



PREFERENCE FOR DIFFERENT-MADE GARMENTS FOR PRE-SCHOOL CHILDREN- A STUDY IN GUWAHATI CITY, ASSAM

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Abstract

Children's clothing has gained greater importance and popularity in the present day market all over the country. Commercially made garments for children under pre-school age has been one of the latest developments in the garment industry due to the availability of a large variety of attractive ready-made garments of different fabrics, design, price-range, quality and good colour combination etc, but it is observed that the young mothers of present day still have an inclination towards home-made and tailor-made garments for their pre-school children. Keeping in view the significant role that clothing plays in developing personality of the child, a thoughtful planning, selecting and purchasing in respect of different-made garments for the pre-school children is considered most essential. Considering the importance of studying this aspect, the present study was undertaken to study the socio economic status of the respondents, to know the respondents preference for different-made garments for their pre-school children, to find out the reasons given for preference of different-made garments and the problems faced by them with different-made garments. The descriptive method of research was adopted. The locale of the study was Guwahati city of Assam. Altogether 150 respondents having pre-school children were selected randomly. The data were collected with a help of a structured, pre-tested, reliable and valid interview schedule and was calculated using suitable statistical analysis like frequency and percentage. Among the different-made garments, it was found that majority of the respondents' preferred ready-made garments for their pre-school children. It was found that ready for immediate use, varieties available were the main reasons for preferring ready-made garments, personal interest and economy were the main reason for preferring home-made garments while design were the reason for tailor-made garments. The major problems faced in ready-made garments were expensive followed by absence of growth allowance feature and improper fitting, lack of confidence and time consuming were the main problems in home-made garments, whereas expensive and time consuming were the reasons in case of tailored-made garments.

Key Words:-Pre-School, Different-Made Garments, Preference.

Introduction

Children's clothing has gained greater importance and popularity in the present day market all over the country. Commercially made garments for children under pre-school age has been one of the latest developments in the garment industry due to the availability of a large variety of attractive ready-made garments of different fabrics, design, price-range, quality and good colour combination etc. It is also observed that the young mothers of present day still have an inclination towards home-made and tailor-made garments for their pre-school children. It is an accepted fact that the young mothers of our society living specially in urban area are the main decision maker and purchaser of children's clothing. Hence, the mothers must have the basic knowledge of selecting and purchasing of different made garment for their children. The investigator was interested to know the preference of mothers regarding different-made garments for pre-school children and their reasons of preferences and the problems they usually faced. Considering the importance of studying these aspects the present study was undertaken with the following objectives:

1. To know the preference of respondents in regards to different-made garments i.e. ready-made garments, home-made garments and tailor-made garments.
2. To find out the reasons given for preferences different-made garments.
3. To study the problems, the respondents faced with different-made garments.



Materials and Methods

The present study was of exploratory and descriptive in nature. The study was undertaken in Kamrup district in the state of Assam which is situated in the north-eastern region of India. The locale of the study was Guwahati city of Kamrup (Metropolitan) district of Assam.

The population of the study comprised of mothers having pre-school children residing in different parts of Guwahati city. Two wards from each of the six zones of Guwahati City (Central, East, West, Dispur, Lakhra, South.) classified by Guwahati Municipal Corporation was selected at random. A total of twelve wards out of sixty wards of G.M.C.s, were selected.

A total of 150 households were selected randomly from the twelve randomly selected wards using proportional allocation method. The households were also selected randomly. The ultimate unit of the sample was the households.

An interview schedule was developed after reviewing related literature and considering the objectives of the present study. The interview schedule was personally administered in the selected households. After collecting the data, simple frequencies and percentage were used for analyzing the data.

Results and Discussion

The results of the present study is presented in terms of preference for different-made garments, reasons for preferences of different-made garments and the problems faced by the mothers on different-made garments.

