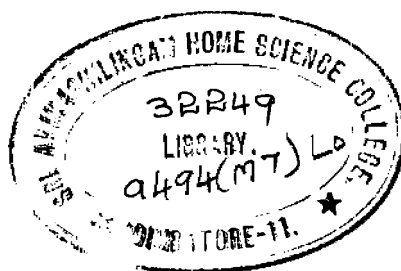


PREFERENCES OF SELECTED URBAN HOMEMAKERS  
FOR HOME FURNISHING MATERIALS

By

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## A C K N O W L E D G E M E N T

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## I. INTRODUCTION

The history of home decoration can be traced to the primitive cave drawings of our remote ancestors. Since prehistoric days man has continuously sought ways to express and communicate his thoughts through paintings, drawings, sculptures and textiles. Each civilisation has developed its expression of decoration based on the interests and needs of people, say Richard Shoemaker (1958)<sup>1</sup>.

A home provides space for the various phases of daily living. Each place or room has a definite function. Its arrangement and decoration express its particular use, Kay Peterson (1949)<sup>2</sup>.

Home constitutes the environment in which a great part of the lives of members is spent. As such they influence constantly and profoundly, their personalities. Therefore a home need to be furnished well.

In order to furnish a home, artistic talent is required. The way a home is furnished, represents the personality of the homemaker. The field of art touches our lives at every point. Faulkner et al (1959)<sup>3</sup> opine that art is a many sided subject and can be approached in a variety of ways.

Interior decoration is one of the creative arts transforming an empty house into a place of restful beauty. It does not require dexterity of hand and skill in craftsmanship for its successful practice but rather skill in selection and arrangement. The real aim of interior decoration is the

creation of beautiful and fitting home. According to Soundararajan (1965)<sup>4</sup> interior decoration is the art of adjusting the space and equipment to suit the fundamental and cultural needs of the dwellers. Home furnishings, pictures and other accessories constitute the equipment in a room and they are arranged harmoniously for the pleasing effect. As Agan (1939)<sup>5</sup> says this creative activity of house should be based on an understanding of the family concerned, an acceptance of the function and utility of each room and an understanding and appreciation of the use of colour, line and form in the creation of beauty.

The twentieth century is witnessing the development of new type of architecture, home furnishings and other products which are unadorned and effective as machines that inspired and produced them. Laura et al (1957)<sup>6</sup> list furnishing materials as materials used to make curtains, wall hangings, coverings for furniture, cushions and panels for screens. They have varied designs, colours and styles. Furnishing materials whether hung, draped, or stretched include skins, leather, hide, and fabrics woven from fibres of animal, vegetable and mineral origin. In this century synthetic materials and plastics have provided further variety.

Furnishing materials are simple home equipments, which can be used frequently and replaced easily. They look and feel softer than any other material and are of different textured, brightly coloured and richly patterned. All these qualities make them link together people, furniture and architecture in a way unequalled by anything.

Carpets and other fabrics fastened to the floors and walls if used appropriately, emphasises the architectural quality in a room. Upholstery and table linen adopt themselves to the seating on tables on which they are used. Curtains and draperies take part of architectural quality of windows as well as relate openings to the enclosing structures and to the furniture of the room.

This study aims at the Home furnishing practices of some selected urban homemakers in terms of selection, maintenance, care, stitching and storage of textiles, in order to locate the problems and offer suggestions for solution. It is hoped that this study will interest the producers of various brands of home furnishing materials in the furnishing preference of the homemakers in Coimbatore city.

## II. REVIEW OF LITERATURE

The available literature has been reviewed under the following headings:

1. Benefits derived from home decoration
2. Materials suitable for home decoration
3. Planning, selecting and purchasing of furnishing materials
4. Application of furnishing materials in different areas
5. Stitching of furnishing fabrics
6. Care and storage

### 1. Benefits Derived From Home Decoration

"A house is more a home for being a work of Art", refer Faulkner et al (1960)<sup>7</sup> as quoted by Frank Lloyd. It is an indispensable fact that every human being lives and moves and has the major part of his living in a home.

According to Soundararajan (1963)<sup>4</sup> whether one is a prince or a beggar, an industrialist or a worker, a landlord or a farmer or whatever may be one's position in the society, a good proportion of one's time is spent at home. The home can make or mar one's wellbeing. The best of a civilized nation lies its sweetness of home and the people who live in.

As opined by Dorsey (8) a real home is made up of a combination of many different things, some functional, some decorative. These two aspects of it are equally important and even overlap to a certain extent. The great thing is to preserve a proper balance between them and not to let either one overweigh

the other. Home furnishings, pictures, and other accessories constitute the equipment in a room and they are arranged harmoniously for the pleasing effect.

Laura et al (1957)<sup>6</sup> list out furnishing materials as the materials used to make curtains, wall hangings, coverings for furniture, and cushions and panels for screens. The earliest furnishing materials were used as hangings either for decoration or for protection against heat or cold. They were often used as substitutes for doors and walls and as covers.

## 2. Materials Suitable For Home Decoration

According to Dorothy et al (9) a survey of the available furnishing materials give the following fabrics in different textures and prices. They are cotton, linen, plastic, rayon, silk and wool. Plastic sheeting is now made in a variety of colours with printed design in large and small patterns, in thick and thin sheets to suit all purposes. Rayon fabrics may be lustrous or dull depending on their finishes. Many pure silk fabrics are not in use for furnishing fabrics as they are expensive. Nylon has many interesting varieties suitable for furnishings of different kinds.

The role of home furnishing materials are manifolded, state Faulkner et al (1960)<sup>7</sup>. Textiles come in such width and breadth that they can be readily used to any dimension. They can be cut down and sewn together with simple home equipment. Uniquely pliable and manipulatable they can be used frequently in quantity throughout the home and can provide easily cleanable

coverings. They look and feel softer than any other material and are of differently textured, richly patterned and brightly coloured. They link together furniture, people and architecture in a way unequalled by anything else.

Thus fabrics are important, say Deriux and Stevenson (1966)<sup>10</sup>. They may inspire the whole colour scheme, provide a large part of essential interest, variety, and also comfort. The warmth and softness which make any room homelike and welcoming can only be supplied by means of decorative textiles in appropriate colours, textures, and attractive designs.

### 3. Planning, Selecting and Purchasing of Furnishing Materials

According to Rutt (1948)<sup>11</sup> the main objectives in planning for furnishing of a house would be beauty, expressiveness and functionalism.

Richard Shoemaker (1958)<sup>1</sup> opines that a careful plan based on the family needs, tastes, finances and prospect as well as on climate and environment is essential. These criteria should be applied to every room whether large or small. Certain fundamental principles should be considered in such planning. They are suggestive rather than hard and fast rules. Unity and effect spiced with interests in colour, texture, design or pattern and light must be understood to be used effectively.

In planning for furnishing Gillies (1949)<sup>12</sup> is of the opinion that drawing a free hand plan of the room indicating all windows and doors, fire places, radiators and juts in the walls is advisable. Such a dimensional plan before actual selection will help to make all furnishing plans more quickly especially

when the purchase is for a newly built house.

Gross and Grandall (1954)<sup>13</sup> state that the most common planning device for the use of money is the budget. It represents the first step in the managerial process as applied to money and its success depends upon its being realistic and flexible plan for the group for which it is made.

Clothing item in budget includes all garments and other accessories for the family members and also furnishing fabrics and tailoring expenses. But it does not include cleaning and washing expenses (1963)<sup>4</sup>.

Rosalie (1940)<sup>14</sup> says that the smaller the amount of money spent the more the time and care must be taken in the original selection of the furnishing materials. Unfortunately many people feel that because a room is attractive, it is necessarily costly and consequently extravagant and that because it is comfortable and it is luxurious. Many lovely rooms have been costly in the matter of time spent on them because it takes time to search for attractive low cost items especially when the house is located at some distance from the market.

Hess (1966)<sup>15</sup> stresses that the three qualities demanded of fabrics are attractiveness, suitability and serviceability. In other words, the articles should meet the needs for which it is purchased. Ruth Morton (1959)<sup>16</sup> opines that fabrics accentuate the personality of a room in the same way as clothes accentuate the personality of the wearer and therefore fabrics must be selected to meet the same tastes as those used in selecting dress fabrics.

Furnishing fabrics should be so selected as to suit the purpose of the room for which it is intended and they should enhance the personality of the homemaker. If these requirements are fulfilled many of the mistakes could be avoided, and the fabrics in each room would be appropriate and individually beautiful.

While selecting material for furnishing, the consumer is always confused by contradictory statements in advertisements, by the constant arrival of new materials and new finishes.

The problem can be solved in three ways. One way is to attempt to keep informed about the new materials as they enter the market in order to know what materials are available for choice. Another is to buy the goods with guaranteed labels for care and to tell the purchaser what she is paying for. The third is to take an interest in and to participate actively in any movement that aims to help the consumers to make intelligent choices. Evans (1957)<sup>17</sup> states that newspapers or circulars issued by the individual stores are the first sources which one turn for information concerning what the stores have to offer. A critical reading is necessary to save both time and money.

The first thing usually a consumer looks at is the price tag, since it gives her some idea as to whether or not the article in question is within her price range and worth her time examining further. There are also labels that give the homemaker some indication about the characteristics of the fabric. The consumer is wise if she follows the direction about the washing and cleaning of the products, if they are given through labels. The

guarantee of colour fastness of a fabric is something much to be desired.

While selecting the furnishing material Davidson (1960)<sup>18</sup> is of the view that cheap fabrics are inadvisable and it is always better to select the best that can be afforded. Both man made and natural fibres are suitable for furnishing materials. The material should stand up well for washing and dry cleaning.

Home furnishing materials should be selected according to the type, size and functions of the room. The material selected should be suitable to the entire colour scheme of the room.

