

**CONSUMER SATISFACTION WITH REGARD TO COTTON AND SYNTHETICS
IN SELECTED ITEMS OF FAMILY CLOTHING**

By

Rama Devi, G.

**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 author wishes to record her sincere thanks and deep sense of gratitude to:

Miss M. Vijayalakshmi, M.Sc., Lecturer in Textiles and Clothing Sri Avinashilingam Home Science College, Coimbatore for her valuable guidance, constant encouragement and continuous help throughout the study;

Miss R. Raji, M.S. (Tennessee), Professor in Textiles and Clothing, Sri Avinashilingam Home Science College, Coimbatore, for her able guidance and valuable suggestions given throughout the study;

Dr. (Mrs.) Rajammal P. Devadas, M.A., M.Sc., Ph.D. (Ohio State) Principal, Sri Avinashilingam Home Science College, Coimbatore, for the opportunity given for conducting this study;

The public of Trivandrum city for promptly responding to the questionnaire,

and all those who had cooperated with her in conducting the study.

TABLE OF CONTENTS

		Page
	ACKNOWLEDGEMENT	...
	LIST OF TABLES	...
	LIST OF FIGURES	...
	LIST OF APPENDICES	...
I	INTRODUCTION	1
II	REVIEW OF LITERATURE	5
	A. Consumer - Who He is	5
	B. Clothing Needs of the Consumer	6
	C. Textile Fabrics for Apparel Items	7
	D. Importance of cotton for Apparel	10
	E. Synthetics and Their Place in Dress	12
III	EXPERIMENTAL PROCEDURE	15
	A. Selection of the Method	15
	B. Selection of the Sample	16
	C. Framing of the Questionnaire	16
	D. Pre-Testing	17
	E. Administering the Questionnaire and Collecting the Data	17
	F. Analysis and Interpretation of the Data	18

		Page
IV	RESULTS AND DISCUSSIONS	19
	A. Income and Expenditure Pattern of the Family	19
	B. Selection of the Material for Different Items of Clothing	22
	C. Use and Care of Fabrics	25
	D. Satisfaction Derived out of the Selection, Use and Care	28
V	SUMMARY AND CONCLUSION	42
	BIBLIOGRAPHY	44
	APPENDICES	1

LIST OF TABLES

		Page
I	INCOME AND EXPENDITURE ON CLOTHING ...	20
II	GARMENTS PURCHASED BY THE CONSUMERS ...	21
III	SATISFACTION ATTAINED THROUGH SELECTION ...	23
IV	MATERIALS USED FOR SELECTED GARMENTS FOR DAILY AND OCCASIONAL WEAR ...	25
V	SATISFACTION DERIVED BY CONSTANT USE ...	28
VI	EXTENT OF SATISFACTION DERIVED BY THE USE OF FABRICS ...	30
VII	SATISFACTION DERIVED BY THE USE OF COLOURS ...	32
VIII	TEXTURES USED BY DIFFERENT FAMILIES ...	34
IX	SATISFACTIONS ATTAINED BY THE USE OF DIFFERENT TEXTURES FOR FABRICS ON MEN'S AND WOMEN'S WEAR ...	35
X	THE DESIGNS USED BY DIFFERENT FAMILIES ...	36
XI	SATISFACTION DERIVED BY THE USE OF DIFFERENT DESIGNS FOR FABRICS ON MEN'S AND WOMEN'S WEAR ...	37
XII	BRANDS USED BY DIFFERENT FAMILIES ...	38
XIII	DEGREE OF SATISFACTION DERIVED OUT OF THE MEANS OF WASHING ...	39

LIST OF FIGURES

	Page
1. SATISFACTION ATTAINED THROUGH SELECTION ...	21
2. SATISFACTION DERIVED BY CONSTANT USE ...	24
3. EXTENT OF SATISFACTION DERIVED BY THE USE OF FABRICS ...	27
4. SATISFACTION DERIVED BY THE USE OF COLOURS FOR FABRICS ON MEN'S AND WOMEN'S WEAR ...	29
SATISFACTION ATTAINED BY THE USE OF DIFFERENT TEXTURES FOR FABRICS ON MEN'S AND WOMEN'S WEAR ...	29
SATISFACTION DERIVED BY THE USE OF DIFFERENT DESIGNS FOR FABRICS ON MEN'S AND WOMEN'S WEAR ...	29
5. DEGREE OF SATISFACTION DERIVED OUT OF THE MEANS OF WASHING ...	40

LIST OF APPENDICES

	Page
I QUESTIONNAIRES ...	i
STATISTICAL ANALYSIS	
II TYPE OF FAMILY AND EXPENDITURE ON CLOTHING ...	xi
III SATISFACTION ATTAINED THROUGH SELECTION ...	xii
IV SATISFACTION DERIVED BY CONSTANT USE ...	xiii
V EXTENT OF SATISFACTION DERIVED BY THE USE OF FABRICS ...	xiv
VI SATISFACTION DERIVED BY THE USE OF COLOURS FOR FABRICS ON MEN'S AND WOMEN'S WEAR ...	xv
VII SATISFACTION ATTAINED IN THE USE OF DIFFERENT TEXTURES FOR FABRICS ON MEN'S AND WOMEN'S WEAR ...	xvi
VIII SATISFACTION DERIVED BY THE USE OF DIFFERENT DESIGNS FOR FABRICS ON MEN'S AND WOMEN'S WEAR ...	xvii
IX DEGREE OF SATISFACTION DERIVED OUT OF THE MEANS OF WASHING ...	xviii
X SAMPLE CARDS ...	xix

I INTRODUCTION

Clothing has traditionally been one of man's primary needs as it served as a means of protection, and adornment, the medium for the expressions of creativity and love of beauty. Clothing is a means of display, a source of pleasure and an indication of one's taste, style and social position, Oppenheim (1965)¹. Also clothing becomes a means of introduction and description of oneself to strangers. It can be a means of self-expression, a manifestation of aesthetic qualities and an outlet for creative ability, Devadas (1959)². Clothing has served many purposes. It has been used for decorations and to show individuality and social superiority. The personality of an individual and his success or failure in life is influenced to a large extent by clothing.

Through proper clothes the feeling of satisfaction and well being are built up in people. The quality appropriateness of the fabrics, the wearability are some factors which motivate the consumers to purchase the item, if the purchase would have been a wise one provided it offers satisfactory performance. In such purchases a brand name of the merchandise may be a motivating factor for some consumers. For another, factual information may be the cause for

satisfaction and still for others the essential factors such as beauty, suitability, versatility, durability and comfort may form the criteria for selection. All these show that satisfaction in clothing is obtained by a variety of means. Protection and physical comfort are other satisfactions sought through clothing. Protection is offered to man from heat, cold, sun burn and from rain, Latzke and Quinlan (1935)³. Through the ages man's striving of beauty has been expressed in his use of clothing for personal adornment as well as for utility, stresses McIncey (1963)⁴. The way we wear a cloth is as important as what we wear. Being well dressed for the occasion, and being aware of it benefits all members of the family psychologically, physically and socially, Trole-Strup (1957)⁵. There appears to be a relationship between clothing and social status as there is between clothing and jobs with prestige and income, Fern and Stone (1961)⁶. Aesthetic satisfaction is regarded as an emphatic response by which the wearer identifies himself with his clothes. Thus the right clothes, worn well, give a mental stimulus to the wearer, to the family and to personal friends and promote an air of confidence.

Textiles today offer the consumer unending horizons of beauty, variety and serviceability (1960)⁷. The vegetable fibre, cotton is used by mankind more than any one of the other textile fibres, by reasons of its wide spread availability, low price and versatility, Coolman and McGowan (1953)⁸. Cotton clothing is mostly suitable to people of all age groups for all kinds of garments. It can compete

favourably with other textiles and can be made to fit all income levels both the higher and the lower. By and large, cotton is relatively inexpensive. Hence price may be considered the consumers buying motive.

Synthetic fibers are machines made from cellulose converted into yardage by a chemical process, Young (1938)⁹. Man made fibres are increasingly found alone and in combination with natural or other manufactured fibres in many of the fabrics. In addition to the acetates and nylon which were the first two produced, the group of synthetic fibres at present include acrylics, modacrylics nitriles, olefines, poly esters, saran, vinals, vinyon and spandex. Synthetic fabrics are more durable, antcrease, cheap to washing, good in appearance and economic in the long run.

The consumers of today are directly or indirectly connected with the producers and distributors, Labar (1964)¹⁰. For good sales promotion producers have to produce the type of fabrics preferred by consumers. They have the large responsibility of seeing to the family members' needs for formal and informal wear. At a time when the newer synthetics and blends have arrived in the market the investigator thought it was essential to find out the extent to which consumers were satisfied with the new arrivals.

Here for a few items of clothing frequently used by the consumers, namely Pant, Shirt, Sari and blouse, the investigator was interested to find out the satisfactions. Therefore a study was undertaken on a selected group of consumers belonging to Trivandrum city to find out the satisfactions derived by them in the choice, use and care of cotton and synthetic fabrics.

II REVIEW OF LITERATURE

The literature pertaining to this study is reviewed under the following headings:

- A. Consumer - Who He is
- B. Clothing Needs of the Consumer
- C. Textile Fabrics for Apparel Items
- D. Importance of Cotton for Apparel
- E. Synthetics and Their Place in Dress.

A. Consumer - Who He Is:

Consumers are the final buyers and users of goods and services for the satisfaction of personal wants, opines Kelley (1953)¹¹. They are persons or families whom we see everyday and count ourselves among them, Fitzsimons (1961)¹². Thus everyone, the young and old, the rich and poor, workers and idlers are either present or potential consumers as they have needs and wants and as they are motivated by emotions and reasons, Reid (1935)¹³ and Wingate (1964)¹⁴. Discriminating consumers are those who plan to get their money's worth (1964)¹⁵.

Individuals of all ages are consumer of clothing but not all consumers are consumer buyers, opines Fitzsimons (1961)¹². Frequently housewives are spoken of as "consumers" as the division of labour within the family has resulted in delegating the responsibility for

buying largely to her, Reid (1939)¹³. A person who gets values for the price paid is the one who knows the characteristics inherent in the fabric. Consumer buying of textile fabrics entails continual decision making. Scarcely a day goes without some sort of decision on selection, use and care of clothing in certain families, Wingate (1964)¹⁴.

B. Clothing Needs of the Consumer

According to Gordon (1961)¹⁵, needs of the consumers are limited to those form of wealth which are indispensable to the maintenance of life - a minimum of food, clothing and shelter which are sufficient to maintain the physical strength necessary to provide these very necessities. He also emphasizes that a third basic human want is for clothing. There are certain clothing wants essential to decent living. Partly these wants are concerned with our physical comfort. We want to be warm, but not too warm, secure from chill winds and rain, and protect from the burning rays of the sun, say Barter and Intake (1949)¹⁶. The consumers want the comfort of clean clothing, the ease provided by clothing that permit freedom of movement. Consumers wants are also determined by the nature of the work in which they are engaged. Agricultural workers want straw hats to protect them from the sun and heavy shoes for field work, while pilots want trousers reinforced at the seat, knees and elbows, police men want thicksoled shoes, and office workers want light clothing, Gordon (1961)¹⁵.

