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Adjustments and maladjustments in attitudes by women workers in garment industry during the Digital Era: An empirical study in Mysuru District

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Abstract
Modern society is on a fast track movement, changes in socio economic spheres are happening at a rapid rate. Adjustments to these changes on the part of humans is not uniform everywhere. Maladjustments do emerge here and there. The digital era has ushered in revolutionary changes in the lives of people, robots are displacing human labour and electronic gadgets are widely used in everyday life by people representing all walks of life, women workers in garment industry in Mysuru District are adapting to the digital age significantly. The social support is conducive and economic support is not that much conducive for this adaptation. The demographic variables of age, marital status, work experience and place of work incline to exhibit partial adaptability whereas younger age workers have significantly higher adaptability. There is maladjustment in respect of hopping of contents from to other very frequently and longer screen time of more than 6 hours a spent on digital equipment's by majority women workers in garment industry.

Keywords: Adjustments, digital era, garment industry, socio-economic factors, women workers

Introduction
Digital era has emerged in a big way. It is omniscient everywhere bringing under its fold people in all walks of life. Entire world is adapting to the digitalization process in the socio-economic spheres. The intensity of digitization is not same in all countries because of disparities in socio economic growth. India stands to gain an upper hand with regard to digitization because of revolutionary changes happening in the electronics and communication industry.

Attitude of humans is both inherited and imbibed. Inherited attitudes are transitioned from genes of parents and ancestors. They are all born qualities of human beings. It is hardly possible to change them. Imbibed attitudes are learnt and practiced by individuals through interactions with their micro and macro social environment. The attitude being repetitive behaviours of the same kind explaining a dimension in the personality trait has enduring tendency. The adjustments in the attitudes are needed in the modern society at a rapid phase because of the reason that the evolution is taking place constantly in a high speed décor. In the process of adjustments many individuals are able to maneuver the things to fit themselves into the changed conditions causing no harm to self and others. This positive adjustment is taken simply as adjustment. When few people are failing to adjusting to the changing conditions or adapt in a defective manner or to an insufficient extent or in a negative manner, it becomes maladjustments.

The women folk, who are the builders of the society, are expected to adjust their attitudes to changing conditions quickly and positively. Of course role of men is also not compromisable in this regard. When a woman is playing a role of home maker and working women undoubtedly she finds it difficult to adapt to the changing conditions. Work life balance is indeed a daunting task on her part. The women workers in garment industry, majority of whom representing moderate to low social profile face an uphill task in adjustments to changing environment.

The digital era has further aggravated the problem on the part of women workers in garment industry owing to their special socio-economic profile.

Lack of education, lack of exposure to the modern world, limited mobility, low economic strength, timidity, susceptibility to social pressures, paternalistic pattern of society, and stigmatised society contribute to the low level of adaptation to many women workers. Few workers who are gifted with positive nodes in the above stated influences will have positive adjustments.

Statement of the problem

Adjustments and maladjustments are not uncommon in any segment of the society. When it comes to adjustments to the technological innovations the knowledge society is not uniform. Certain segments assimilate the knowledge and skill and there upon adjust to the changes. While few other segments are likely to fall in short or indulge in maladjustments. The particular context of digital era where robots are displacing the human labour in socio-economic walks of life digitisation is omniscient. It is only a section of the society which is keeping pace with the change in technology. The other part of the society is struggling hard owing to multifarious factors. Those factors include socio factors and economic factors. Lack of education, Lack of knowledge, lack of skills, lack of social support system, lower grade of social profile and lower grade of individual profile are social factors leading to poor adaptability. Lack of digital infrastructure, lower economic profile, lack of training, and lack of economic support from micro and macro agencies act as economic factors hindering adaptability. It is hardly possible to leverage these independent variables at a rate which commensurate the changes in technology. Concomitantly the imbalance in the adjustment, which in turn, leads to creation of divided society, social disharmony, and in equilibrium in economic development. No doubt, the Government and NGOs are making earnest efforts through awareness and training programmes for making people acquaint with positive use of new technologies, yet, the mismatch still persist. It is the voluntary interest of individuals in learning proper use of new technology which makes a big difference. While large numbers of people are there to be mended customising individualistic approach is hardly possible. The mass media including social media is also playing a responsible role on one hand and on the other hand it is sowing the seeds of malignant social and economical abuses in the digital era, thereby making it the maladjustments a big issue.

