

Working Women Preference for Handloom Saris

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Abstract

Preference for handloom saris is conditioned by many variables. An attempt has been made in this paper to know such variables that influence the level of preference of working women for handloom saris. To facilitate this, primary data have been collected from a sample of 1220 working women, identified through convenience sampling method. Working women preference for handloom saris has been measured by giving scores to preference related questions. Chi-square test has been used to analyse the data. Results show that Family Income, Opinion on Handloom Saris, Frequency of Usage and Level of Awareness significantly influence the level of preference for handloom saris.

Keywords: Working Women – Preference – Opinion – Handloom Sari.

I. Introduction

Sari is a five to nine yards garment which gives an elegant look to women of all ages. In India, sari has remained a leading wear not only on special occasions but also in daily life. There is a common saying in India that every woman looks beautiful in sari. In many traditions in India, it is a custom to wear only sari by married women. Usage and wearing style of sari is different across various parts of India. Though the usage of sari has been reduced now –a-days, it is very difficult to find an Indian woman without a single sari in her wardrobe. Sari is the most preferred one by Indian women during parties, showing the popularity of sari. Different varieties of saris have different style of making and material.

Clothing is a primary and essential need of people. Though clothing is a day-to-day activity, women prefer to buy clothes during occasions like birthday, wedding day, festivals, periods of offers and discounts, exhibitions, clearance sales and the like. It is believed that area of residence, age, occupation, marital status, culture and the like influence buying decision of an individual. Aloom and Lawan A. Lawan (2013) have found that demographic variables like age, gender, marital status, education, occupation and income significantly influence the consumer buying decision at each stage of need, information search, evaluation, patronage and post purchase behaviour. Working women have increased considerably in recent years due to urbanization and industrialization. They may have different choices based on different preferences.

II. Review of Literature

Selda Guzel (2013) has carried out a study to determine the clothing preference and problems of elderly people above the age of 65. Data for the research have been collected from 175 respondents by using survey form and by adopting random sampling method. Cross tabulation has been used to analyse the data. The research has revealed that elders pay attention to features such as comfort, suitability, practicability and durability. Women prefer blouse, waistcoat, dress and pajamas whereas men prefer shirts, jacket, pants and pajamas. Moreover, they show interest to wear cotton, silky and combed cotton fabrics. Finding an exact dress size is the major issue of elderly people. **Sheethal Jose and Lakshmi Shankar Iyer (2013)** have examined the tangible and intangible benefits associated with the brand while purchasing silk sarees and the factors influencing the purchase of silk sarees among women in Bangalore. Data for the study have been collected through structured questionnaire from 141 women customers by adopting convenience sampling. The study has revealed that design, colour combination, price, texture, family tradition and original zari are the major tangible benefits considered by women during the purchase of silk saree and among the intangible benefits women look into celebrity endorsements, quality, brand name, status, trust and uniqueness. Television advertisement, word-of-mouth and peer influence are other factors that influence the

purchase of silk sarees. **Veena (2013)** has studied the consumer behaviour towards Paithani saree to know the satisfaction of female consumer on three values namely Attention, Information and Persuasion. Questionnaires have been used to collect data from 100 female consumers by adopting convenience sampling technique. The study reveals that majority of them are satisfied with the three values. Majority of the female consumers are attracted by the colour of the saree but a few of them are of the opinion that the designs are traditional and out of style. **Kaur Amarjot and Kaur Sandeep (2014)** have made an attempt to identify the fabric and color preference of college going girls in different seasons. Interview schedule method has been used to collect information from 50 students of both UG and PG classes from Kanya Maha Vidyalaya in Jalandhar city by adopting random sampling technique. The data are analysed using rank analysis. The result of the study indicates that majority of the college girls prefer to wear cotton, linen fabrics and white, pink and blue color during summer season whereas wool, silk fabric and red, black and pink color is preferred during winter season. Moreover college girls prefer woven knitted fabric in both the seasons. **Premalatha, Venkat Ravi and Sangeetha (2017)** have made a study to analyse the preference of consumers towards design, colour, texture and fabric of clothes. Data have been collected from 900 consumers by adopting convenience sampling method. The result indicates that consumers prefer naturalistic design followed by conventional, checked, stripped, geometric and butte design. The most preferred colour is blue followed by violet, white, red, orange, yellow, green and black. Consumers prefer clothes with soft texture. Fabrics like cotton, poly cotton, polyester, linen, satin, silk, rayon, nylon and wool are preferred to wear. **Nagunuri Srinivas (2019)** has made a study to know the factors influencing the preference for branded products of generation Z Consumers. Data have been gathered from 200 consumers of generation Z consumers by issuing questionnaire and adopting convenience sampling method. It is found that there is a significant difference between preference and income, influence group, amount spent, occasion for purchase, attraction, price, fashion, convenience satisfaction of generation Z consumers on branded products.