The influence of the group concept of survival value is reflected in the type of clothing also. A modern psychologist declares that neither warmth nor modesty is a very important consideration in the choice of clothing by most people. Besides these there are wants that arise from social nature such as clothing to give a feeling of oneness with others about us, clothing to reflect our good taste, to add to our personal appearance and to announce that we are aware of the fashions in the modern world. Consumers place a high value on easy care and durable fabrics and buy fabrics that can be washed, dried and worn without ironing. By changing and experimenting with clothing, individual may secure a thrill of satisfaction and sense of adventure. The influence of technological advance is felt through advertising, imitation and emulation, conspicuous consumption and fashion says, Cochrane and Bell (1956)¹⁷. Considerable controversy has developed as to whether the desire for clothing was first motivated by the need for protection or whether it was adopted primarily for its decorative features, whether the desire for clothing is inborn or acquired and whether its purpose is to protect or decorate. It is certain that a large part of consumer's income is expended to satisfy this fundamental need of clothing.

G. Textile Fabrics for Apparel:

Clothing is an expression of the person reflecting his personality, way of living, way of thinking and especially pride in self or family exhorts, Chambers and Moulton (1961)¹⁸. According to the

anthropologist Ralph Linton (1962)¹⁹, Clothing makes it possible for stranger to determine at once the Social Category to which the wearer belongs and thus avoid acts or attitudes towards him which would be social errors. Clothes can contribute to that difficult to define quality called charm on personal, Erwin and Kinchen (1964)²⁰. It is a reflection of one's taste, one's life and one's values, McJinney (1963)⁴. The study of textiles is concerned with fabrics and the materials from which they are made. The meaning of the word fabric as applied to textiles has been broadened for some fabrics are made without the loom even without spinning the fibers into yarns, Phillips (1949)²¹.

Fabrics include apparel or clothing items, household fabrics, such as carpets, upholstery sheets, and industrial fabrics such as conveyor belts, tire cord, bagging and so forth. Apparel fabrics are used for protection from the elements for beauty and possibly as status symbols, reveal Hollen and Sessler (1964)²². Complete knowledge of textiles will facilitate an intelligent appraisal of standards, brands of merchandise and will develop the ability to distinguish the quality in fabrics, and in turn, to appreciate the proper use for the different qualities, estimate Potter and Corbman (1959)²³.

The textile area is one of the most interesting available to man's study. It is both one of the oldest and one of the newest, old from the fact that the use of textiles predates recorded history, and new in that it is rapidly and constantly changing with the introduction of new fibres, new developments for familiar fibres and new processing

and finishing for both, states Stout (1960)²⁴. Cloth is the medium of the dress makers just as Clay and stone are mediums of the sculpture, Lewis et al (1955)²⁵. Spinning fibres into yarns, the art of weaving, and the making of beautiful and delicate fabrics having lovely colours and designs had already been perfected by the time of the earliest known records, says Stout (1960)²⁴. Today we have fibres of various kinds and in numbers undreamed of less than a generation ago. The common fibres used in fabrics are cotton, from the fluff above the seed of the cotton plant, linen, from the stalks of flax, wool, from the coats of sheep, silk, both wild and cultivated secreted by the silk worm and formed as the continuous fine filament or fibre that makes the cocoon for the larva—the resting stage in the development of the silk worm and the synthetic fibres such as nylon, dacron, dynel, orlon and acrylan, whose manufacture has resulted from the long and laborious efforts of man to produce something like the silk, fibre, from chemical elements, Baxter and Latake (1949)²⁶, and Lewis et al (1965)²⁵. Ramie derived from grass like plant, mohair from the coats of goats, vicara from plant protein are fibres in less common use. Each year new fabrics appear on the market; when they are added to the hundreds already available it becomes increasingly difficult to decide what to buy, Rathbone and Tarpley (1959)²⁶. Today's consumer is exposed to dozens of new fibres as well as to many combinations of new and old fibres, Tate and Glisson (1961)²⁷.

D. Importance of Cotton for Apparel:

Cotton is still king says, Craig and Rush (1954)²⁸. According to Turner and Wetcher, (1944)²⁹ during the past few years Cotton has really lived up to its title king of cotton. It is the back bone of the World's textile trade. Seventy five per cent of our textile fabrics are made from cotton, Cook (1968)³⁰. It is plentiful and economical to produce and it has the inherent characteristic of easy care that consumers want. Cotton is a leading, adaptable and popular fibre because it provides apart from colours and designs, textures ranging from fine quality to coarse yarns, says Sigelow (1955)³¹. Cotton can serve for food, for clothing and for shelter, opines Wingate (1964)³⁴. He also stresses that the basic properties of cotton versatility, durability, comfort, fashion, ease of care and economy, cause consumers to buy cotton fabrics. Cotton makes a comparatively inexpensive fabric, is cool to wear and easily laundered, says Evans (1939)³². It absorbs moisture very rapidly and dyes well and when specially treated resists wrinkling. Cotton dominates the women's summer dress market and is gaining rapidly on competitors in other dress lines, including sports wear, according to a survey completed by the National Cotton Council (1949)³³. Cotton accounts for more than two thirds of the total volumes of fabric converted. The vegetable fibre cotton is more used by mankind than any one of the other textile fibres by reason of its widespread availability, low price and versatility. Woolman (1943)³⁴ points out that materials made from it can

be almost unlimited from threads and lace, "fine as webs of woven wind" to automobile tire fabrics and sail clothes. He also claim that cotton can and does substitute for wool, silk and linen and may combine in various ways with all other fibres.

The report on consumer preference for textile in Tamil Nadu (1970)³⁵ reveals that cotton continues to be universally popular fibre for all items of garments namely shirts, pants, dhoties saris and blouses. Nearly 75 per cent of men's garments and two thirds of saris and blouses were made of cotton. The study points out that cotton occupies a prominent place in all garments, both of men and women and at all places rural, urban and metropolitan.

The report on consumer preferences for textile fabrics by the Silk and Art Silk Mills Research Association in Bombay (1969)³⁶ reveals that cotton continues to be the king among fibres. The preference for fabrics by different communities and people having different levels of literacy education and income show that cotton gets the top priority followed by synthetics and blends. Cotton is not only the most widely used fibre but also the most preferred fibre for all garments (1970)³⁵. The number of cotton fabrics in various widths, weights, weaves, types of knitting, finishes and colours is enormous proving the extreme importance of the fibre to mankind throughout the world.

B. Synthetics and Their Place in Dress:

According to Parikh et al (1970)³⁷ man made fibres as we are aware, are as distinct as natural fibres, they being the result of man's ingenuity and research. Changing trends in fashions are also part of man's whims and fancies which enable him to create new fibres and fabrics. He also stresses that with the increase in the needs of consumers for easy care textiles and in addition their recent fashion consciousness urged the textile scientists and technologists to continuously search for better and newer man made fibres with superior physical, chemical and aesthetic properties over the conventional ones and as a result approximately one quarter of the world's textile fibres are made by man today. The world of man made fibre industry has grown rapidly over the past 40 years after it has its main development in the production of semisynthetic or regenerated fibres, Dutt (1970)³⁸.

The era of man made fibres which started with the discovery of rayon has now passed down to the synthetic fibres, Parikh (1970)³⁹. Quig (1953)⁴⁰ define synthetic fibres as "chemical fibres". There has been a clear shift in the taste and clothing habits of mankind with the advent of synthetic fibres like, nylon, polyester, acrylic etc. with the result that the old concept of dress has gone into oblivion. A number of synthetic fibres have since been developed, the most common in use are polyamides, polyesters and acrylics.

Synthetic fabrics are more durable, antirease, cheaper in washing, good in appearance and economic in the long run, opines Vengsarker (1970)⁴¹. Man made fibre fabrics are playing an ever increasing role of importance in the manufacture of garments for the men's apparel trade. More over synthetic fibres played a leading role in man's conquest of the Moon (1969)⁴². Manufacturers of the synthetic fabrics have been wise enough to realise that the ultimate advantage to their trade lay, not in creating a substitute that might pass as another fibre but increasing an appreciation of interest in the synthetic fabrics for their own worth. Our country is at present producing a fascinating range of synthetic fabrics catering to the varied taste of consumers, Miranda (1969)⁴³. The manmade fibres are entering the men's clothing field today at a higher rate than for women's, Tate and Olsson (1951)²⁷. With the introduction of manmade fibres in the present century the art of blending took a distinct turn, Ray (1970)⁴⁴. Manmade fibres are increasingly found alone and in combination with natural or other manufactured fibres in most types of clothing and textiles, Tate and Olsson (1961)²⁷. We cannot however shut our doors to synthetic fibres and hence we have been working on the technological aspects of blends of cotton with manmade fibres, Hornet (1969)⁴⁵.

Thus advance in the science of textiles present newer problems. The multiplicity of new fibres and their novel names confuse the consumers. The process which a modern fabric undergoes before it is finally

available to the ultimate consumer can raise serious problems, unless it is accompanied by tags or informative labels. Methodical care of clothes will help to derive maximum service and satisfaction from every article in the wardrobe, Craig and Rush (1954)²⁸.

Thus a modicum of knowledge of textiles is therefore necessary to cope with the current demands.

III EXPERIMENTAL PROCEDURE

The experimental procedure for this study comprises the following steps:

- A. Selection of the Method
- B. Selection of the Sample
- C. Framing the Questionnaire
- D. Pre-testing
- E. Administering the Questionnaire and Collecting the Data
- and F. Analysis and Interpretation of the Data.

A. Selection of the Methods

According to Yang (1966)⁴⁶ survey is usually an enquiry into the composition, activities and living conditions of a group of people and may be conducted through case studies, observations, questionnaires or interviews. Jahoda et al (1957)⁴⁷, are of the opinion that questionnaire is known for its impersonal nature, standardized wording and instructions for recording responses. Furthermore, it ensures uniformity from one measurement situation to another. Gee (1950)⁴⁸ states that questionnaire generally includes a set of questions to be answered by the informant without the personal aid of an investigator. According to Chaudhari (1969)⁴⁹ a questionnaire

refers to a device for securing answers to questions by using a form, which is usually filled in by the respondent himself. Goode and Hat (1952)⁵⁰ and Yang (1956)⁵¹ are of the opinion that questionnaire helps in collecting objectives and qualitative data from largely diverse and widely scattered groups of people. Hence the questionnaire method was selected for the collection of data for this study.

B. Selection of the Sample:

Two hundred and fifty samples were selected from five different places of Trivandrum city. Good rapport is one of the primary essentials for effective surveying and since the investigator had good rapport between the people of Trivandrum city and herself, this place was chosen for the survey. First a preliminary questionnaire was distributed to the consumers to find out for which of the items cotton and synthetics were used most commonly. From that the investigator was able to find out that cotton was used both by men and women for all types of garments. Synthetics were found to have been mainly used for outer garments as pants and shirts in the case of men and for saris and blouses in the case of women. Hence these items were chosen for this study. People who made use of these as items of clothing were therefore chosen as the subjects.

C. Framing the Questionnaire:

A detailed questionnaire was prepared taking care to see whether all the questions are simple enough to understand by the consumers. The questionnaire included all the details of the families as family

background, family budget, person who does shopping. Some questions were asked to test the general knowledge of the consumers regarding textiles, satisfaction achieved through the selection and purchase and use of clothing. Separate questions were asked to know about the problems faced during the use of the material and suggestions for improving the quality of the textiles.

D. Pre-testing:

Jahoda (1960)⁵² emphasises that pre-testing always helps to solve some of the unforeseen problems in the questionnaire. Keeping an eye on the above statement the questionnaire was pretested with twenty samples and in the light of these suggestions received it was modified. The finalised questionnaire is given in Appendix (Appendix I).

E. Administering the Questionnaire and Collecting the Data:

Since the samples were selected from Trivandrum city, administration of the questionnaire was preceded by the investigator's contacts with them by post, personal visits and explanation of the objectives of her survey in a very informal way. A good rapport was thus established between the sample and the investigator. Of the total number of 250 questionnaires 150 were sent through persons with enclosed letters, the rest was given in person. Only 205 questionnaires were returned. Out of that five questionnaires were discarded

since they were not filled up properly and thus 200 questionnaires were included in the study.