Dorothy et al (9) is of the opinion that arranging and choosing of furnishings is a wide varied subject requiring careful thought and planning.

Peterson (1946)<sup>2</sup> opines that a summer dress and a winter dress for the windows sound expensive but in the long run two sets in succession is very useful as a fabric which is rested periodically doubles its life span.

If privacy is the aim in curtaining the window, materials which are opaque from outside must be chosen. Sometimes both draperies and glass curtains can be used in a room where one wants to soften the glare of light and to enhance further the beauty of the window.

The next consideration is to decide whether plain or printed material is needed. While selecting the printed material it is always better to see whether the design is good and it also

suits the purpose of the room where it is going to be used. The right arrangement of the curtain whether it is hung straight, draped, tied back and the best length suitable is decided. The curtains may also be planned to change the apparent proportions of the room.

Trilling et al (1946)<sup>19</sup> consider colour as the first factor while selecting curtains. When coloured glass curtains are used the colour must be chosen carefully so that the light entering the room will transmit a pleasant light in the room.

Rutt (1948)<sup>11</sup> is of the opinion that the shopping of slip covers and the draperies at the same time is the wisest thing to do. A plain wall and the plain rug will allow either the upholstery or drapery fabric dominate if the upholstery is featured. A room with patterned rug or patterned wall paper necessitates plain upholstery fabric. Sometimes it is best that all chairs are similar in colour but in different textures.

Slip covers have become an important item in home furnishings. They no longer are limited to summer but are used sometimes with different sets for summer and winter. Slip covers are good for old furniture which may be ugly or worn out or inharmonious with the decorative scheme. The bed spreads should suit the character of the room and they should be functional in a small home (1948)<sup>11</sup>.

Craig and Rush (1952)<sup>20</sup> point out that many people prefer for table cloth any plastic, or cork place mats. Combination of cotton and linen produce a moderate priced cloth which may be more satisfactory than a poor quality linen cloth.

Kay Peter (1946)<sup>2</sup> points out that rugs are as old as civilization itself. They are Asiatic and Oriental in their origin and belonged first to the interiors that provided an escape from a merciless hot sun, when they are used to sit or lie on. Rugs with borders cut down the apparent size of the room, but they create an unifying line which ties the legs of every piece of furniture into a common relationship on the floor.

According to Goldstein et al (1966)<sup>21</sup> rugs and carpets should be chosen for appearance and economy. The fabrics used for rug are wool, linen, cotton, hemp, jute, glass and synthetic fabrics. The shape of the rug should harmonise with the shape of the room. It is desirable to have it large enough to appear to cover the floor space, adequately. A rug which serves as a good background for furnishings is quiet in effect, that is it is inconspicuous and appears to stay flat on the floor. The type of design should harmonise with the furnishings. These considerations call for a plain rug. If the rug is chosen for its background qualities quiet colours and not much contrast between the light and dark shades be selected.

#### A. Decorating the Different Areas

Gillies (1949)<sup>12</sup> says that there is no magic formula for learning how to live or how to decorate the home. Decorating or furnishing a house is not a matter of appearance as much as it is a problem in comfort and convenience. Comfort comes before any other foible of decoration.

Wingate (1965)<sup>22</sup> states that if a room is to be well furnished the first consideration is to decide what sort of an atmosphere is to be created - formal or informal. This decision depends particularly upon the use for which the room is intended.

According to Ruth Morton (1959)<sup>16</sup> fabrics are divided into three categories depending upon the qualities they exhibit. They are the feminine, masculine and impersonal fabrics. Feminine fabrics are so called because of their delicacy of design, colour, or weave and it is appreciated in a girl's room. A fabric which has one or two feminine qualities may be used in a master bed room. Masculine fabrics have a roughness or coarseness of weave, strength of fabric and a simplicity and boldness of pattern or weave. Impersonal fabrics are equally useful for both men's and women's rooms so far as fibre, weave, pattern and colour are concerned. They are especially useful in traditional living room and dining room because they are stronger than feminine fabrics and yet are not so strong as to overpower the fine carvings and delicate inlay of traditional furniture.

Goldstein and Goldstein (1961)<sup>21</sup> note down that a feminine quality will result from the selection of a little lighter type of furnishings and slightly smaller patterns in the drapery material and a little more grace in the lines of the furniture and other objects. The colour in a feminine room should be lighter and the texture finer. A guest room should be intermediate that is just between masculine and feminine so that either a woman or a man will feel at home in it. A transitional quality which may be achieved by selecting furnishings neither directly light

nor heavy pattern, neither very small nor very large and colour neither dainty nor heavy is desirable.

Referring to the colour scheme Dorothy et al<sup>11</sup> feel that the aspect of a home largely determines what sort of colour schemes can be safely adapted when redecorating or furnishing its various rooms. Homes which are placed with a south aspect are likely to have a good deal of sun shine at the front throughout the day while back of the home is rather sunless until late in the afternoon when only the western corner is in direct sun shine. Therefore while the room at front of a house which is so placed need cool, subdued colour schemes, those at the back require brighter, warmer tones. Colour schemes need to be planned in relation to the backgrounds and surrounding too.

In using colours the quantities should be kept in mind (1963)<sup>4</sup> while a small area of any bright colour may be attractive, all the four walls of a room painted with the same bright colour may be a strain on the eyes and cause emotional unrest.

Some colours are more appropriate than others for certain rooms in a house. A bedroom for instance is a place of rest and quietness, hence a colour that produces a peaceful atmosphere such as blue or blue green should be chosen. The dining room should have a cool and restful colour. Since a kitchen may be spoiled by smoke, buff, blue, grey or smoke green should be used. Bathrooms should have clear and stimulating colours such as ivory or cream, so that the bather may have a clean and refreshed feeling. It is a good idea to repeat one colour from a room in the colour scheme of the adjoining room. This produces a feeling

of continuity as one moves about a house.

The editors of *Better Homes and Gardens* (1960)<sup>23</sup> state that an easy colour scheme to carry out is to combine colours next to each other in the colour wheel choosing one colour for major areas and adjusting it with enough strength is advisable. Even the most appealing colour scheme is handicapped if colours are not effectively distributed in a room. In placing colours to achieve balance, walls, floors, large furniture and decorative accents should be taken into consideration.

Rathbone and Tarpley (1959)<sup>24</sup> opine that one of the ways by which to improve the appearance of a room is by introducing more colour into the room through the use of pottery, pictures, upholstery and draperies at a small cost instead of replacing the furniture.

Deriux and Stevenson (1956)<sup>10</sup> bring about modern decorating as a term which includes aspects of present day practice which depart widely from traditional and continuing in effort to adopt furniture to backgrounds in form and function to the changing moods of the functions. It is stream lined for comfort and beauty to modern manner.

##### 5. Stitching

Odhams (25) states that in every home there is needle work to be done which does not come under the heading dress making, embroidery or the other recreational crafts and that is the household needlecraft which covers the essential if perhaps the dull jobs which have to be done in every wall.

organised home. As such it includes making of covers to protect chairs, window curtains, rugs for the floors, and all odd repairs that are for ever needing attention. The appearance of a room can be completely changed by the use of loose covers for the chairs, a change of cushion covers and different curtains. All these things can be made easily and quickly with less expenditure by the housewife.

Nickall and Dorsey (1960)<sup>26</sup> feel that the sewing at home depends upon the capabilities and interests of the homemaker and in the time they can use for this activity and also in the availability of space and equipment. If enough money can be saved through home sewing to keep in meeting other needs or desires it usually can be the motivation, probably will not be a problem.

Thompson (1949)<sup>27</sup> says that a considerable money can be saved or made available for other purposes when the homemaker is able to make some clothing. Dr. Devadas (1959)<sup>28</sup> opines that making durable clothes at home is a means of stretching the rupees available for clothing. If the housewife does the family sewing the expenditure can be reduced to one half of the original cost, or the family can have tried as much for the same cost.

A considerable amount of sewing can be done by hand stitching (1959)<sup>28</sup> but a good sewing machine makes sewing easier, quicker, more durable, and attractive if carefully selected, properly used and well cared for.

According to Odhams (25) many household articles wear out and need replacing from time to time. This may be done quite often at home with a little skill and patience and a mini-

num amount of equipment and common sense; in fact much enjoyment may be had by remaking attractive articles from these already worn out in past or those where the fabric needs replacement.

If curtains, sheets, blankets become old they can be utilised for various smaller articles. In case of curtains, parts of the materials may fade although the texture still remain strong. These curtains may be dyed in piece and can be used as cushion covers, table mats, tray clothes, or divan covers. A thick quilt can be made with an old blanket by padding and covering it with a curtain material and stitching the two together. Teacosy, hot plate mats, small cot blankets, hot water bottle covers, shopping bags with a washable plastic lining, can be made from old rugs and blankets. Rugs and carpets often wear out in certain places leaving the rest of the pile perfectly in good condition. These worn parts may be repaired by hand, small pieces of good pile are rejoined to make a large rug.

#### 6. Care of furnishing fabrics

Care of a garment includes the way it is used, the repair given to it and the cleaning and storage provided for it during its use. (1960)<sup>26</sup>

Justin and Rust (1953)<sup>29</sup> state that home furnishings have much to do with making the home a home. By their very nature they require almost constant care if the house is to look at its best. The plan for the care of the home should make ample provision for the care of its furnishings. For each a suitable method is chosen and followed by all family members. Much unnecessary cleaning and work can be avoided by proper daily cleaning.

Because of the heavy initial cost of the household linen it is essential to keep it in perfect condition as long as possible. This can be done by careful maintenance, mending, laundering and careful usage.

According to Kaye (1955)<sup>30</sup> marking is necessary for the proper care of fabrics and this can be done either by marking ink or woven names bought in shops, in various colours. The great disadvantage of the latter is the ease with which the name types can be removed. Embroidery is the most beautiful method and great variations and ingenuity can be had in arranging and carrying out the work. If time and skill do not permit hand embroidery, it is possible to have it done by machine.

