



## A STUDY OF GENDER BASED RELATIONSHIP BETWEEN IDEAL SELF-CONCEPT AND CLOTHING BEHAVIOUR

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### ABSTRACT:

It is true that 'clothes make the man'. 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. The present study is design to know the differentiate personality characteristics of boys' and girls' college students. This study was design to know the gender-based relation between ideal self-concept and clothing behavior from 300 boys and 300 girls' students each selected in Nagpur City, based on the courses offered by the colleges through using well-structured questionnaire. It may be concluded from the study results that in general there is significant relationship between gender and ideal self-concept of college students. On the basis of study results, it may be concluded that in general there is no significant relationship between ideal self-concept of college going students (boys and girls) and their clothing behaviour.

**Key words:** - *Clothing behaviour, Ideal self-concept, Significant, Relationship, Gender.*

### INTRODUCTION :

It is true that 'clothes make the man', yet clothes are important in determining the impression a person makes on others and give him or her a feeling of security. Good grooming with appropriate clothing not only enhances natural beauty but also compensates for its lack. Clothing expresses not only the most obvious characteristics. Clothing helps peoples to enact their social roles by providing opportunities for representing identity to others. Clothing is at the same time a sign and an expressive medium with social meaning. Clothing is referred to as a "second skin." But people wear clothing for functional as well as social reasons. Apart from the practical functions of placing a piece of garment above the skin, wearing clothes also carries specific cultural and social meanings. Moreover, clothing has been regarded as one of the best ways to distinguish social classes, sexes, occupation, marital status and ethnic or religious affiliation. In everyday life, we realize and validate

ourselves as we communicate our thoughts, values, attitudes or feelings to others and receive responses from others. The use of clothing is an important factor in social interactions (Kness, 1983).

Clothing expresses not only the most obvious characteristics but even characteristics of personality such as attitudes, interest, and values. For Ryan, culture on the other hand serves as a modifier of what people are going to consider more feminine or masculine, or how they view gender, for example. Also understanding a specific cultural tradition helps us to determine social roles through clothes or to differentiate among social groups. The type of clothing we wear is indirectly governed by the culture or group we belong to and the desire to identify with group norms. Clothing can also help an individual to be accepted by the group (Ryan 1966).

Language of clothing will express personalities' characteristics which are helpful to establish the identity and status of a person through clothing.

Clothing helps peoples to enact their social roles by providing opportunities for representing identity to others. Clothing can provide status of persons as well as being reflection of values. Clothing is at the same time a sign and an expressive medium with social meaning. Clothes do not exist in limbo, instead they are embedded in context or social circumstances of daily life (Kaiser, 1990). According to Craik, clothing constructs the so-called personal habit us that refers to in conscious disposition and individual sense of appropriateness of someone's taste for cultural goods, practices and modes of self-presentation (Craik 1994). Clothing is referred to as a "second skin." Clothing started being used as a means of protection for primitive man and now has grown to be an inseparable part of individuals.

In the world, college students can create their own avatars to represent themselves and communicate with each other while observing what others are doing and wearing. 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. Clothing behavior research has its roots primarily from the disciplines of psychology, sociology and social psychology.

#### **Self-Concept and Clothing:**

Onkvisit and Shaw (1987) describes that self-concept is a critical and important part of consumer behaviour because many decisions by the consumers about purchase are directly influenced by the image individuals have of them. This is especially true in case of the clothing behaviour as it is highly individualistic as well as idealistic. The self-concept is a complex process of gaining self-awareness. We develop a concept of who we are through our interaction and it is the sum total of a being's knowledge and understanding of his or her self with others has described self-concept as 'the totality of the individual's thoughts and feelings

with reference to self as an object' (Rosenberg, 1989).

Furthermore, self-concept is a broad topic and it is the collection of attitudes that consumers hold towards themselves. In addition, self-concept is a multi-dimensional concept in literature and it is comprised of components such as apparent self, ideal self, social self, perceived self and finally actual self (Burns et al., 1979). This means he or she should understand the qualities they possess and then appraise themselves. Self-concept covers different characteristics of persons in order to understand and to appraise oneself and these characteristics are 'role identities', 'relationships', 'possessions', 'personal attributes' and 'fantasies' (Schouten, 1991). Hence, it is evident from the above-mentioned information that the self-concept has a very strong influence on the liking or disliking of different clothing forms as well as the textiles used to prepare such garments.

#### **PURPOSE OF STUDY:**

The study is designed to know the clothing behavior of college boys and girls, related to their ideal self-concept. This study is helpful us to understand how clothing behavior as a subject issue could be more visible, relevant and meaningful related to the ideal self-concept of college going boys and girls every day.

#### **METHODOLOGY:**

In the present study, specific methods were followed to obtain the information regarding the clothing behaviour of college going boys and girls. Clothing behaviour has its roots primarily from the disciplines of social psychology and consumer's needs to be fulfilled in any market that represented different self-concept. The study was undertaken to know the clothing behaviour of college going boys and girls in Nagpur City of Maharashtra State. 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 age.

### RESULTS AND DISCUSSION:

Table 1 shows results of the data pertaining relation between ideal self-concept and clothing behaviour of college going students. From the chi-square statistic, it was clear that there is no significant relationship between ideal self-concept of girls and their clothing behaviour (Chi-square= 3.106, df = 6, Asymp. Sig. = 0.261). Pearson chi-square value of more than 0.05 for "Asymp Sig." indicates that the rows and columns of the contingency have no significant relationship. In general, this means that the ideal self-concept of girls is not significantly related to their clothing behaviour. On the basis of the results of Chi-square test, it may be concluded that in general there is no significant relationship between ideal self-concept of college going girls and their clothing behaviour.

