IMPACT OF DEMOGRAPHIC ASPECTS ON CLOTHING BEHAVIOUR OF COLLEGE GOING GIRLS AND BOYS

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ABSTRACT :

Every day we spend some amount of time to decide about clothes we wear. And a lot of time of students goes in decision-making while selecting and purchasing clothes. Clothes are a way for young people to state their identity and create their "self". This study was design to know the influence of demographic factors of college boys and girls, related to their clothing behaviour from 300 boys and 300 girls students each were 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. Also all students were interested in clothing. Result showed that more girls and boys whose father education up to graduation were moderately interested in clothing. Majority of girls and boys (410) were moderately interested whose fathers were from govt. service than other occupation and income of Rs. 6 lakhs. The result showed that demographic factors like income, education, occupation and family size play the crucial role in clothing behaviour of college girls and boy's students and influence the clothing behaviour of students.

Keywords: Clothing behaviour, students, demographic factors, influence.

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, sex, age, social status, occupation, group membership and behavioural expectations. Today in

this consumer-based society, clothing has become an indispensable part of us. Every day we spend some amount of 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 demographic factors on clothing behaviour.

From a practical standpoint, college students present enormous potentials for marketers. During adolescence stage, teen consumers often develop consumption patterns, which they maintain throughout their adult lives (Moschis, 1985). 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).

PURPOSE OF STUDY :

The study was designed to know the differentiate personality characteristics of college boys and girls, related to their clothing behaviour influenced by demographic factors. This study is helpful us to understand how clothing as a subject issue could be more visible, relevant and meaningful on demographic aspects on clothing behaviour of students everyday.

METHODOLOGY :

The study was 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 were 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 throughusing a well structured questionnaire, based on various aspects of the demographic factors like Gender, family size, income of family, educational and occupational status of parents etc.

RESULT AND DISCUSSION :

Table 1
Gender family size and Clothing Behaviour

Gender	Family Size	Clothing Behaviour			Total
		Highly Interested (241-300)	Moderately Interested (181-240)	Less Interested (120-180)	
Girls	Small Family (Up to 5)	10	114	30	154
	Average Family (6 to10)	12	103	10	125
	Large (11 and Above)	6	6	9	21
	Total	**28**	**223**	**49**	**300**
Boys	Small Family (Upto 5)	22	133	20	175
	Average Family (6 to10)	9	83	12	104
	Large (11 and Above)	3	12	6	21
	Total	**34**	**228**	**38**	**300**

Girls: Pearson's Chi-Square = 31.974= 4; $P<0.05$; Pearson's r = -0.082; App. Sig. = 0.156
Boys: Pearson's Chi-Square = 6.748; df= 4; $P>0.05$; Pearson's r = 0.077; App. Sig. = 0.184

Table 1 shows information pertaining to the relationship between clothing behaviour of girls and boys adolescent and number of family members in their family. It was evident from the data that 114, 103 and 6 girls belonging to small (up to 5 members), average (6 to 10 members)

and large (11 members and above) family respectively are moderately interested in clothing, whereas 30 girls belonging to small family were less interested in clothing. It was also evident that 12 girls belonging to average family were highly interested in clothing. It is apparent from statistical analysis of data that there is significant (Chi-square= 31.974; P<0.05) relationship between clothing behaviour of girls and number of family members in their family. In addition to this it was evident from the data that 133, 83 and 12 boys belonging to small (up to 5 members), average (6 to 10 members) and large (11 members and above) respectively are moderately interested in clothing, whereas 20 and 12 boys belonging to small and average family respectively were less interested in clothing. However; 22 boys taking belonging to small family were highly interested in clothing. It was apparent from statistical analysis of data that there is no significant (Chi-square= 6.748; P>0.05) relationship between clothing behaviour of boys and the number of family members in their family.