Mending, say Dorothy et al<sup>9</sup> is one of oldest arts and completion of a neat patch or perfect darn never fails to give the worker a feeling of satisfaction. Mending falls into two categories - darning and patching. Darning is done either to strengthen the weak places or to weave new threads into and amongst the old ones where holes and tears have been occurred. Patching is the most satisfactory method of mending large holes whether they are worn or torn.

Stains may be removed by applying an absorbent dissolved in a common solvent like water, petrol or turpentine or by bleaching with lemon juice, sour milk, or hydrogen peroxide depending upon the nature of the stains (1965)<sup>4</sup>.

Discussing about the care of upholstery fabrics and rugs Rathbone and Tarpley (1959)<sup>24</sup> say that probably the most important item is the removal of dust. When dust is allowed to stay, the articles become discoloured and weakened more

quickly. Carpets and rugs must be cleaned at least once a week with a Vacuum cleaner or by a brisk brush.

Curtains and draperies frequently need to be taken down and aired and the loose dirt removed, by hanging them over the clothes line and brushing them with a brisk broom. In homes having a vacuum cleaner with special attachment the curtain can be cleaned without taking them from the rods. Draperies and curtains which cannot be washed safely can be dry cleaned. Curtains and draperies are washed by soap suds until clean. Rinsing, starching and pressing is advisable. Some white fabrics of cotton and linen may be boiled after washing and rinsing to keep them white. Bleaching also can be done to make them whiter. Coloured clothes are dried in-door to preserve the colours and the pieces may be starched if desired.

Justin and Rust (1953)<sup>29</sup> state that beds need daily, weekly and occasional care. They should be made early in the morning if possible. Pillows are shaken and pressed into form. The used bed linen should be laundered each week. The spreads, blankets and other covering are cleaned as often as they indicate the need.

As viewed by Florance M. Reiff (1966)<sup>30</sup> pressing and ironing hints include in general synthetics need the lowest temperature, silk low, wool medium, cotton high and linen the highest.

Kaye (1955)<sup>31</sup> states that the new fabrics should be wrapped in paper and placed in a cool and dry chest cupboard or draw. It is not advisable to store starched goods for a long period. Taking out at intervals and refolding them is necessary to prevent wear at the creases.

Top shelves are for large and heavy ones like blankets. Each kind of article should be in a separate pile as single bed sheets, pillow cases, Shelves should be lined with white paper and the door with a lock and key. Keeping a written list of inventory of tags with additional information regarding cost, date and place of purchase is extremely useful.

The storage shelves should be properly cleaned at intervals, the contents removed, aired and sunned. The shelves should be sprayed with suitable insecticides. They should be free from moths and other household pests. A soiled linen box made out of wood with perforated sides is useful for soiled linen.

According to Trilling Nicholas (1953)<sup>32</sup> the place in which one lives is a matter of circumstance. It may be a six room house, twenty-room mansion or a two room apartment. Wherever the home may be located the housewife naturally wishes her home to be lovely and livable as she can make it. There is something instinctive within each of us that craves for beauty in our own lives and most of all within our homes. Indeed one of the homemaker's most interesting duties is to become a creative artist. It is she who selects the furniture and draperies and arranges the room, chooses harmonious colours and creates beautiful home like effect. All these can not be accomplished in a moment. It takes time to become an artist.

### III. EXPERIMENTAL PROCEDURE

The appearance of home should be worthy of its high purpose to provide a place for the promotion of spiritual, intellectual and physical growth of the family as well as to furnish a shelter. Home furnishing fabrics along with furniture and other accessories play a great role in creating an atmosphere in the home. In this study the investigator made an attempt to find out the preference of selected urban home makers for furnishing material and the experimental procedure was followed in the order below:

1. Conducting a market survey
2. Framing the questionnaire
3. Selection of the method
4. Pretesting
5. Reframing the questionnaire
6. Selection of the sample
7. Actual survey
8. Consolidation of the data collected.

#### I. Conducting a Market Survey

As an initial step, the investigator conducted a market survey in Coimbatore city to study the different brands and varieties of furnishing materials available. The area selected for this survey included R.S. Puram, Gandhipuram, Town Hall and Raja Street. This study was helpful later in the framing of questionnaire.

## 2. Framing the Questionnaire

The questionnaire was framed to collect the necessary informations from the homemakers. It consisted of questions connected with family background, colour, design, texture and brand preferences of the homemaker, maintenance, stitching, care and storage of furnishing materials. The questionnaire consisted of simple words and phrases that would be easier for the informant to answer.

## 3. Selection of the Method

The method chosen by the investigator to perform the study was the questionnaire method as it has several advantages. The questionnaire is a form prepared and distributed to secure response to certain questions. Jahoda et al (1957)<sup>33</sup> opine that the questionnaire is impersonal in nature consisting of standardised wordings and instructions for recording the response of the informant, ensuring uniformity from one measurement situation to another.

## 4. Pretesting

A preliminary study was carried out in order to test the efficiency, reliability and clarity of the questions in the questionnaire. Twenty houses from Gandhipuram, Ram Nagar and Pappanaicken Palayam were selected for this study and the questionnaires were filled in by the investigator as answers to the questions by interviewing the housewives. The pre-testing provided a means of catching and solving unforeseen problems in the questionnaire.

## 5. Reframing the Questionnaire

The questionnaire was finalised with necessary alterations after pretesting and a sample questionnaire is given in Appendix I.

## 6. Selection of the Sample

The investigator visited some of the areas in person and selected 200 houses for this study. The only criteria taken into account was that all the selected houses were making use of the necessary furnishing items in the form of furnishing fabrics. The families were of different income levels and different family backgrounds.

## 7. Actual Survey

The information regarding the preference of furnishing fabrics was collected by interviewing the informant, as interview is the major instrument for the enumeration of social and economical standards of living.

As viewed by Burchinol et al (1957)<sup>34</sup> interview method has several advantages. The interview method yields a high percentage of co-operation in as much as most people when reasonably approached, are willing to co-operate. It can be made to yield an almost perfect sample which alleviates the concern that investigator have often obtaining 40 or perhaps 60 percent return on a mail questionnaire.

Another advantage is that information obtained by means of this method is more likely to be correct than is information obtained by means of other techniques because interview can

clarify seemingly inconsistent responses. Inaccurate answers or attempts to mislead the interviewer can be identified and rectified.

Two hundred houses were selected for the study and the investigator visited the houses in person to collect the necessary information. The area for this study included:

1. Ram Nagar
2. Gandhipuram
3. Rathna Sabhabathipuram
4. S.R.P. Colony
5. Tatabad
6. Pappanaicken Palayam
7. Puliakulam
8. Race Course
9. Avinashi Road
10. Red Fields
11. Saibaba Colony
12. North Coimbatore
13. Oppanakkara Street.

Report was established first by the investigator by defining problem, purpose of the survey and the purpose of the study and the homemakers were requested to elicit the necessary information in the form of answers to the questions asked by the investigator. The answers were filled in by the investigator as the homemakers answer the questions.

#### 8. Analysis of the Data

The results of the survey was consolidated and the data is presented in the results and discussions.

#### IV. RESULTS AND DISCUSSIONS

The aim of the study was to find out the preferences of selected urban homemakers for home furnishing materials and the results are presented and discussed under the following headings:

1. Educational status of the homemakers
2. Income pattern of the family
3. Clothing and furnishing expenditure of the family
4. Objectives in furnishing the home
5. Selection of furnishing fabrics
6. Stitching aspects
7. Care of furnishing fabrics
8. Satisfaction derived and problems faced by the homemakers.

##### 1. Educational Status of the Homemakers

Out of the 200 families surveyed 102 homemakers had their education upto the high school level, 45 candidates upto the college level, and 31 members upto the middle school level. Fifteen of them had studied upto the elementary school level and only seven of them were found to be illiterate. One hundred and eighty eight persons of the surveyed sample were just homemakers, while the remaining twelve persons were both homemakers as well as career women.

##### 2. Income pattern of the Family

The surveyed sample included households with different incomes levels ranging from Rupees 500 to Rs. 5,000 monthly.

TABLE I  
INCOME RANGE OF THE FAMILIES

S.No.	Monthly income (in rupees)	Number of families	Percentage
1.	500 - 1000	89	44.5
2.	1000 - 1500	49	24.5
3.	1500 - 2000	29	14.5
4.	2000 - 2500	14	7
5.	2500 - 3000	7	3.5
6.	3000 - 3500	-	-
7.	3500 - 4000	2	1
8.	4500 - 5000	6	3
9.	5000 and above	4	2

From Table I, it is evident that out of the total, 89 families, forming a majority of the sample came under the level of monthly income ranging from Rs.500 - 1000, 49 families had an income ranging from Rs.1000 - 1500 per month and 29 families were found to be belonging to the monthly income group ranging from Rs.1500 - 2000.

a) Budget System:

The investigator found out the types of budget systems followed by the homemakers of different educational levels and the findings are presented through Table II. Out of the total families interviewed 65 followed the budget system where as 35 did not follow any budget system.

TABLE II  
 TYPE OF BUDGET FOLLOWED BY HOMEMAKERS OF  
 DIFFERENT EDUCATIONAL LEVEL

S.No.	Educational level of the homemakers	Type of budget followed and number of families			
		Oral	Mental	Written	No budget system
1.	Illiterate	1	1	1	4
2.	Elementary school	2	2	1	10
3.	Middle School	8	7	6	10
4.	High School	22	16	31	33
5.	College	7	9	16	13

It is evident from Table II that 16 of the homemakers who had studied upto college level maintained written budgets. Among the homemakers who were educated upto the high school level, thirty three did not follow any budget system, whereas 31 of them followed a written budget. Most of the illiterate, four out of ten did not follow any budget system.