The women workers in the garment hailing from moderate to low economic strata are highly susceptible to maladjustments rather than adapting positively to the changing conditions in the digital era. The women workers in the garment industry in Mysuru district are not exceptions to the observations made above.

Literature Review

Ameen N, Chew E, Hossein R (2019) [1], this review systematically examines challenges faced by women in adopting digital technologies in developing countries. The authors identify lack of digital literacy, cultural restrictions, and inadequate infrastructure as major barriers. They found that socio-cultural norms often discourage women from exploring digital platforms independently. Women in the garment industry mirror similar constraints, especially when digital training is male-dominated. The paper emphasizes the role of motivation and peer influence in encouraging digital adoption. Support from family and the community significantly improve digital engagement.

Bala PK & Verma D (2020) [2], this study explores how digital technologies impact the employment and attitudes of women in India's informal sector. It focuses on segments like garment manufacturing where women dominate lower-skilled positions. Digitalization was perceived both as a threat and an opportunity by women workers. Those with minimal exposure to smartphones or apps felt fear and resistance. The authors found a generational divide in attitudes: younger women were more enthusiastic.

Chhachhi A & Pittin R (2018) [3], this study investigates how women garment workers respond to digitalization in global supply chains. It reviews the implications of automation and mobile monitoring in South Asia. Findings suggest a sense of alienation among older workers unfamiliar with new tools. Younger women found digital tools helpful in learning new stitching patterns or work updates. Monitoring apps for attendance and productivity caused anxiety among some workers.

Devika R & Kumar N (2022) [4], focused on garment hubs in Mysuru and Bengaluru, this study explored digital literacy levels. Women lacked formal exposure to technology prior to joining factories. Many were trained to use biometric systems, wage apps, and attendance trackers. Attitude shifted positively when women were allowed to learn gradually. Digital tracking of incentives created initial mistrust, which faded over time. Interviewed women preferred simple tools over complex applications.

Banerjee S (2020) [5], this qualitative study explored how family dynamics influence digital attitudes. It found that spousal or elder support played a key role in adoption. In garment factories, workers hesitated to use phones without male permission. Women who received encouragement from children or husbands learned faster. Households with shared access to smartphones showed better digital readiness. Attitude toward digital work apps depended on perceived safety and trust. Women expressed pride when they could operate apps without help. The study calls for family-inclusive digital campaigns.

Significance of the study

The present study is an attempt to address the problem of adaptation to the digital era on the part of women worker in garment industry in Mysuru district. The art of work life balance itself is a challenge to these women workers. Adding to the woes is the emergence of digital era signifying changes in the socio-economic life of individual workers, family and society. There shall be no room for any slight discord in the adaptation process to build up a healthy society. A correct diagnosis of adjustments and maladjustments would certain enable individuals and other stakeholders to come out with strategies for positive adaptation.

Garment industry a brief profile

Garment industry is one of the flourishing industries across the globe. It accounts for 3.9% of world trade. Leading manufacturers of apparels in the world are India, Bangladesh, Vietnam, Indonesia and China. India has an advantage over the other countries in respect of reduced labour cost, availability of good infrastructure and textile expertise. Leading players in the market are Shahi exports, Bombay Rayon Fashions, Arvind limited, Raymond limited and Page industries. In Karnataka, Bengaluru is the hub of

apparel industry. Bengaluru city is called Garment Capital of India. Mysuru city and district have 17 garment factories employing 13297women. In Mysuru district there is a presence of Shahi exports, Gokuldas exports, Page industries and other smaller units.

Research Questions

- How for the digitisation has made inroads to the lives of women workers in garment industry?
- How for social support system and economic support system are working in tandem with individualistic expectations of women workers in adapting to the digital era?
- Does the demographic factor affect the adaptation to the digital era on the part of women workers in the garment industry?

Objectives

- To study the demographic profile of women workers in the garment industry
- To evaluate the extent of penetration of digitization in the socio-economic spheres of life of women workers in garment industry in Mysuru
- To evaluate the social support system and economic support system in adaption to the digital era.
- To examine the adjustments and maladjustments to the attitudes of women workers to the digital era.