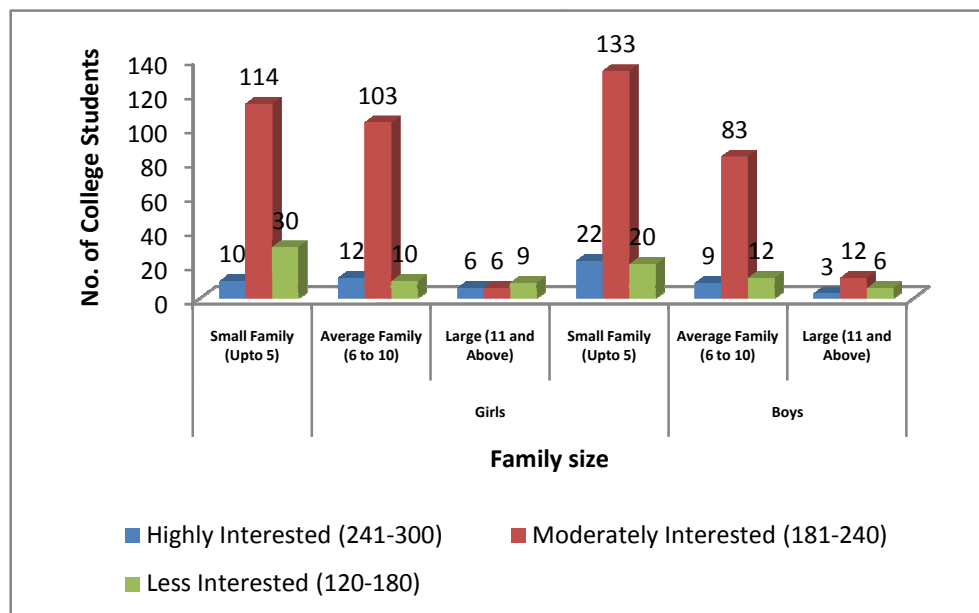**Fig.1** Relationship between gender family size and Clothing Behaviour

Table 2
Gender education of father and Clothing Behaviour

Gender	Education of Father	Clothing Behaviour			
		Highly Interested (241-300)	Moderately Interested (181-240)	Less Interested (120-180)	Total
Girls	Don't have father	1	7	3	11
	Illiterate	0	19	1	20
	Primary	10	60	7	77
	Middle School	3	31	16	50
	Upto 10th	3	55	1	59
	Upto 12th	1	26	4	31
	Graduate	8	10	1	19
	Post Graduate	2	15	16	33
	Total	**28**	**223**	**49**	**300**
Boys	Don't have father	0	12	3	15
	Illiterate	0	10	3	13
	Primary	3	49	10	62
	Middle School	4	45	13	62
	Upto 10th	3	39	6	48
	Upto 12th	18	30	0	48
	Graduate	0	32	3	35
	Post Graduate	6	11	0	17
	Total	**34**	**228**	**38**	**300**

Girls: Pearson's Chi-Square = 81.418; df= 14; $P<0.05$; Pearson's r = 0.081; App. Sig. = 0.162
Boys: Pearson's Chi-Square = 66.773; df=14; $P<0.05$; Pearson's r = -0.275; App. Sig. = 0.000

Table 2 shows information pertaining to the relationship between clothing behaviour of girls and boys adolescent and education of their father. It was evident from the data that 19,60, 31, 55, 26, 10 and 15 girls whose father are illiterate and educated up to primary, middle school, up to 10th, up to 12th, graduate and postgraduate respectively are moderately interested in clothing, whereas 16 girls whose father educated up to middle school were less interested in clothing. It was also

evident that 10 girls whose father educated up to primary level were highly interested in clothing. It is apparent from statistical analysis of data that there is significant (Chi-square= 81.418; P<0.05) relationship between clothing behaviour of girls and their father's education.

