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Investigation and Analysis of the Reasons for Indigenous Bandari girls' Reluctance to Wear Local Bandari Clothes Using the TOPSIS Technique

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Abstract

One of the most important components related to the identity of the people of the community is the type of clothing they wear. The common clothing in each region represents the culture of that region and is thus an appropriate topic to discuss the cultural aspects of that region. However, today's girls are not interested in indigenous and local clothing of their habitats. This is why the present paper has sought, using the multi-criteria decision-making technique, to analyze the reasons why indigenous Bandari girls have no tendency to wear their local clothes. To achieve this aim, we have initially identified the most common causes using field studies and a researcher-made questionnaire with 20 reasons. After collecting the required data, we analyzed them using the TOPSIS Technique and Pareto Law. The results of the research show that the most important reasons include "High cost of buying and sewing local clothes", "Disproportion of some local clothes with climatic conditions", "Lack of adequate support of local clothes by investors and producers", and "The local Bandari clothes' not having variety and attractiveness for the youth".

Keywords: native girls, local Bandari clothes, Vikor Technique

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Introduction

Clothes represent a social and spiritual status and reflect the differences among people. Following the development of cultural and social activities of societies and the formation of their religious beliefs, the color, material, shape and style of sewing the clothes became culturally important and their symbolic function became more prominent and turned into a system of signs in the context of a cultural communication system Went to Values that play an important role in preserving and maintaining the identity of communities (Blookbashi, 2004). The position of clothing in the social and cultural life of a country is such that it can be said that dress and culture are two sides of the same coin and the clothes of a region represent the culture of that region (Zarei, 2013)

Clothing is rooted in adherence to the religious and philosophical traditions and beliefs, and it can certainly be said that part of the culture and art of each nation and society can be searched in the type of clothing worn by them. In today's world, clothing has become a (visual) tool for identifying humans from the climatic, historical, cultural, artistic and economic aspects and the level of civilization and advancement of a society. The emergence of clothing has by no means been an accidental or individual thing. Clothing was initially created based on the climatic, material and spiritual needs of tribes, reflecting the entire history of mankind, and evolving over centuries and ages in various lands (Wilcox, 2000). The type of clothing of the women in southern Iran, known as "Bandari clothing", is influenced by the clothing of the residents of the neighboring countries and the Arab countries with a coastline on the Persian Gulf, and even the clothing of women in India and Pakistan. This type of clothing is a remaining sign of Portuguese women's initiative to prevent their face and nose tip burning due to intense sunlight exposure. Therefore, the clothing of the women in this area has to a large extent been under the influence of the cultural signs of neighboring nations.

Since clothing has an extensive and varied use in the daily lives of humans, it has different functions, one of which is the individual function to meet the innate needs or to hide oneself from being seen by others (Haddad Adel, 1989). It has a social function as well, so that one can get to know about the identity of a society by looking at the clothes worn by the people of that society. It is thus important to research the clothing of a society, particularly the indigenous and local clothing of that society. To this aim, the present research analyzes and investigates the reasons for the indigenous Bandari girls' reluctance to local clothes using the multi-criteria decision making technique of TOPSIS to find the most important reasons why the native girls of Bandar Abbas do not wear local Bandari clothes.

Research Method

The present research has aimed to analyze the causes of local Bandari girls' reluctance to local clothing using the multi-criteria decision making technique of TOPSIS. Therefore, this is an applied research in terms of purpose and a descriptive (analytical-survey) research in terms of data collection method. The required data have been gathered using a researcher-made questionnaire with 20 indices. The face and content validity of the questionnaire was confirmed by six experts in this field. The overall reliability of the questionnaire was also calculated using Cronbach's alpha test and was approved as it was calculated as 0.783. The statistical population of this research includes experts, specialists and managers of indigenous and local clothing and marketers in this field, among whom 50 people were selected as the sample using the purposive convenience sampling method. After the questionnaires were distributed and

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collected, the data were analyzed and prioritized using the multi-criteria decision making technique of TOPSIS.

