

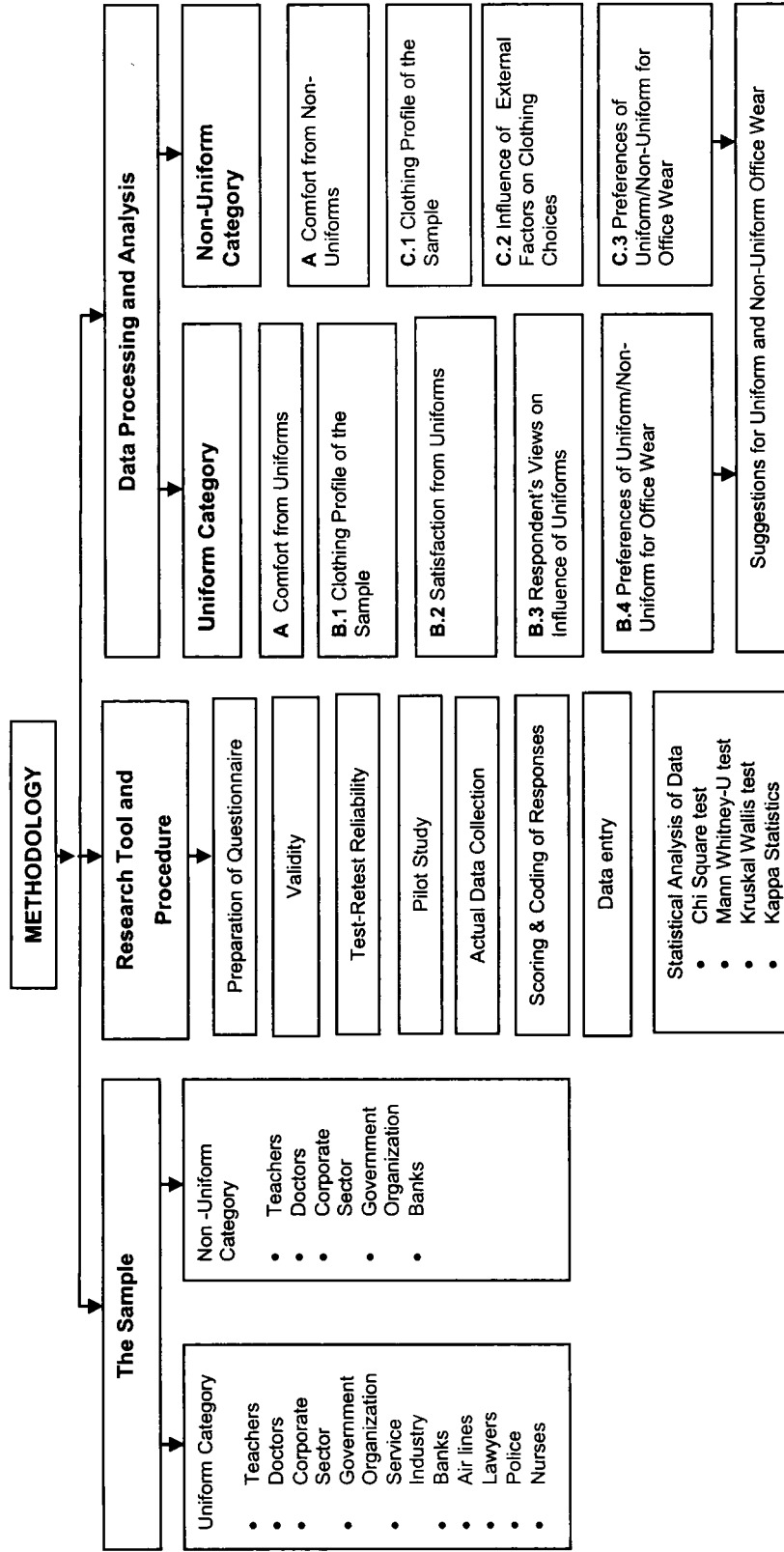
CHAPTER IV

METHODOLOGY

- ***THE SAMPLE***
- ***RESEARCH TOOL AND PROCEDURE***
- ***DATA PROCESSING AND ANALYSIS***

CHAPTER IV – METHODOLOGY

The methodology followed for the present research is outlined in the flow chart given below:



4.1 The Sample

The sample selected for this study was urban working women in the age group 20 to 60 years from different professions from the cities of Pune and Mumbai. Only those women who were gainfully employed outside their homes were included in the study.

