CHAPTER - III

RESEARCH METHODOLOGY

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The present age is determined as a age of information technology which is based on communication tools. In this advanced ultra modern society, new form of exchange of information, ideas, attitudes is through media oriented communication. Although communication is developed along with human development, today man is surrounded by several scientific inventions and technological progress. He is being exposed to various tools of communication. These tools have changed his life style. These tools are created by a man, today they are influence the man the most, and it is resulted in social development also.

In this context changing views of urban women towards beautification are widely discussed through these modern communication tools. Urban women are enriching by number of opportunities and facilities because of the development of modern communication tools. They experience the change in their socio-economic political and other fields. So that it is an urge to understand the indicative impact of these tools on urban women, by which researcher can know whether they are impressed by mass media or not, or to understand the influence of these media in changing views of urban woman and beautification. It is essential to know here to what extent, they get the information from these tools and how they apply it in their life style.

SELECTION OF RESEARCH PROBLEM AND STUDY AREA :

Kolhapur is an urban city. It is an important and famous city in Maharashtra. It has a high religious, historical, educational background with socio economic - political, agricultural and industrial development. So it is ideal for conducting such a type of study. Development of I.T. Park is being done here. Evolution in a communication system and more of all the

awareness among the women about their status and beautification, has inspired the researcher of the present study. The researcher have been serving as a beautitherapist since last 20 years. As a leading practitioner the researcher could come in contact with all stratas of women in the society and also get opportunity to understand their views and expectations towards beautification and life style. The researcher have experienced the changes occurred in appearance and behaviour of women in Kolhapur after having beauty treatments or after consulting about it. This world of beautification / beauty therapy is too vast and dynamic. The art of beautification has been changed simultaneously with modernity. It is exposed by modern mass communication tools such as newspaper, magazines, radio, movies, television and computer. When unmarried girls and woman in Kolhapur city come to visit the researcher's beauty clinic they often demand the hair cut / style, makeup or saree drapery as they were inspired by the movie or T.V. serial or other channels. Some times they bring paper cutting of photographs from newspapers or magazines and demand similar look. Some times a young girl comes for hair cut, desires hair cut which is crowned in specific T.V. advertisements e.g. 'I love you Rasana'. So the T.V. advertisement demands the 'Rasana hair cut'. Today T.V. serials are having popularity among women, so they wish to copy the character they like the most and beauty clinics lend a helping hand to them. Again the general life pattern of women in Kolhapur is versatile with the main stream of our country.

Kolhapur has got a religious and historical tradition. It has been called as "Karveer Kashi". It is to be said that the Goddess of wealth, "Mahalaxmi" defeated a horrible giant Kolhasur and lived here for ever, so the city is called Kolhapur. The construction of the beautiful temple of Goddess Mahalaxmi was started in 8th century in the state 'Rashtrakuta' and was completed in 9th century.

Kolhapur is considered as a historical place of dynasties Kingdom, traditional culture, Arts, sports, Games etc. People belonging to different communities were very conservative and traditional by nature. Majority of the people are Hindus. The Hindu religion does have and had strong hold over beliefs, attitudes, feelings and thinking of people. Society was a closed system. People were hesitant or scared at any change in their attitudes, beliefs and practices.

Chhatrapati Shivaji's the brave daughter-in-law Maharani Tarabai established the state of Kolhapur in 1710. Later Rajashri Shahu Maharaj (1894-1922) enriched the city by facilitating education, agriculture, industrial, social, cultural development. He also helped for the poor and the untouchables. Since then, Kolhapur became a famous traditional, historic, religious center in Maharashtra.

Kolhapur is known as "Kala Nagari" and "Krida Nagari" because it cultivates many famous artists and players have been trained in this city.

The telephone services was started in the year 1896 in Kolhapur. Today there are 2,20,555 telephone connections in the district (2002-03). Radio broadcasting was started in 1944 and F.M. Band started in 1990 at Kolhapur centre. Independent television center started in 1987. According to District Social & economic declaration, Kolhapur 2002-03 there are 826 printing press, 7 dailies, 22 weeklies (20 Marathi + 1 Hindi + 1 English), 22 Magazines (14 in Marathi + 2 in Hindi + 6 in other languages).

There are daily leading newspapers, published from Kolhapur such as Pudhari, Sakal, Lokmat, Tarun Bharat, Kesari, Samaj, Satyavadi, Krantisinh. Two weeklies are published from here named 'Mahan Maratha' and 'Police Times'. These news papers are mostly read out by majority of the population of Kolhapur. The regional and national newspapers such as Maharashtra Times, Loksatta, Times of India, Indian Express are also read.

Now-a-days, due to impact of various forces of modernization and industrialization, a drastic change has occurred in their thinking, feelings, beliefs, attitudes and behaviour, in general. In particular for e.g. women and girls belonging to the traditional conservative families are increasingly visiting beauty parlour for their beautification in modern styles or fashions which they consider as a facilitating factor for strengthening their socio-economic status.

While keeping these views, the researcher has taken a genuinely keen interest to study "The Impact Of Modern Communication On The Changing Views Of Urban Women Towards Beautification - A Study In Kolhapur City".

Research Design of the study :

In this study, we have adopted an "exploratory diagnostic" research design aimed at identifying socio-economic background and factors responsible for the changing attitudes of women towards beautification.

Objectives of the present Study :

The main objectives of the present study are as follows :

i)   To examine the relation between the impact of modern communication tools and women's status in Kolhapur city.

ii)   To explore the changing views of the women in Kolhapur about beautification.

iii)   To investigate the women belonging to which class and status background take much interest in beautification.