### 3. Clothing and Furnishing Expenditure of the Family

The investigator made an attempt to find out the percentage of money spent on clothing out of the total income and the findings are given in Table III.

**TABLE III**  
**PERCENTAGE OF MONEY SPENT ON CLOTHING**

S.No.	Percentage of total income allotted for clothing	Number of families spending	Percentage of families spending
1.	1 - 5	17	8.5
2.	6 - 10	101	50.5
3.	11 - 15	69	34.5
4.	16 - 20	13	6.5
5.	21 - 25	-	-
6.	Above 25	-	-

It is clear from Table III that out of the total, 101 families ~~ten~~ spent six to ten percent of their monthly income on clothing, whereas 69 and 17 families spent 11 - 15 per cent and 1 - 5 per cent of their monthly income on clothing respectively.

Table IV gives a picture of how much money is allotted for purchasing the furnishing fabrics out of the money available for the clothing expenditure.

TABLE IV  
PERCENTAGE OF MONEY SPENT ON FURNISHING MATERIALS

S.No.	Percentage of money allotted for furnishing materials	No. of families spending	Percentage of families spending
1.	1 - 5	48	24
2.	6 - 10	101	50.5
3.	11 - 15	22	11
4.	16 - 20	15	7.5
5.	21 - 25	7	3.5
6.	Above 25	7	3.5

There was a vast difference in the amount of money spent on furnishing materials by different families. Out of the two hundred families surveyed, 101 families spent 6 - 10 per cent of their clothing allotment on furnishing materials. Forty eight families spent 1 - 5 per cent, and seven families spent above 25 per cent of their clothing allotment on furnishing fabrics.

#### 4. Objectives in Furnishing the Homes

Among the total number of houses surveyed, 127 houses were found to be own houses where as the rest of the 73 houses were rented houses.

Regarding the extent of furnishing materials used, it was found out that 65 houses were completely furnished with all the items of furnishing materials, 74 houses were found to be furnished partially still needing a few more items of furnishing to reach the fully furnished state while the other 61 houses were found to be furnished to

some extent needing some more items of furnishing materials to become completely furnished.

For the question on the objectives of furnishing, 152 homemakers have answered that they had furnished their houses for decoration, 144 for privacy, 118 out of personal interest, 65 for personal satisfaction, 44 for dignity, 36 to protect from dust and ten to protect from glare. (Figure.1). From the given data it can be determined that most of the homemakers had furnished their houses mainly with the three objectives namely decoration, personal interest and privacy.

a. Areas Furnished

The types of furnishing fabrics used in different areas of the houses by the homemakers are discussed in Table V. Some of the houses contained all items of furnishings in all the rooms but many had only the necessary items in the frequently used areas., like the living room and bed room. Table V gives an idea of the different areas furnished with the different items of furnishing materials.

# OBJECTIVES OF HOMEMAKERS FOR FURNISHING THEIR HOMES.

Scale 1cm = 10percent.

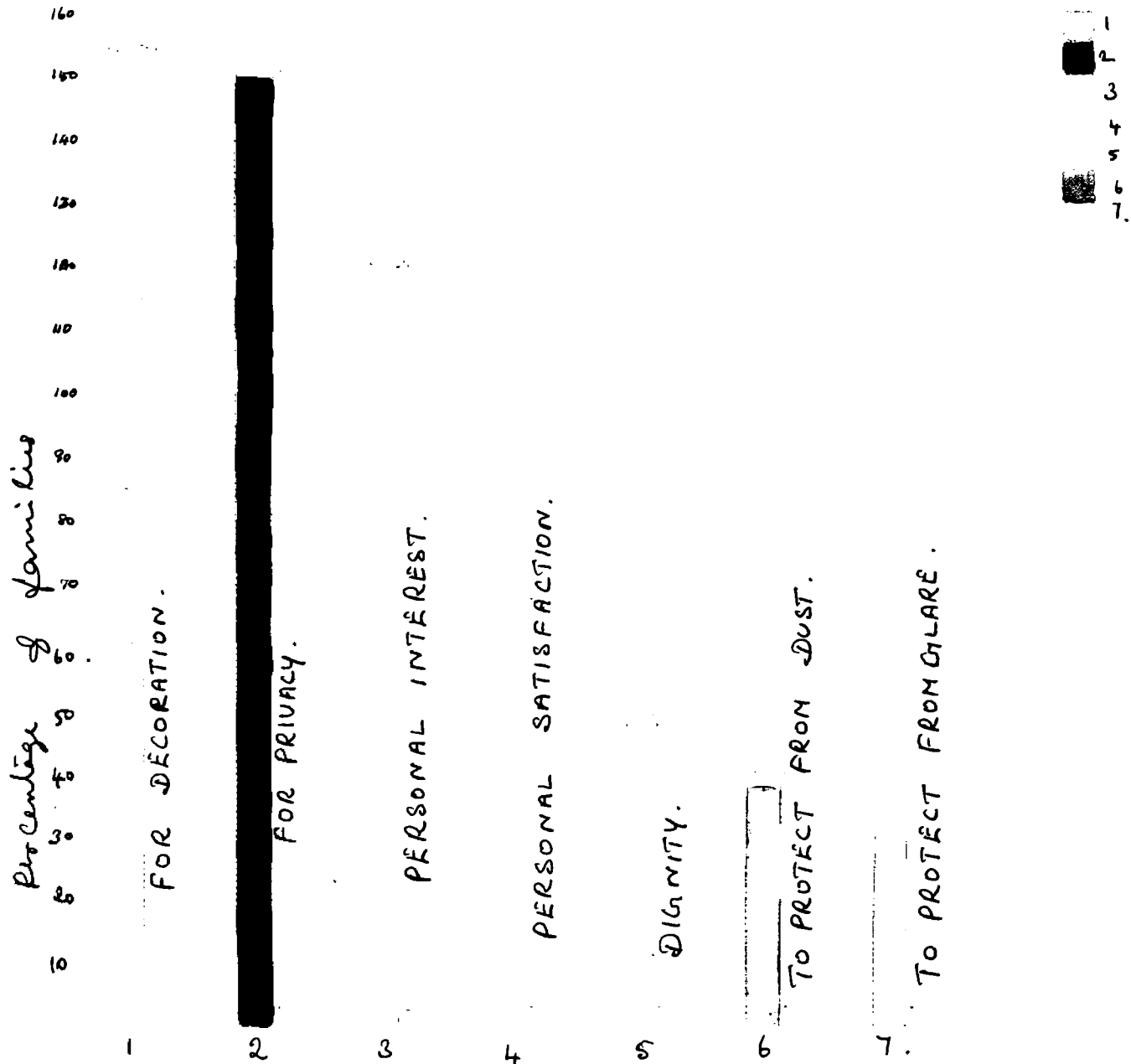


FIGURE 1

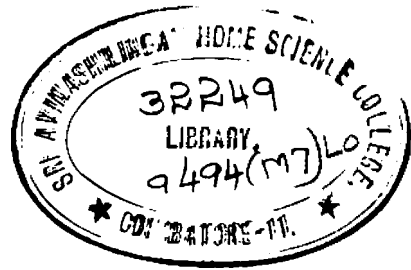


TABLE V

AREAS FURNISHED AND ITEMS OF FURNISHINGS USED

S.No.	Items used	Living room	Bed room	Study room	Dining room	Kitchen	Guest room
1.	Curtains	194	97	65	71	22	65
2.	Draperies	162	72	35	38	15	46
3.	Bed spreads	-	200	-	-	-	19
4.	Bed covers	-	200	-	-	-	19
5.	Pillow covers	-	200	-	-	-	19
6.	Cushion covers	74	74	21	9	3	26
7.	Table clothes	127	30	52	52	7	17
8.	Rugs and carpets	62	28	4	4	-	9

It is clear from Table V that the living room was furnished with a maximum number of furnishing items, next came bed room and third the guest room. Rugs and carpets were the least items used by the homemakers. In some of the houses rexin covers of cushions have replaced the use of separate cushion covers and Sunmica, Formica, Decolun and glass tops proved that the tables do not need a separate table cloth.

5. Selection of Furnishing Fabrics

a) Who selects the furnishing materials

Shopping for furnishing fabrics was done by different people in different households.

Husband and wife did the shopping in 81 houses among the total number surveyed. Homemakers alone did in 73 houses, both housewife and daughters combined and did shopping in 21 houses. The daughters alone

did in 12 houses while the sons in three of the houses and housewife and daughter-in-law both together in three houses. In the remaining seven houses the housewife did the shopping along with friends, sons and daughters as the case may be.

b. Frequency of Shopping

In 86 households the shopping was done only when the need arose. Fifty six of the households bought once in a year, 46 households once in two or three years and six households once in three to five years. Bed spreads, bed covers and pillow covers were the items bought at a regular period of interval whereas the other items were bought whenever necessary.

c. Factors Influencing the Selection of Furnishing Materials

Price, durability, texture, colour and design were some of the factors which influenced the homemakers in the selection of the furnishing materials. Table VI shows the extent to which these factors influenced the different families in the selection of furnishing materials.

**TABLE VI**  
**FACTORS INFLUENCING THE SELECTION OF FURNISHING**  
**MATERIALS.**

S.NO.	Factors influencing selection	I preference No. of houses	II preference No. of houses	III preference No. of houses
1.	Price	25	17	81
2.	Durability	60	67	31
3.	Texture	32	49	27
4.	Colour	64	74	15
5.	Design	54	53	20
6.	Label information	1	7	7
7.	Suitability to the room or furniture	37	15	7
8.	Brand name	1	2	3

Out of the total, 64 gave colour as the first factor influencing the purchasing of furnishing fabrics. Durability was given as the second factor influencing the buying by 60 homemakers and design as the third factor by 54 homemakers.

