Table X and Fig. 6.

TABLE X

## REASONS FOR PREFERRING HOME MADE GARMENTS

Reasons	No. of families	Percentage
A means of saving money	23	74.1
Garments of the desired material and pattern could be made	16	51.6
Leisure time could be spent profitably	9	29
Knows tailoring and also owns a sewing machine	7	22.5
Reveals the talent of the individual	6	19.35
Stitches are durable	5	16.1
Does not want to give undergarments to tailor	4	12.8
Gives satisfaction	3	9.6
Learns tailoring	2	7
Time is saved	2	7
Less material is needed for home construction	1	3.2
Gives correct fitting	1	3.2

Seventy four per cent of the families preferred home-made garments since it was a means of saving money. The possibility of getting garments of the desired material and pattern induced 51 per cent of the home makers to prefer home-made garments. In order to spend their leisure time properly, 29 per cent preferred home-made garments. Twenty two per cent of the home-makers seemed to have a thorough knowledge in sewing and also they had sewing machine of their own. Hence they preferred home-made garments.

Nineteen per cent preferred home-made garments since it gave them a chance to reveal their talent. Considering home-made garments as durable, 16 per cent preferred home made garments. Ten per cent felt that they could derive satisfaction by home sewing. Seven per cent of the mothers seemed to be learning tailoring. Hence they wanted to stitch at home. Thirteen per cent of the mothers wanted to stitch atleast under garments at home, so that they could save money. Six per cent preferred home-made garments since they could spend their time profitably. The remaining three per cent of the families felt that by home sewing, garments of correct fitting could be obtained. Hence they preferred home-made garments.

## 12. Frequency of construction at home:

The frequency of constructing garments at home are given in Table XI.

**TABLE XI**  
**FREQUENCY OF CONSTRUCTING GARMENTS AT HOME**

F r e q u e n c y	Percentage of families stating
Whenever they get time	45.16
Occasionally	32.26
Whenever necessary	6.45
Daily	6.45
Weekly	3.23
When the school reopens	3.23
Frequently	3.23

The frequency of constructing garments at home are given in Table XI. From that it is clear that 45 per cent of the mothers stitched their children's garments at home whenever they got time. Thirty two per cent stated that they would stitch their children's garments occasionally. six per cent of the mothers seemed to stitch daily at home. Another six per cent stated that they would stitch whenever necessary. Three per cent of the mothers seemed to stitch once in a week. Among the remaining 6 per cent, three per cent seemed to stitch at the reopening of the nursery school and the other three frequently.

13. Type of materials preferred for home sewing

Fifty one per cent of the mothers seemed to use all types of material namely natural and synthetic fabrics for constructing children's garments at home. Forty eight per cent of the mothers used only cotton for home construction because it was easy to handle

14. Garments constructed at home

Shirts. Twenty two per cent of the mothers seemed to stitch their child's shirt at home. Seven per cent of the mothers seemed to spend 2 hours to construct one shirt. Six per cent of the mothers stated that they had to spend 90 minutes to stitch one shirt. Four per cent of them spent only 45 minutes to stitch one shirt.

Trousers. Fourteen per cent of the mothers constructed their children's trousers at home. To complete one trousers it took about one and a half hours in the case of 7 per cent mothers. For four per cent of the mothers two hours were needed to complete one trouser. Three per cent of the mothers were found to complete the trousers within half an hour.

Girl's wear

Panties. Fifty per cent of the mothers seemed to stitch panties at home. While 37 per cent spent ten minutes to complete one panties, the rest took 15 minutes to complete one panties.

Slip: Thirty per cent of the mothers stitched their children's slip at home. Twenty five per cent of the mothers spent 30 minutes to complete one slip. For six per cent of the home-makers, it took 20 minutes to complete one slip. Among the remaining six per cent of the mothers, three per cent spent 15 minutes to complete one slip and the other three per cent took nearly an hour to complete the garment.

