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Impact of home furnishing awareness programme on the use of fabric in home furnishing

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Abstract

The present study was conducted during 2010-2013 in the city of Jabalpur (M.P.) on a sample of 500 home makers. The results revealed that majority of the respondents in the area had low scores on level of knowledge and practices regarding home furnishing. In order, to enhance their level, a Home Furnishing Awareness programme was developed and the programme was administered in the respondents. After the intervention of Home Furnishing Awareness programme the results showed an impact of the programme as the scores of the home makers after post-testing improved in the Upper socioeconomic status, 21-30 age group, PG with Extra qualification and Working Status group and they were found to be significant on various aspects of home furnishing.

Keywords: Home Furnishing. Awareness Programme. Knowledge

1. Introduction

Interior design is an interdisciplinary practice that is concerned with the creation of a range of interior environment that articulate identity and atmosphere through the manipulation of spatial volume, placement of specific element and furniture and treatment of surface ^[1]. Home furnishing is the one of the most important aspects of the interior decoration, its great opportunity to turn house into a home. The essential part of home decor is home furnishing. Fabric plays a major role in important accessories of every room in a home. Add charm, beauty and grace to home furniture by using creativity. The selection of select appropriate fabrics for home furnishings projects needs carefully ^[2].

Interior decoration of a home requires prime consideration on fabric colour, texture, characteristics and quality to contribute greatly towards the mood, atmosphere and home maker's comfort. The right fabric can give a sophisticated even luxurious touch to home. But it is difficult to downplay decisions about selection of fabrics that are used in home furnishing as a secondary consideration.

In most of the families, homemakers does not have adequate knowledge and awareness regarding the use of appropriate type of fabric in home furnishings and even the variety of fabrics available in the markets. Moreover, they do not follow the principles of design and elements of art during their application. The image, quality, color/style, and design/beauty of fashion products are important criteria when purchasing home furnishings. The importance of textile in modern interior design due to its special ingredients texture and variety, textile is inherently more approachable and softer than others ^[3].

Several socio economic and personal factors are known to play a deciding role in the selection of fabrics for home furnishing. Hence, this study is structured to collect the information regarding use of fabric in home furnishing and to impart the required knowledge of home furnishing through home furnishing awareness programme (HFAP) to the homemakers. The following objectives were kept under this study -

1. To study the knowledge of homemakers regarding the use of fabrics in home furnishing.
2. To assess the impact of knowledge through HFAP on awareness regarding use of fabric in home furnishing.

Materials and Methods

Research is an academic activity and as such the term should be used in a technical sense. Research is "A careful investigation or inquiry especially through search for new facts in any

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branch of knowledge”.

The Jabalpur city of Madhya Pradesh was purposively selected for the study. Jabalpur has industrial & agricultural areas, which provide a stable economy. As per objectives, the study required collection of minute developmental details through personal interview of the respondents, which has not been possible in comparatively unknown area. The city is divided into seventy wards in which ten were randomly chosen for present work (Source: Collectrate Jabalpur 2009).

The respondents selected were representative of the total population as possible in order to produce a miniature cross section. The women (homemakers) were selected as respondents by purposive random sampling method. A total of five hundred respondents were randomly selected from ten wards of Jabalpur city. The size of respondents group is enlisted ward wise in the table-1.

Table 1: Ward wise distribution of respondents

S.No.	Name of the Ward	Respondents No.
1.	Kamla Nehru Nagar ward	38
2.	Madanmohan Malviya ward	42
3.	Mahatma Gandhi Ward	56
4.	Pandit Motilal Nehru Ward	61
5.	Dr. Sarvapalli Radhakrishnan Ward	36
6.	Shaheed Abdul Hameed Ward	48
7.	Mahirshi Mahesh Yogi Ward	61
8.	Chandrashekher Azad Ward	48
9.	Maharana Pratap Ward	71
10.	Shaheed Gulab Singh Ward	39
	TOTAL	500

The present research was a cross sectional study. The design of the study comprised of data collection through surveys which were aimed at collection of information about the socio economic profile and personal variables of the subjects and their effect on knowledge regarding fabric selection for home furnishing. For collection the information regarding socio economic status of the respondents, the scale given by [4] was used.

In HFAP (Home Furnishing Awareness Programme), a total one hundred nine slides were prepared and demonstrated to respondents through training programmes. These slides consisted of the information regarding the element of arts applied in home furnishings, principles of design and factors which should be considered while selecting fabrics for home furnishing. The training programmes were organized twice in each ward for twenty five respondents at a time. A total of twenty training programmes were conducted. The purpose of this programme was to make the homemakers aware of the suitability of various fabrics for different home furnishings.