Colour was given by 74 of the homemakers as the second preference and price by 81 of them as the third preference.

Table VII and Figure 2 show an account of the colours preferred by the homemakers for various items.

TABLE VII

COLOUR PREFERENCES FOR DIFFERENT ITEMS OF FURNISHING FABRICS

S.No	Colour	Preference	Curtain- draper- ies	Bed Spread covers	Bed cover and pillow covers	Cushion Covers	Table Clothes	Rugs & Carpets
1.	All light colours	No I	23	32	27	20	23	No 4
2.	All medium	II	13	5	20	11	4	4
3.	All Dark	I	26	14	11	22	27	7
4.	Green	II	19	14	11	7	7	7
5.	Blue	I	13	9	12	17	9	52
6.	Pink	II	6	7	9	11	7	-
7.	Brown	I	42	38	36	31	40	33
8.	Off white	II	40	30	32	26	31	23
9.	Red	I	27	26	22	24	26	22
10.	Purple	II	34	38	29	31	30	31
11.	Gray	I	26	15	18	22	21	7
12.	White	II	16	12	14	9	11	1
13.	Yellow	I	19	11	11	4	5	15
14.	Cream	II	6	4	1	1	4	5
15.	Orange	I	10	10	12	9	10	6
		II	8	8	8	7	5	2
		I	7	5	6	4	3	18
		II	7	6	6	7	10	6
		I	2	3	5	3	3	1
		II	5	5	5	3	3	2
		I	2	4	4	4	3	-
		II	4	4	6	5	8	-
		I	1	17	20	1	7	-
		II	9	6	6	11	8	1
		I	6	7	9	4	5	1
		II	2	2	3	4	7	-
		I	1	1	1	1	7	-
		II	-	-	1	1	1	1
		I	-	-	-	-	-	-
		II	-	-	-	-	-	-

COLOUR PREFERENCES OF HOMEMAKERS FOR HOME FURNISHING MATERIALS

Scale 1 cm = 5 per cent

Green  
 Blue  
 Light colours  
 Medium colours  
 Dark colours

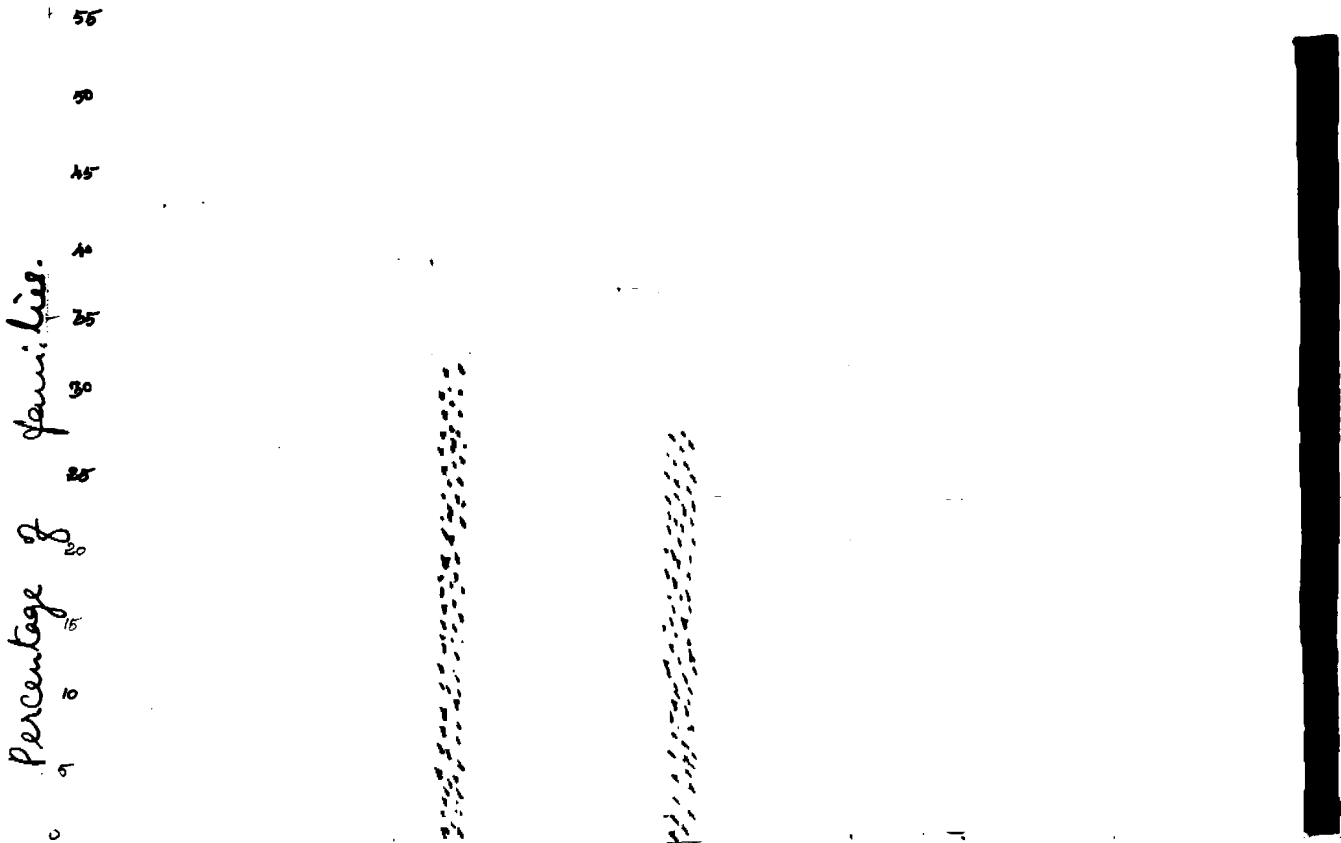
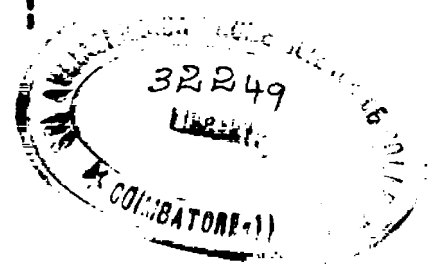


FIGURE-2.

TABLE VIII

REASONS GIVEN BY HOMEMAKERS FOR SELECTING PARTICULAR COLOURS.

S.No.	Items	Reasons									
		Personal liking	Adds Beauty	Suits Function	Easy to launder	Cool effect	Neat appearance	Suit colour	to add bright ness	to add bright ness	Hides dirt
1.	Curtains and draperies	163	150	11	33	7	1	6	1	1	
2.	Bed spreads	165	143	7	50	-	1	5	-	-	
3.	Bed covers and Pillow covers	156	145	8	57	9	11	5	-	3	
4.	Cushion Covers	164	148	11	50	3	-	-	-	-	
5.	Table Clothes	162	143	14	55	1	1	1	-	-	
6.	Rugs and Carpets	150	132	16	65	2	-	3	-	2	



It is evident from the Table that green colour was preferred by a majority of the homemakers for almost all the furnishing items except for rugs and carpets for which any dark colour was preferred.

For the second preference 80 of the homemakers gave green for curtains and draperies, 38 and 30 of them gave blue and all light colours for bed spreads, 32 gave green for bed cover and pillow covers, 62 of them gave pink for cushion covers, 31 gave green for table cloth and 31 gave blue for rugs and carpets.

The investigator noted down the reasons given by the homemakers for selecting particular colours and the findings are given in Table VIII.

Most of the homemakers said that they liked the particular colour because they had a personal liking for that colour, and because it added beauty in their homes. Another main reason given by them was that the particular colour facilitated laundering.

Very few members gave the reason that the colours like pink looked dignified, blue and green seemed to be cool and fresh, and colours like white gave neat appearance.

The textures preferred by the homemakers for various furnishing items differed and the results are tabulated and given in Table IX.

**TABLE IX**  
**TEXTURE PREFERENCES**

Item	Rough	Glossy	Smooth	Crisp	Grainy
	No	No	No	No	No
Curtains and draperies	122	18	74	72	56
Bed spread	13	4	188	2	20
Bed cover and pillow cover	10	3	194	22	77
Cushion cover	10	9	161	10	5
Table cloth	13	9	150	20	10
Rugs and carpets	154	1	36	2	4

It is clear from the Table that for most of the items of furnishings, a majority of the sample preferred a smooth texture. 122 homemakers preferred a rough texture and 72 a crisp texture for curtains and draperies. One hundred and fifty four members said that they preferred a rough texture for rugs and carpets. (Figure.3)

Table X gives the different reasons as given by the homemakers for their preferences of particular textures.

# TEXTURE PREFERENCES OF HOMEMAKERS FOR

Scale 1 cm = 20 percent

## HOME FURNISHING MATERIALS

- Smooth
- Crisp
- Soft
- Heavy
- Puffy

Percentage of preference

60

20

00



FIGURE 3

TABLE X  
REASONS GIVEN BY HOME MAKERS FOR TEXTURE  
PREFERENCE

S.No	Items	Personal liking	adds Beauty	Suits Function	Easy to launder	Comfortable
1.	Curtains and Draperies	117	129	132	38	18
2.	Bed spreads	124	127	131	43	18
3.	Bed covers and Pillow covers	123	128	119	44	4
4.	Cushion covers	113	133	132	38	4
5.	Table clothes	108	122	127	43	3
6.	Rugs and carpets	87	107	141	36	-

It is evident from the Table that most of the home-makers have given that the texture chosen by them suits the function. Personal liking and beauty stood next in the order of priority for selecting the particular texture.

Table XI and Figure 4 give the home makers preferences for plain and featured materials for the different items of furnishings.