Moreover, it was also evident from the data that 10, 45, 49, 39, 30, 32 and 11 boys whose father illiterate and having education up to primary, middle school, up to 10th, up to 12th, graduate and postgraduate respectively are moderately interested in clothing, whereas 10 and 13 boys whose father educated up to primary and middle school level respectively were less interested in clothing. However; 18 boys whose father educated up to 12th were highly interested in clothing. It was apparent from statistical analysis of data that there is significant (Chi-square= 66.773; P<0.05) relationship between clothing behaviour of boys and their father's education level. It is observed that more girls and boys belongs to small family were moderately (217 girls, 216 boys) and highly interested (12 girls, 22 boys) in clothing.
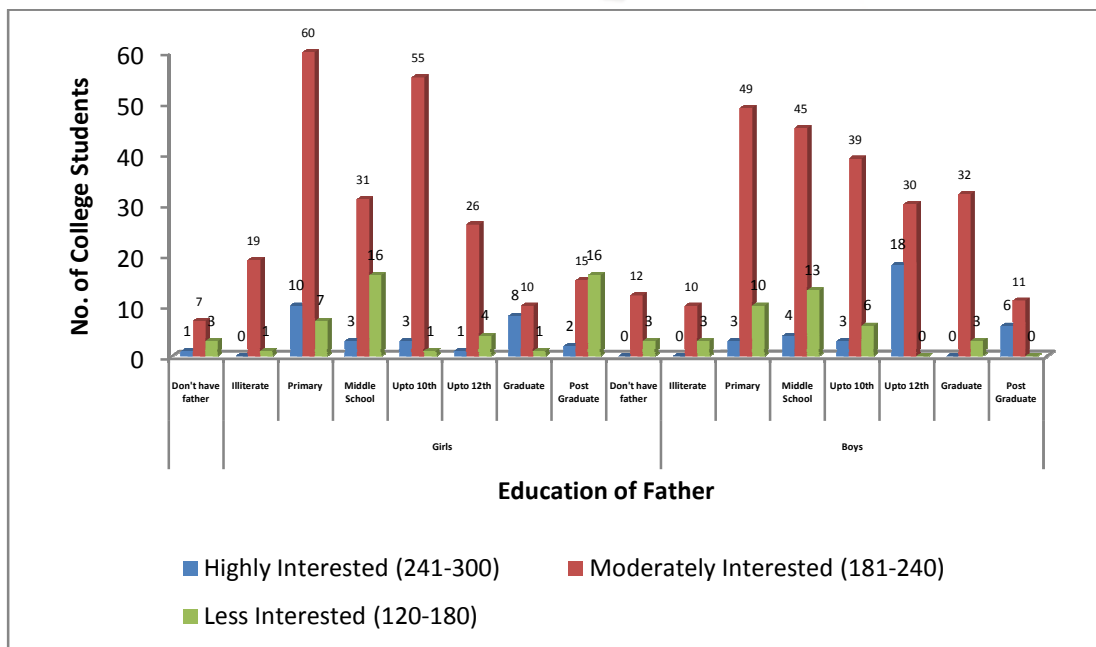

Fig. 2: Relationship between gender education of father and Clothing Behaviour

Table 3

Gender education of mother and Clothing Behaviour

Gender	Education of Mother	Clothing Behaviour			
		Highly Interested (241-300)	Moderately Interested (181-240)	Less Interested (120-180)	Total
Girls	Don't have mother	0	1	0	1
	Illiterate	0	28	1	29
	Primary	14	73	18	105
	Middle School	0	33	6	39
	Upto 10th	3	72	5	80
	Upto 12th	8	15	2	25
	Graduate	3	0	1	4
	Post Graduate	0	1	16	17
	Total	**28**	**223**	**49**	**300**
Boys	Don't have mother	0	3	0	3
	Illiterate	0	16	0	16
	Primary	9	80	21	110
	Middle School	13	29	6	48
	Upto 10th	6	58	8	72
	Upto 12th	0	29	3	32
	Graduate	6	7	0	13
	Post Graduate	0	6	0	6
	Total	**34**	**228**	**38**	**300**