Socio-Economic Characteristics of the Respondents

Table 1. Distribution of Respondents According To Socio-Economic Characteristics
N=150

	Characteristics	Frequency	Percentage (%)
1.	Age in years		
	i) < 25 years	21	14.00
	ii) 25 – 35 years	82	54.67
	iii) > 35 years	47	31.33
2.	Educational level		
	i) HSLC/Secondary passed	05	3.33
	ii) HSSLC/Sr. Secondary Passed	10	6.67
	iii) Graduate	74	49.33
	iv) Post Graduate and above	61	40.66
3.	Monthly income of the family		
	i) Up to Rs. 20,000	12	08.00
	ii) Rs. 20,000 – Rs. 50,000	67	44.67
	iii) Rs. 50,000 – Rs. 1,00,000	59	39.33
	iv) Above Rs. 1,00,000	12	08.00
4.	Employment status		
	i) Employed	86	57.33
	ii) Non-employed	64	42.67

An analysis of data collected on Socio-economic characteristics showed that majority of the respondents (54.67%) belonged to the age group between 25-35 years. It was found that 49.33 per cent had education up to graduate level and 40.66 per cent had post graduate level of education. The result revealed that 57.33 per cent were employed in different Government and private sectors. In case of monthly income, 44.67 per cent of the respondents had the income between Rs. 20,000 to Rs 50,000 followed by 39.33 per cent with income in the ranges of Rs. 50,000 to Rs. 1, 00,000.



Preference of Mothers for Different-Made Garments

**Table 2. Distribution of Respondents According Their Preference for Different-Made Garments
N = 150**

Different Made-Garments	Boys						Girls					
	Always		Sometimes		Never		Always		Sometimes		Never	
	F	P	F	P	F	P	F	P	F	P	F	P
Ready-made	135	90	15	10	0	0	90	60	60	40	0	0
Home-made	0	0	24	15	126	84	0	0	46	36.67	0	0
Tailor-made	6	4	9	6	135	90	13	8.67	62	41.33	75	50

F = Frequency, P = Percentage (%)

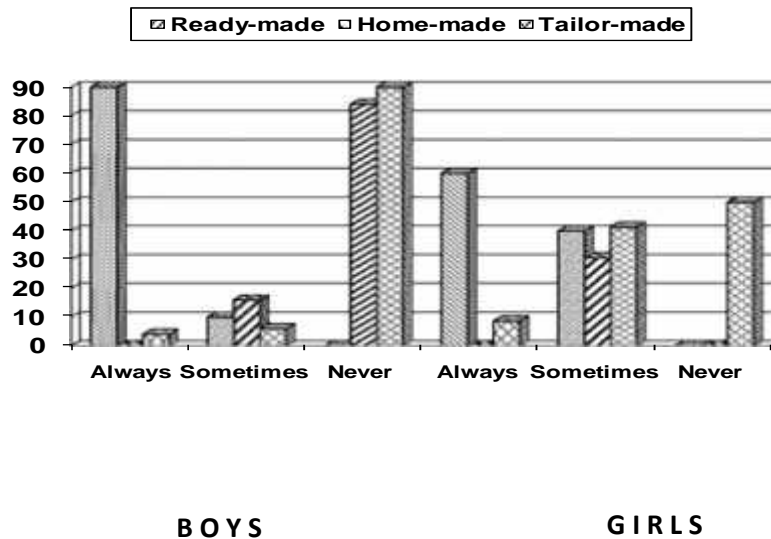


Fig. 1: Distribution of Respondents According To Their Preference for Different-Made Garments

On analysis of the data collected on preference for different-made garments shown in Table 2 revealed that cent percent of the respondents preferred ready-made garments for both boys and girls. The study showed that 90 per cent of the respondents always preferred ready-made garments for boys and 60 per cent for girls. Besides their preferences for readymade garments, 50 per cent and 30.67 per cent of the respondents also preferred tailor-made and home-made garments respectively for girls. But in case of boys it was interesting to note that only 10 per cent and 16.60 per cent of the respondents preferred tailor-made and home-made garments respectively. This finding was in conformity with the findings of Sidhu and Sandhu (1988), Rose and Pruthi (1995), Prasad (1998) and Gayan (2000), in which it was reported that majority of the respondents' preferred ready-made garments for their children.



Reasons for Preferences of Different-Made Garments

**Table 3. Distribution of Respondents According To the Reasons for Preferring Ready-Made Garments
N = 150**

Sl. No.	Reasons	Frequency	Percentage (%)
1.	Economy	25	16.67
2.	Ready for immediate use	141	94.00
3.	Availability in standard size	96	64.00
4.	Varieties of design available	126	83.33
5.	Available in latest style/trend	96	64.00
6.	Lack of skill in stitching garments	87	58.00
7.	Lack of time to stitch	46	33.67
8.	Gives self-satisfaction	35	23.33
9.	Proper fitting	64	42.67
10.	Good workmanship	32	21.33
11.	Good quality fabric use	29	19.33

Table 3 revealed the reasons for preferences for ready-made garments for pre-school children by the respondents. It was found that the main reasons for their preferences for ready-made garments were ready for immediate use (94%) followed by variety of designs available (83.33%) and availability in latest and standard size (64%). Lack of skill in stitching garment, correct fitting and lack of time to stitch were the other reasons for preference for ready-made garments. These finding are similar to the observations made by Gayan and Mazumdar (2001).

