PREFERENCE OF FOOTWEAR DESIGN AMONG ADULT PUNJABI WOMEN OF CHANDIGARH

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***Abstract**: Footwear forms an important part of women's ensemble. It plays a significant role in women's life for every occasion. As the population of women involved in outdoor activities is rising, they are becoming conscious about their health and fitness. Hence, they need footwear that is suitable and comfortable for various occasions. The city of Chandigarh has a large number of working women and adult student population. The present study is undertaken to find the preference of footwear design among adult Punjabi women of Chandigarh. A total of 600 female subjects divided into four age groups form the sample of this study. The results thus shows that adult Punjabi women of Chandigarh, i) equally prefer all the designs ii) season and comfort factors are given priority and, iii) also prefer front open and back open footwear designs with daily wear, office as well as formal wear.*

Keywords: Footwear designs, Punjabi women

1. Introduction

A woman's wardrobe is incomplete without a few pair of footwear and forms the overall fashion look of a person. When it comes to footwear, women have many more choices than men. The different types of footwear are shoes, sandals, boot, clogs, slippers, oxfords, and sports shoes; along with various type of heels. Women love the footwear of any make and style across the world. The choice of the footwear reveals the women's taste, liking, and personality. Different types and styles of footwear are designed according to the kind of wear like daily wear, sports wear, office wear and formal wear. Taiwanese unmarried women aged 18-35 years spends more on purchasing shoes and lay more emphasis on style and colour as compared to married women aged 36 years and above were also concerned with comfort and material (Wang 2014).

College going girls of Chandigarh preferred fashion (Marwaha 1977; Kaur 2010), and design in footwear above all other factors while boys laid greater emphasis on the durability and comfort of the footwear (Marwaha 1977). Young adults' footwear practices have also been studied by Jain and Sharma (2015) in Jaipur where preference for comfort, size and fit was noted. Banerjee, Bagchi, and Mehta (2014) found that women and men of Kolkata and Delhi in addition to the factors of quality, durability, availability, fashion, appearance, also preferred 'odourless' footwear. Wadhwa (1981) observed that young girls of Chandigarh are fond of having large number of footwear pairs in their wardrobe than housewives. Appearance is the main factor influencing the girls' choice of footwear while housewives go for durability in the selecting footwear.

Women, who are on their toes throughout the day, know to a great extent that one of the most important items in their wardrobe is their footwear after the clothes that they wear. The present study aim to find the preference of footwear selection, factors influencing its selection and

preference of footwear design for different kind of wear, among the urban adult Punjabi women of Chandigarh.

2. Material and Method

The city of Chandigarh is a Union Territory and it is capital of the states of Punjab and Haryana. The present study is undertaken on the 'Punjabi' who form the largest community settled here. Only those subjects were included in the study whose past two generations from both paternal and maternal sides are Punjabi speaking and have been residing in Chandigarh for atleast past 3 years. A high percentage of women in urban Chandigarh are involved in activities outside the home; and thus majority of times they remain in shoes. The sample of present study is comprised of 600 adult Punjabi women ranging in age from 18 to 60 years.

3. Results and Discussion

The number and percentage of women, according to their preference of footwear selection, factors influencing its selection and preference of footwear design for different kind of wear, are presented in Tables 1 to 12.

Footwear design: Table 1 shows the preference of footwear design like front open, front closed, back open and back closed. As per the choice of respondents for different footwear design, the frequency and percentage compiled in the tables are based on multiple responses.

Table 1: Preference of footwear design

Footwear design	F	%
Front open	593	25.2
Front close	591	25.1
Back open	587	24.9
Back close	584	24.8
Total	2355	100

Table 1 shows that front open, front closed, back open and back closed designs are almost equally preferred with almost equal number of responses.

Factors considered for footwear design: Respondents were further asked regarding the factors which they consider for different footwear design (i.e. front open, front closed, back open and back closed). Tables 2 to 7 list respondents' multiple responses.