TOPSIS technique is one of the best multi-criteria decision making models. This technique is based on the notion that the selected option should have the minimum distance from the ideal option (the best possible state) and the maximum distance from the positive ideal solution (the worst possible state). The algorithm of this technique includes obtaining an unscaled matrix; calculating a weighted unscaled matrix; identifying the ideal and negative ideal option; calculating the separation (distance) size; calculating the relative closeness to the ideal and, finally, ranking the options (Asgharpour, 2002)

Data Analysis

Data analysis is one of the main and most important parts of the research. This research has investigated and analyzed the causes of indigenous girls' tenderness to local clothes using the TOPSIS techniques and ranked the factors as shown in Table 1.

Table 1: Results of prioritization indigenous Bandari girls' reluctance toward local clothes by TOPSIS Technique

Causes of local girls' reluctance toward local clothes	**Closeness to the negative ideal**	**Closeness to the positive ideal**	**Relative Closeness to the ideal**
High cost of buying and sewing local clothes	0.02741	0.00901	0.7526
Disproportion of some local clothes with climatic conditions	0.03634	0.0171	0.67996
Lack of adequate support of local clothes by investors and producers	0.03383	0.01639	0.67361
The local Bandari clothes' not having variety and attractiveness for the youth	0.04617	0.02292	0.66823
The lack of a comprehensive cultural program by the government to promote local Bandari clothes	0.03942	0.02095	0.65295
Incorrect culture and beliefs about some traditional clothes	0.03095	0.0171	0.64414
Lack of marketing and institutionalization for the use of local clothes	0.05348	0.03047	0.6386
Lack of variety in color and design of local clothes	0.03866	0.02194	0.63797
No definition of brand for local clothing	0.03419	0.01944	0.63748
Lack of information resources to provide information about local clothes	0.04416	0.02526	0.63616
The existing false beliefs about the native and local clothing	0.03815	0.02278	0.62605

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The clothing manufacturers' inaccuracy and ignoring the tastes and interests of the youth	0.04528	0.02752	0.62196
Lack of use of proper and economical raw materials in clothing manufacturing	0.32369	0.20162	0.61619
Lack of native and local clothing shows	0.02353	0.01649	0.58797
Lack of attention to the designers of clothes in the area of local clothing	0.02235	0.01643	0.57627
Lack of beautiful etudes and lack of modern design of traditional clothes	0.02185	0.01607	0.57627
Non-native individuals' making inappropriate use of local clothes	0.02691	0.02055	0.56697
Designing the local clothes without taking into account the occupational, geographic and ethnic statuses of peoples	0.0199	0.01599	0.55456
Lack of practical and effective advertising for traditional clothing	0.02279	0.01846	0.55246
Lack of luxurious shops and lack of variety in their arrangement and decoration	0.05245	0.04846	0.51979

In this section, in order to identity the most important causes of indigenous Bandari girls' reluctance towards local clothes, we use the Pareto Law. The result of numerical and visual calculations based on this law are presented or shown in Table 2 and Figure 1.

Table 2: Ranking of degrees of relative distance from the ideal for the causes of indigenous Bandari girls' reluctance towards local clothes

Causes of local girls' reluctance toward local clothes		**Closeness to the negative ideal**	**Closeness to the positive ideal**	**Relative Closeness to the ideal**
High cost of buying and sewing local clothes	G1	0.7526	6.0595	6.0595
Disproportion of some local clothes with climatic conditions	G2	0.67996	5.4746	11.5341
Lack of adequate support of local clothes by investors and producers	G3	0.67361	5.4235	16.9576
The local Bandari clothes' not having variety and attractiveness for the youth	G4	0.66823	5.3802	22.3378
The lack of a comprehensive cultural program by the government to promote local Bandari clothes	G5	0.65295	5.2572	27.5950
Incorrect culture and beliefs about some traditional	G6	0.64414	5.1862	32.7812