F. Consolidation and Analysis of the Data:

The data thus collected was consolidated and analysed systematically and the results are discussed under results and discussion.

IV RESULTS AND DISCUSSIONS

The purpose of the study was to find out the satisfaction^s derived by the selected group of consumers belonging to Trivandrum city in the selection, use and care of cotton and synthetic fabrics in selected clothing items, namely pant, shirt, sari and blouse. The results are discussed under the following headings.

- A. Income and Expenditure Pattern of the Family
- B. Selection of the Material for Different Items of Clothing
- C. Use and Care of Clothing
- D. Satisfaction Derived out of the Selection, Use and Care.

A. Income and Expenditure Pattern of the Family:

1. Budget:

The data analysed revealed that out of the 200 families, only sixty four families maintained a clothing budget. The total monthly income and expenditure on clothing of the two hundred families are tabulated and given below.

TABLE I
INCOME AND EXPENDITURE ON CLOTHING

S.No.	Income range Rs. per year	Total No. of families	Expenditure on clothing per year				
			Rs. 300-500	500-700	701-900	901-1100	Above 1100
			Number of Families				
1.	3,600 - 6,000	32	23	0	2	2	3
2.	6,001 - 8,400	42	23	4	5	3	6
3.	8,401 - 10,800	33	13	7	0	3	4
4.	10,801 - 13,200	31	11	3	3	0	6
5.	Above 13,200	60	11	7	12	9	21

From Table I, it is clear that out of the 32 families whose income ranged from Rs. 3,600 to Rs. 6,000, 23 families spent Rs. 300 to 500 per year for clothing. But only three of the same income range spent above Rs. 1,100 per year on clothing. Twenty three families belonging to Rs. 6,001-8,400 group spent Rs. 300-500 per year whereas only six families of the same range spent above ^{Rs.} 1,100 on clothing. In the case of 60 families who belonged to the income range of above Rs. 13,200 per year, 21 families spent above Rs. 1,100 whereas seven families spent only Rs. 501 to 700 on clothing.

Out of the two hundred families surveyed, 181 belonged to the nuclear family and the rest 19 to the joint family. When statistically analysed there seemed to be some relationship between the type of families and the amount spent on clothing. It is found to be significant at 5% level. The details are given in Appendix II.

The number of items bought per year by the consumers are given in Table II.

TABLE II

CLOTHING PURCHASED BY THE COLONIES

S. No.	Items	Number of Items Bought Per Year				No. of Families	No. of Percent- age of families	No. of Percent- age of families	No. of Percent- age of families	No. of Percent- age of families	
		1 - 5	6 - 10	11 - 15	16 - 20						21 - 25
1.	Pant	151	76	32	16	1	5	2	1	1	0.5
2.	Shirt	108	54	60	30	6	4	7	4	3	2
3.	Sari	76	38	84	42	16	8	9	5	2	1
4.	Blouse	29	14.5	101	50.5	33	16.5	22	11	1	0.5

It is clear that 76 per cent of the men purchased one to five pants per year whereas 16 per cent bought six to ten pants. Only one per cent seemed to have purchased about 24 pants per year. In the case of shirts 54 per cent of the men bought one to five shirts and 30 per cent bought five to ten shirts per year. Among the rest nearly two per cent bought about 22 to 26 shirts per year. Coming to women's apparel, 42 per cent of the women bought six to ten saris per year and 38 per cent bought upto five saris per year. Fifty one per cent of the women bought six to ten blouses per year and only two per cent bought above 25 blouses per year.

B. Selection of the Material for Different Items of Clothings:

In majority of the families surveyed, men did the selection for them and in the case of women, they themselves selected their clothes. The reasons given were personal taste, attained by self choice, the knowledge and experience they had in better selection and unwillingness to accept others choice. In 71 families the husband and wife together did the clothing purchases. The reasons given by them were, they liked choosing by themselves and got personal satisfaction, the choice may also be suited to the taste of both and also quality purchase could be done. In 30 families the husband did the clothing purchase for the home maker, because his choice was acceptable, and the selection was first and it was also done economically with knowledge and experience. In 25 families wives did the clothing purchase for the

husbands because she liked to choose for her husband, by selecting wisely and with patience and it also became the necessity, since the husband had limited time. In six families children did the clothing selection because they wanted to be economical and that they got *what they* really wanted to buy.

The degree of satisfaction attained through selection is given in table III and (Figure 1).

TABLE III
SATISFACTION ATTAINED THROUGH SELECTION

S. No.	Person	No. of members attaining satisfaction					
		To Great extent		To Some extent		Not at all	
		No. of families	Percentage	No. of families	Percentage	No. of families	Percentage
1.	Homemaker	135	68	51	26	1	0.5
2.	Head of the family	148	74	45	23	1	0.5

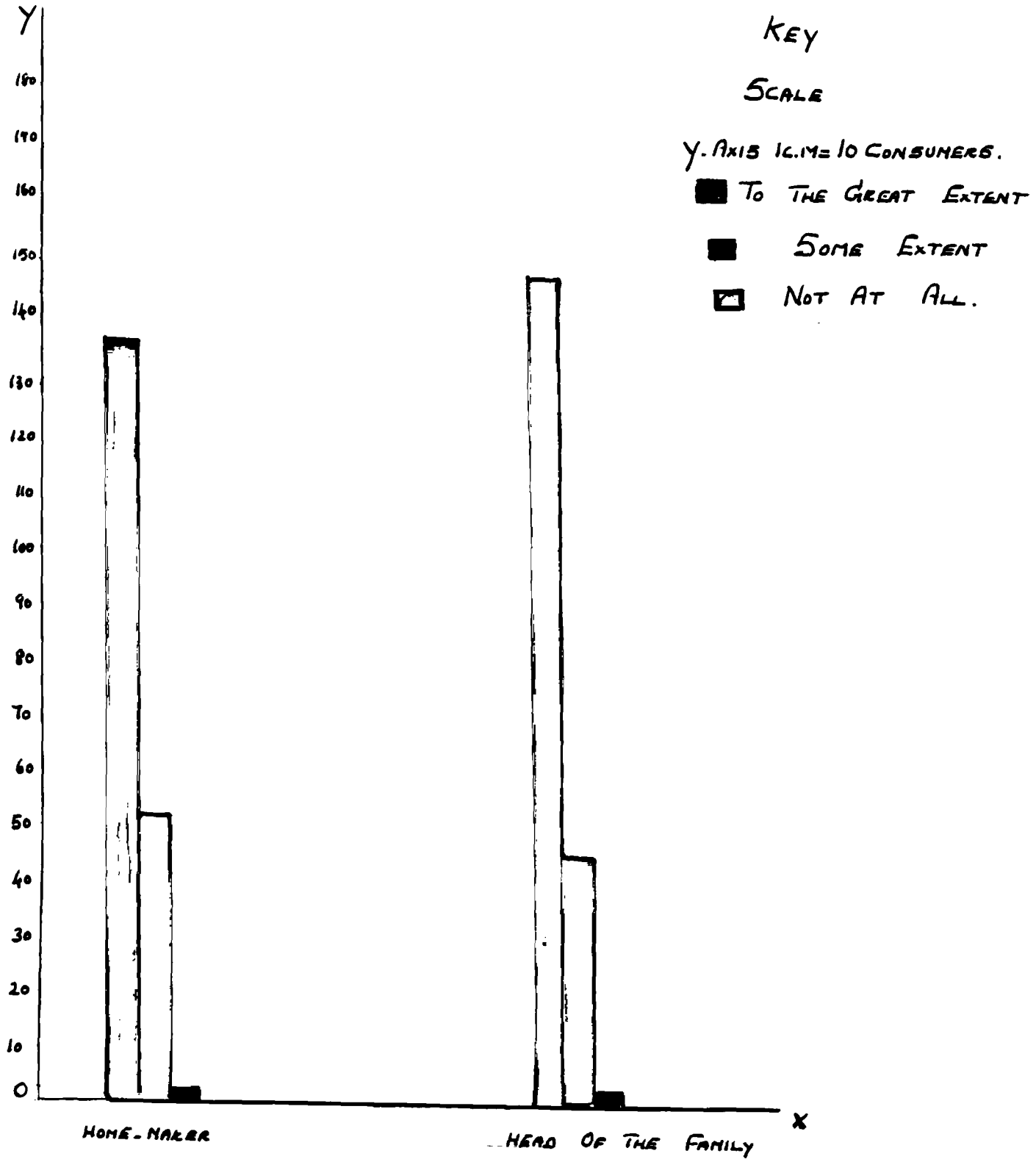
χ^2 value
* 3.2

* Not significant

Sixty eight per cent of the homemakers were satisfied to a great extent due to the availability of the desired material, careful selections, adjustment made within the income and because there were no complaints, from others about the selection. Twenty six families were satisfied to some extent only due to non-durability of the material, disliking of the material after use, increase in prices,

FIG. No: 1.

SATISFACTION ATTAINED THROUGH SELECTION.



non-availability of suitable varieties and because the desire to buy was without limit. All the surveyed families felt that they were satisfied by their selection. In the case of family heads, 74 per cent were satisfied to a great extent due to availability of desired materials and because selection full filled the needs. Twentythree per cent were satisfied only to some extent because of the increasing prices, non-availability of varieties. The satisfaction attained are statistically analyzed and it was found to be not significant. The details are given in Appendix III.

C. Use and Care of Fabrics:

1. Materials used for daily and occasional wear:

The Table below gives a detailed account of the materials used for daily and occasional wear by the surveyed families.

TABLE IV
MATERIALS USED FOR SELECTED GARMENTS FOR DAILY AND OCCASIONAL WEAR

S.No.	Items	Daily Wear		Occasional Wear	
		Cotton	Synthetic	Cotton	Synthetic
1.	Pants	114	94	47	115
2.	Shirts	118	49	94	108
3.	Saris	174	51	56	116
4.	Blouse	179	77	137	95

From the above Table it is clear that 114 men used cotton pants for daily wear whereas 94 families used synthetic pants. For occasional wear men used synthetic pants mostly as given by 115 families. Cotton shirts were used for daily wear by 116 families and only 49 used synthetic shirts daily. For occasional wear synthetic shirts were used by 108 families. From the above data it is clear that men used cotton for daily wear and synthetic for occasional wear generally.

Coming to women's garments 174 families selected cotton for saris used for daily wear whereas 51 used synthetic saris for daily wear. For occasional wear they used synthetic saris by 116 families. In the case of blouses both for daily and occasional wear they used cotton by 179 and 137 families.

Reasons given for using cotton for daily wear were cotton was comfortable, low in price, easy to wash, liked by all, durable and suitable. The reasons for using synthetics for daily wear were more economical, washable, had antierose qualities, durable and also it suited the convenience of the wearer and gained social approval. Reasons for using cotton for occasional wear were, cotton was liked very much and a number of garments could be had in cotton. Because of the antierose, long lasting grand looking and social approval, synthetic fabrics were used for occasional wear.

The extent to which the satisfaction derived by the constant use of the materials are given below in Table V and Figure 2.

TYPES OF SATISFACTION ATTAINED THROUGH SELECTION.

