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Study on preference for clothing among nursing mothers

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Abstract

The clothes are the symbol of the person's attitude, values, interest and taste. Clothing needs vary based on different factors like age, occupation, occasion, climatic conditions, health conditions etc. The interest in clothing also varies depending on the life cycle of an individual. The current study is carried out to understand the clothing behavior of the nursing mothers. The study was conducted among 50 nursing mothers in Ernakulam District using a questionnaire. From the results obtained it was comprehended that most of the respondents went for shopping dress materials after some planning once in 3 months with their family members. The costumes mainly preferred were cotton printed churidar for casual and work wears while embroidered cotton and silk sarees for functions. Most of them preferred nighty while nursing the baby while majority of them preferred sari to be worn at functions which can aid in feeding the baby. About half of the nursing mothers preferred front open dresses while feeding baby.

Keywords: Nursing mothers, clothing preference, purchasing behavior, clothing behaviour

Introduction

Clothing is considered as one of the prime necessities of life. Clothing fulfills many of the physical, social, psychological, emotional, aesthetic, and economical needs of the individual. Every human being is aware of appearing as the occasion demands. The appearance may be simple or elaborate, dull or glittering dreamy or glamorous, sad or happy. Fabrics have to be selected to suit the personality of the wearer, the style of the dress, the occasion for which it has to be worn, for its fit and drape. Since the requirement of clothing is different at different stages of life, the investigator decided to study the preference of clothing in one particular stage in life. Keeping this point in mind the researcher selected the breast feeding stage as in this stage the nursing mothers may have some priorities in the dress they wear at home, at office and while attending functions. For party wear more readymade costumes were used whereas for official wear tailor made were preferred.

2. Materials and Methods

The study was conducted in Ernakulam district. This area was selected due to the easy availability of sample and also the convenience of the researcher to reach the samples. For the study on preference of clothing among nursing mothers, fifty nursing mothers were selected. The samples were selected by random sampling method from Ernakulam district. The tool used for the present study was questionnaire and was formulated by the researcher herself to find out the clothing preference of nursing mother. The questionnaire consisted of questions to elicit information regarding the shopping behavior and preference of clothing style of selected sample. The researcher met the respondents at their residence and handed over the questionnaire for getting their response. The data collected were analyzed and interpreted.

3. Results and Discussions

The results of the study entitled 'Preference for clothing among Nursing Mothers' is discussed under the following headings.

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3.1. Garment purchasing behavior among nursing mothers

Table 1: Frequency of Shopping

Sl. No.	Frequency of Shopping	Percentage
1	Once a month	12
2	Once in 3 month	58
3	One in a year	30

This table shows the frequency of shopping dress materials done by the nursing mothers. Among the 50 samples surveyed 12% of mothers purchased dress materials once a month, 58% mothers purchased materials once in 3 months and other 30% of them purchased dress materials once in a year.

Table 2: Planning for Shopping

Sl. No.	Planning for Shopping	Percentage
1	Always	28
2	Never	14
3	Sometimes	58

The above table reveals the planning for shopping done by the nursing mothers. 28% of the respondents always planned ahead for shopping the garments. 14% of respondents never planned the shopping. 58% of the respondents sometimes planned the shopping.

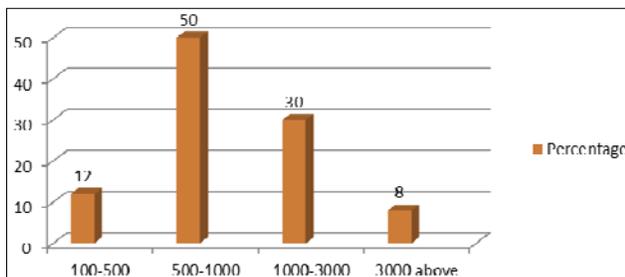


Fig 1: Amount spent on garment purchase

From the figure, 50% of the respondents spent Rs.500-1000 per month for garment purchase and 30% of them spent Rs.1000-3000. 12% of the respondents spent Rs.100-500 and only 8% respondents spent above 3000 per month.

Table 3: Frequency of Purchase of specific wears

Sl. No.	Frequency of Purchase	Casual	Official	Party
1.	Once a year	16%	26%	14%
2.	Twice a year	60%	56%	66%
3	Any other	24%	18%	20%

The table shows that 60%, 56% and 66% of respondents purchased casual wears, official wears and party wears respectively twice a year. Less number of respondents purchased once a year.

Table 4: Amount spent over specific wears per year

Sl. No.	Amount spent	Casual wear	Official wear	Party wear
1.	Below 1000	70%	26%	10%
2.	1000-3000	18%	56%	40%
3	3000 & above	22%	28%	50%

From the table it is understood that 70% of the respondents spent below Rs.1000 for the purchase of casual wears per year, while 22% of them spent above Rs.3000 and 18% of them spent between the ranges of Rs.1000-3000. 56% of them spent

between the ranges of Rs.1000-3000 in the purchase of official wears followed by 28% of them who spent above Rs.3000. About 50% of them spent above Rs.3000 in purchasing party wear costumes while 40% of them spent between the ranges of Rs.1000-3000.

Table 5: Person influencing purchase decision

Sl. No.	Person influencing Purchase decision	Percentage
1	Self	24
2	Family members	64
3	Others	12

From the above table it is seen that the purchasing decisions of the 64% nursing mothers surveyed were influenced by their family members, 24% of them took decision themselves and only 12% respondents decisions were influenced by others.