Sampling Design :

In order to achieve the above objectives, A purposive sampling method has been used for selection of respondents of this study.

For statistical convenience, a quota of 50 respondents was fixed and these respondents were selected through purposive sampling technique. Both working women and non-working women have been selected. The sample is equally divided between the two categories of women. These 50 respondents constitute about 3 percent (9.97%) of the total 1679 customers (944 in September and 735 in October) who came for beautification to the Shringar Parlour. Besides, a care has been taken to select respondents from various socio-economic background. During Ganapati Festival, these fifty respondents were selected in the months of September and October 2004, keeping in view of women's demand for beautification on seasonal and non-seasonal basis.

Methods, Tools and Techniques of the study :

In this study, social survey method and case study methods are used for the purpose of collecting data. The techniques of participant observation and interview schedule have been used. The researcher is an "insider" in this field. Her experience and training is very much useful for collecting both qualitative and quantitative data from the respondents.

A structured interview schedule is used for the collection of data from the respondents after correction and modifications through a pilot study. The researcher has set the interview schedule in two parts. Part - I relates with the socio-economical background of a respondent and part - II relates with their changing attitudes towards beauty, beautification and impact of modern communication tools. The researcher had a pilot study. She took 5 respondents for that study and collected data. The researcher made some modifications according to the needs and then finalized the present interview schedule. A copy of the interview schedule has been enclosed in the appendix. Both open ended and closed questions are used. This research work involves a case study of a Beauty Parlour (Shringar) in Kolhapur city. Photocopies of six respondents appearance before and after use beauty

treatment have been pasted in the dissertation for comparative purpose. 14 Senior & Junior citizens were interviewed through open ended questions. Besides a group discussion was held among 5 respectable persons (Smt. Sharada Patil - Judge Mahila & Bal Sankul, Project officer, K.M.C.; Dr. Amita Bagal = Dental Surgeon, Manusha Patil = Public Prosecutor, Geetanjali Patil = Lecturer; Dept. of Education, Shivaji University, Kolhapur; Dr. D. U. Pawar, Regional Officer, Y.C.M.O.U. Kolhapur). Fourteen Senior persons from different communities were interviewed through open ended questions and their views regarding status of women in Kolhapur have been recorded in audio cassettes. In this way qualitative data were collected to document changing status of women in Kolhapur.

Sources of Data Collection :

The primary data for this study are collected directly from the respondents through interview and observation techniques. Besides, some data and facts regarding women's status, history and development of Kolhapur city and some conceptual or theoretical consideration etc. have been collected from secondary sources like books, journals or periodicals, magazines, newspapers, internet, T.V., Radio, Department of District Collectorate etc.

Processing of Data And Report Writing :

The quantitative data collected through interviews has been processed in computer with the help of simple statistical techniques like percentage. The qualitative data collected through participant observation technique and case study method, have been analysed in order to substantiate the findings of quantitative data. The findings are obtained by cross tables, such as age and caste (communities), Age and education, caste and income and so on. The data are coded and decoded with the help of computer. The quantitative

data are obtained by "Closed questions" and qualitative data are obtained by open ended questions which are also linked by cross tables.

Limitations of the Study :

The study has certain limitations i.e.

i) It has not taken into consideration of any particular communication channel or network for studying it's impact on changing views or attitudes towards beautification.

ii) It is limited to the study of clients (respondents) in one beauty parlour.

iii) This study has not taken into account of the views and attitudes of women (who might have been influenced by the modern communication channel but not visited to the beauty parlour of the present study).

These limitations along with any other lacuna or pitfalls can be corrected or overcome in the future study.

Fieldwork Experience, Interest and Views of the Researcher

While collecting data from ladies and girls about their monthly income, it was noticed by the researcher that they hesitate to reveal their actual income. The women were asked about the relationship between income and beautification, houseworking women were not ready to reveal the exact amount. A few wrong answers led the researcher to believe that they were telling lies.

One women said, "You can write my monthly income is Rs.3,000/-." But actually she had a four wheeler and a sound business of selling aluminum windows. She told the researcher not to reveal this information to the income-tax department. Hence, the researcher came to the conclusion that women were hesitating to disclose information to the researcher. So, she

made a good rapport with respondents in the beginning before interview. It was easier for her because she herself runs two beauty parlours in the city. The researcher is an insider in this study. She has been running and managing her beauty parlours last 20 years. A profile of her beauty parlour is documented in the next chapter.

The researcher had to ask questions in a round about manner such as their family information; members in the family; sex; age; education; qualification; monthly salary; other income sources for ex. farming, rent etc. Also about their monthly expenditures. Thus the researcher was able to find out the total income of the family. Then the annual income was calculated.

In the same manner the women were hesitant in revealing their views about beauty. The researcher was able to bring out their genuine views and attitudes about beautification. The researcher had to prepare a separate part-II interview schedule.

Here the researcher noticed that one question was answered differently twice. For ex. the question asked was : How do you rate the beauty of a woman ? The option given were 1. Natural healthy, 2. Artificial beauty, 3. Or both.

Initially the researcher got the answer as "Natural healthy". The next question asked was - If a women is not naturally beautiful, then should she beautify herself artificially ? And here the answer given was "yes". Hence the conclusion was that they liked both natural and artificial beauty. This was the technique of asking cross questions used for getting valid answers.

The next question was about the social status which was not possible to collect. The researcher had to split the question into sub-questions such as :

her education, other educational-vocational courses; place of employment; membership in social clubs etc.

The researcher had to ask about the number of family members; earning members etc. It was then possible to know and collect the socio-economic data of their families.

Other experiences of the researcher have been substantiated in the case study of Shringar Beauty Parlour in the next chapter.

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