Furthermore, from the chi-square statistic, it was clear that there is a significant relationship between ideal self-concept of college going boys and their clothing behaviour (Chi-square= 8.092, df = 6, Asymp. Sig.=0.385). Pearson chi-square value of more than 0.05 for "Asymp Sig." indicates that the rows and columns of the contingency have no significant relationship. In general, this means that the ideal self-concept of college going boys is not significantly related to their clothing behaviour. On the basis of the results of Chi-square test, it may be concluded that in general there is no significant relationship between ideal self-concept of college going boys and their clothing behaviour.

### CONCLUSION:

Gender based relationship between Ideal self-concept and Clothing Behaviour. It may be concluded on the basis of the results that in general there is no significant relationship between Ideal self-concept of college going students (boys and girls) and their clothing behaviour.

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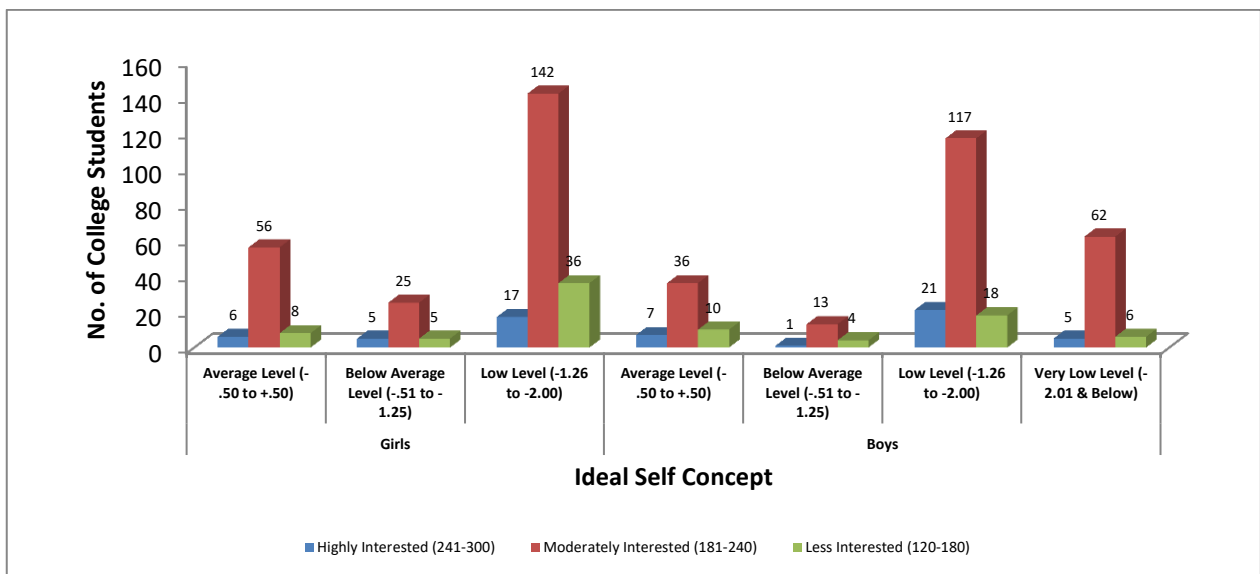
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**Table-1: Gender Based Relationship between Ideal Self-Concept and Clothing Behaviour.**

	Ideal Self-Concept		Clothing Behaviour			Total
			Highly Interested (241-300)	Moderately Interested (181-240)	Less Interested (120-180)	
<b>Girls</b>	Average Level (-.50 to +.50)	Count	6	56	8	70
		%	8.6%	80.0%	11.4%	100.0%
	Below Average Level (-.51 to -1.25)	Count	5	25	5	35
		%	14.3%	71.4%	14.3%	100.0%
	Low Level (-1.26 to -2.00)	Count	17	142	36	195
		%	8.7%	72.8%	18.5%	100.0%
<b>Total</b>	<b>Count</b>	<b>28</b>	<b>223</b>	<b>49</b>	<b>300</b>	
	<b>%</b>	<b>9.3%</b>	<b>74.3%</b>	<b>16.3%</b>	<b>100.0%</b>	
<b>Boys</b>	Average Level (-.50 to +.50)	Count	7	36	10	53
		%	13.2%	67.9%	18.9%	100.0%
	Below Average Level (-.51 to -1.25)	Count	1	13	4	18
		%	5.6%	72.2%	22.2%	100.0%
	Low Level (-1.26 to -2.00)	Count	21	117	18	156
		%	13.5%	75.0%	11.5%	100.0%
	Very Low Level (-2.01 & below)	Count	5	62	6	73
		%	6.8%	84.9%	8.2%	100.0%
	<b>Total</b>	<b>Count</b>	<b>34</b>	<b>228</b>	<b>38</b>	<b>300</b>
		<b>%</b>	<b>11.3%</b>	<b>76.0%</b>	<b>12.7%</b>	<b>100.0%</b>

Girls: Pearson’s Chi-Square = 3.106; df= 4; P>0.05; Pearson’s r = 0.065; App. Sig.= 0.261

Boys: Pearson’s Chi-Square = 8.092; df= 6; P>0.05; Pearson’s r = -0.050; App. Sig. = 0.385



**Fig.1: Gender Based Relationship Between Ideal Self-Concept and Clothing Behaviour.**