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The effect of new stylized dresses on college going girls and boys

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Abstract

It is a universal phenomenon that dressing/clothing has an effect on the personality of an individual. One's attire/dressing is said to be an important part of the personality representation as it gives the first impression on the others. It is found that the fashion element is a prominent pointer while having on new dresses portrays a sense of belonging/an impression before another person. Dressing is considered as the factor for representing the social status of the person and many people of our culture and country believe in this view. Being in the fashion league, adopting the to-date fashion makes one look trendy and stylish. Herbert Spencer said, 'The consciousness of being well dressed give a peace such as a religion cannot make a man but it does much to explain him, by use of different types of fabric, colours, designs, fit of dresses, style of wearing of dresses. Study was conducted in kiratpur city of district Bijnor to assess the attitude of boys and girls towards fashion dress. Weighted mean and percentage was calculated. It was found that mostly boys and girls were favourable in acceptance of fashion dress.

Keywords: Adolescence, branded clothing, fashionable clothing

Introduction

"It is impossible to wear cloths without transmitting social signals. Every costume tells a story often a very subtle, about its wearer." (Demond Morris 1977)

Through this definition we know about the importance of clothing. Clothing is one of the basic needs of human being. In ancient time different ways used by human being for covered their body. But with advancement and development in science and technology as well as clothing and textile industry different new forms of covering body developed. It is a universal phenomenon that dressing/clothing has an effect on the personality of an individual. One's attire/dressing is said to be an important part of personality representation. As it gives the first impression on others. These are symbol of one's personality and status. As a result now people are becoming more conscious about their dresses. Dresses are considered both as environment and as means of intervening between the body and environment.

During the period of adolescence, clothing is seen as a way of self-expression and to judge other people (Piacentini & Mailer, 2008). For this reason, teenagers search for information with their peers about fashion and the brands (Chowdhary, 1988).

Objectives

- i. To study about the attitude of college going girls and boys towards stylized dresses.
- ii. To study about which type of dresses boys and girls want to wear at home, college and parties.
- iii. To study how fashion affects the clothing choices of girls and boys.

Review of Literature

Adolescence is a transitional stage where significant physical and cognitive developments and social maturation occur (Feldman, 2008; Piacentini & Mailer, 2004; John, 1999).

Both genders react differently during this stage. Normally, before taking a decision when shopping, female teens tend to search for information to make correct choices, in order to respect the orientations from their peers (Solomon & Rabolt, 2004; Thomson, 2000; Churchill & Moschis, 1979; Hamilton & Warden, 1966; Solomon, 1963).

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Peers influence fashion and clothing brands' choices (Park & Lessig, 1977), determining the ones that are acceptable by them (Smucker & Creekmore, 1972). This means that peers define expectations related to a clothing style and about the brands that should be used by the group members (Chaplin & John, 2007; Cohen, 1982; Solomon, 1983; Kelly & Eicher, 1970). For this reason, adolescents tend to share ideas with their peers before doing a purchase with the intention to preserve group identity (Mascarenhas & Higby, 1993; Bearden & Randall, 1990).

Clothing is used to communicate the individual identity to the society (Stone, 1962), and it is considered one of the most important sources of information when meeting new people (Piacentini & Mailer, 2004). Apparel is seen as an element of a status

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Methodology

Kiratpur city in Bijnor district was selected for research purpose (Rama Institute of Higher Education Kiratpur). 100 students (50 boys & 50 girls) were selected. Independent variables were name, Age, Education, Family Size, Family Type, Family Education, Family Occupation, Annual income. Social variables were Caste, Mass Media, and Living Area. Dependent Variables were Attitude towards dresses, Preferences for dresses. A questionnaire was constructed. The tools used for data collection are pretested questionnaire. Simple percentage was calculated to assess the background information's of respondents, preferences for prevailing dresses, colours, texture, style, design of dresses, and reason for liking the dresses. Find out the importance given by the respondents to various aspects while selecting the dresses, source of motivation for following fashion, sources of design and stitching of dresses weighted mean is calculated.

Results and Discussion

Table 1: Personal profile of respondents

Sr. No		Percentage	
		Boys (%)	Girls (%)
1	Age of student		
	17-19	20	40
	20-22	80	60
2	Education of student		
	Under graduate	76	64
	Post graduate	24	36
3	Place of living		
	Rural	60	65
	Urban	40	35

Table-1 shows the age of student that is 60 percent girls were from 20-22 years of age groups followed by 40 percent were 17-19 years of age groups, 80 percent boys were from 20-22 years of age group. Only 20 percent boys were from 17-19 years age group. Education of students: 64 percent girls were from undergraduate group followed by 36 percent were from post graduate. Whereas 76 percent boys were from undergraduate. Only 24 percent boys were from post graduate. Place of living: 35 percent girls belongs to urban area followed by 65 percent were from rural. In case of boys, 60 percent belong to rural area and 40 percent from urban area.