Table 4. Distribution of Respondents According To the Reasons for Preferring Home-Made Garments

Sl. No.	Reasons	Frequency	Percentage (%)
1.	Economy	77	51.33
2.	Use of suitable fabric	54	37.00
3.	Suitable garment design	52	35.67
4.	Proper workmanship (like seam, placket etc.)	25	16.67
5.	Features like self-help, growth allowance, comfort, safety can be provided	35	23.33
6.	Personal interest	81	54.00
7.	Proper fitting	21	14.00

Table 4 shows the major reasons for preference of home-made garments. It was observed that the mean reasons for preferring home-made garments were personal interest (54%) followed by economy (51.33%), use of proper fabric / material (37%), suitable garment design (35.67%) and provision for desirable features like self-help, growth allowance, comfort, safety etc in children's garments (23.33%).



Table 5. Distribution of Respondents According To the Reasons for Preferring Tailor-Made Garments N = 150

Sl. No.	Reasons	Frequency	Percentage (%)
1.	Economy	32	21.33
2.	Use of quality fabric	45	30.00
3.	Suitable garment design can be selected	79	52.67
4.	Proper workmanship (like seam, placket etc.)	28	18.67
5.	Features like self-help, growth allowance, comfort, safety can be provided	63	42.00
6.	Saves times and energy in stitching	61	40.67
7.	Design can be altered, if required	38	25.33

Perusal of data presented in Table 5 revealed that the main reasons for preference of tailor-made garments for their children were suitable design (52.67%), provision for desirable features like self-help, growth allowance, comfort, safety (42%), time and energy saving (40.67%), use of quality fabric / material (30%). These findings are almost similar to the observations made by Prasad (1998) and Gayan (2000).

Problems Faced With Different-Made Garments

Table 6. Distribution of Respondents On The Basis of Problems Faced With Different-Made Garments N=150

	Problems faced	Frequency	Percentage (%)
A.	Ready-made garments		
	i) Expensive	103	68.67
	ii) Absence of growth allowance	98	63.33
	iii) Improper fitting	82	54.67
	iv) Inferior quality of fabric	35	23.33
	v) Poor workmanship	28	18.67
	vi) Too elaborated design / accessories	27	18.00
	vii) Poor colour fastness	53	35.33
	viii) Absence of self-help features	43	28.67
B.	Home-made garments		
	i) Lack of confidence in stitching	103	68.67
	ii) Time consuming	92	61.33
	iii) Lack of skill in stitching garments	89	59.33
C.	Tailor-made garments		
	i) Time consuming	96	64.00
	ii) Expensive	80	53.33
	iii) Improper fitting	34	22.67
	iv) Poor workmanship	41	27.33
	v) Does not deliver in time	29	19.33



It was found that the respondents had given various reasons for preferring different-made garments. The problems with different-made garments are presented in Table 6. Expensive (68.67%), absence of growth features (63.33%) and improper fitting (54.67%), absence of self-help features (28.67%) were the major problems in ready-made garments as reported by the respondents. As regards to the problems pertaining to home-made garments, it was found that lack of confidence in stitching garments (68.67%) , time consuming (61.33%) and lack of skill in stitching (59.33%) were the main problems faced by the respondents. In case of tailor-made garments, time consuming (64%), expensive in tailoring charge (53.33%) and poor workmanship (27.33%) were the main problems faced by the respondents.

Conclusion

Based on the findings of the present study, majority of the respondents preferred ready-made garments for their pre-school children as compared to home-made and tailor-made garments in spite of facing certain problems like high cost, absence of desirable features in garments for children. It is expected that the finding of the study will give useful feedback to manufacturers of garments industries specially for children based on the preference of the consumers regarding style, quality, workmanship, colour combination, durability, desirable features like growth, allowance, self-help, comfort, safety etc. so that they consider these factors while constructing the children garments.

It can be suggested that Govt. and non-Govt. organizations can undertake some training programmes for women consumers specially the young mothers in different localities of Guwahati for skill development in planning, selecting and purchasing different-made garments and in easy and simple method of constructing children's garments.

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