Sample Size: A total of 1161 respondents were included in the study. Out of these 866 were from Pune and 295 from Mumbai. The respondents were further divided into two categories:

1. The **Uniform category** consisted of a total of 534 working women who had a prescribed uniform or partly prescribed uniform (for example, a coat worn over clothes of their choice). The following professions were included - Teachers, Doctors, Corporate sector employees, Government sector employees, Service Industry, Banks, Air Lines, Lawyers, Police and Nurses.
2. The **Non-Uniform category** consisted of a total of 627 working women who had the freedom to decide the clothes to be worn at their workplace. The professions included were - Teachers, Doctors, Corporate sector employees, Government sector employees and Banks.

The distribution of the respondents in the two categories for the cities covered in the study is given below:

CATEGORY \ CITY	PUNE	MUMBAI	TOTAL
Uniform category	380	154	534
Non-uniform category	486	141	627
TOTAL	866	295	1161

Sampling Method: Purposive stratified cluster sampling method was used to select the sample. Small groups or clusters were selected from a larger population and all the members of these clusters were included in the sample. The clusters were stratified to represent the various sub-categories in a particular category. For example, while selecting the sample from the category “Teachers” the clusters selected were from sub-categories “School”, “College” and “University”. Further, the sub-category “School” included both-government and private schools. Similarly all other categories were sampled to include the various sub-categories.

Specific Characteristics of the Respondents: The study covered a wide spectrum of professions in which women work. Some of these professions are traditionally considered to be women dominated professions, such as teaching, nursing and service industry. While certain professions, like Information Technology and Corporate sector were selected as they are professions for which the younger generation aspires and also the number of women in these fields is on the rise.

Another salient feature of the sample was that each of the profession included in the study had women at various positions in the hierarchy. The age and educational qualification of the women in each profession also varied widely. Special care was taken to include all these variations.

The respondents in certain professions were found to be more comfortable with Marathi as it was their mother tongue. In fact, women at the lower level in the hierarchy in all the professions were Marathi speaking. Considering this, it was decided to translate the tool to Marathi and use both – the English and the Marathi versions as per the comprehension and comfort of the respondents.

4.2 Research Tool and Procedure

Research Tool: A Questionnaire was designed to find out the preferences and existing clothing styles for formal office wear of the sample; to evaluate perceptions of comfort and satisfaction from uniforms and office wear clothes of working women.

The questionnaire had a majority of closed-ended questions as the sample size for the study was large. This permitted the data to be coded and analyzed empirically. However, the last question in both the questionnaires (for women in uniform and non-uniform categories) was open ended. This permitted the respondents to express their opinion explicitly and completely. The questionnaire had three sections **Section A** was common to both uniform and non-uniform respondents, **Section B** for uniform category and **Section C** for non-uniform category (refer Appendix- I).

Section A had questions related to demographic details of the sample and levels of comfort of respondents from existing office wear. It had questions regarding the profession, designation, nature of job, age, income, educational qualification, duration of working hours and mode of transport for commuting to work place. The questions pertaining to comfort from clothes were prepared on a four point Likert scale (Neuman, 1997)⁹¹. The responses to each of these questions were given a rating from zero (not comfortable) to three (most comfortable). The ratings for all fifteen questions were then totaled to get the score of comfort for the respondent. An individual could thus get a minimum score of 0 (15x0) and a maximum score of 45(15x3). This range of scores from 0 to 45 was categorized as:

High level of comfort -	31 to 45
Average level of comfort -	16 to 30
Low level of comfort -	0 to 15

The second section was different for the two categories- uniformed and non-uniformed, as the questions pertaining to uniform were not applicable to the non-uniform category. Also, the questions regarding preferences of formal office wear were only applicable to the non-uniform category who had the option and freedom to decide the clothes they wore to their workplace.

The Section B for uniform category had questions about the type of uniform worn by the respondent to her work place, the seasonal variations in the uniform, whether the foot wear was also prescribed by the employer, if the employer provided the uniform and/or paid for the maintenance of the uniform. They were also asked to state if they had a strict dress code and to give details of the same. The satisfaction from uniforms by these women was evaluated in this section by their responses to a set of 6 questions. The responses to these questions were rated and scores calculated on a four point Likert scale similar to the first section. The ratings for all six questions were then totaled to get the score of satisfaction for the respondent. Hence the minimum and maximum scores ranged from 0 (6 x 0) to 18 (6 x 3). This range of scores from 0 to 18 was categorized as:

High level of satisfaction –	13 to 18
Average level of satisfaction –	7 to 12
Low level of satisfaction –	0 to 6

The open ended question at the end of this section asked the respondents if they would like to wear clothes of their choice to work instead of a uniform and their reasons for saying “Yes” or “No” to the same. The respondents were also asked to state, if given a choice, the changes they would like in their present uniform with reference to fabric, colour, style, fit and accessories.