FIG NO: 2

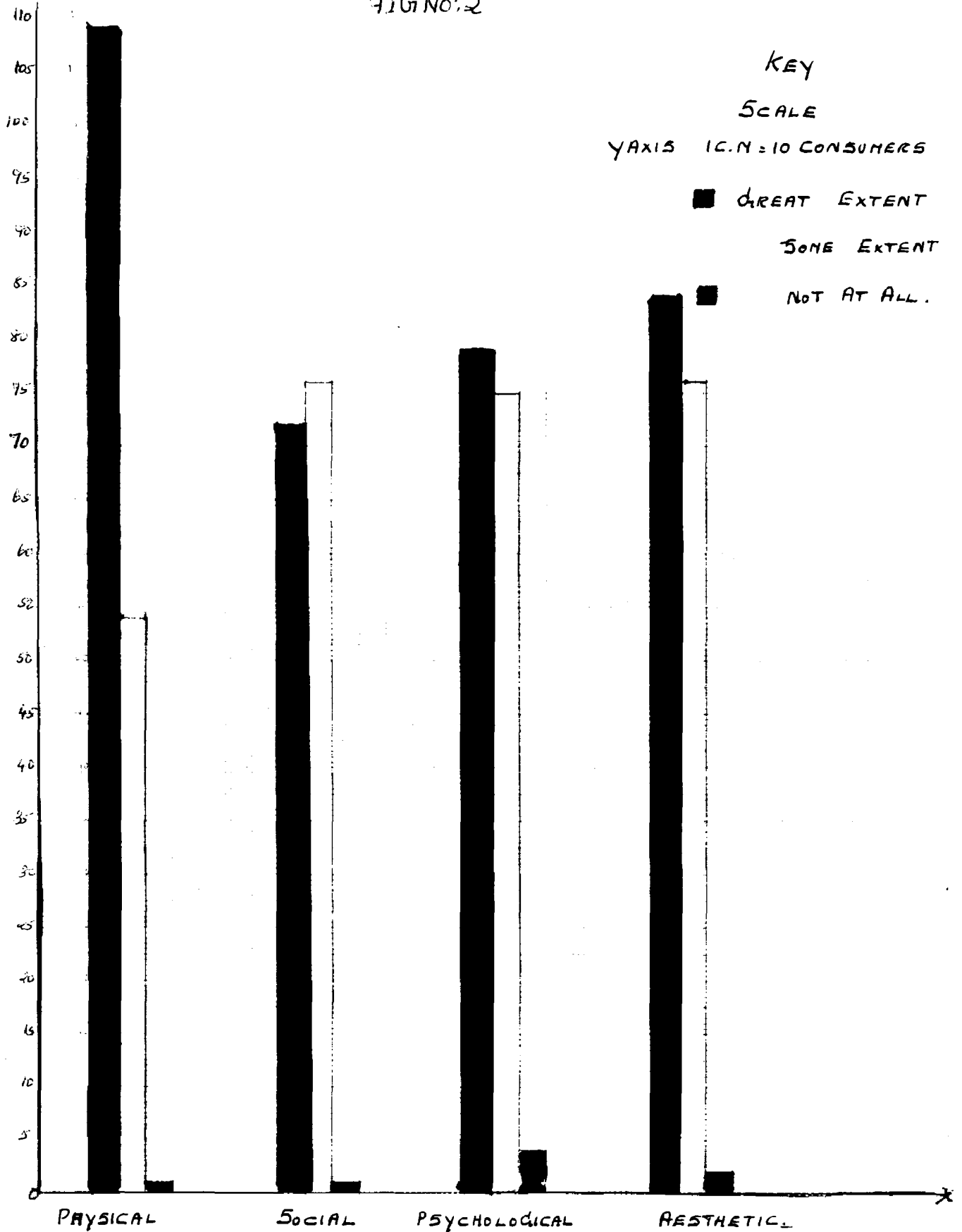


TABLE V
SATISFACTION DERIVED BY CONSTANT USE

S.No.	Satisfaction	Satisfaction derived by use		
		To great extent	To Some extent	Not at all
1.	Physical	109	54	1
2.	Social	72	76	1
3.	Psychological	79	75	4
4.	Aesthetic	84	76	2

χ^2 value

* 33.5078

* Significant at 1% level

From the above Table, it is clear that regarding physical satisfaction, 109 were satisfied to a great extent. It was found that social satisfaction to a great extent was achieved by 72 families, psychological by 79 families and aesthetic satisfaction by 84 families. When statistically analysed it was found that there was some relationship between the types of satisfaction and the extent of satisfaction derived by the consumer. It was significant at one per cent level. Another question was asked in order to find out how far the consumers were satisfied by using the materials selected by them and it is given in Table VI and Figure 3.

SATISFACTION ATTAINED THROUGH CONSTANT

USE OF MATERIAL

KEY

SCALE

Y AXIS 1 CM = 10 CONSUMERS

■ GREAT EXTENT

■ SOME EXTENT

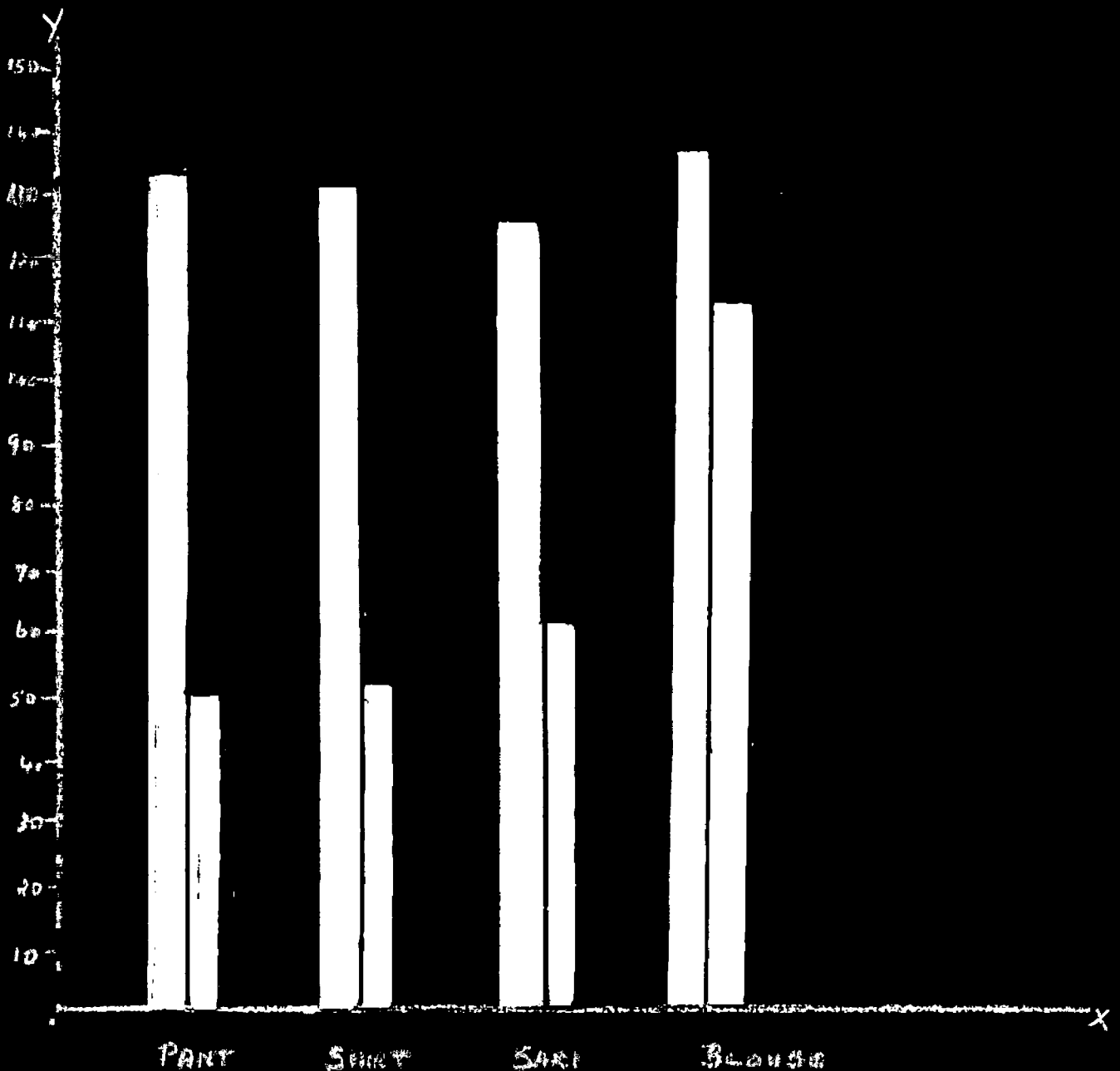


TABLE VI
EXTENT OF SATISFACTION DERIVED BY THE USE OF FABRICS

S.No.	I t e m s	s a t i s f a c t i o n			χ^2 value
		To a great extent	To some extent	Not at all	
1.	Pant	132	50	—	*45.5768
2.	Shirt	130	51	—	
3.	Sari	125	61	—	
4.	Blouse	136	62	—	

* Significant at 1 per cent level

It is clear that 132 men were satisfied to a great extent whereas 50 men were satisfied only to some extent in the case of pants. One hundred and thirty men were satisfied to a great extent in the case of shirts. According to 125 and 136 women satisfaction was derived to a great extent by using the cotton for saris and blouses respectively. When statistically analysed it was found that there was some relationship between the items used and the extent of satisfaction derived by the consumers. It was seen to be significant at one per cent level (Appendix IV).

Another question was asked to find out whether the consumers derived satisfaction from the money they spent on clothing. Ninety one per cent of the consumers told that they were satisfied since they did the selection carefully and the materials of the desired choice were available. Very few consumers said that they were not satisfied by the selection and performance of the material.

ii. Colours used:

The investigator found out that for cotton pant 41 per cent of the families used white and 27 per cent used black. Eleven per cent used all light colours and 15 per cent all dark colours. In the case of synthetics, the colours used were, 31 per cent black and 12 per cent white. White cotton shirt was used by 55 per cent of the families. Next in the order of selection came all light colours by 21 per cent. Among the synthetics, white was seemed to be again used for shirts that is 42 per cent. Thirty one per cent of the families used all light colours. Regarding cotton sarees 21 per cent used light blue, 20 per cent white, 15 per cent light green and 14 per cent dark blue. All light and dark colours were used by 31 per cent and 30 per cent of the families respectively. coming to synthetic saris, 20 per cent used light blue, 15 per cent dark blue, 15 per cent white, and 12 per cent dark green. All light and dark colours were used by 25 per cent of the families. All light colours were used for blouses, but priority was given to black, white and all light colours.



Satisfaction derived by the use of the colours is tabulated and given in Table VII and Figure 4.