Hypotheses

- **H_1: Social support and digital adaptation:** The social support system is significantly conducive to the adaptation of digitisation by women workers in the garment industry.
- **H_2: Economic support and digital adaptation:** The economic support system is significantly conducive to the adaptation of digitisation by women workers in the garment industry.
- **H_3: Adjustment of attitudes in the digital Era:** Women workers in the garment industry have significantly adjusted their attitudes in the digital era.
- **H_4: Demographic factors and digital adaptation:** Demographic factors significantly affect the adaptation process in the digital era among women workers in the garment industry in Mysuru district.
- **H_5: Digitisation and the social sphere:** Digitisation has significantly penetrated into the social sphere of life.

Research Methodology

The present research work is based on both primary data and secondary data. Secondary data is collected from published and unpublished sources. The primary data is collected by administering a pilot tested structured questionnaire to a sample of 160 respondent women workers in garment industry in Mysuru district. The researchers have personally administered the questionnaire at the factory gate orally. The data collected is subjected to statistical analysis using SPSS 26.0 package. The tools of analysis are averages, ratio, percentages, standard deviation, one way sample t test, correlation and chi-square test.

The demographic characteristics of interests for the present study are age, marital status, education, work experience and place of work. The analysis of the demographic profile in brief has given the following outputs.

Table 1: Demographic Profile

Average age	**33.36 years**
Percentage of married women…	41.3
Percentage of unmarried women…	55.0
Number of separated women	4
Number of widows	2
Percentage of women below matriculation education	48.8
Percentage of women with more than 10 years of work experience	62.5
Ratio between rural and urban workers	73:27

Source: Primary data-survey

Table 1 clearly reveals that the average age of respondent is 33.36 years which means engagement of large number of young women in the workforce of garment industry in Mysuru district. The percentage of married women is 41.3 and corresponding figure in respect of unmarried women is 55.0 there are four separated women and two widows. It indicates that unmarried women are large in number. When average age of 33.36 years is read with 55% of the working women as unmarried it can be construed that there are significant number of women at the age above 30years remaining unmarried. It mirrors the late marriages in vogue. Further it is clearly visible that 48.8% of respondents have education level matriculation and below matriculation, which lead to the inference that the education level of working women in garment industry is low to a majority extent. Now a days the PUC (plus 2level) education is available in big villages also. Therefore, PUC education is also within the reach of common men when data about working women having PUC education it is found that there were 38 women accounting for 23.75%. The PUC education is also considered to be nearer to lower education than higher education. Hence it is confirmed that majority of women workers in garment industry in Mysuru are educated to the lower extent only. The rural urban divide is also significant with 73% of workers hailing from rural areas.62.5% of working women are having work experience above 10years. It indicates that majority workers are well experienced in the garment industry.

Analysis of Perceptions

The researchers grouped the dependent variables under two categories the first category for which discrete answers, yes or no were solicited and the second one for which answers were solicited in a measured Likert scale. Responses regarding variables with discrete answers are quantified and given in Table 2.

In the list of variables with discrete answers which are all support factors first five are social factors next five are economic factors.

With regard social support for adaption to the digital era on the part of women workers in garment industry excepting for the family support to use electronic gadgets and support by the neighboring community to use electronic gadgets, in other three factors majority respondents opine positively. Even in these two cases percentage of positive answers are 41% and 48% respectively. It is deduced that social support is significantly positive for digitisation to the women workers in the garment industry.

Table 2: Variables with discrete answers and analysis of perceptions

SL. No.	Particulars	Yes (Percentage)	No (Percentage)
1.	I frequently use digital modes (smartphones, internet, etc.) in daily life.	56.2	43.8
2.	My family supports my use of electronic gadgets.	41.2	58.8
3.	The neighbourhood community encourages digital gadget usage.	48.1	51.9
4.	Neighbours offer Wi-Fi access freely when needed.	53.7	46.3
5.	Most houses in my area have liberal Wi-Fi facilities.	53.6	46.4
6.	There is uninterrupted power supply by Electricity Supply Company	45.6	54.4
7.	My company reimburses phone/internet bills.	44.4	55.6
8.	Free Wi-Fi/internet is available in the factory.	46.9	53.1
9.	Work schedules allow time to use gadgets for personal use.	46.2	53.8
10.	The management is lenient about cyber loafing (using internet for non-work activities).	49.4	50.6

Source: Primary data survey

In as much as economic factors are concerned majority respondents negate that economic support system in adapting to the digital era. The employers are not significantly supporting through provision of wifi, internet, liberal use of mobile phones, provision of UPS, and allowing cyber loafing. The inference drawn in this respect is economic support system is not congenial for the adaptation to digitisation process.