3.2. Preference for material and garment type by the nursing mothers

Table 6: Costume Preference

Sl. No.	Costume	At home	At office	At function
1	Sari	6%	12%	66%
2	Churithar	70%	70%	20%
3	Both	6%	14%	8%
4	Other	18%	4%	6%

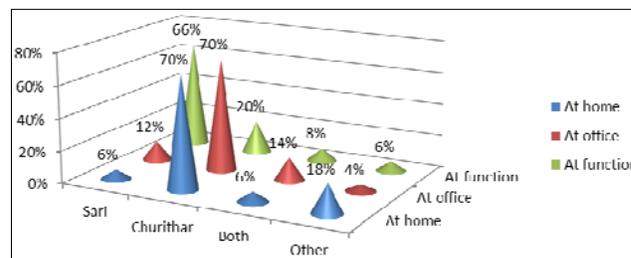


Fig 2: Costume preference of the respondents

The above figure shows that about 70% of the respondents preferred to wear churidar at home and at work place. But 66% of them preferred sari to be worn during functions. Only 14% of them are comfortable with both sari and churidar at the workplace. 18% of them preferred costumes other than sari and churidar to be worn at home.

Table 7: Garment Preferred while Nursing

Sl. No.	Garment preferred	At home	At function
1.	Sari	0	65%
2.	Churithar	18%	35%
3	Nighty	78%	0%
4	Others	4%	0

78% of the respondents preferred nighty to be used at home while nursing where as 18% of them was comfortable with churidar. While at functions 65% of them felt that sari was more comfortable and 35% of them preferred churidar

Table 8: Features preferred in garments for nursing

Sl. No.	Features preferred	At home	At function
1.	Full open	36%	0%
2.	Front open	50%	40%
3	Special opening	14%	58%
4	None	0%	2%

50% of the nursing mothers surveyed preferred front open dresses for nursing whereas only 36% preferred full open. 14% of them used costumes with special opening for aiding feeding. For the dresses used in functions the 58% of respondents preferred special openings in the dress and 40% of them just preferred front open ones.

Table 9: Choice of material based on climate

Sl. No.	Material choice based on climate	Home	Office	Function
1	Yes	28%	18%	24%
2	No	72%	82%	76%

From the above table it is clear that majority of the respondents did not choose materials based on the climate. Still 28%, 18% and 24% of the respondents considered climate while selecting costumes for home, office and function respectively.

Table 10: Preferred fiber constituents

Sl. No.	Preferred fibre Constituent	Home Wear	Office Wear	Function Wear
1	Cotton	100%	80%	56%
2	Linen	0	20%	0%
3	Rayon	0	0	8%
4	Silk	0	0	26%
5	Others	0	0	10%

From the table it is clear that all the respondents preferred to wear garments made of cotton at home. 80% and 56% of the respondents also preferred cotton for Office wears and party wears. Few persons preferred linen. Next to cotton silk was preferred by 26% of the respondents for party wear. Other fibres were preferred only by 10% of them.

Table 11: Design preference

Sl. No.	Design preference in fabric	At home	At office	At functions
1	Plain	44%	10%	6%
2	Printed	36%	50%	30%
3	Embroidered	12%	20%	60%
4	Any other	8%	20%	4%

The given table shows that 44% of the respondents preferred plain fabrics for the costumes used at home while 36% opted printed and few preferred embroidered fabrics. About 50 % of them felt that printed fabrics are suitable for official wears and only 10 % preferred plain. 60 % of the respondents preferred embroidered fabrics for party wears followed by 30% who opted printed fabrics.

Table 12: Garment type preferred

Sl. No.	Garment type	At home	At office	At function
1	Tailor made	50%	56%	36%
2	Readymade	50%	44%	64%

About 50% of the respondents preferred readymade garments to be used at home and 56% of them preferred tailor made costumes to be worn at office and 64% of them opted readymade dresses to use during functions.

4. Conclusion

Majority of the respondents went for shopping dress materials once in 3 months. More than half of the respondents rarely planned shopping beforehand. About half of the respondents spent an average of Rs500-1000 per month. The purchasing

decisions of the majority of the respondents were influenced by the family members.

Most of the respondents purchased casual wears, official wears and party wears twice a year. Least number of respondents purchased once a year since their frequency of purchase varied. Majority of the respondents spent below Rs.1000 per year for casual wears. Amount more than 3000 was spent by half of respondents for party wears and majority of them spent between Rs 1000 and 3000 for purchasing official wear per year.

Majority of the respondents preferred to wear churidar at work and home where as a good number preferred to wear sari for functions. The selection of material of the dresses to wear was not affected by the climate. Cotton was the most preferred fibre in all kinds of wears by the respondents followed by silk for party wear. Most of the respondents preferred plain fabrics for the costumes used at home while some others opted printed and few preferred embroidered fabrics. About half of them felt printed fabrics are suitable for official wears and only few preferred plain. Majority of the respondents preferred embroidered fabrics for party wears followed by printed fabrics.

Most of them preferred nighty while nursing the baby while majority of them preferred sari to be worn at functions which can aid in feeding the baby. About half of the nursing mothers preferred front open dresses and few of them would like to wear full open. Special opening costumes were preferred by the feeding mothers in the costumes used during functions.

Readymade costumes were most preferred for party wears whereas tailor made costumes were most preferred for office wear. Both types of costumes were preferred for home wears.

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