

COMPARATIVE ASSESSMENT OF CLOTHING BEHAVIOUR WITH SELF-CONCEPT ATTRIBUTES OF BOYS AND GIRLS

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Abstract:

Now clothes have become an integral part of our personality. Every day we spend some amount of time deciding about clothes we wear. Clothing behaviour research has its roots primarily from the disciplines of psychology, sociology and social psychology. This study was designed to know the gender-based relation between self-concept and clothing behaviour from 300 boys and 300 girls' students each selected in Nagpur City, based on the courses offered by the colleges through using well-structured questionnaires. On the basis of the study results, it may be concluded that in general there is no significant relationship between perceived self-concept of college going students (girls and boys) and their clothing behaviour. It also concluded that there is no significant relationship between ideal self-concept and their clothing behaviour. Also results showed that in general there is no significant relationship between social self-concept of college going students (boys and girls) and their clothing behaviour.

Key words: - Clothing Behaviour, self-concept, non-significant, relationship, Gender

INTRODUCTION:

In many cultures, the clothing worn was indicative of the social status achieved by various members of their society. Besides, clothing has an important impact on people's perception of an individual. Till date, there is gradual development in the art of cloth making. Most probably, the first response is that man wears clothes for modesty and social prestige. But now clothes have become an integral part of our personality. By personality, we mean qualities and features which are reflected in the man. Today in this consumer-based society, clothing has become an indispensable part of us. Every day we spend some amount of time deciding about clothes we wear. Clothing behaviour research has its roots primarily from the disciplines of psychology, sociology and social psychology. Clothes affect our physical, mental, social and emotional abilities and are deeply related to personality. The dress reflects the social prestige and interest of the wearer. They do various physical, mental and social work for us which are essential for a complete personality. Clothing serves a social purpose for human lives just as food serves a health purpose. A properly dressed person attracts the attention of others. Proper clothing develops a feeling of self-confidence which are very essential for personality development.

Self-Concept and Clothing:

Solomon describes consumer behaviour as 'it is the study of the processes that are involved when people select, make a purchase and use products, services or experiences in order to satisfy needs and wants' (Solomon *et al.*, 2002). 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 (Heath and Scott, 1998). 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. Rosenberg (1989) has described self-concept as 'the totality of the individual's thoughts and feelings with reference to self as an object' (Rosenberg, 1989). However, sometimes it becomes difficult to analyse and understand oneself, particularly, when purchasing leisure products because these are strongly influenced by some age groups. In addition, self-concept is a multi-dimensional concept in literature and it comprises 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. Clothing behaviour refers to the attitudes, beliefs, knowledge and practices related to the selection and use of, as well as satisfaction with clothing (Creekmoore, 1963). In the present study clothing behaviour means the interest taken by the college going adolescents toward different aspects of clothing.

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 represents a 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 zones 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: Comparative Assessment of Self-Concept attributes of Boys and Girls

Aspects	Gender	N	Mean	SD	t-test for Equality of Means			
					t	df	Sig. (2-tailed)	MD
Perceived Self-concept	Girls	300	153.83	±16.455	0.630	598	0.529	0.84
	Boys	300	152.99	±16.179				
Ideal Self-concept	Girls	300	59.003	±14.020	0.838	598	0.403	0.94
	Boys	300	58.060	±13.562				
Social Self-concept	Girls	300	94.706	±23.956	-0.060	598	0.952	-0.12
	Boys	300	94.823	±23.750				

N= Number of Students; SD= Standard Deviation; SE= Standard Error; t='t' value; df= Degrees of Freedom; MD= Mean Difference

Table 1 shows comparative assessment of self-concept levels of boys and girls adolescent selected in the study. It was evident from the data that the mean level of perceived self-concept of girls and boys are 153.83±16.455 and 152.99±16.179 respectively. There is no significant difference observed among perceived self-concept levels of college going boys and girls. In addition to this the average ideal self-concept level of girls and boys are 59.003±14.020 and 58.060±13.562 respectively. It is apparent from the data that there is no significant difference in ideal self-concept levels of girls and boys. Furthermore, mean social self-concept levels of girls and boys are reported 94.706± 23.956 and 94.823± 23.750 respectively. It was evident from the data that there is no significant difference in social self-concept levels of college going girls and boys.

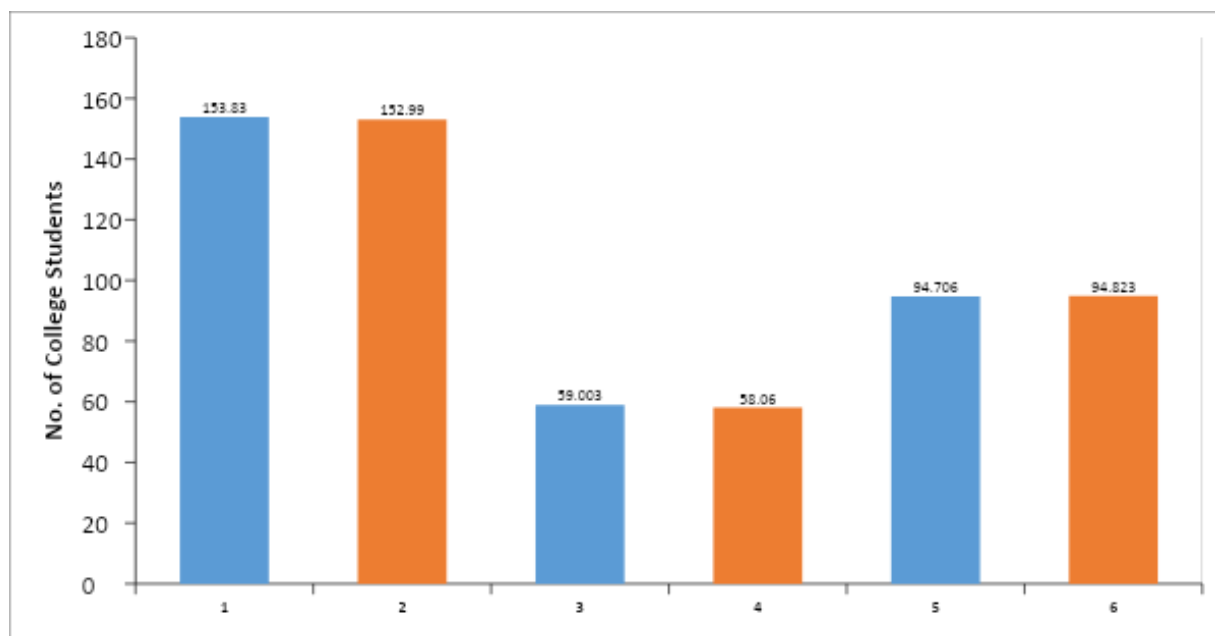


Fig.1: Relationship of Clothing Behaviour with Self-Concept

CONCLUSIONS:

On the basis of the study results, it may be concluded that in general there is no significant relationship between perceived self-concept of college going students (girls and boys) and their clothing behaviour. It may be concluded that there is no significant relationship between the ideal self-concept of college going students (boys and girls) and their clothing behaviour. Also concluded on the basis of the results that in general there is no significant relationship between social self-concept of college going students (boys and girls) and their clothing behaviour.

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