In respect of other qualitative variables for which discrete answers could not be solicited, the researchers collected the responses in five point Likert scale assigning numerals-1 for strongly agree, 2 for agree, 3 for neutral, 4 disagree and 5 for strongly disagree. The qualitative variables are listed in Table 3.

Table 3: List of Likert scale variables

SL. No.	Particulars
1.	I use my Smartphone for more than 6 hours per day.
2.	I mostly watch entertainment content (TV shows, serials, YouTube).
3.	I mostly view games or sports on mobile.
4.	I repeatedly view trivial or obscene content via apps or download.
5.	I use gadgets for unnecessary conversations at home.
6.	I use digital gadgets for non-official/personal use at work.
7.	The content I view helps me adapt to modern social lifestyle.
8.	My new lifestyle based on viewed content is not acceptable to my neighbourhood society.
9.	I try to follow good examples from actors/celebrities for positive changes.
10.	I copy the antisocial behavior of celluloid personalities knowingly or unknowingly.
11.	I use mobile/internet for pursuing formal education (online classes, certification, etc.).
12.	I mostly use digital gadgets to pass time when bored.
13.	I frequently jump from one type of digital content to another (frequent content hopping).

The data collected from the respondents for categorized with numerals and subjected to statistical analysis to arrive at mean and standard deviation. Further chi-square test was also conducted. The result of these tests is given in Table 4 and Chart 1.

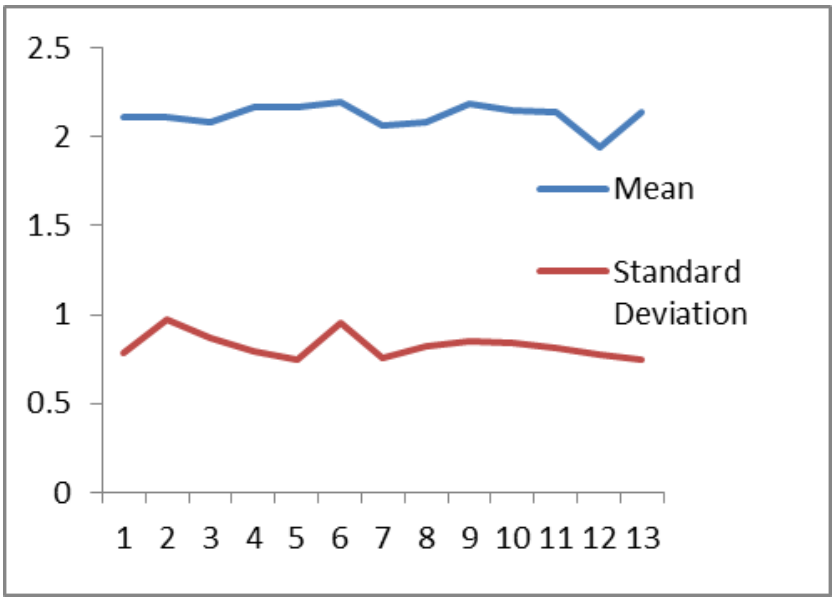

Chart 1: Analysis of Perceptions-likert scale variables

Table 4: Analysis of perceptions-likert scale variables

SL. No.	Mean	Standard Deviation	Chi-Square Test value
1	2.1063	0.78184	0.000
2	2.1063	0.78184	0.000
3	2.1063	0.96867	0.000
4	2.0750	0.86548	0.000
5	2.1750	0.79740	0.000
6	2.1688	0.74582	0.000
7	2.2000	0.95693	0.000
8	2.0563	0.75442	0.000
9	2.0750	0.82072	0.000
10	2.1938	0.85043	0.000
11	2.1500	0.84078	0.000
12	2.1375	0.81254	0.000
13	1.9438	0.77091	0.000

Combined arithmetic mean: 2.11
Combined standard deviation: 0.82

It is evident from Table 4 and Chart 1 that the arithmetic mean of responses in all thirteen variables is hovering around 1.94 to 2.2 and combined arithmetic mean is 2.11, standard deviation is in the range of 0.74 to 0.96 and combined standard deviation is 0.82. More over the chi-square test value at the 95% accuracy level stands at 0.000 in all 13 variables. Thus, indicating validity of the data. It indicates that vast majority of respondent have agreed to the 13 positive statements administered in the questionnaire. All these statements are intended to study the extent of adaptation to the digital era on the part of women worker respondents. Therefore, it is inferred that there is significantly high degree of adaptation to the digital era on the part of women workers in the garment industry.

