AN INVESTIGATION OF CLOTHING RELATED BARRIERS FACED BY WORKING WOMEN WITH PHYSICAL DISABILITIES IN SRI LANKA

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Abstract

This research is conducted to introduce an unidentified market opportunity for local brands and entrepreneurs regarding adaptive wear for Sri Lankan differently abled working women. The attempt paves path for inclusive clothing and a better opportunity for differently abled. The research is conducted among female differently abled working for MAS Holdings, Brandix and Hela Clothing (Pvt) Ltd as a means of CSR projects conducted by these organizations. Also this study could be a solution for the barriers between the normal and disabled making all workers as one.

Through thorough literature review on adaptive wear, buying decisions of such consumers and identified variables, gaps in literature is brought out to encourage further research under this subject area. To validate and explain the study few theoretical models, the SCT -Social cognitive theory, Application of Self-Efficacy Theory, FEA emotional needs model Source, FEA2 Consumer Needs Model, Hall and Lobo, 2017, Revised FEA Model by Holland 2007, Consumer Decision Making Process John Dewey – 1910 and Solomon Model of Comparison process are used to explain about consumer and the brands. The key variables are functionality, durability, and adaptability, and comfortability, aesthetical and buying decision.

Since the research needs a vast range of evidences within a limited time, the primary data collection method used was open ended interview from 18 respondents of three well known organizations in apparel sector, a qualitative data collection method. The philosophy of interpretivism and inductive research approach was used in which analysis is started with an observation. And single case study is used as the strategy while the choice is mono method qualitative.

Analysis was done with the collected primary data by grouping them into thematic diagrams against indicators of conceptual frame work and independent variables. And in the final chapter recommendations are given to research further and make innovation on the real time issue.