



RELATIONSHIP BETWEEN GENDER AND PERCEIVED SELF-CONCEPT

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ABSTRACT:

Today, importance of clothing is known everywhere from richest to poorest in all age groups. People have a strong need of self-enhancement and clothing acts as a tool in beautification of self which are visual part of self. Also provides a means of self-expression, aesthetic, enjoyment, conformity, socio-economic status and prestige. 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. On the basis of the study results, it may be concluded that in general there is no significant relationship between gender and perceived self-concept of college students. Also concluded that there is no significant relationship between perceived self-concept of college going students (girls and boys) and their clothing behaviour.

Key words: - *Clothing Behaviour, Perceived self-concept, significant, relationship, Gender.*

INTRODUCTION :

Clothing plays a significant role as an expression of peoples' cultures, identities and value orientations. Today, importance of clothing is known everywhere from richest to poorest in all age groups. People have a strong need of self-enhancement and clothing acts as a tool in beautification of self which are visual part of self. Clothes also play an important role in interpersonal relations and meets basic necessity of human needs. Also provides a means of self-expression, aesthetic, enjoyment, conformity, socio-economic status and prestige. Clothing has changed the direction of man's recent development to some extent in its physical and mental characteristics by wearing clothing and sends messages about their identity, attitudes, moods, status and self-interest. It can be accepted without a doubt that clothes at least for some people on some occasions, affect the mood and behavior of the wearer. It has long been recognized that feeling well or poorly dressed may influence not only our emotions but even our actual behavior.

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. The relative importance of each of these basic attitudes towards clothing will vary from family to family and among individual within a family because the desire for comfort is of greatest importance to the youngest and oldest members of family (Kaur and Kaur, 2004). Clothing is at the same time a sign and an expressive medium with social meaning. 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. 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 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).

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:

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' 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. 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'. 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 Perceived 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 Perceived 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 Perceived 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 perceived self-concept and gender of college going students. From the chi-square statistic, it was clear that there is a no significant relationship between gender and perceived self-concept of respondents (Chi-square= 3.544, df = 3, Asymp. Sig. = 0.426). 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 gender of respondent is not significantly related to their perceived self-concept. On the basis of the results of Chi-square test, it



may be concluded that in general there is no significant relationship between gender and perceived self-concept of college students.

CONCLUSION:

On the basis of the study results, it may be concluded that in general there is no significant relationship between gender and perceived self-concept of college students.

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Table 1: Relationship Between Gender and Perceived Self-Concept

Gender		Perceived Self-Concept				Total
		Above Average Level (+.51 to +1.25)	Average Level (-.50 to +.50)	Below Average Level (-.51 to -1.25)	Low Level (-1.26 to -2.00)	
Girls	Count	37	33	98	132	300
	%	12.3%	11.0%	32.7%	44.0%	100.0%
Boys	Count	34	37	79	150	300
	%	11.3%	12.3%	26.3%	50.0%	100.0%
Total	Count	71	70	177	282	600
	%	11.8%	11.7%	29.5%	47.0%	100.0%

Chi-Square = 3.544; df=3; P>0.05; Pearson’s r = 0.033; App. Sig. = 0.426

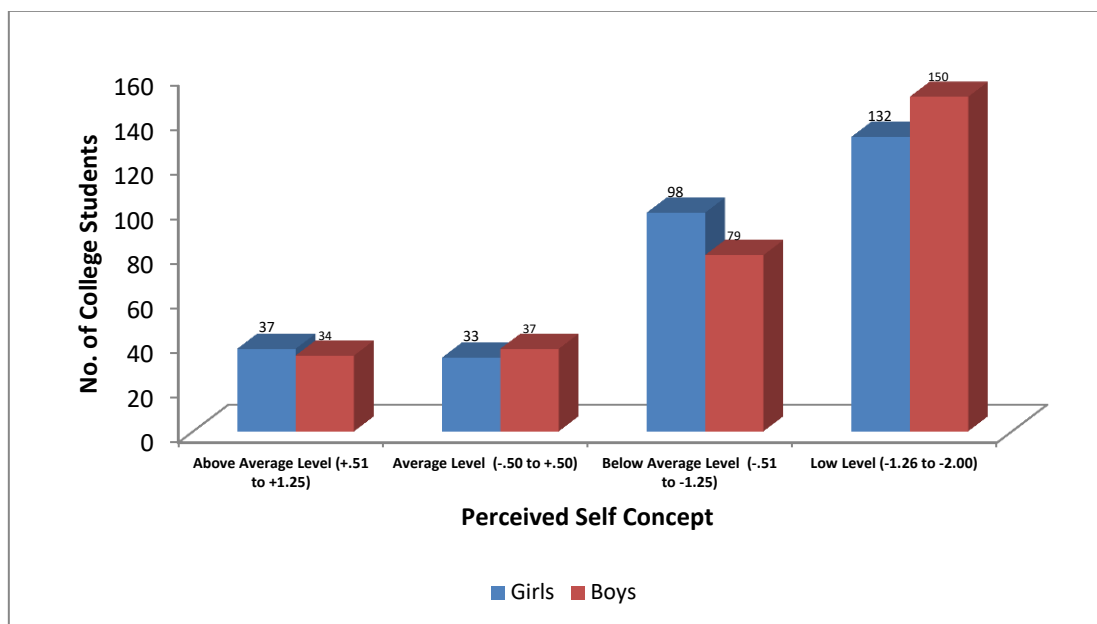


Fig. 1: Relationship Between Gender and Perceived Self-Concept.