Girls: Pearson's Chi-Square = 137.034; df= 14; $P<0.05$; Pearson's r = 0.168; App. Sig. = 0.004
Boys: Pearson's Chi-Square = 46.740; df= 14; $P<0.05$; Pearson's r = -0.108; App. Sig. = 0.061

Table 3 shows information pertaining to the relationship between clothing behaviour of girls and boys adolescent and education of their mother. It was evident from the data that 28, 73, 33, 72, 15 and 1 girls whose mother illiterate and educated up to primary, middle school, up to 10th, up to 12th and postgraduate respectively are moderately interested

in clothing, whereas 18 girls whose mother educated up to primary school were less interested in clothing. It was also evident that 14 girls whose mother educated up to primary level were highly interested in clothing. It is apparent from statistical analysis of data that there is significant (Chi-square= 137.034; P<0.05) relationship between clothing behaviour of girls and their mother's education.

Moreover, it was also evident from the data that 16, 80, 29, 58, 29, 7 and 6 boys whose mother illiterate and having education up to primary, middle school, up to 10th, up to 12th, graduate and postgraduate respectively are moderately interested in clothing, whereas 21 boys whose mother educated up to primary school level were less interested in clothing. However; 13 boys whose mother educated up to middle school level were highly interested in clothing. It was apparent from statistical analysis of data that there is significant (Chi-square= 46.740; P<0.05) relationship between clothing behaviour of boys and their mother's education level.
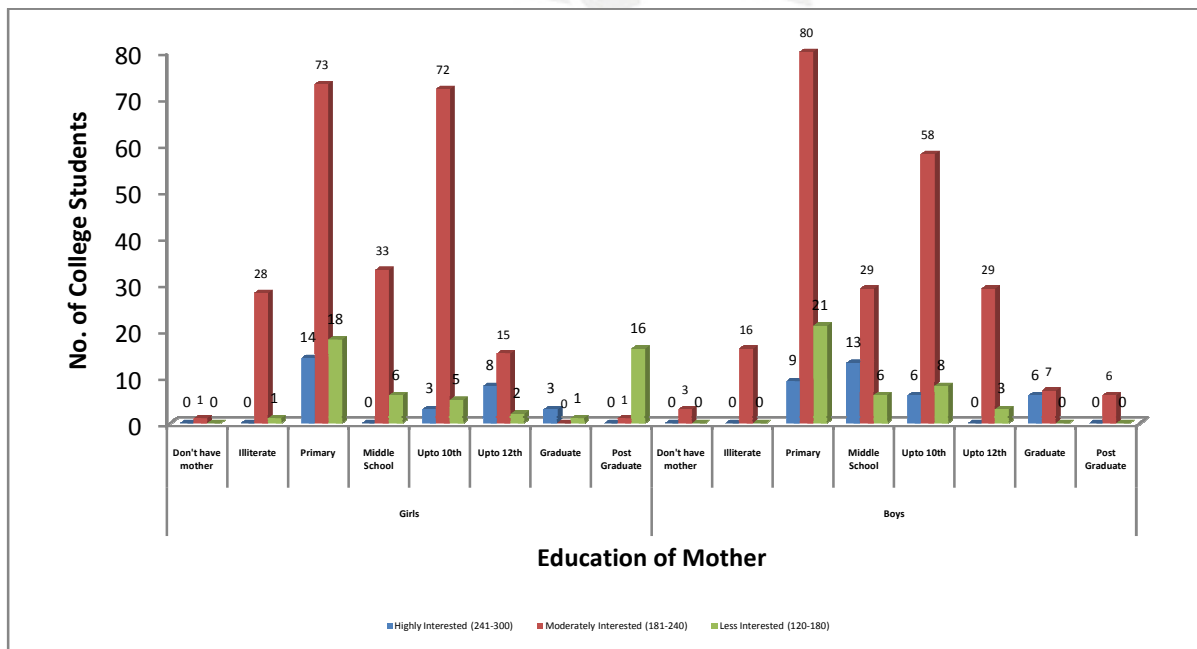