The relationship between demographic variable and qualitative dependent variables

To study the relationship between independent demographic variables and categorized dependent qualitative variables, the researchers calculated Karl person's coefficient of correlation. The resultant data is enshrined in Table 5 and Chart 2.

Table 5: Pearson's correlation co-efficient of demographic variables with perceptions (Likert Scale)

Age	Marital Status	Education	Experience	Place
-0.019	-0.052	0.105	0.057	-0.257
-0.019	-0.052	0.105	0.057	-0.257
-0.127	0.078	0.079	0.016	0.010
-0.074	-0.105	0.105	-0.003	-0.174
-0.088	-0.038	0.158*	-0.004	-0.093
-0.051	-0.130	0.085	-0.015	-0.105
-0.045	-0.125	0.148	-0.006	-0.150
-0.035	-0.150	0.140	-0.040	-0.196
-0.034	-0.072	0.111	0.043	-0.132
-0.077	-0.108	0.054	-0.021	-0.008
-0.001	-0.104	0.112	0.049	-0.140
-0.032	-0.143	0.164*	0.005	-0.155
0.050	-0.004	0.106	0.040	-0.154

Source: Primary data-analysis

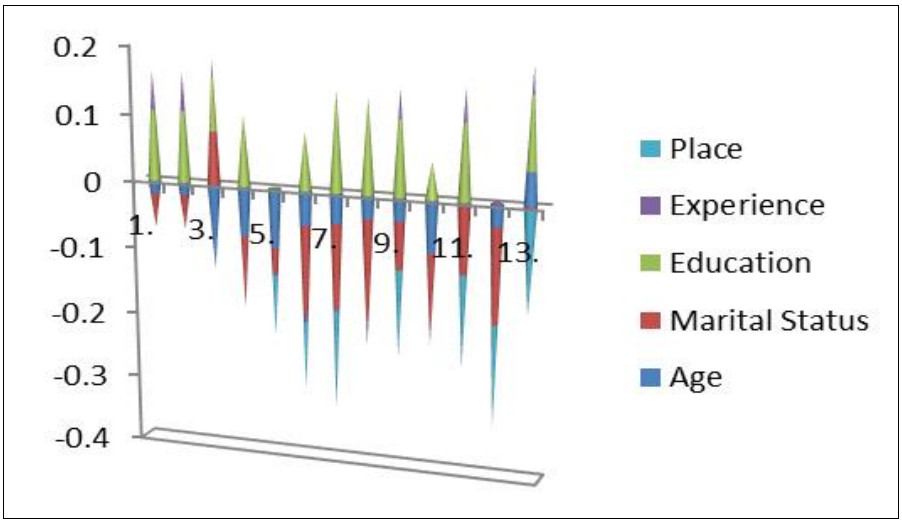

Chart 2: Pearson's correlation co-efficient of demographic variables (Likert Scale)

Penetration of digital era into the social life

When age and its relationship with dependent qualitative variables is studied through coefficient of correlation it is evident that the age and response towards adaptation to digital era is negatively correlated at very low degree. However in respect of 'hopping from one content to other content', respondents at the younger age are in large number agreeing to the statement as evident from positive correlation. Numerals assigned for age move up from 1 to 5 commencing from 19years to 45 and above. It indicates that younger generation is losing consistency in thinking and actions. Initiating towards adaptation by younger women is not that much commensurate with that of older women as evident form very low degree of negative correlation

When marital status is correlated with dependent variable it is observed that there is negative correlation at very low degree in respect of all variables except third variable 'watching games and sports' where correlation coefficient is 0.078. Married women are assigned 1 and unmarried women are assigned 2 in the SPSS. That means married women, by and large are not adapting to the digital era.

With reference education and its relationship with dependent variable the correlation coefficients stand positive all through but at a very low positive degree. Numerals assigned under SPSS for age are 1 for below SSLC, 2 for SSLC, 3 for PUC and 4 for degree and above. It indicates that lower the education higher the adaptability and vice versa. Further it is deduced that educated women workers are not getting trapped in the digital imbroglio.

Regarding work experience and relationship with dependent variables there is negative correlation in respect of statements-4, 5, 6, 7, 8 and 10 and positive correlation in respect of others. Lesser the years of work experience lower the numeral assigned and vice versa. Hence there is partial correlation between work experience and penetration of digital era into the lives of women garment workers.

