



A STUDY OF GENDER BASED RELATIONSHIP BETWEEN SELF-CONCEPT AND CLOTHING BEHAVIOR

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ABSTRACT:

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. This study was designed to know the clothing behavior of college boys and girls related to their values 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 concluded from the study results that in general there is significant relationship between gender and ideal self-concept of college students. Also result shows that in general there is significant relationship between gender and social self-concept of college students. Furthermore, it is also evident that there is no significant difference in clothing behaviour of college going girls and boys.

Key words :- Clothing behavior, gender, self-concept, significant, relationship.

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 behavior varies with social milieu, personality and lifestyle about various aspects of an individual age. Today in this consumer-based society, clothing has become an indispensable part of us. Every day we spend some 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 value factor on clothing behavior. There is probably no sphere of human activity in which our values and lifestyle are reflected more vividly than they are in the clothes that we choose to wear. The dress of an individual is a kind of “Sign language” that communicates a complex set of information and is usually the basis on which immediate impressions are formed.

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 (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. 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 (Solomon et al., 2002). 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). The author feels that most of the time if he thinks of himself and then decides which product or service would be better for him, gives him good results in terms of building self-image, saving time and money. However, sometime it becomes difficult to analyse and understand himself, particularly, when purchasing leisure products because these are strongly influenced by some age groups.

Furthermore, self-concept is a broad topic and it is the collection of attitudes that consumers hold towards themselves. Self-esteem and self-image are the main parts of self-concept and these are the values with which a person views him or herself and gives insight into people that what they are like, respectively (Goldsmith, 1999). But clothing marketers mainly focus on the self-image because they think that mostly consumers select products or brands that match their images of themselves

(Schiffman and Kanuk, 1997). Solomon et al., (2002) and Schiffman and Kanuk (2004) have described different categories in order to understand the consumer behaviour and self-concept, some are Economics, Sociology, Psychographic, Demographics, and Anthropology. All these aspects are related to the various attributes associated with the clothing behaviour.

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.

1. PURPOSE OF STUDY:

The study is designed to know the clothing behavior of college boys and girls, related to their 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 self-concept of college going boys and girls every day.

MATERIALS AND METHODS

Sesame cv. AKT-64 seeds were used in the 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 adolescent boys and girls in Nagpur City of Maharashtra State. The study is to know the clothing behavior of college boys and girls of Nagpur City of Maharashtra state. For the purpose of data, 300 boys and 300 girl's 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 gender of college going students. From the chi-square statistic, it was clear that there is significant relationship between gender and ideal self-concept of respondents (Chi-square= 86.136, df = 3, Asymp. Sig. = 0.000). Pearson chi-square value of less than 0.001 for "Asymp Sig." indicates that the rows and columns of the contingency have significant relationship. In general, this means that the gender of respondent is significantly related to their ideal self-concept. On the basis of the results of Chi-square test, it may be concluded that in general there is significant relationship between gender and ideal self-concept of college students.

Table 2 shows results of the data pertaining relation between social self-concept and gender of college going students. From the chi-square statistic, it was clear that there is significant relationship between gender and social self-concept of respondents (Chi-square= 167.613, df = 3, Asymp. Sig. = 0.000). Pearson chi-square value of less than 0.001 for "Asymp Sig." indicates that the rows and columns of the contingency have significant relationship. In general, this means that the gender of respondent is significantly related to their social self-concept. On the basis of the results of Chi-square test, it may be concluded that in general there is significant relationship between gender and social self-concept of college students.

CONCLUSION :

▪ **Relation between Gender and Ideal Self-Concept.**

It may be concluded from the study results that in general there is significant relationship between gender and ideal self-concept of college students.

▪ **Relation between Gender and Social Self-Concept.**

On the basis of the study results, it may be concluded that in general there is significant relationship between gender and social self-concept of college students.

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Relation Between Gender and Ideal Self-Concept.