TABLE VII
SATISFACTION DERIVED BY THE USE OF COLOURS

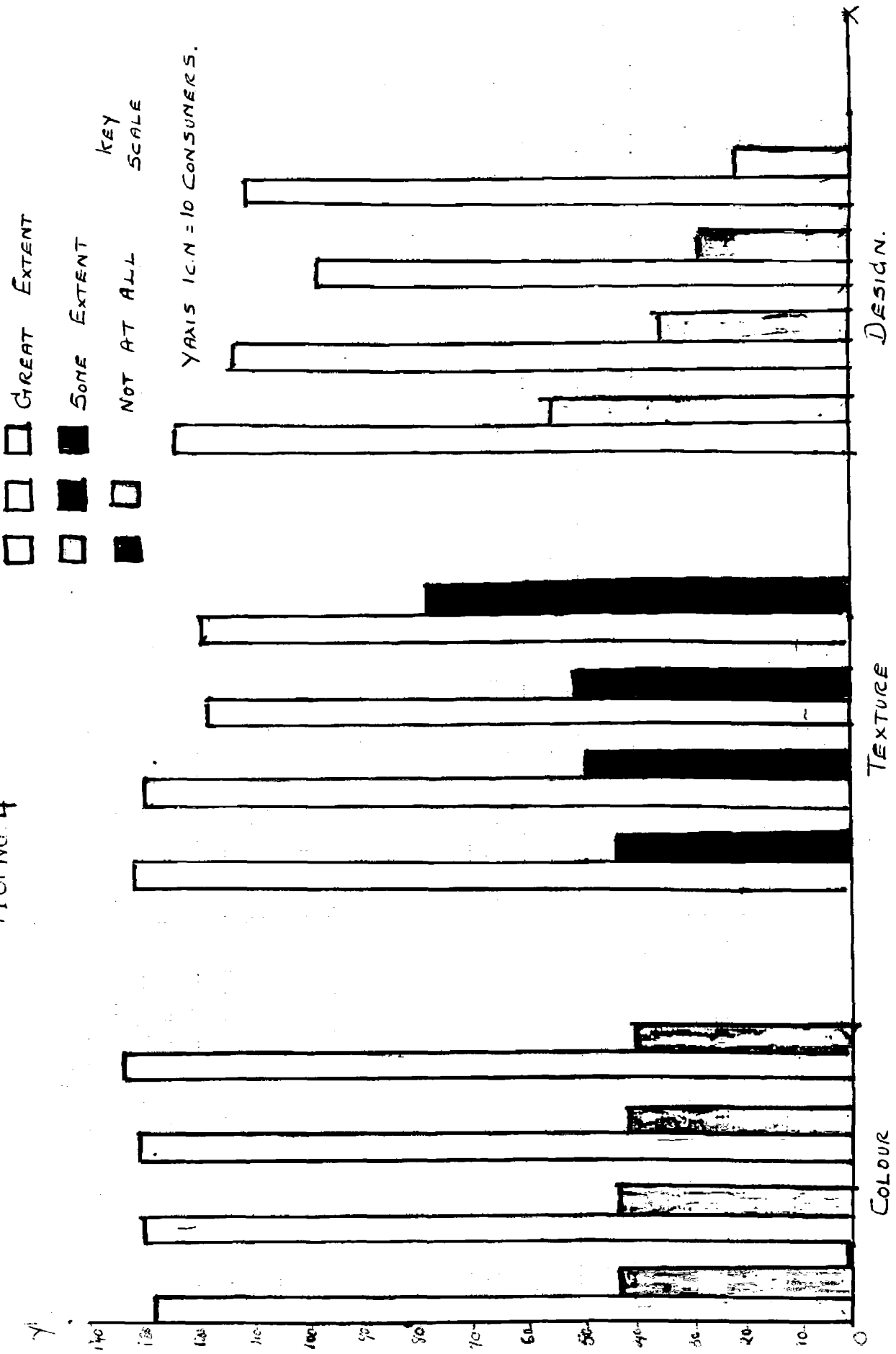
S.No.	I t e m s	S a t i s f a c t i o n					
		To a great extent	Perce- tage	To some extent	Perce- tage	Not at all	Perce- tage
1.	<u>Cotton Items:</u>						
	Men's wear	128	64	43	22	1	0.5
	Women's wear	130	65	43	22	1	0.5
2.	<u>Synthetic Items</u>						
	Men's Wear	136	68	41	21	0	0
	Women's wear	134	67	40	20	0	0

χ^2 value 138.155* * Significant at 1% level

As can be seen in the tabular column above, in the case of cotton men's wear, 128 families were satisfied to a great extent, and 43 to some extent. One hundred and thirty nine women were satisfied to great extent, 43 women to some extent by using the colour. In the case of synthetic men's wear, 136 were satisfied to a great extent, 41 satisfied to some extent and in the case of synthetic women's wear, 134 satisfied to a great extent, and 40 satisfied to some extent. When statistically analysed it was found to be significant at 1% level and the details are given in Appendix V.

SATISFACTION ATTAINED THROUGH THE USE OF COLOUR TEXTURE AND DESIGN

FIG No. 4



iii. Textures used:

The textures used by the different families surveyed is in the below given Table.

TABLE VIII
TEXTURES USED BY DIFFERENT FAMILIES

S.No.	Garments	Fabrics	Texture used			
			Thick and Rough No. of families	Percentage of the families	Thin and soft No. of families	Percentage of the families
1.	Pant	Cotton	134	67	30	15
		Synthetic	91	46	74	37
2.	Shirt	Cotton	15	8	144	72
		Synthetic	11	6	154	77
3.	Sari	Cotton	8	4	168	84
		Synthetic	13	7	163	82
4.	Blouse	Cotton	13	7	163	82
		Synthetic	13	7

The above Table reveals that thick and rough cotton and synthetic materials were used for pants by 67 per cent and 46 per cent of men respectively. In the case of cotton and synthetics for shirts, thin and soft textures were used by 72 per cent and 77 per cent of men respectively. For saris, 84 per cent of the women surveyed used, thin and soft cotton fabrics while 79 per cent of them used thin and soft synthetics. Thin and soft cotton blouses were used by 93 per cent of the families.

The satisfaction derived by the consumers by the use of different textures is given in the Table below and in Figure 4.

TABLE IX
SATISFACTIONS ATTAINED BY THE USE OF DIFFERENT TEXTURES
FOR FABRICS OF MEN'S AND WOMEN'S WEAR

S.No.	Fabrics	Items	s a t i s f a c t i o n					
			To a great extent	Percent- tage	To some extent	Percent- tage	Not at all	Per cent
1.	Cotton	Men's wear	132	66	43	22	-	-
		Women's wear	129	65	44	22	--	--
2.	Synthetics	Men's wear	118	59	31	26	-	-
		Women's wear	119	60	48	24	-	-

χ^2 value 1.83479* * Not significant

As seen above 66 per cent and 65 per cent families were satisfied to a great extent regarding texture by the use of cotton for the men's and women's wear. Twenty two per cent families were satisfied to some extent in both the cases. Regarding the texture of synthetics, satisfaction was derived to a great extent by 59 per cent of women and to some extent by 26 per cent of men and 24 per cent of women. When statistically analysed it was found to be not at all significant and the details are given in Appendix VI.

iv. Design used:

The designs used by different families surveyed is given in Table X.

TABLE X
DESIGNS USED BY DIFFERENT FAMILIES IN SELECTED CLOTHING ITEMS

S. No.	Items	Fabrics	Plain	Stripes	Small Checks	Big Checks	Floral design	Small prints	Big prints
1.	Pant	Cotton	157	11	6	3	0	0	0
		Synthetics	141	12	9	6	0	0	0
2.	Shirt	Cotton	121	25	38	29	0	2	2
		Synthetics	126	28	31	23	2	0	1
3.	Sari	Cotton	85	16	12	13	38	32	24
		Synthetics	81	10	5	5	36	19	29
4.	Blouse	Cotton	146	3	7	6	7	3	2
		Synthetics	131	0	0	0	6	4	4

It is clear that majority of men used plain material for their pants and shirts. For pants, 137 men used plain cotton and 141 of men used plain synthetics. In the case of shirts, 121 used plain cotton where as 126 used plain synthetic. Only very few used modern design for shirts and pants.

Plain cotton sarees were used by 85 women and 81 liked all the types of designs for sarees. In the case of synthetic too, women used plain sarees. Plain cotton blouses were liked and used by 146 families.

The satisfaction attained by the use of different designs is given in Table XI (Figure 4).

TABLE XI

SATISFACTION DERIVED BY THE USE OF DIFFERENT DESIGNS FOR FABRICS ON MEN'S AND WOMEN'S WEAR

S.No.	Fabrics	Items	S a t i s f a c t i o n					
			To great extent number	Per-centage	To some extent number	Per-centage	Not at all	Per-centage
1.	Cotton	Men's wear	124	62	35	18	0	0
		Women's wear	125	62	36	18	0	0
2.	Synthetics	Men's wear	98	49	28	14	1	0.5
		Women's wear	121	61	21	11	1	0.5

χ^2 value * 5.6808 * Not significant

It is evident from the above Table that 62 per cent of the families achieved satisfaction to a great extent by using cotton for the men's wear. Only 49 per cent of the families achieved satisfaction to a great extent by using synthetics. In the case of ladies' wear 62 per cent of families got satisfaction to a great extent by using cotton whereas 61 per cent of the families said that they achieved satisfaction to a great extent by using synthetics. Only very few (2 families) did not achieve any satisfaction. When statistically analysed it was found that there was no relationship between the designs used and the satisfaction achieved in the case of men's and women's garments. The details of the statistical analysis are given in Appendix VII.

V. Brands used:

The brands used by different families surveyed are given in Table XII.

TABLE XII

BRANDS USED BY DIFFERENT FAMILIES

S.No.	Items	Binky	Mafat- lal	Arvind	Porby dying	B & G	Tata	D.C.M.	Calico	All Brands
1.	Pant	91	66	21	26	13	5	9	2	71
2.	Shirt	80	57	19	33	13	5	4	1	74
3.	Sari	43	57	29	65	10	3	8	12	82
4.	Blouse	42	59	18	44	34	6	14	16	76

Binny, Mafatal, Arvind and Bombay ^edying were the commonly used brands by a majority of consumers. The brands from which the consumers achieved satisfaction by constant use are Bombay ^edying 8 per cent, Binny 6 per cent, Mafatal 9 per cent and DCM 1 per cent.

Satisfaction attained through the means of washing is given in Table XIII and Figure 5.

TABLE XIII
DEGREE OF SATISFACTION DERIVED OUT OF THE MEANS OF WASHING

S.No.	Means of Washing	Satisfaction derived by the Consumer					
		To great extent		To some extent		Not at all	
		Number	Percentage	Number	Percentage	Number	Percentage
1.	Dhobi washing	58	29	56	43	15	8
2.	Dry cleaning	91	46	51	26	2	1
3.	Home washing	119	60	41	22	1	0.5

X^2 value 57.993*

* Significant at 1% level

From the above Table it is clear that maximum extent of satisfaction was achieved by home washing (60 per cent). Forty six per cent and 29 per cent of them derived satisfaction by dry cleaning and dhobi washing respectively.

When statistically analysed it was found that there was some relationship between the means of washing and the degree of satisfaction derived by the consumers. It was significant at one per cent level (Appendix VIII).

SATISFACTION ATTAINED THROUGH MEANS

OF WASHING

KEY

SCALE

Y-AXIS 1 C.M. = 5 CONSUMERS

■ TO THE GREAT EXTENT

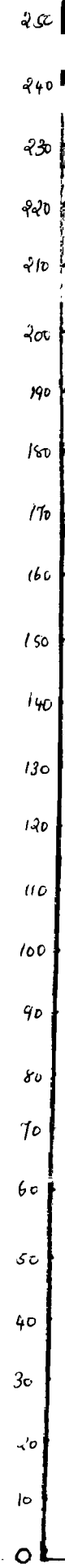
■ SOME EXTENT

■ NOT AT ALL

DW - DHOBY WASHING

DC - DRY CLEANING

HW - HOME WASHING



DW

DC

HW

X

Suggestions:

Sixty nine families had given suggestions for improving cotton and synthetics. The suggestions given in the case of cotton were width of full voiles^c to be reduced, too many colours in a single material and eye piercing colours to be discouraged, golden colours to be introduced, more variety and better quality dyes to be used so that it may not get mixed up in printed material, more pleasing design, crisper designs, and elegant designs may be adopted, the tearing of yellow coloured designs and crowded designs to be avoided, texture to be made soft and anticrease finishes to be applied so that it may be colour fast and easily washable and finally above all the price has to be reduced.