In the study Pre and Post control design has been used. For collection of knowledge score regarding use of fabric in home furnishing HFT (Home furnishing questionnaire) were applied for pre and posttest on the respondents. The HFAP was administrated on respondents for enhance the knowledge of respondent. After administration of HFAP the comparison between Pre and Posttest were applied. In this, instead of giving a treatment, the effects of the events which have occurred have been evaluated. The treatment has not been by manipulation but by selection. The independent variables have been chosen by selection and later the important differences (if any) and relationships tested by formulating no difference and /or correlative hypothesis.

Data were analyzed manually by the investigator then checked to avoid the errors. The data were properly coded and entered in a master sheet for the purpose of classification and

tabulation. Wherever necessary the score obtained by the respondents has been considered for analyzing the data tabulation. Percentage, mean, standard deviation, z test procedure have been followed for statistical analysis.

Results and Discussion

Results of study have a difference in the proportionate mean scores of knowledge and effect of HFAP on respondents with regard to Use of fabric in home furnishing. It has been observed that HFAP had a significant effect on the knowledge level of respondents as per all the variables SES, age groups, education levels, working status and marital status. It established the fact that HFAP had an affect on selection of Home furnishing fabric. It is also observed by the finding that HFAP is effective programme capable to enhance the knowledge of Home furnishing fabric among the home makers. Home furnishing knowledge can effectively imparted with the help of HFAP. Because in present investigation HFAP was based on fabric and their character like colour, texture, pattern and other related aspect.

Data when collected on the impact of HFAP regarding knowledge in awareness of respondents about appropriate use of home furnishing fabric showed a positive significant increase of 30.68% in USES and 26.56% in MSES. This clearly shows the effectiveness of the programme. Similarities were formed between the attitudes expressed by in this study and those described by [5] that the awareness programme are effectively significantly effective.

The age groups is one of the most crucial factor of impact assessment process, as the learning and capturing capacity is dependent on age of respondents. The people in young age are more receptive. No doubt the learning is a continuous process but at the same time it is also true that in older age the rate of learning and adopting gradually declines. In this regard similar result found by [6]. The data on awareness clearly indicates significant role of HFAP. The respondents between 21-30 year of age group exhibited 32.78 % difference in posttest as compared to that of pretest. Similarly the age group of 31-40, 41-50 and 51 to above also revealed substantial variation in pre and posttests.

As in case of SES and age similar is the findings were observed with the education level of respondents. The education provides a justified platform to think and take wise decision pertaining to any situation. A person with higher education learns quickly how to make an effective coordination with all the associated factors of any situation and continuously learns to get new and latest techniques. The extent of enhancement was 18.85 percentage with higher secondary, 24.92 percentage with graduate level, 53.86 percentage with post graduate level and at par i.e. 50.15 percentage with post-graduation included extra qualification after being subjected to HFAP [7]. Found that educational status significantly affect the level of knowledge.

Now the impact of the awareness programme as per working status of respondents has also been estimated. The results revealed that both the working as well as non-working groups showed influence of awareness programme. The difference between pre and posttests of working groups was 31.77 percentages while it was a bit less i.e. 21.90 percentages in case of non-working groups of respondents. Though the difference was not at par but significantly positive impact was observed. Knowledge as per marital status of respondents was also studied for impact of awareness programme.

The married and unmarried respondents may be of any of the

economic status, education level, age group and working status. The variation between pre and posttest was 28.83 percentage for married respondents and 23.03 percentage for

unmarried respondents. It is evident from these data that both the groups are more or less influenced by awareness programme.

Table 2: Mean knowledge score of knowledge regarding use of fabric in home furnishing on pre and post testing (n= 500)

Independent variables		Knowledge score		% difference	z value
		Pre	Post		
Socio Economic Status	USES (n= 251)	44.91±15.01	58.69±15.37	30.68	20.56**
	MSES (n=249)	32.98±12.73	41.74±13.80	26.56	10.55**
Age(years)	21-30 (n=220)	45.27±15.85	60.11±15.39	32.78	15.14**
	31-40(n=156)	36.65±12.72	46.23±13.04	26.13	11.82**
	41-50(n=76)	31.90±12.20	37.94±12.19	18.93	7.94**
	51 to above(n=48)	31.64±14.43	37.64±14.43	18.96	6.59**

**Significant at (p<0.01) level

Table 3: Mean knowledge score of knowledge regarding use of fabric in home furnishing on pre and post testing (n= 500)

Independent variables		Knowledge score		% difference	z value
Education	Higher secondary (n=123)	31.83±13.10	37.83±13.12	18.85	7.31**
	Graduation (n=156)	36.11±12.83	45.11±12.86	24.92	11.25**
	PG (n=76)	41.38±16.38	55.76±15.43	34.75	19.52**
	PG with extra (n=48)	41.91±14.31	62.93±14.32	50.15	23.35**
Working status	Working (n=220)	43.77±15.39	57.68±15.56	31.77	5.22**
	Non-working (n=280)	33.47±13.14	40.80±13.43	21.90	3.83**
Marital status	Married (n=434)	39.26±13.75	50.58±17.27	28.83	10.98**
	Unmarried (n=66)	39.07±14.02	48.07±14.02	23.03	10.22**