Gender		Ideal Self Concept				Total
		Average Level (-.50 to +.50)	Below Average Level (-.51 to -1.25)	Low Level (-1.26 to -2.00)	Very Low Level (-2.01 & Below)	
Girls	Count	70	35	195	0	300
	%	23.3%	11.7%	65.0%	.0%	100.0%
Boys	Count	53	18	156	73	300
	%	17.7%	6.0%	52.0%	24.3%	100.0%
Total	Count	123	53	351	73	600
	%	20.5%	8.8%	58.5%	12.2%	100.0%

Chi-Square = 85.136; df=3; P<0.05; Pearson's r = 0.219; App. Sig. = 0.000

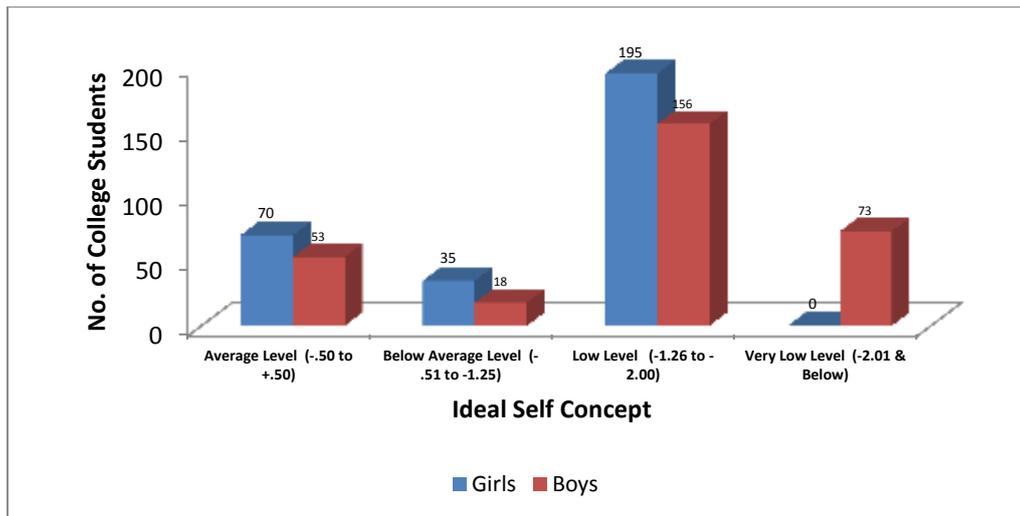


Fig.1: Relation Between Gender and Ideal Self-Concept.

Table – 2 : Relation Between Gender and Social Self Concept

Gender		Social 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	52	211	0	300
	%	12.3%	17.3%	70.3%	.0%	100.0%
Boys	Count	34	37	102	127	300
	%	11.3%	12.3%	34.0%	42.3%	100.0%
Total	Count	71	89	313	127	600
	%	11.8%	14.8%	52.2%	21.2%	100.0%

Chi-Square = 167.613; df=3; P<0.05; Pearson’s r = 0.275; App. Sig. = 0.000

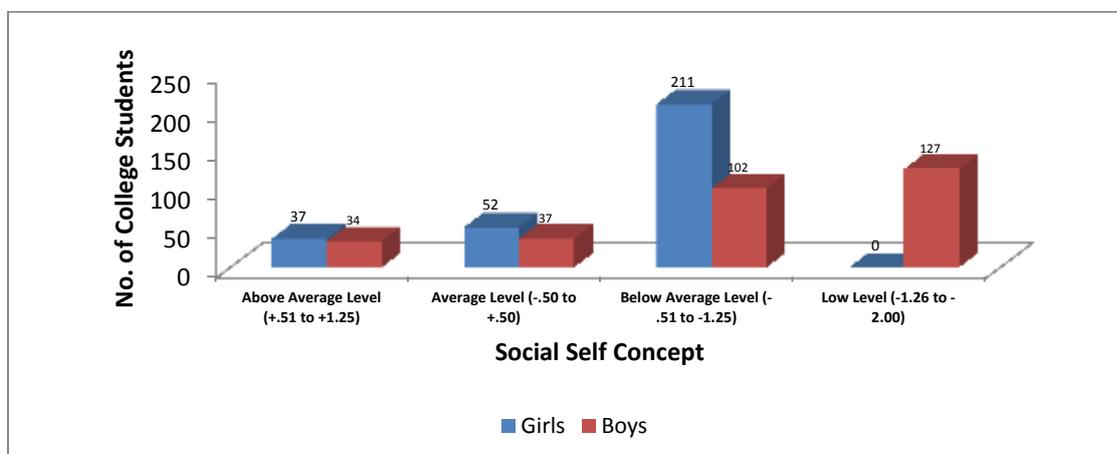


Fig. 2: Relation Between Gender and Social Self-Concept.