Fig. 3: Relationship between gender education of mother and Clothing Behaviour

Table 4

Gender occupation of father and Clothing Behaviour

Gender	Occupation of Father	Clothing Behaviour			Total
		Highly Interested (241-300)	Moderately Interested (181-240)	Less Interested (120-180)	
Girls	Not Applicable	1	7	3	11
	Not Working	0	4	1	5
	Service-Govt	8	112	17	137
	Service Pvt	2	39	13	54
	Business	17	61	15	93
	Total	**28**	**223**	**49**	**300**
Boys	Not Applicable	0	12	3	15
	Not Working	0	9	0	9
	Service-Govt	6	70	17	93
	Service Pvt	6	38	8	52
	Business	22	99	10	131
	Total	**34**	**228**	**38**	**300**

Girls: Pearson's Chi-Square = 18.384; df= 8; P<0.05; Pearson's r = -0.083; App. Sig. = 0.154
Boys: Pearson's Chi-Square = 15.919; df= 8; P<0.05; Pearson's r = -0.188; App. Sig. = 0.001

Table 4 shows information pertaining to the relationship between clothing behaviour of girls and boys adolescent and occupation of their father. It was evident from the data that 112, 39 and 61 girls whose father's occupation was Government service, private service and business respectively are moderately interested in clothing, whereas 17, 13 and 15 girls whose father's occupation is Government service, private service and business were less interested in clothing. It was also evident that 17 girls whose father's occupation is business were highly interested in clothing. It is apparent from statistical analysis of data that there is significant (Chi-square= 18.384; P<0.05) relationship between clothing behaviour of girls and their father's occupation.

Moreover, it was also evident from the data that 70, 38 and 99 boys whose father's occupation is Government service, private service and business respectively are moderately interested in clothing, whereas 17, 8 and 10 boys whose father's occupation is Government service, private service and business respectively were less interested in clothing. However; 22 boys whose father's occupation is business were highly interested in clothing. It was apparent from statistical analysis of data that there is significant (Chi-square= 15.919; P<0.05) relationship between clothing behaviour of boys and their father's occupation.
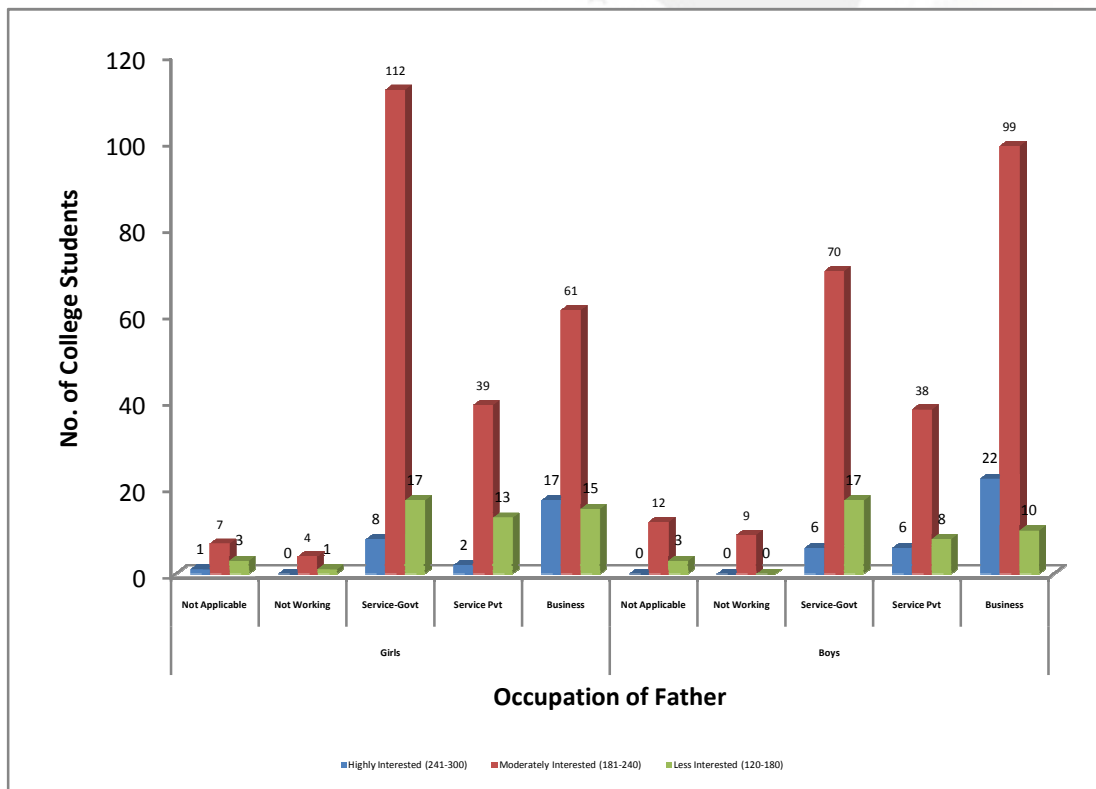