Table 2: Preferred footwear design according to appearance

Footwear design	F	%
Front Closed	8	2.3
Front Closed & Front Open	42	12.0
Front Closed, Front Open & Back Closed	4	1.1
Front Closed, Front Open, Back Closed & Back Open	161	46.1
Front Closed, Front Open & Back Open	7	2.0
Front Closed & Back Closed	22	6.3
Front Closed, Back Closed & Back Open	2	0.6

Front Closed & Back Open	3	0.9
Front Open	14	4.0
Front Open, Back Closed & Back Open	2	0.6
Front Open & Back Open	76	21.8
Back Closed	6	1.7
Back Open	2	0.6
Total	349	100

Table 3: Preferred footwear design according to comfort

Footwear design	**F**	**%**
Front Closed	6	1.1
Front Closed & Front Open	9	1.6
Front Closed , Front Open & Back Closed	5	0.9
Front Closed , Front Open, Back Closed & Back Open	320	58.0
Front Closed, Front Open & Back Open	5	0.9
Front Closed & Back Open	66	11.9
Front Closed, Back Closed & Back Open	2	0.4
Front Closed & Back Open	2	0.4
Front Open	8	1.4
Front Open & Back Closed	5	0.9
Front Open, Back Closed & Back Open	7	1.3
Front Open & Back Open	112	20.3
Back Closed	4	0.7
Back Open	1	0.2
Total	552	100

Table 4: Preferred footwear design according to fashion

Footwear design	**F**	**%**
Front Closed	3	1.0
Front Closed & Front Open	17	5.8
Front Closed , Front Open & Back Closed	1	0.3
Front Closed , Front Open, Back Closed & Back Open	127	43.5
Front Closed , Front Open & Back Open	1	0.3
Front Closed & Back Closed	14	4.8
Front Closed & Back Open	6	2.1
Front Open	18	6.2
Front Open & Back Closed	1	0.3
Front Open, Back Closed & Back Open	4	1.4
Front Open & Back Open	91	31.2
Back Closed	3	1.0
Back Closed & Back Open	2	0.7

Back Open	4	1.4
Total	292	100

Table 5: Preferred footwear design according to price

Footwear design	**F**	**%**
Front Closed	5	16.7
Front Closed , Front Open, Back Closed & Back Open	3	10.0
Front Closed & Back Closed	4	13.3
Front Open	1	3.3
Front Open & Back Open	14	46.7
Back Closed	2	6.7
Back Open	1	3.3
Total	30	100

Table 6: Preferred footwear design according to medical reason

Footwear design	**F**	**%**
Front open	4	5.6
Front Closed , Front Open, Back Closed & Back Open	3	4.2
Front Closed & Back Closed	25	34.7
Front Closed & Back Open	1	1.4
Front Open	13	18.0
Front Open & Back Closed	1	1.4
Front Open, Back Closed & Back Open	1	1.4
Front Open & Back Open	7	9.7
Back Closed	9	12.5
Back Closed & Back Open	1	1.4
Back Open	7	9.7
Total	72	100

Table 7: Preferred footwear design according to season

Footwear design	**F**	**%**
Front Closed & Front Open	8	1.7
Front Closed, Front Open & Back Closed	2	0.4
Front Closed, Front Open, Back Closed & Back Open	278	60.7
Front Closed, Front Open & Back Open	2	0.4
Front Closed & Back Closed	123	27.0
Front Closed, Back Closed & Back Open	3	0.7
Front Closed & Back Open	3	0.7
Front Open & Back Closed	1	0.2
Front Open, Back Closed & Back Open	1	0.2
Front Open & Back Open	24	5.2
Back Closed	6	1.3
Back Closed & Back Open	5	1.1

Back Open	2	0.4
Total	458	100

Factors considered for footwear design: Tables 2 to 7 depict preference for different footwear designs according to various factors. For all the four footwear designs , i.e. front open, front closed, back open and back closed, 'Season' (60.7%, Table 7) and 'comfort' (58%, Table 3) factors are given the priority with maximum responses, followed by 'appearance' (46.1%, Table 2) and 'fashion' (43.5%, Table 4). On the other hand, 'Price' (46.7%, Table 5) factor influences only front open and back open design, while 'medical' factor (34.7%, Table 6) is considered the most for only front closed and back closed design of footwear. Lee Au and Goontilleke (2007) observed that the comfort factor is dominated by lack of pain, feel, sound, texture and size. Kaur (2013) opined that adult rural women of Punjab considered comfort and durability as the main factors for the footwear selection.Young adults of Jaipur city prefer the fitting as the major criteria for the selection of footwear followed by comfort, design, appearance, style and durability (Jain and Sharma 2015).