Table 2: Attitude of respondents towards fashion dresses Attitude of girls towards clothing opinion

Group	Attitude	Frequency
17-19	Unfavourable	Nil
20-22	Neutral	6
23-25	Favourable	44

Attitude of girls (clothing Correl, with age) Age 0.054427

Table-2 indicate attitude of girls toward dress opinion. 6 respondents were neutral about dress opinion of age group of 20-22 whereas 44 respondents were favourable for dress opinion of 23-25 age groups. But age group of 17-19, nil respondents was

Unfavourable for dress opinion.

This is not significant because there is no correlation between age and attitude towards dresses.

Table 3: Attitude of boys towards clothing opinion

Group	Attitude	Frequency
17-19	Unfavourable	5
20-22	Neutral	9
23-25	Favourable	36

Table-3 and figure-1 shows that only 5 respondents were unfavourable for dress opinion of 17-19 age group, 9 respondents were neutral of 20-22 age group where as 36 respondents were favourable for dress opinion of 23-25 of age group. Mac Kenzie, Lutz, and Belch also suggest that attitude toward a site directly affects attitude toward the brand, which exerts a direct influence on purchase [4].

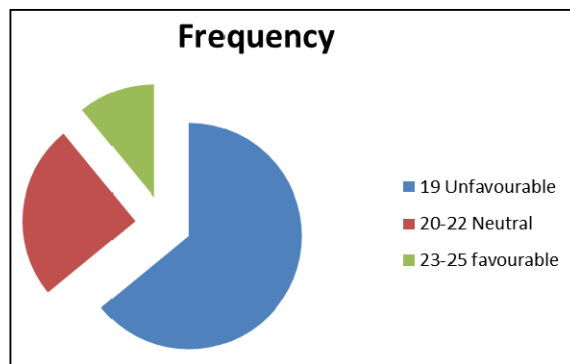


Fig 1: Attitude of boys towards dress opinion Attitude of boys (clothing correl. with age)

Age -0.052

This is not significant because negative correlation between age and attitude of boys towards fashion dresses.

Table 4: Preferences for branded and non-branded

Sr. No.		Percentage	
		Boys	Girls
1	Branded	80	34
2	Non-Branded	20	66

Table 4 indicates that 66 percent girls were like to were non branded dress followed 34 percent like to wear branded dresses. In case of boys, 80 percent boys like to wear branded dresses. Whereas 20 percent wear non- branded.

Table 5: Preferences for the dresses according to occasion

Sr. No	Girls			Boys		
	Dress according to occasion	Place	%	Dress style	Place	%
1	Simple suit	Visit to other	72	Formal dress	Visit to other	58
2	T-shirt	Home	60	Jeans T-shirt	College	54
3	Frock suit	Marriage	38	Lower T-shirt	Home	49

Table 5 shows that 72 percent girls like to wear simple suit at home, 60 percent girls prefers lower t-shirt at home. 38 percent girls prefer Frock suit at marriage time. Whereas 58 percent boys prefer formal dress at the time of visiting to others and 54 Percent prefer jean-t shirt at college time. 49 percentage boys like to wear lower T-shirt at home.

Table 6: Preferences for different style

Sr. No	Dress Style	Boys (%)	Girls (%)
1	Simple dress	45	78
2	Stylized dress	38	20
3	Loose fitted	55	32
4	Skin fitted dress	40	69
5	Full-Sleeve	49	40
6	Half- Sleeve	39	57

Table 6 indicates that 78 percent girls prefer simple dresses followed by 69 percent like skin fitting dress, 57 percent like half-sleeve, 40 percent prefer full-sleeve, 32 percent loose fitted and 20 percent like stylish dresses whereas 40 percent boys always prefer skin fitting dress, 55 percent like loose fitting dresses sometimes. Mostly boys preferred full sleeves followed by half sleeve.

Sources of motivation for fashion adoption: Most of the boys and girls were getting designs from the watching latest fashion, internet and original design in case of girls followed by tailor advice these lines are followed by Over ten years ago scholar

Tapscott [3] argued that computers have become an indispensable part of teens’ culture. Teens have made the Internet part of their life style; they are the first age group to come of age online [5].

Distribution of reasons given by respondents for dresses they have preferred: Majority of respondents give more importance to comfortable dresses and for personal satisfaction under personal reasons.

Conclusion

It is concluded that most of the student were belongs from the age of 20-22 year. More students were graduated, majority of the girls and boys students were from rural areas. Attitude of girls towards dress opinion was more favourable with the age group of 20-22 years, whereas boy’s attitude towards dress is that most of the student was favourable for fashion dress with the age of 23-25 years. Girl’s preferences for branded and non-branded dress were that most of the girls like to wear non-branded dress whereas half of the boy’s students like to wear branded dress. According to occasion majority of girls like to wear simple suits at home, frock suit at marriage function whereas boys only prefer Jeans-t shirt at college time and lower- t-shirt at home. Mostly boys prefer loose fitting dress whereas girls like simple dress. Most of the boys and girls were get designs from the watching latest fashion.

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