Coming to synthetics increase in width of part^{material} was insisted upon, to be made colour fast and of good shades, attractive, especially of the manufacturers may look at the materials of the western countries like Japan. Deep colours for shirting to be avoided, modern and floral designs has to be introduced, the texture has to be improved and should be made soft but not transparent. Materials to be preshrunk and better finishes to be given more attention and should be made home launderable and above all the price level must be reduced so that it may suit even the middle class men.

V SUMMARY AND CONCLUSION

A survey was conducted with 250 consumers belonging to Trivandrum city in order to find out the satisfactions derived by them in the choice, use and care of cotton and synthetics for items of clothing frequently used by the consumers namely pant, shirt, sari and blouse. The findings are summarized and given below.

1. About 50 per cent of the total surveyed consumers spent Rs. 300 to 500 per year for their clothing. Regarding the number of items bought per year, a majority of the consumers bought one to five items per year in the case of all garments namely pants, shirts, saris and blouses.
2. In the selection of family clothing, homemaker, head of the family and homemaker and head of the family together did the maximum selection for the members of the family. Children participated very little in the family clothing selection.
3. Cotton was used for daily wear by a maximum percentage of families for shirts, pants, saris and blouses. For occasional wear the majority of the consumers used synthetic fabrics for all the items except blouses, for which they used only cotton. Almost all the consumers were satisfied physically, socially, psychologically and aesthetically by using the material for all the garments, the greatest amount of satisfaction was derived by 70 per cent of the consumers. Ninety one per cent of the consumers had a satisfaction of spending the money wisely.

4. Plain fabric either in white or dark colour was used by a majority of the men both for shirts and pants, thick coarse, in the case of pants and thin, soft in the case of shirts. A majority of the consumers that is about 65 per cent had achieved the satisfaction to a great extent, whereas the rest were satisfied to some extent. A majority of the women satisfied to a great extent by using all light coloured, soft and thin textured, plain and all types of printed fabrics for their saris, but for blouses, 90 per cent of the women were satisfied by all light coloured, plain cotton blouses.

5. The brands which gave them maximum satisfaction were Bombay Dyeing, Binny and Madras.

6. Homemakers were satisfied to a great extent by home washing and to some extent by dry cleaning and dhobi washing.

Coming to the conclusion it is clear from the study that men were satisfied to a great extent by using synthetic fabrics for occasional wear and cotton for daily wear both in the case of pants and shirts. Women were satisfied to a great extent by using both cotton and synthetic for occasional wear and cotton alone for daily wear in the case of saris and they were satisfied greatly with cotton blouses.

BIBLIOGRAPHY

1. Oppenheim, I. The Family as Consumers. New York: The Macmillan Company, 1965, p. 127.
2. Devadas, R.P. Text Book of Home Science. New Delhi: Government of India Press., 1959, p. 302.
3. Latake, A. and Quinlan, H. Clothing. Chicago: J.B. Lippincott Company, 1955, p. 286.
4. McJinsey, H.T. Art in Clothing Selection. New York: Harper and Row Publishers, 1963, p. vii.
5. Froelstrup, A.W. Consumer Problems and Personal Finance. New York: McGraw Hill Book Company, Inc., 1957, p. 198.
6. Trade Practice Rules for the Silk Industry. United States Federal Trade Commission, Washington, D.C. 1946, pp. 151 - 162.
7. Textile Hand Book. Home Economic Association, Washington D.C. 1967, p. 19.
8. Woolman, M.S. and McGowan, H.B. Textiles - A Hand Book for the Student and the Consumer. New York: The Macmillan Company, 1946, p. 87.
9. Young, F.B. Clothing the Child. New York: McGraw Hill Book Company, Inc., 1958, p. 198.
10. Labar, J. Textiles - Origin to Usage. New York: The Macmillan Company, 1964, p. 3.
11. Kelley, P.G. Consumer Economics. U.S.A: Richard D. Irwin, Inc., 1953, p. 2.

12. Fitzsimons, G. Consumer Buying for Better Living. New York: John Wiley and Sons., Inc., 1961, p. 102.
13. Heid, G.M. Consumers and the Market. U.S.A., P.S. Crafts and Co, Inc., 1958, p. 1.
14. Wingate, I.B. Textiles Fabrics and Their Selection, U.S.A.: Prentice Hall, Inc., 1964, p. 22.
15. Gordon, K.J. Economics for Consumers. New York: American Book Company, 1961, pp. 22, 23, 28.
16. Barter, L. and Latake, A. Today's Clothing. New York: J.B. Lippincott Company, 1949, pp. 85, 159.
17. Cochrane, W. and Bell, C.S. The Economics of Consumption. New York: McGraw Hill Book Company, Inc., 1956, p. 92.
18. Chambers, H.G. and Moulton, U. Clothing Selection. New York: J.B. Lippincott Company, 1961, p. 3.
19. Rosen Orans, M.L. Clothing Symbolism. Journal of Home Economics, Vol. 54, 1961, p. 18.
20. Erwin, M.D. and Kinchen, L.A. Clothing for Moderns. New York: Collier Macmillan Limited, 1964, p. 1.
21. Philips, H.L. Today's Textiles, Fibers, Fabrics and Finishes. Journal of Home Economics, Vol. 41, 1949, p.
22. Hollen, H. and Saddler, J. Textiles. New York: The Macmillan Company, 1964, p. 1.
23. Potter, M.D. and Corbman, B.P. Fibre to Fabric. New York: McGraw Hill Book Company, Inc., 1959, p. 1.

24. Stout, E. Introduction to Textiles. New York: John Wiley and Sons, 1956, pp. 1, 2.
25. Lewis, D.S., Bowers, M.G. and Kettunen, M. Clothing Construction and Wardrobe Planning. New York: The Macmillan Company, 1955, pp. 236 and 237.
26. Rathbone, L. and Tarpley, E. Fabrics and Dress, New York: Houghton Mifflin Company, 1946, p. 51.
27. Tate, M.F. and Glisson, O. Family Clothing. New York: John Wiley and Sons, Inc., 1941, p. 174.
28. Craig, H.F. and Rush, O.A. Clothes with Character. Boston: D.C. Heath and Company, 1954, pp. 29, 174.
29. Turner, M.E. and Wetcher, R. Junior Fashions. New York: D. Appleton Century Company, 1944, p. 76.
30. Cook, G. A Hand Book of Textile Fibres. England: Morrow Publishing Company, Ltd., 1968, p. xxvii.
31. Sigelow, H.W. Family Finance. New York: J.B. Lippincott Company, 1956, p. 181.
32. McGowan, E.B. and Evans, M. A Guide to Textiles. New York: John Wiley and Sons, Inc., 1939, p. 30.
33. Harkin, M. Cotton in the Converting Industry. Journal of Home Economics, Vol. 41, 1949, p. 342.
34. Thompson, H. Fibers and Fabrics of Today. London: Cox and Wymon Ltd., 1960, p. 29.

35. Textile Committee, Consumer Preferences for Textiles in Tamil Nadu. Indian Textile Journal, Vol. 1030/57, 1970 p. 91.
36. Cotton Still Top Draw Among Textile Goods. The Indian Textile Journal, Vol. XXIX, 1969, p. 95.
37. Parikh, F.G., Trivedi, U.R. and Patel, M.C. Sanskara's Survey on Man Made Textile Industry's Preferences for Different Types of filament Yarn and Blended Yarn. Silk and Rayon Industries of India. Vol. XIII, 1970, p. 87.
38. Dutt, M.C. Good Prospects for Art Silk Fibers in India. Silk and Rayon Industries of India, Vol. XIII, 1970, p. 96.
39. Parikh, J.G. ^hWider Polyesters. Silk and Rayon Industries of India, Vol. XIII, 1970, p. 48.
40. Quig, J.B. The Consumer Looks at 1953 Fabrics. Vol. 34, 1953 p. 76.
41. Vengarkar, S.A. Apparel Growing Field for Synthetic Fibers. Silk and Rayon Industries of India, Vol. XIII, 1970, pp. 167, 168.
42. Role of Synthetic Fibers in Moon Adventure. The Indian Textile Journal, Vol. XXIX, 1969, p. 43.
43. Miranda, P. Prospects of Man Made Fibre Fabrics in India. The Indian Textile Journal, Vol. XXIX, 1969, p. 168.
44. Roy, A.S. The Blending of Textile Fibers. Indian Textile Journal, Vol. XX, 1970, p. 125.

45. Hornet, G.M. The Indian Textile Journal. Vol. XXIX, 1969, p. 229.
46. Yang, H.P. Fact Finding with Rural People. Food and Agriculture Organisation of the United Nations, 1966, pp. 3, 28.
47. Jahoda, Research Methods in Social Relations. New York: Rattle Shaw and Wetherill Inc., 1957, p. 156.
48. Ores, W. Social Science Research Methods. New York: Appleton Century Crofts Inc., 1950, p. 314.
49. Chawdhari, T.P.S. Schedules and Questionnaires. South India. Sri Ramakrishna Mission Vidyalaya Printing Press, 1969, p. 60.
50. Gode, W.J. and Hatt, P.K. Methods in Social Research. New York: McGraw Hill Book Company, 1952, p. 118.
51. Young, P.V. Scientific Social Surveys and Research, New York: Prentice Hall Inc., 1956, p. 176.
52. Jahoda, M. Research Methods in Social Relations. Part II, New York: The Dryden Press, 1957, p. 429.

' APPENDICES

APPENDIX I

SRI AVINASHILINGAM HOME SCIENCE COLLEGE
COIMBATORE- 11

CONSUMER SATISFACTION WITH REGARD TO COTTON AND SYNTHETICS IN SELECTED
TYPES OF FAMILY CLOTHING

Name of the Investigator:

Name of the Informant:

Address:

Type of Family: Nuclear Joint

Family Background:

S.No.	Name of the Family Member	Relation to the Homemaker	Age	Sex	Educational qualification	Total monthly income
-------	---------------------------	---------------------------	-----	-----	---------------------------	----------------------

Family Budget:

1. (a) Do you possess a clothing budget?

Yes No

(b) How much do you spend for clothing per year:

Rs.

(c) Details of the items bought per year

Items	Number
Pant	
Shirt	
Sari	
Blouse	

2. (a) Who does the selection of the clothes?

(b) Details about the clothing purchase

Homemaker (to answer)		Head of the family (to answer)	
S.No.	Person selecting	S.No.	Person selecting
1.	Homemaker	1.	Homemaker
2.	Head of the family	2.	Head of the family
3.	Both Home-maker and Head of the family	3.	Both Home-maker and Head of the family
4.	Children	4.	Children
5.	Relatives	5.	Relatives
6.	Anybody else	6.	Anybody else

Reasons (Homemaker) Reasons (Head of the Family)

(b) How far are you satisfied?

To a Great Extent	To some extent	Not at all
----------------------	-------------------	---------------

Homemaker
(to fill in)

Head of the
family
(to fill in)

Reasons (Homemaker):

Reasons (Head of the Family):

3. (a) Which of the following fabrics do you constantly use for men's and women's wear? (Check (✓) in column)

Item	Daily Wear		Occasional wear	
	Cotton	Synthetic	Cotton	Synthetic
Pant				
Shirt				
Sari				
Blouse				

- (b) Check (✓) the reasons for using cotton and synthetics for daily and occasional wear:

Reasons	Daily wear		Occasional wear	
	Cotton	Synth- etics	Cotton	Synthetics
a. Material is cheap				
b. It is of good texture				
c. It is very durable				
d. Pleasing colours are available				
e. Good quality fabrics are available				
f. Good designs are available				
g. Suitability to the person				
h. Economical				
i. Religious				
j. Social				

4. (a) State the extent to which you derived satisfaction by the constant use of fabrics? Check (✓) in column.