Footwear design and kind of wear: Tables 8 to 11 show the preference of footwear design like front open, front closed, back open and back closed for different kind of wear. As per the choice of respondents for different footwear design, the frequency and percentage compiled in the tables are based on multiple responses for different kind of wear.

Table 8: Preference of Front Open footwear for different kind of wear

Kind of Wear	**F**	**%**
Daily Wear	12	2.0
Daily Wear & Office Wear	16	2.7
Daily Wear, Office Wear & Formal Wear	448	75.5
Daily Wear & Formal Wear	104	17.5
Office Wear & Formal Wear	3	0.5
Formal Wear	10	1.7
Total	593	99.9

Table 9: Preference of Front Closed footwear for different kind of wear

Kind of Wear	**F**	**%**
Daily Wear	3	0.5
Daily Wear & Office wear	13	2.2
Daily Wear, Office Wear & Sports Wear	91	15.4
Daily Wear, Office Wear, Sports Wear & Formal Wear	218	36.9
Daily Wear, Office Wear & Formal Wear	14	2.4
Daily Wear & Sports Wear	40	6.8
Daily Wear, Sports Wear & Formal Wear	17	2.9
Daily Wear & Formal Wear	10	1.7
Office Wear	4	0.7
Office Wear & Sports Wear	57	9.6
Office Wear, Sports Wear & Formal Wear	58	9.8

Office Wear & Formal Wear	4	0.7
Sports Wear	49	8.3
Sports Wear & Formal Wear	10	1.7
Formal Wear	3	0.5
Total	591	100.1

Table 10: Preference of Back Open footwear for different kind of wear

Kind of Wear	**F**	**%**
Daily Wear	9	1.5
Daily Wear & Office Wear	20	3.4
Daily Wear, Office Wear & Formal Wear	448	76.3
Daily Wear & Formal Wear	98	16.7
Office Wear	1	0.2
Office Wear & Formal Wear	4	0.7
Formal Wear	7	1.2
Total	587	100

Table 11: Preference of Back Closed footwear for different kind of wear

Kind of Wear	**F**	**%**
Daily Wear	2	0.3
Daily Wear & Office Wear	12	2.1
Daily Wear, Office Wear & Sports Wear	90	15.4
Daily Wear, Office Wear, Sports Wear & Formal Wear	198	34.0
Daily Wear, Office Wear & Formal Wear	12	2.1
Daily Wear & Sports Wear	42	7.2
Daily Wear, Sports Wear & Formal Wear	18	3.1
Daily Wear & Formal Wear	8	1.4
Office Wear	3	0.5
Office Wear & Sports Wear	55	9.4
Office Wear, Sports Wear & Formal Wear	61	10.4
Office Wear & Formal Wear	3	0.5
Sports Wear	58	9.9
Sports Wear & Formal Wear	17	2.9
Formal Wear	5	0.8
Total	584	100

Footwear design: From above tables it emerge that almost 76% responses favour front open (Table 8) and back open (Table 10) footwear designs used with daily wear, office as well as formal wear. Whereas, 36.9% responses are in favour of front closed footwear (Table 9) and 34% responses are in favour of back closed footwear (Table 11), respectively, for daily, office and formal as well as sports wear.

4. Conclusion

The study concludes that adult Punjabi women of Chandigarh, i) equally prefer all the designs, ii) season and comfort factors are given priority and, iii) also prefer front open and back open footwear designs with daily wear, office as well as formal wear.

5. References

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