TABLE XI

DESIGNS PREFERRED BY HOME MAKERS

Design Preferences

Items	Design Preferences																		
	Plain	Floral	Abstract	Bold	Delicate	Vertical	Horizontal	Small checks	Medium checks	Big checks	Woven design	Double sided design	Embroidery	Crochet	Painting	Applique	Patting	Thread drawing	
Curtains																			
draperies	57	77	49	49	32	21	10	11	12	5	13	34	14	5	2	1	-	-	-
Bed spreads	66	20	5	15	34	24	29	21	51	14	17	34	14	5	2	1	-	-	-
Bed Covers	177	5	5	4	20	6	25	11	22	6	7	16	29	-	-	-	-	-	-
Pillow covers	151	9	1	16	29	2	15	24	11	5	12	-	27	-	-	-	-	-	-
Cushion covers	54	29	10	7	11	1	2	19	-	-	4	4	54	4	-	-	-	-	-
Table clothes	47	13	2	-	9	3	3	8	11	1	3	5	87	12	2	1	-	-	-
Rugs and carpets	53	55	19	14	24	1	-	-	2	4	11	8	88	16	-	-	-	-	-

# DESIGN PREFERENCES OF HOMEMAKERS FOR HOME FURNISHING MATERIALS

Scale 1 cm = 10 percent

- CURTAINS AND DRAPERIES
- BED SPREADS
- BED COVERS
- PILLOW COVERS
- CUSHION COVERS
- TABLE CLOTHES
- RUGS AND CARPETS

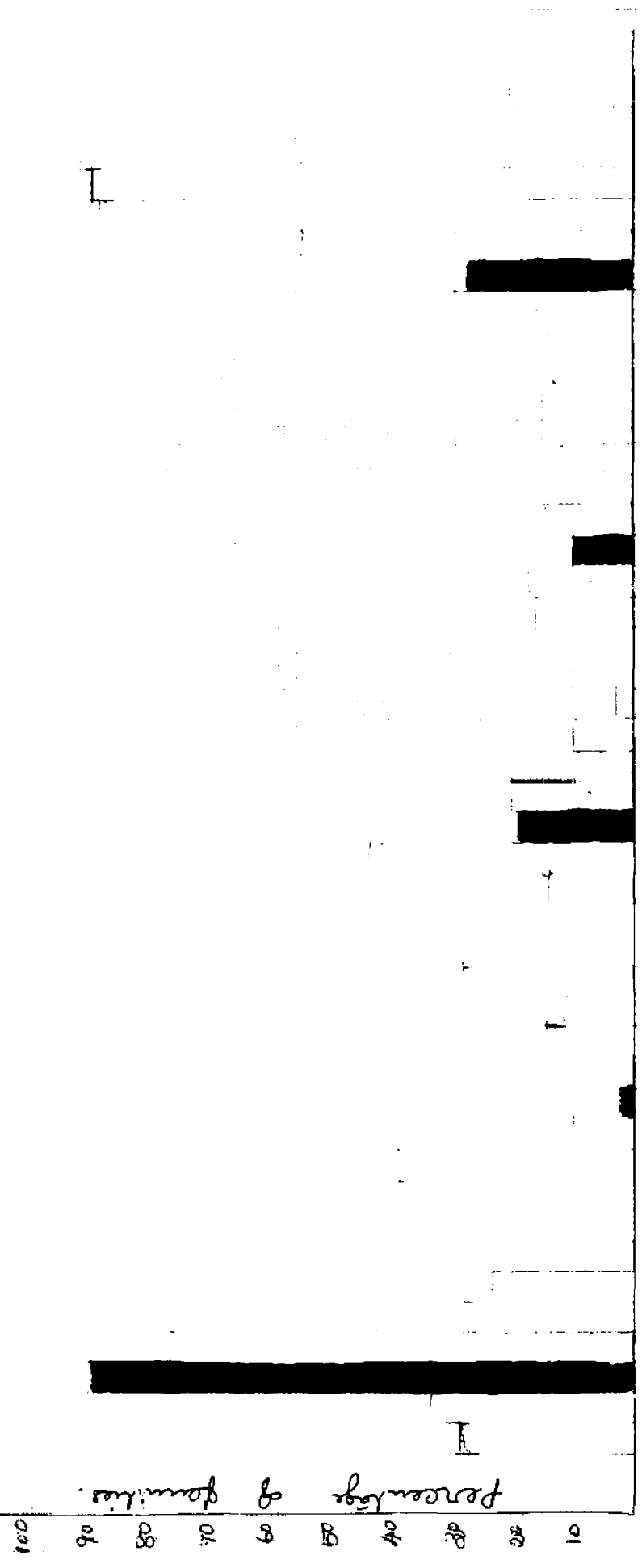


FIGURE-4-

It is evident that among the total, 77 of the home-makers preferred floral designs for curtains and draperies. For bed spreads 66 of them liked plain fabrics without any design, and among the designs, delicate design was preferred by 34 home-makers. Plain materials were preferred by 177 and 151 members for bed covers and pillow covers and ~~pillow covers~~. Cushion covers and table clothes with embroidery suited the tastes of 87 and 88 home-makers. For rugs and carpets floral designs were preferred by 55 home-makers.

The reasons given by the home makers for selecting particular designs for the furnishing items are given in Table XI.

TABLE XII

## REASONS GIVEN BY HOMEMAKERS FOR THE PREFERENCE OF PARTICULAR DESIGN

S. No	Items	Personal liking	Adds beauty	Suits function	Easy to De-launder	Design	others
1.	Curtain and draperies	No 166	No 163	No 95	No 9	No 21	No 1
2.	Bed spreads	163	149	96	17	15	2
3.	Bed covers	165	144	89	19	14	-
4.	Pillow covers	162	146	92	14	12	-
5.	Cushion covers	155	155	93	13	16	-
6.	Table clothes	152	151	92	9	20	2
7.	Rugs and carpets	150	143	93	8	26	-

Among the reasons given by the home-makers for selecting the particular designs, personal liking stood first in the order of priority, the design adds beauty was the second reason, and suitability to the function was the third reason,

as given in XII.

There are a number of brands available in Coimbatore city and the home-makers have given the particular brands for which they go in, and the brands preferred by them along with the reasons for their preferences are brought out by Table-XIII and Figure 4.

TABLE XIII.

BRAND PREFERENCES AS GIVEN BY THE HOME-MAKERS.

S.No.	Brand	No. of home makers	Varie-ty in design	Varie-ty in colour	Dura-bility	popu-lar-ity	Others
1.	Bombay dyeing	131	114	99	71	29	28
2.	Handloom	107	36	40	90	30	10
3.	Binny	92	32	32	74	35	1
4.	Delhi Cloth Mills	39	20	26	25	14	3
5.	Mafatlal	16	9	8	9	6	-
6.	Khadi	10	4	6	10	3	-
7.	Gualiar	3	3	3	2	1	-
8.	Lakshmi Mills	3	3	3	2	-	-
9.	Tata Textiles	2	1	2	2	-	1

# BRAND PREFERENCES OF HOMEMAKERS FOR

## HOME FURNISHING MATERIALS

Scale 1 cm = 5 percent

- BOMBAY DYEING
- HAND LOOM
- BINNY
- D.K.M.
- MAFATLAL
- KHADI
- GUALIAR
- LAKHMI MILLS
- TATA TEXTILES.