Skirt: Six per cent of the mothers stitched their children's skirt at home. While three per cent spent half an hour to complete one skirt, the others spent 45 minutes to complete the same.

Sulver Kameez: Only three per cent of the mothers stitched sulver kameez at home and they spent 45 minutes to complete the same.

Frock: Fifty per cent of the mothers stitched their children's frock at home. Among them, 28 per cent <sup>spent</sup> one hour to complete one frock. Seven per cent of the mothers needed two hours to complete the same. Among the remaining 15 per cent, seven per cent spent 90 minutes to complete the frock and the rest had to spend 45 minutes for the same.

15. Difficulties in constructing garments at home:

Sixty eight per cent of the mothers seemed to have no problem in constructing garments at home. The difficulties faced by the remaining 32 per cent of the families are given in Table XII.

TABLE XII  
PROBLEMS FACED IN HOME SEWING

Problems	Percentage of families stating
No sewing machine	70
Inadequacy of time	20
Sewing machine is under repair	10

From Table XII it is understood that out of the 32 per cent of the mothers who had difficulty in home sewing 70 per cent possessed no sewing machine. Twenty per cent of them felt that they did not have adequate time to construct garments at home. In the remaining 10 per cent of the homes, sewing machine was found to be under repair.

None of them seemed to take any measure to overcome the above problems.

16. Comparison of the items preferred as Ready-made, Tailor-made and Home-made.

The items preferred under the three types namely, Home-made, Tailor-made and Ready made are given in Table XIII and Fig. 6.

