GENDER BASE RELATIONSHIP BETWEEN AGE AND CLOTHING BEHAVIOUR

Neeta A. Tiwade¹ and Madhuri Y. Nasre²
1 Sevadal Mahila Mahavidyalaya,Nagpur, (MS), India.
2 S.S. Girls College, Gondia, (MS), India.
Corresponding author Email : tiwaden@gmail.com

ABSTRACT:

Clothes are a way for young people to state their identity and create their "self". Every day we spend some amount of time to decide about clothes we wear and a lot of time goes in decision-making while selecting and purchasing clothes. This study was design to know the clothing behaviour of college boys and girls related to their age from 300 boys and 300 girls students each selected in Nagpur city, based on the courses offered by the colleges through using a well structured questionnaire. There is association between age and clothing behaviour of boys and girls. It was observed that mostly girls and boys were moderately interested in clothing than highly interested. It was found that majority of girls and boys belongs to small family were moderately interested in clothing than highly interested. In other words it can be stated that the attitude (highly,moderately of less interested) of students their age. It was observed from the study that mostly girls and boys were moderately interested in clothing than highly interested.

Keywords:

Clothing behaviour, students, influence, age, moderately interested.

INTRODUCTION:

Clothing is a part of a silent language that is communicated through the use of visual but non-verbal symbols which includes the way one thinks, the way one feels, the way one acts and the way others react. Often, clothing behaviour varies with social milieu, personality and lifestyle about various aspects of an individual age. Today in this consumer-based society, clothing has become an indispensable part of us. Every day we spend some time to decide about clothes we wear and a lot of time of students goes in decision-making while selecting and purchasing

clothes but there is always impact of their age factor on clothing behaviour. Peer pressure is perhaps the strongest influence on college students' socialization and learning process. It is also one of the influences on consumer behaviour, especially in relation to consumption of symbolic goods such as clothes and fashion items (Brittain, 1963). Clothes are a way for young people to state their identity and create their "self" (Solomon, 2006). It plays an important role in peer acceptance. Clothing is more than a factor which differentiates individuals in peer friendship groups of adolescents and thus becomes a source of identity and status related to group membership (Littrell and Eicher, 1973). College going adolescent's boys and girls may experience vagueness, confusion, and discontinuity of the self, due to redefinition of their roles as they emerge from childhood (Steinberg, 1985). In a period of such uncertainty, strong approval from and a feeling of belonging to significant others may be very important to students (Jensen, 1985). Kwon and Drayton (2007) revealed that weather function was the single most important clothing function for males which influenced the selection of daily clothing while social activity was the most important clothing function which influenced females. Khare and Rakesh (2010) showed that Indian youth has an involvement with branded fashion wear. However, there was not much significant difference in the involvement of females and males towards fashion clothing. On the basis of available literature, it is evident that the age of boys and girls influence the clothing behaviour in particular.

PURPOSE OF STUDY: The study is designed to know the clothing behaviour of college boys and girls, related to their age. This study is helpful us to understand how clothing behaviour as a subject issue could be more visible, relevant and meaningful related

MATERIAL AND METHOD:

The study is to know the clothing behaviour of college boys and girls of Nagpur City of Maharashtra state. For the purpose of data, 300 boys and 300 girls students each selected as per the convenience of college timing from five zone and based on the courses offered by the colleges mainly Arts, Commerce, Science and Home Science Colleges through using a well structured questionnaire, based on ages.

RESULT AND DISCUSSION:

Results shows that 68, 42, 18 and 95 girls belonging to age group 18, 19, 20 and 21 years respectively are moderately interested in clothing whereas 35 girls belonging to age group 18 years were less interested in clothing. It was also evident that 14 girls belonging to age group 18 years were highly interested in clothing. It is apparent that there is significant (Chi-square- 37.453; $P<0.05$) relationship between clothing behaviour of girls and their age groups. In addition to above, it was evident that 50, 60, 20 and 98 boys belonging to age groups 18, 19, 20 and 21 years respectively are moderately interested in clothing, whereas 14 and 13 boys belonging to age group 21 and 18 years respectively were less interested in clothing. However; 18 and 10 boys belonging to 21 and 18 years age group were highly interested in clothing. It was apparent there is significant (Chi-square= 13.381; $P<0.05$) relationship between clothing behaviour of boys and their age group. The study shows that there is significant association between age and clothing behaviour of boys as well as girls. In other words it can be stated that the attitude (highly, moderately of less interested) of college going boys and girls towards clothing is related to their age.

CONCLUSION:

There is association between age and clothing behavior of boys as well as girls. In other words it can be stated that the attitude (highly, moderately of less interested) of students their age. It was observed from the study that mostly girls and boys were moderately interested in clothing than highly interested.

REFERENCES:

Brittain, C. V. (1963). Adolescent Choices and Parent-Peer Cross-Pressures. American Sociological Review, 28(3), 385-391.

Jensen, L.C, (1985) Adolescence: Theories, Research, Applications,M.N. West Publishing. Littrell, M.B. and Eicher, J.B.(1973). Clothing opinions and the socialacceptance process among adolescents, Adolescence, 8 (30),197-212.

Moschis, G. P., & Churchill Jr, G. A. (1978). Consumer Socialization: A Theoretical and Empirical Analysis. Journal of Marketing Research, 15(4), 599-609.

Solomon, M. (2002 & 2006). Consumer Behaviour- a European perspective, Harlow: Financial Times/Prentice-Hall. Steinberg, L. (1985). Adolescence,

NY: Alfred A. Knopf. Kwon, Y.H. & Drayton, M.A. (2007). Factors affecting the selection of clothes on daily basis: male and female differences, International Journal of Consumer Studies, 11, 57-69.

Khare, A. & Rakesh, S. (2010). Predictors of fashion clothing involvement among Indian youth, Journal of Targeting, Measurement and Analysis for Marketing.,18,209-220 (September/December 2010).

Table 1: Relationship Between Age and Clothing Behaviour

Gender	Age in years	Clothing Behaviour			Total
		Highly Interested (241-300)	Moderately Interested (181-240)	Less Interested (120-180)	
Girls	18 Yrs	14	68	35	117
	19 Yrs	7	42	5	54
	20 Yrs	4	18	2	24
	21 Yrs	3	95	7	105
	Total	28	223	49	300
Boys	18 Yrs	10	50	13	73
	19 Yrs	3	60	4	67
	20 Yrs	3	20	7	30
	21 Yrs	18	98	14	130
	Total	34	228	38	300

Girls: Pearson's Chi-Square = 37.453; df=6; $P<0.05$; Pearson's r = -0.118

Boys: Pearson's Chi-Square = 13.381; df= 6; $P<0.05$; Pearson's r = -0.054