III. Statement of the Problem

Preference for clothing differs among women. Even women of same age group may not have same preference for clothing. Some may consider quality while others may consider price before purchasing sari. So, it is very difficult to identify the preference of working women. Amandeep kaur and Garima Malik (2015) have found that there is no significant difference between age, gender and preference towards purchase of international branded apparel. Moreover there exists positive relationship between quality, land of origin, brand popularity, style, advertisement and preference in choosing international branded apparels. Taranpeet kaur chawla, Manish Walia and Abhinav Sharma (2017) have identified quality, comfort, design, price, value for money and durability are some of the reasons for preferring branded apparels. It becomes, therefore, imperative to know what attributes are considered by working women while purchasing handloom saris. To find answer to the above raised question, the following objective has been framed.

IV. Objective

- To examine the variables associated with the level of preference of working women for handloom saris.

V. Research Methodology

The study is based on primary data collected through issue of well-structured questionnaire. The questionnaire contains questions relating to the personal profile and preference of working women for handloom saris. A sample of 1220 working women in Coimbatore district has been selected adopting convenience sampling method. Chi-square test has been used to analyse the data.

VI. Working Women's Level of Preference on Handloom Saris

Working women preference for handloom saris has been measured by giving scores to preference related questions namely, good quality, reasonable price, uniqueness, traditional value, cultural heritage, comfort to wear, suitable to wear on all seasons, pride, sense of patriotism, sweat absorbing capacity, light weight, airy, colour availability, no fading of colour, border design, body design, *munthi*, handloom mark, texture, place of making, blouse attached and durability. Working women have been asked to express their preference on these selected twenty two items, the answers to which are rated on a Three-Point Likert Scale as 'strongly agree', 'agree' and 'disagree'. Thus, the maximum score a working woman would get is 66. Taking this value as the base, the actual score obtained by each of the woman has been divided by 66 and multiplied by 100. The resultant value has been designated as 'Preference Index'.

First, the grand mean of the preference index has been found out. The value amounts to 77.35. The preference index of 575(47.13%) is above average while 645(52.87%) working women have their index below the average. The range of values of index is from 48.48 to 100.00.

Next, an attempt has been made to classify the working women based on the level of preference, which needs calculation of standard deviation for the preference indices of 1220 working women. The value of standard deviation is 8.44. Working women are classified into those with low, medium and high level of preference as explained below:

- Standard deviation has been deducted from the group mean (i.e.) $77.35 - 8.44 = 68.91$. Women with preference index ranging up to 68.91 are termed as those with 'low' level of preference.
- Standard deviation is then, added with the group average. (i.e.) $77.35 + 8.44 = 85.79$. Women with preference index above 85.79 are called as those with 'high' level of preference.
- Women with preference index ranging between 68.92 and 85.79 are called as those with 'medium' level of preference.

Women classified based on the above procedure, fall into the following categories:

- Low Preference = 208 Women
- Medium Preference = 801 Women
- High Preference = 211 Women

Table 1 consolidates the results of Chi-square analysis carried out to find the variables associated with level of preference. The levels of confidence chosen are one and five per cent.

Table 1
Working Women's Level of Preference for Handloom Sari

Variables	Level of Preference			Total	df	Calculated χ^2 Value	Table Value	
	Low	Medium	High				At 5% level	At 1% level
Area of Residence								
Urban	89 (20.30%)	275 (62.60%)	75 (17.10%)	439 (100.00%)	4	6.828	9.488	13.277
Semi urban	78 (16.60%)	312 (66.50%)	79 (16.80%)	469 (100.00%)				
Rural	41 (13.10%)	214 (68.60%)	57 (18.30%)	312 (100.00%)				
Age (Years)								
Up to 30	67 (16.20%)	279 (67.40%)	68 (16.40%)	414 (100.00%)	6	6.986	12.592	16.812
31-40	99 (19.20%)	320 (62.10%)	96 (18.60%)	515 (100.00%)				
41-50	32 (14.60%)	155 (70.80%)	32 (14.60%)	219 (100.00%)				
Above 50	10 (13.90%)	47 (65.30%)	15 (20.80%)	72 (100.00%)				
Marital Status								
Married	148	582	168	898				