Type of satisfaction	To a great extent	To some extent	Not at all
Physical			
Social			
Psychological			
Aesthetic			

(b) To what extent are you satisfied with the use of material you have chosen for men's and women's wear. Check (✓) column.

Items	To a Great extent	To some extent	Not at all
Pant			
Shirt			
Sari			
Blouse			

(c) Do you think that you have spent the money wisely on the material?

Yes Reasons:

No Reasons:

9. (a) What colours are you using for men's and women's wear?

Items	Colours used constantly
<u>Cotton Items</u>	
Pant	
Shirt	
Sari	
Blouse	
<u>Synthetic Items</u>	
Pant	
Shirt	
Sari	
Blouse	

- (b) How far are you satisfied with the colours which you are using? Check (✓) in column.

Items	To a Great extent	To some extent	Not at all
<u>Cotton Items</u>			
Men's wear			
Women's wear			
<u>Synthetic Items</u>			
Men's wear			
Women's wear			

6. (a) What different types of textures are you using for men's and women's wear?

Items	Texture
<u>Cotton Items</u>	
Pant	
Shirt	
Sari	
Blouse	
<u>Synthetic Items</u>	
Pant	
Shirt	
Sari	
Blouse	

- (b) To what extent are you satisfied with the texture which you are using for men's and women's wear?

Items	To a great extent	To some extent	Not at all
<u>Cotton Items</u>			
Men's wear			
Women's wear			
<u>Synthetic Items:</u>			
Men's wear			
Women's wear			

7. (a) What type of designs are you using for men's and women's wear?

Items	Design
<u>Cotton Items:</u>	
Pant	
Shirt	
Sari	
Blouse	
<u>Synthetic Items:</u>	
Pant	
Shirt	
Sari	
Blouse	

- (b) How far are you satisfied with the designs you are using now? Check (/) in column.

Item	To a great extent	To some extent	Not at all
------	-------------------	----------------	------------

Cotton Item:

Men's wear

Women's wear

Synthetic Item:

Men's Item(wear)

Women's item(wear)

8. (a) What brands are you using for men's and women's wear? Specify below:

Items	Brand
-------	-------

Cotton Item:

Patin

Shirt

Sari

Blouse

Synthetic Item:

Pant

Shirt

Sari

Blouse

- (b) Which brand has given you maximum satisfactions? Why?

Brand	Reasons
-------	---------

9. (a) Mention the degree of satisfaction received by you out of Home-washing, Dhobi-washing, and Dry-cleaning:

Means of washing	To a great extent	To some extent	Not at all
------------------	-------------------	----------------	------------

Home washing

Dhobi washing

Dry Cleaning

- (b) Give Reasons for each:

10. Give your suggestions for improving the quality of cotton and synthetics:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

APPENDIX XI

EXPENDITURE ON CLOTHING

Expenditure on clothing	Nuclear	Joint	Total
500 - 500	74	3	77
501 - 700	17	2	19
701 - 900	29	3	32
901 - 1100	24	2	26
Above 1100	35	6	41
Total	179	16	195

500 - 500	$\frac{179 \times 77}{195} = 70.69$	$\frac{16 \times 77}{195} = 6.519$
501 - 700	$\frac{179 \times 19}{195} = 17.25$	$\frac{16 \times 19}{195} = 1.559$
701 - 900	$\frac{179 \times 32}{195} = 29.38$	$\frac{16 \times 32}{195} = 2.625$
901 - 1100	$\frac{179 \times 26}{195} = 23.87$	$\frac{16 \times 26}{195} = 3.364$
Above 1100	$\frac{179 \times 41}{195} = 37.22$	$\frac{16 \times 41}{195} = 2.133$

χ^2 test

$$\chi^2 = \sum \frac{(O - E)^2}{E} \quad \text{where } O \text{ is the observed frequency}$$

E is the expected frequency.

$$= \frac{(74-70.69)^2}{70.69} + \frac{(7-6.319)^2}{6.319} + \frac{(17-17.25)^2}{17.25}$$

$$+ \frac{(2-1.559)^2}{1.559} + \frac{(29-29.38)^2}{29.38} + \frac{(7-2.625)^2}{2.625}$$

$$+ \frac{(24-23.87)^2}{23.87} + \frac{(2-3.364)^2}{3.364} + \frac{(35-37.22)^2}{37.22}$$

$$+ \frac{(6-2.133)^2}{2.133}$$

$$= 0.1550 + 3.439 + 0.0638 + 0.8638 + 0.0444 +$$

$$0.4963 + 0.0430 + 0.5498 + 0.1324 + 7.052$$

$$= 12.8401$$

$$\chi^2 = \underline{12.8401}^*$$

* Significant at 5% level

APPENDIX III

 χ^2 Test

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

Where O is the observed frequency

E is the expected frequency

SATISFACTION DERIVED THROUGH THE SELECTION

Persons who do the selection	To a Great extent	To some extent	Not at all	Total
Homemaker	155	51	1	187
Head of the Family	148	45	1	194
Total	283	96	2	381

$$\chi^2 = 4.72563 *$$

* Not significant

APPENDIX IV

 χ^2 Test

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

Where O is the observed frequency
E is the expected frequency

TYPE OF SATISFACTION ATTAINED BY THE CONSTANT
USE

Types of Satisfaction	To the Great extent	To some extent	Not at all	Total
Physical	109	54	1	164
Social	72	76	1	149
Psychological	79	75	4	158
Aesthetic	64	76	2	162
Total	344	281	8	633

$$\chi^2 = 33.5078^*$$

* Significant at 1% level

APPENDIX V

 χ^2 Test

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

Where O is the observed frequency

E is the expected frequency

SATISFACTION DERIVED BY THE CONSTANT USE OF THE
FABRICS

Items	To the Great extent	To some extent	Not at all	Total
Pants	132	50	0	182
Shirts	130	51	0	181
Sari	125	61	0	186
Blouse	136	112	0	248
Total	523	274	0	797

$$\chi^2 = 36.658^*$$

* Significant at 1% level

APPENDIX VI

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

Where O is the observed frequency
E is the expected frequency

SATISFACTION DERIVED THROUGH THE USE OF COLOURS

Items	To the great Extent	To some extent	Not at all	Total
<u>Cotton</u>				
Men's wear	128	43	1	172
Women's wear	130	43	0	173
<u>Synthetic</u>				
Men's wear	136	41	0	177
Women's wear	134	40	0	74
Total	528	167	1	696

$$\chi^2 = 138.19557^*$$

* Significant at 1% level

APPENDIX VII

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

Where O is the observed frequency
E is expected frequency

SATISFACTION ATTAINED THROUGH THE USE OF TEXTURES

Items	To the Great extent	To some extent	Not at all	Total
<u>Cotton</u>				
Men's wear	132	43	0	175
Women's wear	129	44	0	173
<u>Synthetic</u>				
Men's wear	118	51	0	169
Women's wear	119	48	0	167
Total	498	186	0	684

$$\chi^2 = 1.83479$$

* Not Significant

APPENDIX VIII

χ^2 Test $\chi^2 = \sum \frac{(O - E)^2}{E}$ Where O is the observed frequency
E is the expected frequency

SATISFACTION ATTAINED THROUGH THE USE OF DESIGNS

Items	To the Great extent	To some extent	Not at all	Total
<u>Cotton</u>				
Men's wear	124	35	0	159
Women's wear	123	36	0	159
<u>Synthetic</u>				
Men's wear	98	28	1	127
Women's wear	121	21	1	143
Total	466	120	2	588

$$\chi^2 = 5.6808^*$$

* Not significant

APPENDIX IX

χ^2 Test

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

Where O is the observed frequency
E is the expected frequency

SATISFACTION ATTAINED THROUGH MEANS OF WASHING

Means of Washing	To the great extent	To some extent	Not at all	Total
Given to Dhoby	58	86	15	159
Dry Cleaning	91	51	2	144
Washing at home	119	4	1	161
Total	268	178	18	464

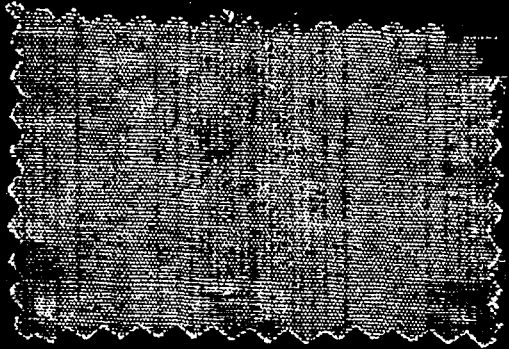
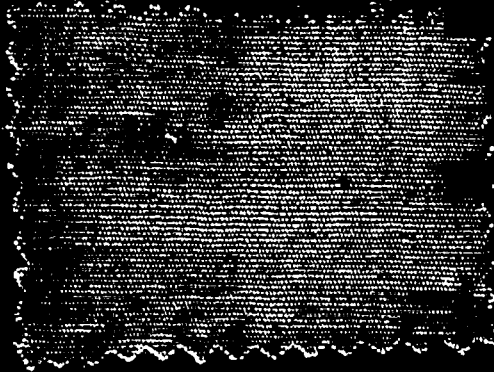
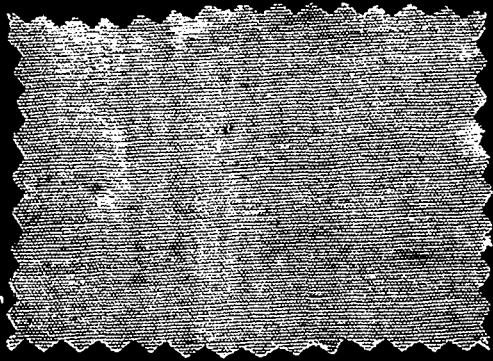
$$\chi^2 = 52.4710 *$$

* Significant at 1% level

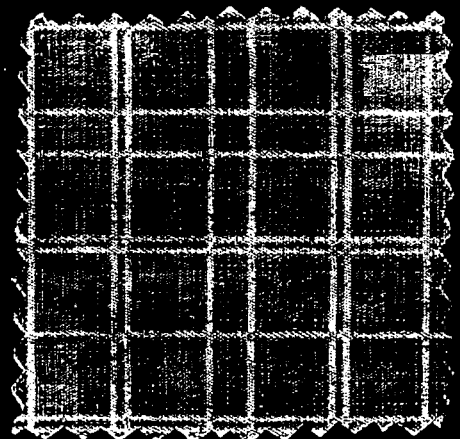
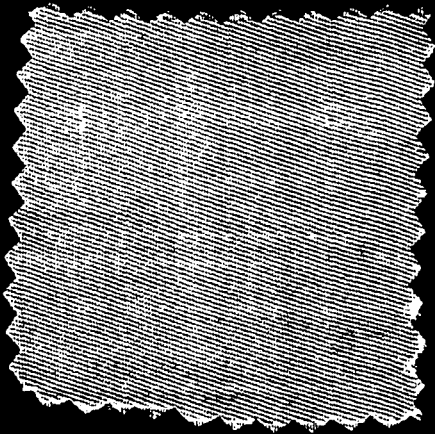
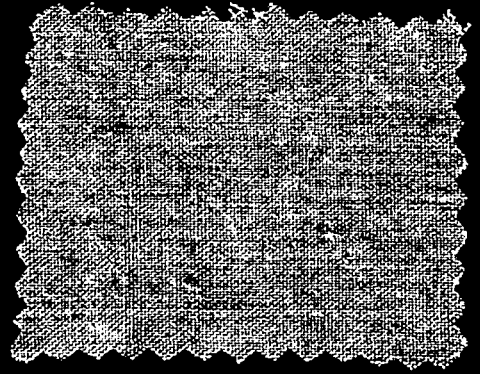
SAMPLE CARDS