With regard to place of work (urban-1 and rural-2) and its relationship with the dependent qualitative variables it is found that there is negative correlation at very low degree in respect of all variables except third variable. Wherein, very low degree of positive correlation exists. It indicates that workers based in the rural areas are more prone to digital usages than urbanites. It also indicates that urban women workers are wise enough in using the electronic gadgets for judicious purposes.

Penetration of digital era into social sphere

The digitisation has made inroads into the social life of every individual of the age above five years an attempt is made to study the penetration of digital era into the social lives of women workers in garment industry in Mysuru district.

Table 6: Penetration of digital era into the social life

Particulars	Frequency	Percentage of total
Educative contents viewed mostly	62	38.75
Entertainment contents viewed mostly	160	100
Games and sports contents viewed mostly	41	25.625
Family oriented shows contents viewed mostly	114	71.25
Obscene and controversial material	Nil	-
Politics news and other contents viewed mostly	72	45
Use of electronic gadget for less than 6hours	35	21.875

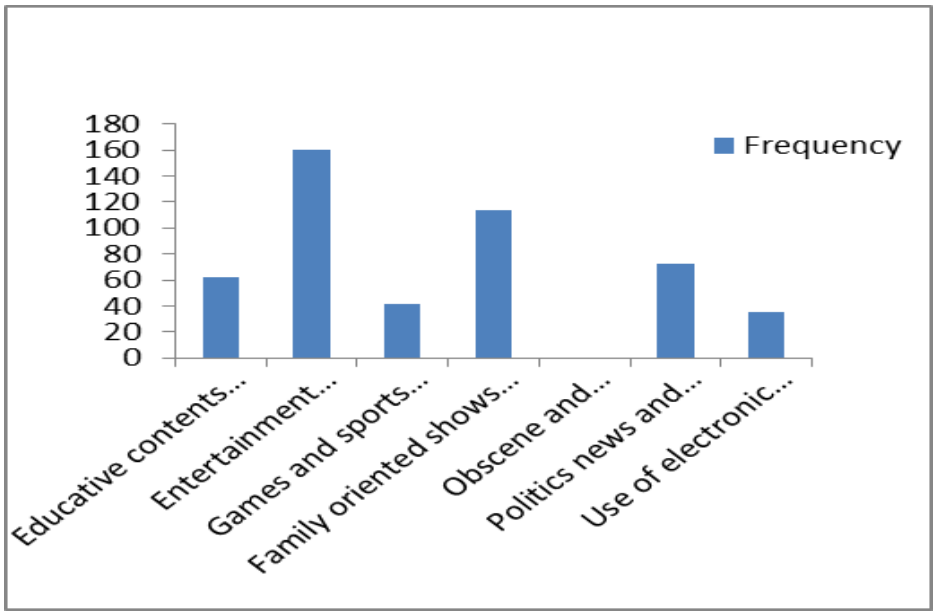

Chart 3: Penetration of digital era into the social life

Table 6 and Chart 3 indicate the extent of penetration of digitisation into the social lives of women workers in garment industry. It is clearly visible that digitisation have made inroads to a significant extent in respect of viewing entertainment contents(100%) and family oriented contents (71.25%), use of electronic gadget for viewing political news and others is 45% followed by educative content at 38.75%. Interestingly no respondent was agreeing to have viewed obscene and controversial contents. However, the researchers tried to collect data on this variable through

indirect oral interview by contacting the friends and colleagues but in vain.

Testing Hypotheses

H_1: The social support system is significantly conducive to the adaptation of digitisation by women workers in the garment industry

As per the explanation given under the table 2 and inference drawn there upon the hypothesis that the social support system is significantly conducive to the adaptation of digitisation by women workers in the garment industry is partially accepted.

H_2: The economic support system is significantly conducive to the adaptation of digitisation by women workers in the garment industry

As per the explanation given under the table 2 and inference drawn there upon the hypothesis that the social support system is significantly conducive to the adaptation of digitisation by women workers in the garment industry is rejected.

H_3: Women workers in the garment industry have significantly adjusted their attitudes in the digital era.

The explanation given the Table 5 Chart 1 uphold that the women worker in garment industry in Mysuru district have significantly adjusted to the digital era. Hence, the hypothesis Women workers in the garment industry have significantly adjusted their attitudes in the digital era is accepted.