Variables	Level of Preference			Total	df	Calculated χ^2 Value	Table Value	
	Low	Medium	High				At 5% level	At 1% level
Unmarried	(16.50%) 60 (18.60%)	(64.80%) 219 (68.00%)	(18.70%) 43 (13.40%)	(100.00%) 322 (100.00%)	2	4.943	5.991	9.210
Type of Family								
Joint	89 (17.40%)	321 (62.80%)	101 (19.80%)	511 (100.00%)	2	4.250	5.991	9.210
Nuclear	119 (16.80%)	480 (67.70%)	110 (15.50%)	709 (100.00%)				
Family Size								
Up to Three	51 (17.50%)	195 (66.80%)	46 (15.80%)	292 (100.00%)				
Four	79 (16.50%)	311 (64.90%)	89 (18.60%)	479 (100.00%)	4	1.133	9.488	13.277
Above Four	78 (17.40%)	295 (65.70%)	76 (16.90%)	449 (100.00%)				
Educational Qualification								
Graduate	64 (16.50%)	253 (65.20%)	71 (18.30%)	388 (100.00%)				
Post Graduate	144 (17.30%)	548 (65.90%)	140 (16.80%)	832 (100.00%)	2	0.452	5.991	9.210
Occupation								
Government	62 (15.00%)	281 (68.20%)	69 (16.70%)	412 (100.00%)	2	2.183	5.991	9.210
Private	146 (18.10%)	520 (64.40%)	142 (17.60%)	808 (100.00%)				
Monthly Income (Rs.)								
Up to 15000	72 (15.30%)	308 (65.30%)	92 (19.50%)	472 (100.00%)				
15001-30000	72 (19.40%)	240 (64.70%)	59 (15.90%)	371 (100.00%)				
30001-45000	26 (20.30%)	85 (66.40%)	17 (13.30%)	128 (100.00%)	8	7.911	15.507	20.090
45001-60000	23 (17.20%)	86 (64.20%)	25 (18.70%)	134 (100.00%)				
Above 60000	15 (13.00%)	82 (71.30%)	18 (15.70%)	115 (100.00%)				
Family Income (Rs.)								
Up to 40000	79	272	66	417				

Variables	Level of Preference			Total	df	Calculated χ^2 Value	Table Value	
	Low	Medium	High				At 5% level	At 1% level
40001-80000	(18.90%) 89	(65.20%) 296	(15.80%) 75	(100.00%) 460	6	16.513	12.592	16.812
80001-120000	(19.30%) 13	(64.30%) 124	(16.30%) 40	(100.00%) 177				
Above 120000	(7.30%) 27	(70.10%) 109	(22.60%) 30	(100.00%) 166				
	(16.30%)	(65.70%)	(18.10%)	(100.00%)				
Opinion on Handloom Saris								
Average	9 (25.70%)	26 (74.30%)	0 (00.00%)	35 (100.00%)	6	97.999	12.592	16.812
Good	91 (29.70%)	195 (63.70%)	20 (6.50%)	306 (100.00%)				
Very Good	86 (14.50%)	399 (67.30%)	108 (18.20%)	593 (100.00%)				
Excellent	22 (7.70%)	181 (63.30%)	83 (29.00%)	286 (100.00%)				
Frequency of Usage								
Very Frequently	97 (25.70%)	223 (59.00%)	58 (15.30%)	378 (100.00%)	4	29.594	9.488	13.277
Frequently	81 (13.90%)	398 (68.40%)	103 (17.70%)	582 (100.00%)				
Occasionally	30 (11.50%)	180 (69.20%)	50 (19.20%)	260 (100.00%)				
Level of Awareness								
Low	44 (24.30%)	118 (65.20%)	19 (10.50%)	181 (100.00%)	4	86.868	9.488	13.277
Medium	154 (19.40%)	531 (67.00%)	107 (13.50%)	792 (100.00%)				
High	10 (4.00%)	152 (61.50%)	85 (34.40%)	247 (100.00%)				
Total	208	801	211	1220				

The variables like Area, Age, Marital Status, Type of Family, Family Size, Educational Qualification, Occupation, Monthly Income, Family Income, Opinion on Handloom Saris, Frequency of Usage and Level of Awareness on Handloom Saris have

been tested for their association with preference for handloom sari. It is found that, variables like Area, Age, Marital Status, Type of Family, Total Family Members, Educational qualification, Occupation and Monthly Income are not found to be significantly associated with level of preference for handloom saris. The other variables that are associated with the level of preference for handloom saris are discussed below:

Family Income: Family Income is found to be significantly associated with the level of preference. Working women, whose families income ranges between Rs.80,001 and Rs,1,20,000 have high preference for handloom saris. It is found that relatively high income group women prefer handloom saris.

Opinion on Handloom Saris: Opinion on Handloom Saris is found to be significantly associated with the level of preference. Working women, who have an excellent opinion on handloom saris have high preference for handloom saris.

Frequency of Usage: Frequency of usage may likely influence the preference. Frequency of usage is found to be significantly associated with the level of preference for handloom saris.

Level of Awareness: Level of Awareness is found to be significantly associated with the level of preference. Working women, who have high level of awareness on handloom sari have high preference for handloom saris. It can be said that preference increase with increase in awareness on handloom saris.

VII. Conclusion

Analysis carried out shows that, Family Income, Opinion on Handloom Saris, Frequency of Usage and Level of Awareness significantly influence the level of preference for handloom saris. It is found that, elderly working women prefer handloom saris compared to young working women. So, focus should be made to attract young working women by introducing more varieties, designs and colours. Results show that relatively high income group women prefer handloom saris. Hence, steps can be taken to offer

handloom saris at affordable price to draw the attention of middle income group women. Further, it is observed that level of preference for handloom sari increases with increase in awareness on handloom sari. Therefore, awareness programmes on handloom saris and promotional measures like advertisement, awareness campaigns, trade fairs and handloom exhibitions can be conducted to bring awareness among working women.

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