**MATERIALS USED BY THE CONSUMERS FOR SELECTED ITEMS OF CLOTHING
ACCORDING TO COLOUR, TEXTURE, DESIGN AND BRAND**

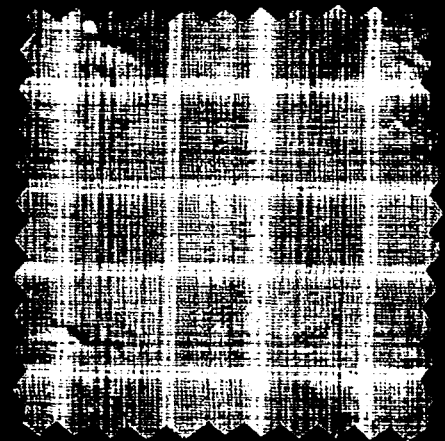
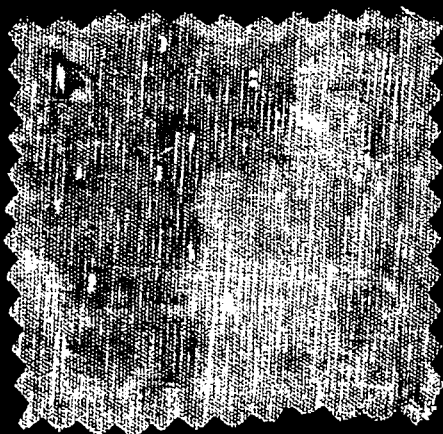
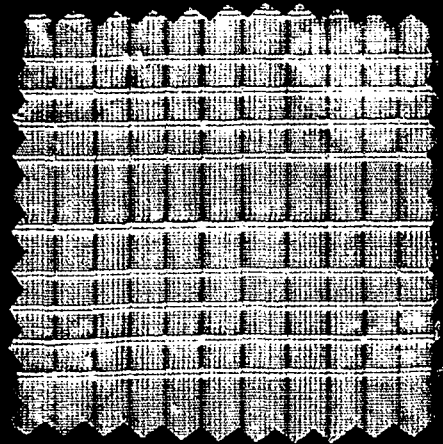
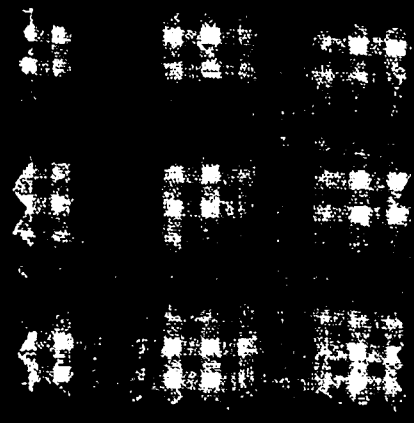
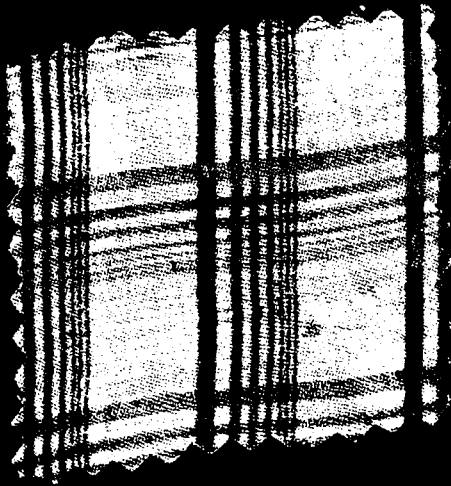
MATERIALS FOR PANTS



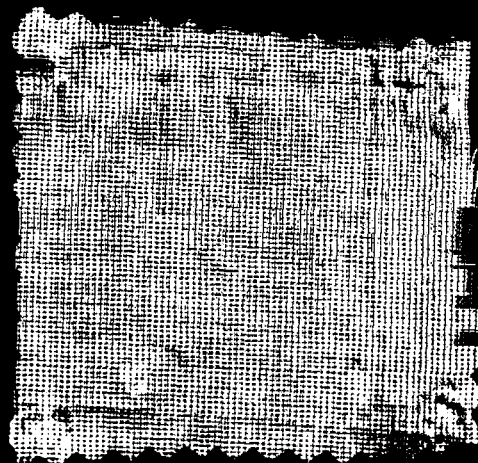
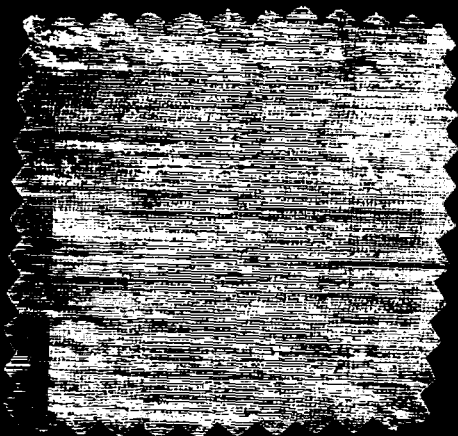
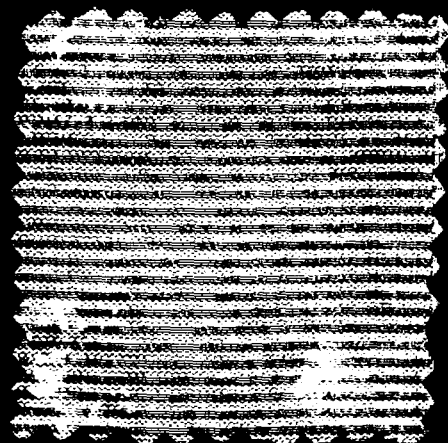
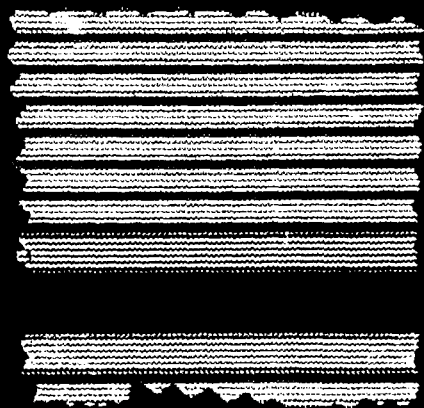
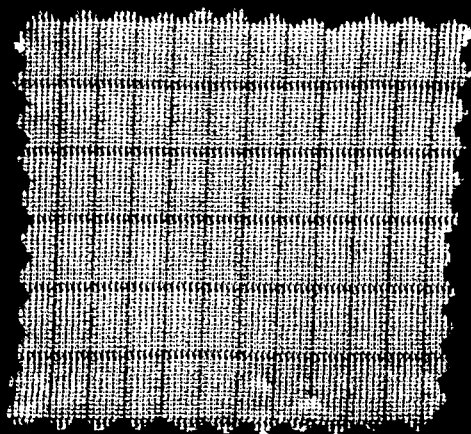
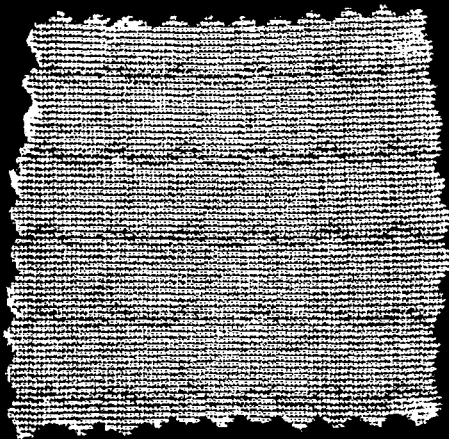
MATERIALS FOR PANTS



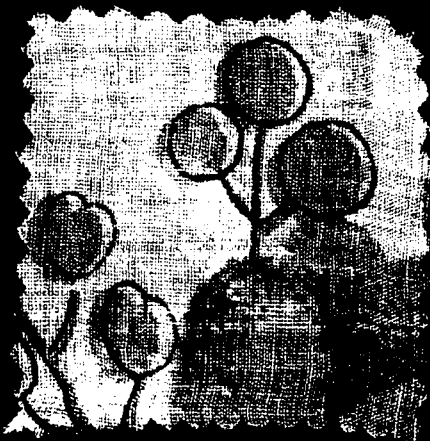
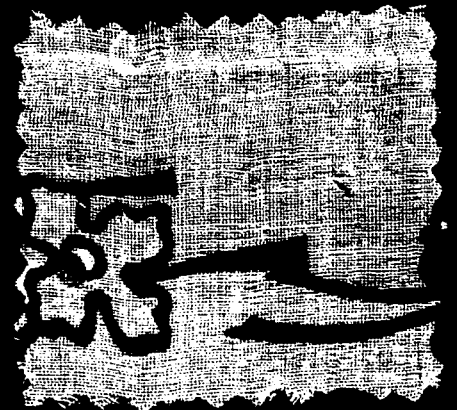
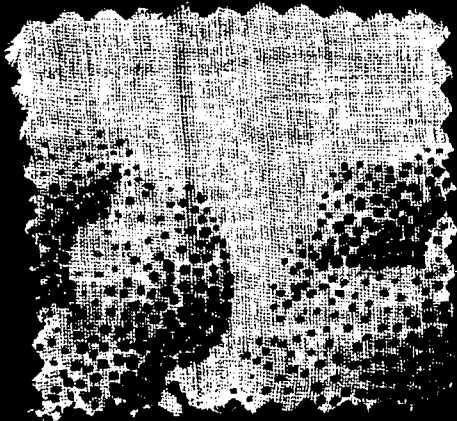
MATERIALS FOR SHIRTS



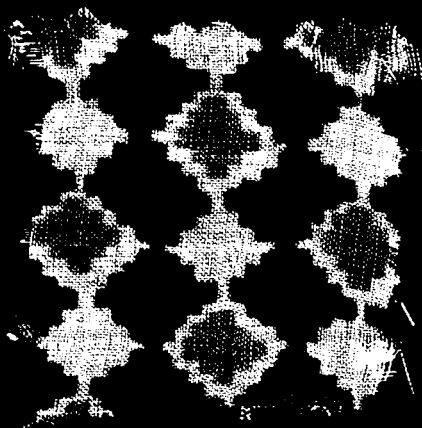
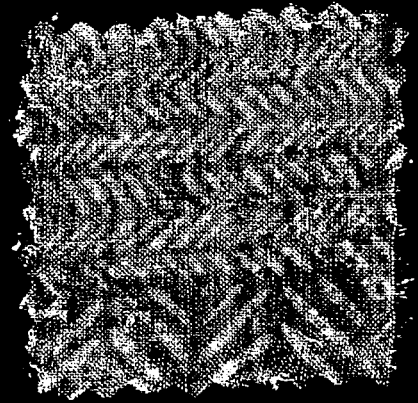
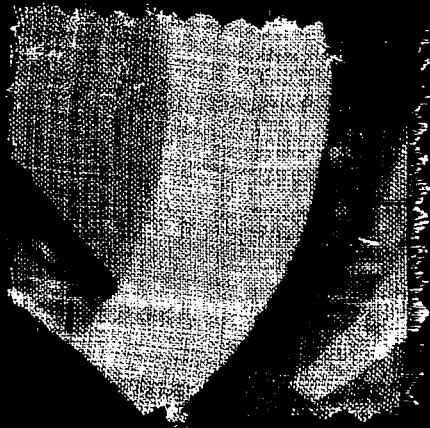
MATERIALS FOR SHIRT



MATERIALS FOR SAREES



MATERIALS FOR SAREES



MATERIALS FOR BLOUSES