The Section C for non-uniform category elicited information about the preferences of formal office wear, the attributes considered while choosing the office wear, seasonal variations in office wear clothes, choice of accessories

like foot wear and bags/purses. The information regarding the influence of family, friends, colleagues, religion, society and media on choice of office wear was also gathered. The open ended question at the end of this section asked the respondent if she would like to have a prescribed uniform for office wear. The question was to be answered with a “Yes” or “No” and reasons for the same.

Rationale for Choice of Tool: Unlike an interview, a questionnaire allows the respondents to express their opinions frankly; it ensures complete freedom from prompting and giving a politically correct response. The other advantage was that the alternatives were presented to the respondents. This ensured that the respondents could give their responses spontaneously and objectively without thinking hard and manipulating the response. Also, the respondents were not required to be articulate to formulate their answers.

Validity and Reliability: The questionnaire prepared for the study was given to seven experts along with the objectives of the study for their critical comments and suggestions. These experts included senior faculty from the field of Textiles and Clothing, Statistics, Researchers with experience in survey research and those teaching Research Methodology at Post Graduate level. Modifications and changes were made in the questionnaire according to the suggestions given by the experts. This established the **Validity** of the research tool.

The questionnaire thus finalized was administered to 10 women working in 5 different professions. The questionnaire was administered to the same sample after a gap of 15 days. The test scores for various items in the questionnaire were calculated for both the occasions. The comparative scores for the two occasions for the same sample were very similar. This established the **Reliability** of the research tool by the **Test-Retest method**.

Pilot Study: The questionnaire was then administered to a sample of 30 women to find out their responses regarding clarity of instructions and

statements in the tool. Tabulation and rating of the data was also done to ensure the procedures for the same were correct. Statistical analysis of the data was done to establish the suitability of the tests and procedures. Changes in the questionnaire were made according to the feed back of these 30 women in the Pilot Study.

Actual Data Collection Procedure:

Phase I: The researcher first met the heads of the different organizations and gave them a written request (Appendix- II) seeking permission to collect data from the women working in their organization. Most of the organizations were co-operative and gave the permission for data collection. But some organizations (Police force and Airlines in Mumbai, Government Hospitals and Defence Organizations in Pune) refused the permission stating that it was a policy decision not to allow their employees to participate in such activities.

Phase II: After the permission had been obtained, the women in the organization were contacted in a small group of 5-10 at their convenient time at their work place. The purpose of the research and the nature of questions in the research tool were explained to them. They were assured that the information given by them would be treated as confidential. Complete anonymity of their replies was also assured. A majority of the respondents, though not all, showed great interest and enthusiasm in the study and were very co-operative inspite of being very busy in their work.

The questionnaire was then given to the respondents. Very few women could give their responses on the spot. The researcher followed up the completion of the questionnaire either personally or over telephone. One of the respondents in the organization was requested to be the contact person and collect the questionnaires from the other respondents in the same organization. This ensured that the women were not disturbed frequently during their working hours. On an average 4 to 5 visits were required to collect the data from each organization covered in the study. A few questionnaires

were lost in this procedure and some respondents returned blank questionnaires.

The procedure followed for data collection was the same for both Pune and Mumbai.

Phase III: The data collected was coded and entered in Excel.

4.3 Data Processing and Analysis:

Analysis of the coded data was done with the assistance of a professional statistician using Statistical Package for Social Sciences (SPSS 15.0 version). Descriptive statistics viz. frequencies, percentages, means, standard deviations were calculated. Since the data was non-normal, the following non-parametric statistical tests were used to analyze the data-- **Chi-square test** of association was used to test the association between the variables e.g. whether age was associated with the comfort level; **Mann-Whitney U test** was used to compare two groups of respondents with one variable e.g. whether the comfort level varies between the two cities Mumbai and Pune; **Kruskal-Wallis test** was used to compare more than two groups with one variable e.g. whether satisfaction level varies across the profession; **Kappa statistics** was used to measure the agreement between comfort and satisfaction of the respondents.