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clothes				
Lack of marketing and institutionalization for the use of local clothes	G7	0.6386	5.1416	37.9228
Lack of variety in color and design of local clothes	G8	0.63797	5.1366	43.0594
No definition of brand for local clothing	G9	0.63748	5.1326	48.1920
Lack of information resources to provide information about local clothes	G10	0.63616	5.1220	53.3140
The existing false beliefs about the native and local clothing	G11	0.62605	5.0406	58.3546
The clothing manufacturers' inaccuracy and ignoring the tastes and interests of the youth	G12	0.62196	5.0077	63.3622
Lack of use of proper and economical raw materials in clothing manufacturing	G13	0.61619	4.9612	68.3234
Lack of native and local clothing shows	G14	0.58797	4.7340	73.0574
Lack of attention to the designers of clothes in the area of local clothing	G15	0.57627	4.6398	77.6972
Lack of beautiful etudes and lack of modern design of traditional clothes	G16	0.57627	4.6398	82.3370
Non-native individuals' making inappropriate use of local clothes	G17	0.56697	4.5649	86.9019
Designing the local clothes without taking into account the occupational, geographic and ethnic statuses of peoples	G18	0.55456	4.4650	91.3669
Lack of practical and effective advertising for traditional clothing	G19	0.55246	4.4481	95.8150
Lack of luxurious shops and lack of variety in their arrangement and decoration	G20	0.51979	4.1850	100

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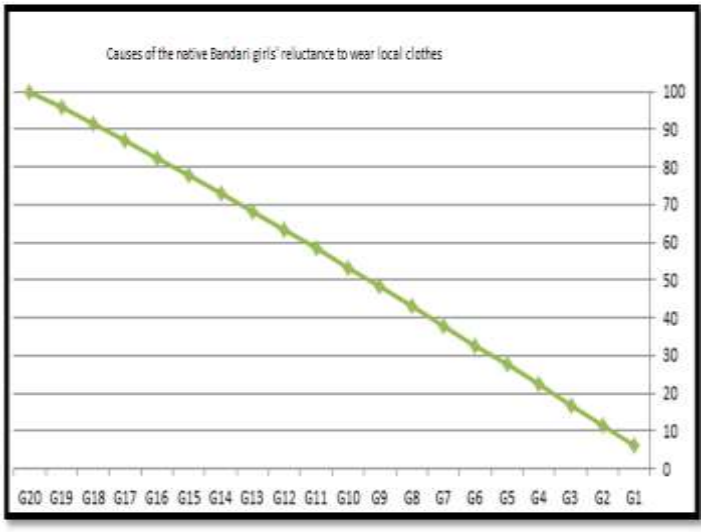


Figure 1: Pareto chart showing relative distance from the ideal for the causes of indigenous Bandari girls' reluctance towards local clothes

Conclusion

Conclusion from the research is important in that it not only makes the research an applied research, but also helps motivate future researchers and pave the way for further research. The importance of clothing in the culture and history of Iranian society has a long history. According to researchers, clothing has had a clear position in Iran since at least three thousand years ago (Zarei, 2013). In this regard, the present study aimed to analyze the causes of the indigenous Bandari girls' reluctance towards local clothes using the TOPSIS technique. Having reviewed the theoretical foundations and the literature, the researchers identified the causes of indigenous Bandari girls' reluctance towards local clothes and after explaining the research method, the statistical population and the statistical sample, they collected the required data using a researcher-made questionnaire with 20 indices. They then used the multi-criteria decision making technique of TOPSIS and the Pareto Law in order to analyze the data. The results of the research showed that of all the identified causes for the indigenous Bandari girls' reluctance towards local clothes, "High cost of buying and sewing local clothes", "Disproportion of some local clothes with climatic conditions", "Lack of adequate support of local clothes by investors and producers", and "The local Bandari clothes' not having variety and attractiveness for the youth" are the most important causes.

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