# COMPARISON OF THE ITEMS PREFERRED AS READY MADE TAILOR MADE AND HOME MADE

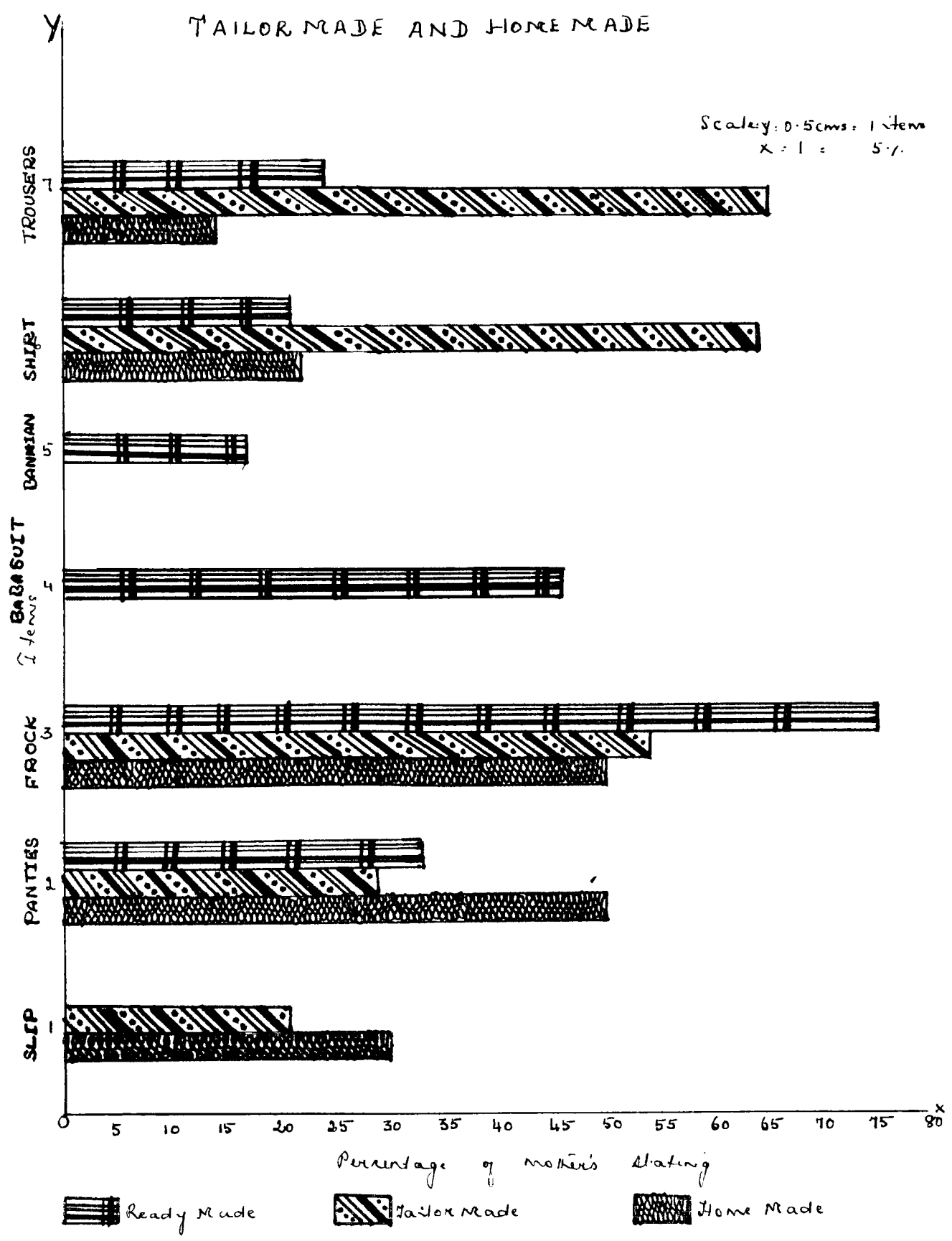


FIGURE : 7

TABLE XIII

COMPARISON OF THE ITEMS PREFERRED AS READY MADE, TAILOR  
MADE AND HOME MADE

I t e m s	Percentage of mothers preferring		
	Ready made	Tailor made	Home made
<u>Boy's WEAR</u>			
Trousers	24	65	14
Shirt	21	64	22
Banxians	17	--	--
Baba suit	46	1	--
<u>Girl's WEAR</u>			
Frock	75	54	50
Panties	33	28	50
slip	--	21	30

Boy's WEAR

From the above table and Fig. 7, it is clear that tailor made trousers win the first preference. Next in the order come Ready-made and Home-made trousers. Majority, namely 64 per cent prefer tailor-made shirt for their sons. Home made and tailor-made shirts come next in the order of preference. Banxians are bought as ready-made and not made at home or given to tailor. Ready made Baba suit are preferred by majority of the home-makers.

### Girl's Wear

Frock forms the major item in girl's wear. Maximum number of families namely 75 per cent preferred ready made frocks. Tailor made and home made frock come next. They were preferred more or less equally.

Home made panties are given first preference. Ready-made and tailor made panties come next. Slips are mainly made at home and got as tailor made. It is evident that no one prefers the ready made slip.

### 17. Statistical analysis

The statistical analysis (appendix ii) reveals that there is co-relation between the income of the family and expenditure on pre-schoolers clothing. The findings are significant at one per cent level.

## V. SUMMARY AND CONCLUSION

The study was aimed towards finding out the reasons for mothers' preference among ready made, tailor made and home made garments for pre-schoolers. The method followed for collecting information was 'Interview'. A total number of 150 home makers belonging to the middle income group and having preschool children formed the sample for the study. Since pre school age is the period for the flowering of the self, the study was concentrated towards the garments of the pre-schoolers.

The study furnished the following facts:

1. The percentage of families preferring ready made, tailor made and home made garments were 6,15 and one respectively. Combinations such as (1) ready made and tailor made, (2) home made and ready made, and (3) tailor made and home made were preferred by 59, 7 and four per cent of the mothers respectively. Nine per cent seemed to prefer all the three types of garments.
2. Fashion rightness and attractive colour combination were the most important reasons for mother's preferring ready-made garments. Frock and Babasuit were the major items bought as ready-made. They were preferred for informal wear.

