



GENDER BASED RELATIONSHIP BETWEEN PERCEIVED SELF - CONCEPT AND CLOTHING BEHAVIOUR

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ABSTRACT: Clothing plays a significant role as an expression of peoples' cultures, identities and value orientations. 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 self-concept and clothing behavior from 300 boys and 300 girl's students each selected in Nagpur city, based on the courses offered by the colleges through using well-structured questionnaire. It may be concluded on the basis of the results that in general there is no significant relationship between Perceived self-concept of college going students (boys and girls) and their clothing behavior.

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

INTRODUCTION :

Clothes are used in each and every house-hold. Apart from covering the body, clothes are used for variety of purposes in home. For example, towel, dusters, curtains, table cloth, cushion covers, doormats, bed lining, etc. are used in our day-to-day life. Therefore, we can say that clothes affect almost every aspect of our life. Clothes play an important role whether it is the beauty of a person or decoration of the house.

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.

Though there are many factors, which govern the behavior of college going students, the college environment arguably has the most daunting effect. Amongst many attributes, clothing is perhaps the most important aspects of them all. In understanding the role played by the collegiate environment in the successful or unsuccessful transition of the incoming student, several questions must be addressed. These questions reflect the university's goals, mission statement, and its future direction. Furthermore, they provide an understanding of the college's views and vision about student learning. The development of students both academically and socially while they are members of the campus community is equivalent to the university's success. **Importance of Cloth/Clothing**

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. It is evident that great deals of difference regarding clothing do prevail within the culture itself. 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. Clothing behavior research has its roots primarily from the disciplines of psychology, sociology and social psychology.

Clothing Behaviour-Clothing serves as a medium of self-expression and presentation to others is used to reflect identity, values and attitudes. Clothing reflects the idea people hold to be true of values, they hold. In this age, girls seem to be especially interested in clothing because they are developing emotionally, mentally and socially. They are very anxious to have others liking and accept them. Because of highest importance of peer groups during adolescents, peer pressure boosts the adolescent's self-image and group identification, then only clothing is a means of gaining acceptance and approval. Adolescents are often influenced by current and rapidly changing standards of dress and personal grooming. Although dress codes have weakened in recent years, they still prevail. Individuals follow these dress codes because of desire to be liked or accepted by others and also because of desire to be right.

Self-Concept and clothing 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. 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.

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.

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, 2002:190). Rosenberg (1989) has described self-concept as 'the totality of the individual's thoughts and feelings with reference to self as an object' (Rosenberg, 1989:1). 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 analyze and understand himself, particularly, when purchasing leisure products because these are strongly influence by some age groups.

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

METHODOLOGY:

The present study is to know the differentiate personality characteristics of boys and girls

college students, related to their clothing behavior in Nagpur City. 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.

RESULT AND DISCUSSION:

Result shows that relation between perceived self-concept and clothing behavior of college going students. From the chi-square statistic, it was clear that there is no significant relationship between perceived self-concept of girls and their clothing behavior (Chi-square= 5.349, df = 6, Asymp. Sig. = 0.414). 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 perceived self-concept of girls is not significantly related to their clothing behavior. On the basis of the results of Chi-square test, it may be concluded that in general there is no significant relationship between perceived self-concept of college going girls and their clothing behavior.

Furthermore from the chi-square statistic, it was clear that there is a significant relationship between perceived self-concept of college going boys and their clothing behavior (Chi-square= 9.219, df = 6, Asymp. Sig.=0.522). 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 perceived self-concept of college going boys is not significantly related to their clothing behavior. On the basis of the results of Chi-square test, it may be concluded that in general there is no significant Relationship between perceived self-concept of college going boys and their clothing behavior.

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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