H_4: Demographic factors significantly affect the adaptation process in the digital era among women workers in the garment industry in Mysuru district

Sub hypothesis: Age has positive correlation with dependent qualitative variables about adaptability to the digital era

As per the explanation given in the first Para under Table 6 there is no positive correlation between the age and the 12 qualitative variables and positive correlation between independent variable age and dependent variable of hopping the contents while using electronic gadgets hence the hypothesis age significantly affect the adaptation process in the digital era among women workers in the garment industry in Mysuru district partially accepted.

$H_{4.a}$: Marital status has positive correlation with dependent qualitative variables about adaptability to the digital era

The explanation given under the Table 6 and Para 2 clearly indicate that there is negative correlation in respect of 12 qualitative variables and positive correlation between independent variable marital status and dependent variable viewing sports and games contents. Hence the hypothesis marital status significantly affects the adaptation process in the digital era among women workers in the garment industry in Mysuru district partially accepted.

$H_{4.b}$: Education has positive correlation with dependent qualitative variables about adaptability to the digital era

It is clear from the explanation given under Table 6 that lower the education level higher the acceptance to the adaptation to the digital era. Hence the hypothesis education has positive correlation with dependent qualitative variables about adaptability to the digital era is rejected.

$H_{4.c}$: Work Experience has positive correlation with dependent qualitative variables about adaptability to the digital era

As per the explanation given in the fourth Para under Table 6 there is no positive correlation between the experience and 6 qualitative variables and positive correlation between independent variable experience and 7dependent variable hence, hypothesis experience has positive correlation with dependent qualitative variables about adaptability to the digital era partially accepted.

$H_{4.d}$: Place of work has positive correlation with dependent qualitative variables about adaptability to the digital era

The explanation given under the Table 6 and Para 5 clearly indicate that there is negative correlation in respect of 12 qualitative variables and positive correlation between independent variable the work place and dependent variable viewing sports and games contents. Hence the hypothesis place of work has positive correlation with dependent qualitative variables about adaptability to the digital era partially accepted.

H_5: Digitisation has significantly penetrated into the social sphere of life

The explanation given under Table 7 clearly envisages that the digitisation made inroads into the social sphere of lives of women workers in garment industry in Mysuru district. Of course, none of the respondents have agreed that they are into viewing obscene and objectionable contents. Further indirect oral interview also has drawn blank. As this issue is considered as a social vice it is natural that individuals would not accept that they are into this type of vices. Albeit the hypothesis that Digitisation has significantly penetrated the social sphere of life is accepted.

Discussion

Adaptation to the digital era significantly towards a positive extent is considered to be adjustment and when adaptation to digital contents is in a negative manner it becomes maladjustment. In the present study the maladjustments are tested in respect of average daily screen time used by the women workers in garment industry for more than 6hours, viewing obscene and objectionable contents, cyber loafing and use of gadgets for unnecessary conversations. In respect of all these negative parameters the responses encoded are affirmative with regard to only two devoting more than 6hours screen time by 78.12% of respondents and majority 66% agreeing to have indulged in unnecessary conversations using electronic gadgets. Therefore in these two issues there is maladjustment to the digital era. In respect of all other dependent variables for positive statements there is adjustment to the digital era to a significant extent on the part of women workers in the garment industry.

Suggestions

- It is suggested to the employers to provide wifi facility to the needy working women in the garment industry.
- The reimbursement of phone bills up to an equitable extent is suggestible to the employers.
- Young women employees are advised to a more

cautious in slowing down adaptation to the digital era because the heist decisions and actions are likely to lead to disorders.
- It is advisable to workers with higher education to adapt to the changing conditions of digital era in a congenial manner.

Scope for further study
- There can be further exploration of the same topic by taking large sample size to get more accurate result.
- The geographical area for the study can be extended to entire state of Karnataka or any individual state or entire country.
- Independent variable of annual income of the family and size of the household can be taken additionally to conduct the study on the same topic.

Conclusion
The study on adjustments and maladjustments to digital era has yielded very important results that the demographic variables exert influence at varied degree on adaptation to the digital era, societal support is significantly positive, digitization has made inroads into social sphere of lives and economic support is not significantly positive. Suggestions given by the researchers are palatable and worth considering on the part of employers and employees. So that in the digital era embraces the whole society in a positive manner.

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