Fig. 4: Relationship between gender occupation of father and Clothing Behaviour

Table 5

Gender occupation of mother and Clothing Behaviour

Gender	Occupation of Mother	Clothing Behaviour			Total
		Highly Interested (241-300)	Moderately Interested (181-240)	Less Interested (120-180)	
Girls	Not Applicable	0	1	0	1
	Not Working	27	188	30	245
	Service-Govt	0	23	14	37
	Service Pvt	1	10	2	13
	Business	0	1	3	4
	Total	**28**	**223**	**49**	**300**
Boys	Not Applicable	0	3	0	3
	Not Working	34	180	32	246
	Service-Govt	0	14	0	14
	Service Pvt	0	22	3	25
	Business	0	9	3	12
	Total	**34**	**228**	**38**	**300**

Girls: Pearson's Chi-Square = 28.624; df= 8; P<0.05; Pearson's r = 0.220; App. Sig. = 0.000
Boys: Pearson's Chi-Square = 13.112; df= 8; P>0.05; Pearson's r = 0.116; App. Sig. = 0.004

Table 5 shows information pertaining to the relationship between clothing behaviour of girls and boys adolescent and education of their mother. It was evident from the data that 188 girls whose mother is not working and 23, 10 and 1 girls whose mother's occupation is government service, private service and business were moderately interested in clothing, whereas 30 and 14 girls whose mother is not working and Government employee were less interested in clothing. It was also evident that 27 girls whose mother not working were highly interested in clothing. It is apparent from statistical analysis of data that there is significant (Chi-square= 28.624; P<0.05) relationship between clothing behaviour of girls and their mother's occupation.