3. Lack of knowledge in garment construction and the difficulty in constructing certain items were found to be the predominant points for mothers preferring Tailor made garments. Some mothers preferred Tailor made garments for the fact that it is less costlier than ready-made. Trousers, shirt and frock were the major tailor made items preferred for preschoolers.
4. The mothers who preferred home made garments, stated that it is a means of saving money and getting garments of desired material and pattern. Frock, panties and slip formed the major items for home sewing.

The suggestions given by the mothers, reveal the fact that the existing quality of material, stitches and colour combination of the ready made are not upto the satisfaction of the mothers. Further they feel that the price of ready made garments are too high.

As regards tailor made garments, the mothers stated that the tailor must be qualified and loyal in his work.

Lack of time, nonavailability of suitable basic patterns and sewing machines were the problems faced by the home-makers in sewing garments at home.

In conclusion, the investigator would like to point out that except for a few items purchased as ready made and few items sewn at home, tailor made garments were found to be preferred by most of the home-makers.

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**APPENDICES**

APPENDIX I

SRI AVINASHILINGAM HOME SCIENCE COLLEGE  
COIMBATORE. 11

INTERVIEW SCHEDULE TO ELICIT INFORMATION ON MOTHER'S  
PREFERENCE AMONG READY MADE, TAILOR MADE AND HOME  
MADE GARMENTS FOR PRE-SCHOOL CHILDREN

P A R T - A

I. Background information of Parental

Name of the home maker :  
Address of the home maker :  
Date :  
Type of family : Joint family ( )  
Nuclear family( )

---

Sl. No.	Name of the family members	Relationship to the head of the family	Age in years	Educational status	Occupation	Total salary per month in Rs.
---------	----------------------------	--	--------------	--------------------	------------	-------------------------------

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Other sources of income:

Land	..	( )
House	..	( )
Cattle	..	( )
Interest from the bank		( )
Any other	..	( )

PART - B

- II. a) Do you maintain a budget ?  
Yes ( ) No ( )
- b) How much money do you allot for family clothing/year ?
- c) From the above, specify the amount spent on children's clothing.
- III. a) Which one of the following do you prefer most for your children ?
- 1) Ready made garments ( )
  - 2) Tailor made garments ( )
  - 3) Home made garments ( )
- b) If you prefer ready made garments state your reasons for the same.
- 1.
  - 2.
  - 3.
  - 4.
  - 5.
  - 6.
  - 7.
- c) In the following for which do you prefer ready made garments ?
- 1) Occasional wear ( )
  - 2) School wear ( )
  - 3) Home wear ( )
  - 4) Others ( )

d) List the garments you buy as ready made and specify their average price

S.No.	Boy's wear Items bought	Average price in Rs. per item	S.No.	Girl's wear Items bought	Average price in Rs./ item
-----	-----	-----	-----	-----	-----

e) Is there any information label on the garment ?

Yes ( ) No ( )

b) If yes, do you follow the label information ?

Yes ( ) No ( )

g) If yes, to what extent are you helped by the instruction?

h) If no, state your problems in following the label information

1) Are you satisfied with the ready made garments you buy?

Yes ( ) No ( )

j) If no, give your suggestions for improving the same.

1.

2.

3.

4.

5.

II. a) If you prefer tailor made garments, specify your reasons.

1.

2.

3.

4.

5.

6.

b) Who decides the pattern for the garments and give reasons:

Person deciding	Reasons
-----	-----

c) Which of the garments do you get tailor made and how much charge do you pay for each ?

---

S.No.	Boy's wear	Tailoring	S.No.	Girl's wear	Tailoring
	-----	charge in		-----	charge in
	Items bought	Rs./item		Items bought	Rs./item
-----	-----	-----	-----	-----	-----

---

d) Are you satisfied with the tailor made garments ?