**Significant at (p<0.01) level

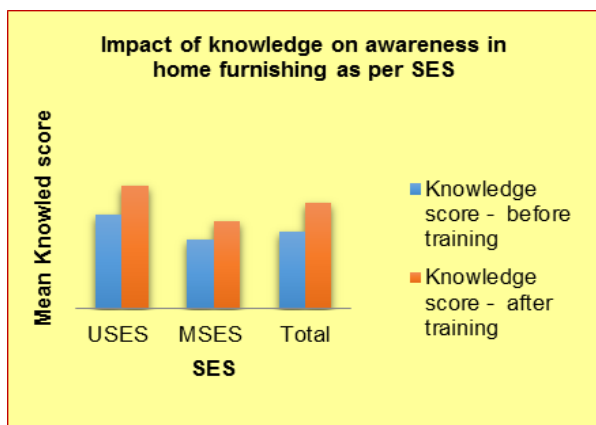


Fig 1: Impact of knowledge on awareness in home furnishing as per SES

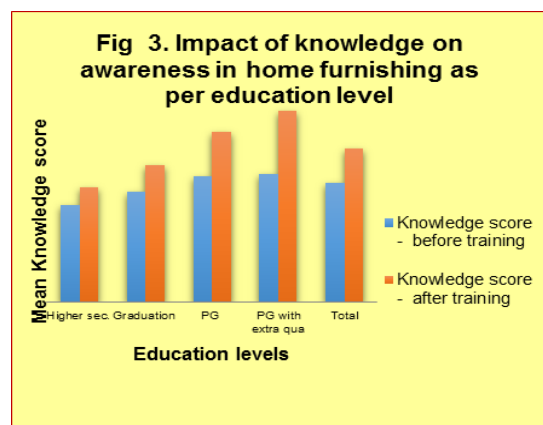


Fig 3: Impact of knowledge on awareness in home furnishing as per education level

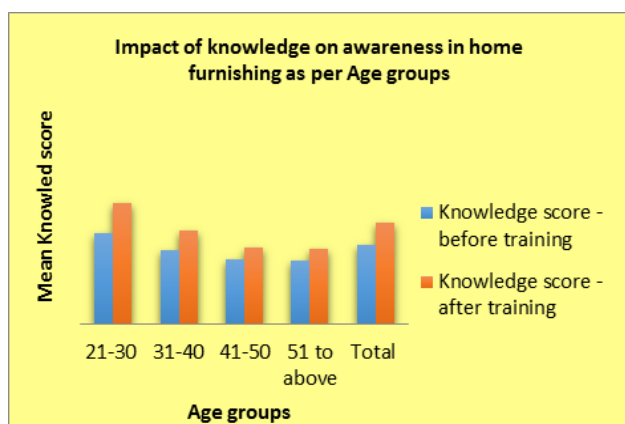


Fig 2: Impact of knowledge on awareness in home furnishing as per Age groups

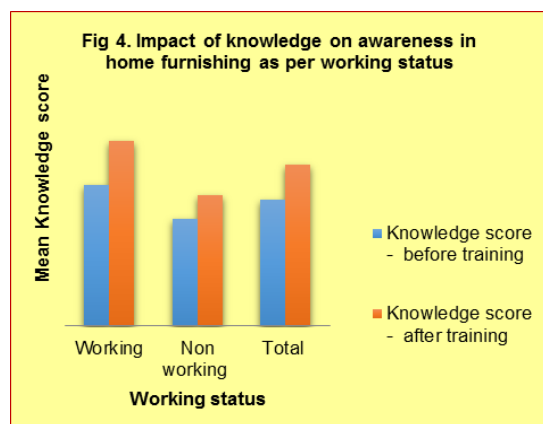


Fig 4: Impact of knowledge on awareness in home furnishing as per working status

Conclusion

The conclusion from the while study was that there is awareness among all home makers regarding different aspect of selection of fabric in home furnishing. Mostly home makers are selected their fabric in a same manner but the demographic background of the home makers like SES, age, education, working status and marital status affects the level of awareness of the home makers.

Recommendations

It is suggested that Physical and chemical properties of home furnishing fabric can also be included in future research. Efforts should be made With curtain, bed sheet and upholstery other home furnishing like bed comforter, bed cover, table cover, table napkins, carpet, rugs etc. can also be researched and significant extra efforts should be made for its implementation. Moreover, such programmes should be fabrics used in ancient times for home furnishing fabric in India can be used in the context of historical study.

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