Moreover, it was also evident from the data that 180 boys whose mother is not working and 14, 22 and 9 boys whose mother's occupation is government service, private service and business were moderately interested in clothing, whereas 32 boys whose mother is not working were less interested in clothing. It was also evident that 34 boys whose mother not working were highly interested in clothing. It is apparent from statistical analysis of data that there is no significant (Chi-square= 13.112; P>0.05) relationship between clothing behaviour of boys and their mother's occupation.
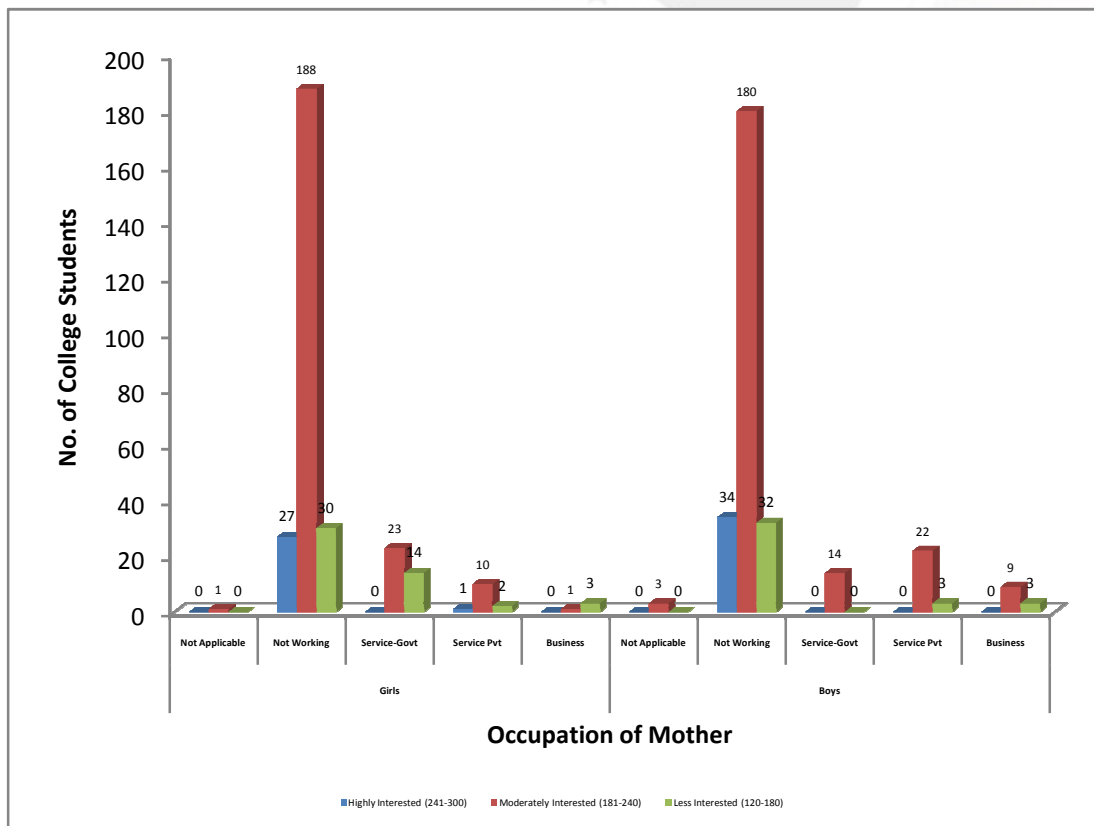

Fig. 5: Relationship between gender occupation of mother and Clothing Behaviour

Table 6

Gender Household annual income and Clothing Behaviour

Gender	Household Annual Income in Rs.	Clothing Behaviour			Total
		Highly Interested (241-300)	Moderately Interested (181-240)	Less Interested (120-180)	
Girls	Upto 3 lac	28	137	29	194
	300001 to 6 lacs	0	63	3	66
	More than 6 lacs	0	23	17	40
	Total	**28**	**223**	**49**	**300**
Boys	Upto 3 lac	34	127	32	193
	300001 to 6 lacs	0	86	4	90
	More than 6 lacs	0	15	2	17
	Total	**34**	**228**	**38**	**300**

Girls: Pearson's Chi-Square = 43.756; df= 4; P<0.05; Pearson's r = 0.248; App. Sig. = 0.000
Boys: Pearson's Chi-Square = 33.502; df= 4; P<0.05; Pearson's r = 0.072; App. Sig. = 0.211

Table 6 shows information pertaining to the relationship between clothing behaviour and household annual income of girls and boys adolescents selected in the study. It was evident from the data that 137, 63 and 23 girls having household annual income up to Rs. 3 lacks, Rs. 300001 to 600000 and more than Rs.6 lacks respectively are moderately interested in clothing, whereas 29 and 17 girls having household annual income up to Rs. 3lacs and more than Rs. 6 lacks were less interested in clothing. It was also evident that 34 girls having annual household income up to Rs. 3 lacs were highly interested in clothing. It is apparent from statistical analysis of data that there is significant (Chi-square= 43.756; P<0.05) relationship between clothing behaviour of girls and their annual household income.