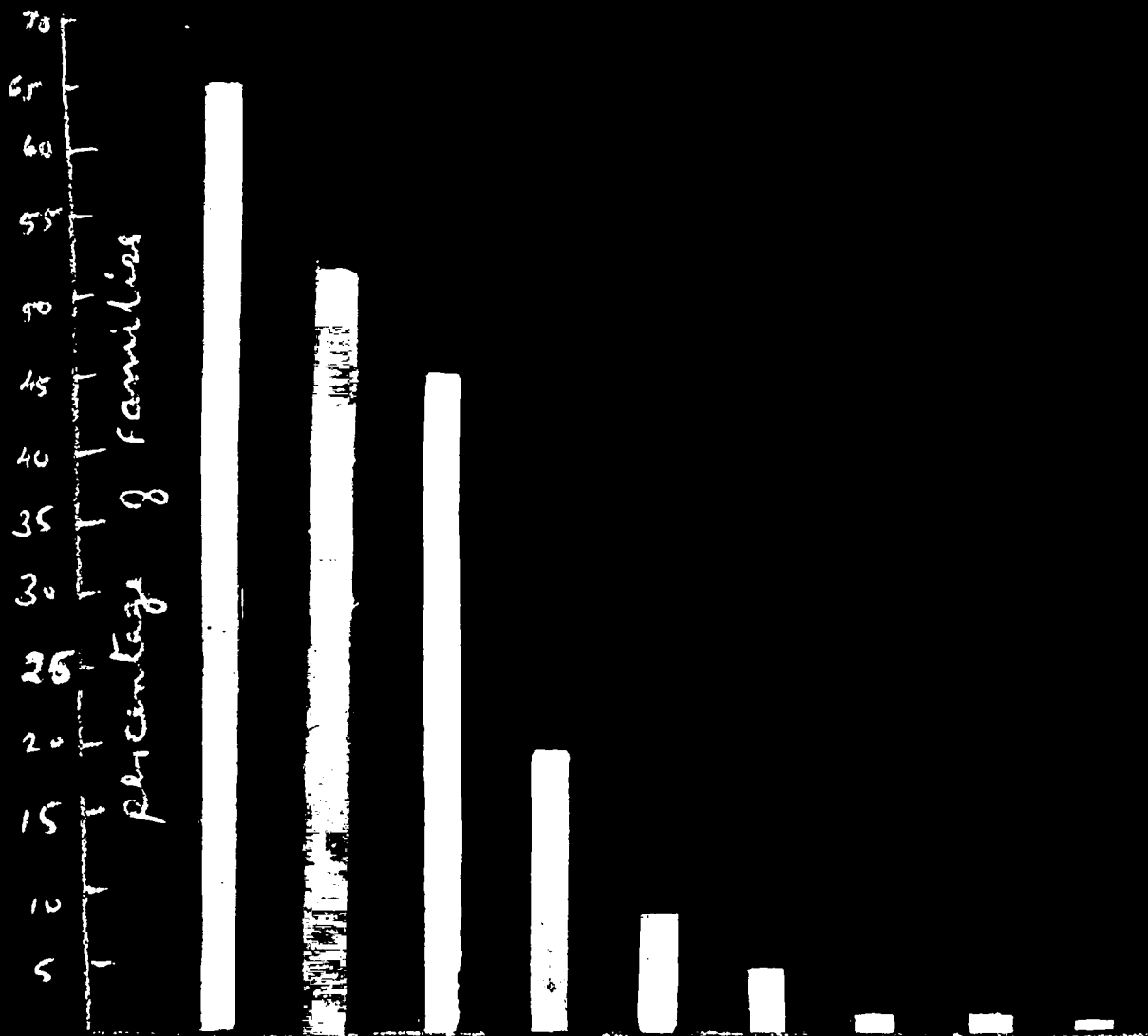


FIGURE 5

As shown by Table XIII Bombay Dyeing was appreciated and used by 131 homemakers among the 200 households surveyed. The main reasons given by 114 and 90 families were that Bombay Dyeing furnishings gave a variety in design and colour respectively. Durability was given as the third and popularity as the fourth factor for going in for Bombay Dyeing goods. The other reasons included availability in sets, colour fastness, attractive and delicate designs, in good length and breadth, reduction in sales, soft and comfortable textures and according to the tastes of the family members.

Handloom was preferred by 107 homemakers and durability was the reason given by 90 of the homemakers for their preferences. Forty members gave variety in colour, 30 popularity for choosing handloom furnishings. The other reasons given by them for their preferences for handloom included dark colours, simple designs, suiting the tastes of the family members, the percentage of rebate given to the consumers, and above all availability in wide variety specially at Coimbatore.

From Table XII it is quite evident that Binny stood third in the order of preference and it was selected for furnishings by 92 homemakers. Seventy four and thirty five homemakers gave the reasons as durability and popularity, for selecting furnishings. Thirty two homemakers said that they choose

Binny for its variety in colour and designs. Other reasons included that Binny was available with good standard.

Delhi cloth Mills furnishings were preferred by 39 homemakers and variety in colour and durability were the important reasons given for preference by 26 and 25 respectively. Twenty and fourteen of them said that variety in design and popularity were the reasons for the choice. Other reasons given by them included delicate designs and cool colours.

Mafatlal furnishing fabrics were preferred by 16 homemakers and durability was the reason given by nine of them, variety in design by nine, variety in colour by eight and popularity by six of the homemakers.

Khadi was preferred by ten homemakers and all the ten have mentioned durability as the reason for their preference, six gave variety in colour, four variety in design and three, popularity as the reason.

Lakshmi Mills furnishings were preferred by three homemakers in the sample and all three said that because of variety in design and colour, and durability they liked Lakshmi Mills furnishings. The other reasons given by them included that it was their own product and one told that they get reduction as they were employed in Lakshmi Mills.

Tata textiles were used by two members and they said that colour durability made them choose those textiles. Delicate designs were the reasons for choosing Tata textiles furnishings.

7-

d. Influence of Fashion.

Half of the sample said that they followed fashions in furnishing their homes while the rest said that they did not follow strictly any fashion. Only 24 houses surveyed were using not so common furnishing fabrics like nylons for easy chair backs and door curtains, switzerland ~~embroidered~~ table clothes, Chinese and Japanese embroidered velvet cushion covers, Belgium rugs and Persian carpets.

e. Sources of Influences

Advertisement, exhibition, window display, friends and relatives were the different sources influencing the home-makers in purchsing furnishing fabrics.

Seventy seven of the home makers said that they were influenced by their friends and relatives to some extent in buying ~~their friends and relatives to some extent in buying~~ their furnishing fabrics. Twenty five of them said they were influenced to a little extent, and 15 to a great extent.

Advertisement to be the influencing factor in buying the fabrics for 30 home makers to a little extenb, for 58 to some extent and for 20 to a great extent.

Forty four members were influenced to some extent by the window display, 26, to a little extant and 12 to a great extent and as regards exihibitions 32 of the home-makers were influenced to some extent, 21 to a little extent and 12 were influenced to a great extent.

All the above mentioned sources seemed not to have influenced 136 members as their answers revealed that they selected according to their own personal taste rather than any other source influencing them.

#### 6. Stitching Aspects:

Out of the total number of home-makers, 127 homemakers said that they stitched their furnishings at home. Bed cover, pillow cover, cushion cover, and table cloth were the most common items stitched by the homemakers. Curtains and draperies were mainly stitched by tailors as they were considered bulky to be handled by the homemakers.

Only in 39 households old clothes unfit for ~~any~~ other clothing purposes were used for furnishing materials. All the home makers made use of sarees as curtains and draperies but in four houses they were used for bed spreads. Thick and coarse garments like Kurtha, Kameez, skirt were used as cushion and pillow covers. Some homemakers used bed spreads as towels and some others as cushion and pillow covers.

#### 7. Care of Furnishing Fabrics:

##### a. Laundering methods

The laundering methods followed by the home-makers were found out by the investigator. Among the 200 households surveyed, in 117 houses the laundering was done at home only, in 50 houses homemakers sent their furnishing fabric to dhobi and in 33 households they washed themselves and also gave them to dhobi just for a change.

57

Sixty five of the homemakers who washed their furnishing fabrics at home said that the materials lasted longer by washing at home. The other reasons given by them were washing at home was hygienic (30), economical (24) and the fabrics were available for immediate use (19). A few of them remarked they had interest in washing at home and a large amount of satisfaction was derived by washing by themselves.

Furnishing fabrics were given to dhobi by homemakers because dhobi washing proved to be effort saving by 78, time saving 44 and neatness in washing by 10. Some gave the reason as the lack of water facilities for washing and also the lack of interest in washing clothes at home.

The sets possessed in different items of furnishing fabrics in different households are listed in table XIII .

TABLE XIII

SETS POSSESSED IN DIFFERENT ITEMS OF FURNISHING MATERIALS

S.No.	Items	I	II	III	IV	V	VI
		No	No	No	No	No	No
1	Curtains	29	126	10	16	2	-
2	Draperies	29	124	29	12	-	10
3	Bed spreads	--	30	48	88	10	1
4	Bed covers	--	63	-	81	-	2
5	Pillow covers	--	42	--	--	--	11
6	Cushion cover	11	99	--	--	--	2
7	Table clothes	13	104	22	26	4	3
8	Rugs and carpets	44	14	1	--	--	--

Most of the households possessed the sets which was just adequate for them, and only a few houses possessed inadequate sets in items like curtain, draperies, cushion covers, and table clothes. In some of the families they had enough and more sets to store also.

TABLE XIV  
FREQUENCY OF CHANGING THE FURNISHING MATERIALS

S.No	Items	Twice a week	weekly	Fort night- ly	Mon- thly	Once in 2 months	Once in 3 months
1	Curtains	-	12	36	95	50	4
2	Draperies	-	15	35	88	49	5
3	Bed spreads	6	123	56	--	5	-
4	Bed covers	-	75	65	30	-	-
5	Pillow covers	3	107	64	8	-	-
6	Cushion covers	-	27	34	31	24	-
7	Table clothes	1	26	70	--	15	-
8	Rugs and carpets	-	--	--	6	6	28

It is clear from the Table that the most commonly used items were changed at a reasonable interval of time by most of the home makers and the items which under go less strain like cushion covers and table clothes were changed once in three months by most of the families.

b. Storage:

Of the 200 houses in 180, the furnishing fabrics were stored in cupboards, in 16 houses in boxes, and in four houses in chest of drawers.

### 8. Satisfaction Derived and Problems Faced by the Homemakers:

Sixty one homemakers said that they derived satisfaction to a great extent by furnishing their home wherever they needed to be furnished with all the items, they could afford. Hundred and twenty six of the home makers answered that they were satisfied to some extent out of furnishing their homes but felt they still wanted to improve the appearance of their homes and to add to the comforts derived satisfaction only to a little extent. They wanted to do a better job out of home furnishings in future.

#### Problems:

Among the 200, 165 of the home makers agreed that they did not have any problems in furnishing their homes with fabrics, where as the rest of the 35 home makers said that they had problems mainly in the aspects of selection and maintenance.

Twenty five home-makers felt they found it difficult to maintain the furnishing fabrics because of the heaviness and the large number they had to care for, improper and rough handling by dhobi, lack of knowledge in children to keep the furnishings cleans and difficulties in washing at home. Ten had problems in selecting the furnishings suitably for the room and the furniture concerned and also to fulfill the tastes of the family members. They included that the wide varieties of furnishing fabrics in the market also increased complexity in selection of home furnishings.

## V. SUMMARY AND CONCLUSION

The study was aimed to find out the preferences of urban homemakers for home furnishing fabrics and to understand the problems involved in furnishing their homes with fabrics. A survey was conducted with two hundred households at Coimbatore City using interview method. The results are summarised below.

1. Nearly two thirds of the homemakers planned their budgets for purchasing various items while the rest did not follow any budget system.
2. The main objectives according to the homemakers for furnishing their homes were decoration, privacy, and personal interest.
3. Out of a total of 200 families interviewed, 170 families allotted 6 - 15 percent of their income on clothing where as 149 families spent 6 - 10 percent of their clothing budget on furnishing fabrics.
4. Out of the total number surveyed, in 81 households the furnishing fabrics were selected by both husband and wife.
5. Colour seemed to be the first influencing factor while selecting, durability the second, and design the third, in most of the families.
6. Green colour was given the first preference by a majority of the homemakers, for all the furnishing items except for rugs and carpets for which all dark colours were given the first preference. The light, medium colours as well as blue stood second in the order of their preference and the main reasons listed out were personal liking and the colours added beauty.