Yes (     )     No (     )

e) If no, give reasons and suggestions for improving the same:

Reasons:

Suggestions:

III. a) If you prefer home made garments, give your reasons.

- 1.
- 2.
- 3.
- 4.
- 5.

b) How often do you construct your children's garments ?

c) What type of material do you use to construct garments at home ?

d) Which of the following garments do you construct at home and specify the time spent on each

---

S.No.	Garments stitched in home	Time spent on each garment
-----	-----	-----

---

e) Do you have any difficulty in constructing garments at home ?

Yes (     )     No (     )

If yes, specify your difficulties and state what measures you take to solve them.

**APPENDIX II**

**STATISTICAL ANALYSIS**

**Observed Frequency:**

Range of Expenditure on pre-schooler's Garments

<b>Expenditure Range</b>	<b>0-100</b>	<b>101-200</b>	<b>201 - 300</b>	<b>301 - 400</b>	<b>Total</b>
<b><u>Income Range:</u></b>					
500 - 600	41	23	1	1	66
601 - 700	24	11	1	1	37
701 - 800	9	8	2	1	20
801 - 900	4	8	-	-	12
900 - 1000	5	2	3	-	10
1001 - 1100	2	-	1	-	3
1101 - 1250	1	1	-	-	2
<b>Total</b>	<b>85</b>	<b>53</b>	<b>8</b>	<b>3</b>	<b>150</b>

**Expected Frequency:**

1.	37.84	23.32	3.52	1.323
2.	21.21	13.07	1.973	0.7399
3.	11.47	7.066	1.067	0.3999
4.	6.723	4.24	0.64	0.24
5.	5.733	4.24	0.5333	0.2
6.	1.72	1.060	0.16	0.05999
7.	1.147	0.7066	0.1067	0.03999

$\chi^2$  is calculated using the formula,  $\chi^2 = \sum \frac{(O-E)^2}{E}$

where, O is the observed value

E is the expected value

$$\begin{aligned}
 &= \frac{(41 - 37.84)^2}{37.84} + \frac{(23 - 23.32)^2}{23.32} + \frac{(1 - 3.52)^2}{3.52} + \frac{(1 - 1.323)^2}{1.323} \\
 &+ \frac{(24 - 21.21)^2}{21.21} + \frac{(11 - 13.07)^2}{13.07} + \frac{(1 - 1.973)^2}{1.973} + \frac{(1 - .7399)^2}{.7399} \\
 &+ \frac{(9 - 11.47)^2}{11.47} + \frac{(8 - 7.066)^2}{7.066} + \frac{(2 - 1.067)^2}{1.067} + \frac{(1 - .3999)^2}{.3999} \\
 &+ \frac{(4 - 6.723)^2}{6.723} + \frac{(8 - 4.24)^2}{4.24} + \frac{(0 - .64)^2}{0.64} + \frac{(0 - .24)^2}{0.24} \\
 &+ \frac{(5 - 5.733)^2}{5.733} + \frac{(2 - 4.24)^2}{4.24} + \frac{(3 - 0.5333)^2}{0.5333} + \frac{(0 - 0.2)^2}{0.2} \\
 &+ \frac{(2 - 1.72)^2}{1.72} + \frac{(0 - 1.060)^2}{1.060} + \frac{(1 - 0.16)^2}{0.16} + \frac{(0 - .05999)^2}{0.05999} \\
 &+ \frac{(1 - 1.147)^2}{1.147} + \frac{(1 - .7066)^2}{0.7066} + \frac{(0 - .1067)^2}{0.1067} + \frac{(0 - .03999)^2}{0.03999} \\
 &= \underline{40.9101}
 \end{aligned}$$

significant at 1% level

- ∴ We reject the hypothesis of independence between the income of the family and expenditure on pre-children's clothing.  
 i.e. There is association between the expenditure on pre-school children's clothing and the income range of the families.