In addition to this it was evident from the data that 127, 86 and 15 boys having household annual income up to Rs. 3 lacs, 300001 lacs to

600000 lacs and more than Rs. 600000 respectively are moderately interested in clothing, whereas 32 boys having annual household income up to Rs. 3 lacs were less interested in clothing. However; 34 boys having annual household income up to Rs. 3 lacs were highly interested in clothing. It was apparent from statistical analysis of data that there is significant (Chi-square= 33.502; P<0.05) relationship between clothing behaviour of boys and their annual household income.
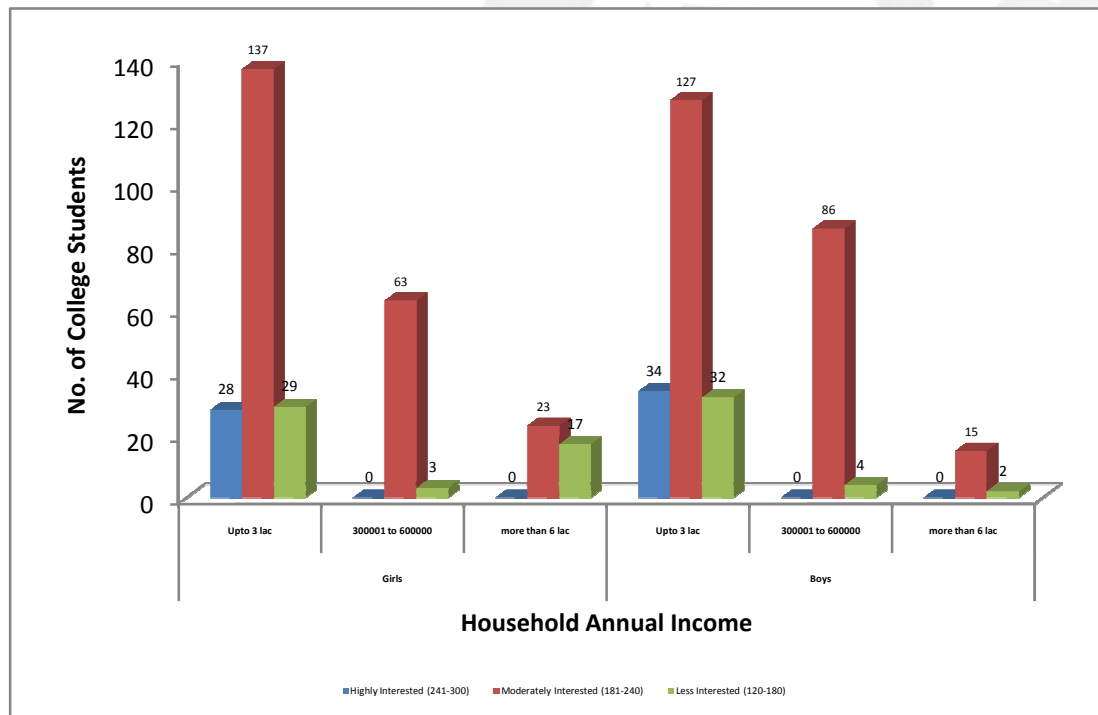

Fig. 6: Relationship between gender Household annual income and Clothing Behaviour

CONCLUSION :

There is 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 students towards clothing is related to their age. It was observed from the study 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. Also students were interested in clothing. Result showed that mostly girls and boys whose father education up to graduation was moderately interested in clothing. Majority girls and boys (410) were moderately interested whose fathers were from govt. service than other occupation. It observed that mostly girls and boys (451) were moderately interested in clothing up to income of Rs. 6 lakhs than highly interested. The result showed that demographic factors like income, education, occupation and family size play the crucial role in clothing behaviour of college girls and boys students and influence the clothing behaviour of students

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