- 7. A rough texture was preferred for curtains, draperies, rugs and carpets, and a smooth texture for the rest of the furnishing materials by a large number of the surveyed sample, and the reason given was that the particular texture suited function.
- 8. Floral design was preferred by a majority of the homemakers for curtain, draperies, rugs and carpets, where as plain fabrics without any design was liked for bed spreads, bed covers and pillow covers. Cushion covers and table clothes with embroidery were preferred by a great number of the homemakers and the reason for choice was personal liking.
- 9. Bombay dyeing was preferred by a majority of the homemakers because of its attractive colours and designs. Handloom varieties stood next in the order of priority as they were durable and standard goods.
- 10. Fifty percent of the surveyed sample followed the fashion in decorating their houses, while the rest did not.
- 11. Personal taste seemed to be the first source which influenced the buying, friends and relatives next and advertisements the third.
- 12. In nearly two thirds of the households the furnishing fabrics were stitched at home and the rest gave them to tailors. Only in a very few houses, they made use of old materials for stitching furnishing items <sup>and</sup> the main items used were sarees for curtains and draperies.
- 13. Most of the houses stored their furnishing fabrics in cupboards.
- 14. Adequate sets in each item of home furnishings were possessed by a majority of the households and they used to change them at a reasonable interval of time.

15. A majority of them have derived satisfaction to some extent, most of them to a great extent and only a few to a little extent, out of furnishing their own homes. Most of the homemakers did not have any problems but a few said that they had problems in such aspects as selection and maintenance of furnishing fabrics.

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A P P E N D I C E S

SRI AVINASHILINGAM HOME SCIENCE COLLEGE

COIMBATORE-II

PREFERENCES OF SELECTED URBAN HOMEMAKERS FOR HOME FURNISHING MATERIALS

Questionnaire.

Personal data

1. Name of the Investigator:
2. Name of the Home maker :
3. Age of the Home Maker :
4. Present address :
5. Educational Qualification :
6. Present Position of the Home Maker :

Employed /

Not employed

7. Family Background:

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No.	Name of the Member	Relation to Home maker	Age	Sex	Education	Income (Monthly)
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8. Total monthly income of the family, Rs.

9. Do you possess a family Budget?

Yes  No

10. If yes, what kind of Budget do you follow?

Oral  Mental  Written

11. How much do you allot for clothing Budget?

12. Out of your clothing Budget how much do you allot for home furnishing materials?

13. Residence

Own house

Rented house

**GENERAL INFORMATION ABOUT FURNISHING MATERIALS:**

14. Have you furnished your house with fabrics? If yes, to what extent?

Completely  Partially  to some extent

15. What are the main objectives in furnishing your house?

a. Out of personal interest.

b. For Decoration.

c. For privacy.

d. For Dignity.

e. For personal satisfaction.

f. To protect from dust.

g. To protect from glare.

h. Any other objectives

16. What are the items of furnishing materials you have used in different areas of your house?

No.	Items used	Area Furnished						
		Living room	Bed room	Study room	Dining room	Guest room	Kitchen	Any other
1.	Curtain							
2.	Drapery							
3.	Bed Spread							
4.	Bed Cover							
5.	Pillow Cover							
6.	Cushion cover							
7.	Table cloth							
8.	Rugs & carpets							
9.	Any other							

**Selection:**

17. How often do you shop for furnishing materials?

Once in

- a. 6 months.
- b. one year.
- c. 2 years.
- d. When necessary.

18. Who does the shopping for furnishing materials?

- a. Housewife.
- b. Husband.
- c. Husband and Wife.
- d. Sons.
- e. Daughters.
- f. Any others.

19. What are the factors do you look for while selecting the furnishing materials Number according to your preference If more than one factor is of equal importance give the same number).

- a. Price.
- b. Durability.
- c. Texture.
- d. Colour.
- e. Brand name.
- f. Label information.
- g. Suitability to the furniture or room.
- h. Any other.

20. Which colours do you prefer for furnishing material? Mark the colours according to your preference.

No.	Furnishing item,	Colour								
		First preference			Second preference			Third preference		
		Light	Medium	Dark	Light	Medium	Dark	light	Medium	Dark
1.	Curtains.									
2.	Draperies.									
3.	Bed Spread.									
4.	Pillow Cover.									
5.	Pillow cover.									
6.	Cushion cover.									
7.	Table cloth.									
8.	Rugs and Carpets.									
9.	Any other.									

20. b. Reasons for liking particular colours.

No.	Furnishing Items	Colours	Reasons				
			Personal liking	Adds Beauty	Easy to launder	No Reason	Any other
1.	Curtains .						
2.	Draperies.						
3.	Bed spread.						
4.	Pillow cover.						
5.	Table cloth						
6.	Cushion cover.						
7.	Rugs and carpets.						
8.	Bed cover.						
9.	Any other.						

21. The Textures preferred by you

No	Furnishing items	Textures				
		Rough	Clossy	Smooth	Crisp	Grainy

1. Curtain.
2. Draperies.
3. Bed Spread.
4. Bed cover
5. Pillowcover
6. Cushion cover
7. Table cloth
8. Rugs and Carpets.
9. Any other

21.b.Reasons for preference.

No.	Furnish- ing Item	Textu- res prefer- red	Per- sonal lik- ing	Adds beauty	Suits Function	Easy to launder	Any other

1. Curtains.
2. Bed spread.
3. Draperies.
4. Bed cover.
5. Pillow cover.
6. Cushion cover.
7. Table cloth.
8. Rugs and carpets.
9. Any other.

22. What type of design do you prefer for furnishing materials ?

-----  
Furnishing -Items  
-----

Design	Curtain	Dra- peries	Bed Spread	Bed Cover	Pillo cover	Cush- ion cover	Table Cloth	Rugs & car- pets	any ot- hers
--------	---------	----------------	---------------	--------------	----------------	-----------------------	----------------	---------------------------	--------------------

-----

Plain

Printed

Floral

Abstract

Bold print

Delicate print

Vertical lines

Horizontal lines

Small-checks

Medium checks

Big checks

Woven design

Double sided  
design

Embroidery

Crochet

Any other.

-----

22. Reasons for liking

No.	Furnishing Item	Reasons						
		Design preferred	Personal liking	Adds Beauty	Suits Fun-ction	Easy to launder	Dignified	Any other hers.
1.	Curtain							
2.	Draperies							
3.	Bed spread							
4.	Bed cover							
5.	Pillow cover							
6.	Cushion cover							

23. What are the Brands do you prefer for furnishing materials ?

- a. Binny
- b. Mafatlal
- c. Bombay dyeing
- d. Delhi cloth mills
- e. Tata textiles
- f. Gwalior furnishing
- g. Handloom
- h. Khadi
- i. Any other

23.b. Reasons for preference.

Brand	Reasons for preference				
	Variety in design	Variety in colour	Durability	Popularity	Any other

24. Do you follow the latest fashion in furnishing your home with fabrics

Yes

No

25. Mention the name of the new furnishing materials if you have included any give the reasons for selecting.

Item	Material	Reasons		
		1	2	3
-----				
-----				
-----				

26. To what extent the following sources influence you in buying furnishing materials?

No.	Sources	To a little	To some	To a great
		extent	extent	extent
-----				
1.	Advertisement			
2.	Exhibition			
3.	Window display			
4.	Friends and Relations			
5.	Any other source.			
-----				

**STITCHING**

27. Do you ~~stitch~~ stitch the furnishing materials at home ?

Yes

No

28. What are the items stitched at home in furnishings ?

1.

5.

2.

6.

3.

7.

4.

8.

29. Do you use any old cloth for stitching furnishing materials ?

Yes

No

29.b Items used.

1.

2.

3.

4.

**CARE :**

30. How do you launder your furnishings ?

at home

Dhobi  
at Dhobi

31.a.Reasons for washing at home:

1. Economical

2. Materials last longer

3. Available for immediate use

4. Hygiene

5. Any other

31.b. For giving to Dhobi;

1. Time saving.
2. Effort saving.
3. Lack of interest.
4. Any other.

32. How many sets do you have in each item of furnishing ?  
How often do you wash and change ?

No	Item	No. of sets	Frequency of change			
			weekly	Fort- nightly	Once in one month	Once in 2 months
1	Curtain.					
2	Draperies.					
3	Bed spread					
4	Bed cover.					
5	Pillow cover					
6	Cushion cover					
7	Table cloth					
8	Rugs and carpets					
9	Any other.					

33. How do you store the furnishing materials ?

- a. In cupboards.
- b. In boxes
- c. In shelves
- d. In any other

34. The extent of satisfaction derived out of furnishing your home ?

To a little extent

To so

To some extent

To a great extent

PROBLEMS :

35. Do you face any problems in furnishing your house with materials ?

35.b.If yes, in what aspect :

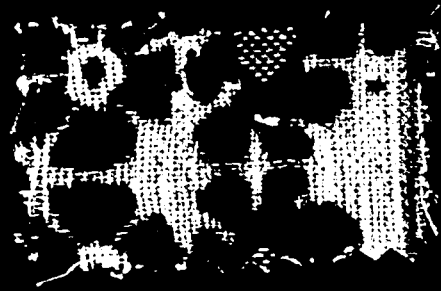
No	Aspect	Types of problems faced
1	Selection	
2	Laundrying	
3	Maintenance.	
4	Stitching	
5	Storage	
6	Any other	

SOME OF THE COMMONLY USED FURNISHING MATERIALS BY HOMEOWNERS

APPENDIX-2



BOMBAY-DYEING



HAND-LOOM



FINN



DELHI CUSHMATS



MAFATLAL



KHADI