

A STUDY ABOUT CLOTHING CONCEPT OF COLLEGE GOING GIRLS OF AHMADABAD CITY

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Through recorded history, clothing along with food and shelter has been recognized as one of the primary needs of mankind. The average person however is apt to interpret the significance of clothing solely in terms of physical or utilitarian needs, such as the need for protection against the weather. Often we forget that everyone has a verity of social and emotional needs that also must be met in some way. 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 "Sigh language" that communicates a complex set of information and is usually the basis on which immediate impressions are formed. Traditionally a concern for clothes was considered to be a feminine preoccupation, while men took pride in the fact that they were completely lacking in clothes consciousness. Since that time of course the norms have changed the office worker may now be wearing the blue shirt, and laborer a white shirt but the importance of dress has not demolished. Other investigators in recent years have helped to establish its significance in the lives of individuals at various levels and in different social and economic status groups. Cloths also can be seen as an intimate part of the self. Lock once described this relationship as follows:

We are apt it think of clothes we do of our bodies and so to appropriate them that they become perhaps more than any of our other positions a part of ourselves...in spite of the constant changes in clothing, it is still impossible to disassociate ourselves from this intimate part of our material possessions. We appropriate the administration our clothes call forth, and these trends to enhance our own self esteem. Indeed the Bohemian immigrant girl who, it is related expressed her life philosophy in the short sentence : "After all life is mostly what you wear" expressed the life philosophy of the majority of people who have inhabited this world, either in the past ages or in our modern twentieth century". Thus on the basis of research done to date, as well as on points of agreement found in some of the early writings concerning the interpretation of clothing behavior, we see the clothing is a symbol of crucial

social and psychological importance to the individual. As such, it serves to communicate others an impression of one's social status, occupation, self confidence and other personality characteristics. In any field of inquiry, a scientific approach depends upon the organization of observations and experience. In the ordering of our observations of clothing behavior, we seek to identify the common, regular, and repetitive elements in the action patterns of individuals and groups. Secondly, we attempt to account for such patterning by nothing the relationship that exist with other phenomena in the environment. Obviously those patterns which are followed by the greatest number of individuals, and which are repeated in many successive situations, offer a relatively high degree of predictability. The chief characteristic of scientific analysis is objectivity. Developing objectivity in the field of clothing is likely to be far more difficult than in other fields of study, because our clothes are so intimately involved with personal feelings: each person brings with him a set of preconceptions which potentially can lead to biased observations or distorted interpretations. Very often what we "see" in making clothing observations is what we expect to see or what we are looking for. In order to control for such biases, we must seek to establish a systematic scheme or testing hypotheses and theories, and to organize the resulting body of this "structuring" is necessary on order to view the present study of clothing in the proper perspective.

The clothing behavior always concern with individual's culture, personal values, socio economic status and recent fashion trends. The investigation based on the aim of to study clothing concept of college going girls of Ahmadabad city Gujarat.

METHODOLOGY:

The study was based on survey method. Ahmadabad city was an area of the study. It is a very big city of Gujarat state in which cosmopolite culture is staying. There was very big industrial and commercial area, various educational faculties also situated. The college going youngsters are huge in numbers. The young generation was responsible to brought change in concept of clothing so the college going girls were selected as a sample. The size of the

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sample was 120. The samples were selected from the educational stream of arts, commerce, science, home science, costume designing and fashion technology. The educational stream was classified under two group, General stream and Specialized stream. The general stream consist arts, commerce and science and specialized streams consists home science, costume designing and fashion technology. The sample was selected fifty fifty from the both stream. The interview schedule was used as a tool for data collection. The purposive random sample was used as a sampling technique. The frequency, percentage and t-test were used for statistical analysis.

RESULT & DISCUSSION

This section deals with result and discussion from the collected data.

TABLE NO:1

Table showing faculty wise distribution of the respondents

Name of educational	Frequency faculty	Percentage
General stream	60	50
Specialized stream	60	50
Total	120	100

The data revealed that frequency and percentage of faculty wise distribution of the respondents. The fifty fifty respondents were from the both stream. The educational stream was an important factor to bring change in a clothing concept. Educational factor is a common factor to bring out desirable changes in human behavior so investigator chooses the factor to bring out change in clothing concept.

TABLE NO:2

Table showing preference of clothing for wearing by the respondents

Sr.no	Name of cloths	Percentage preference	
		G.S.	S.S.
1.	Jeans top	100	100
2.	Skirt top	70	80
3.	Capri top	60	80
4.	Salwar kamiz	85	90
5.	Saree	30	40

Data revealed that preference of wearing by the respondents. The wearing was classified in to two groups that are western out fits and Indian outfits. Western outfits were jeans top, skirt top and Capri top and Indian outfits were salwar kamiz and saree. Sent present respondents preferred jeans top by both stream of respondents. Skirt top preferred 70% and 80% by general and specialized stream of respondents respectively. 60% and 80% respondent preferred Capri top, 85% and 90% respondents preferred salwar kamiz from general and specialized stream of respondents respectively. But very few 30% and 40% respondents

preferred saree by general and specialized stream of respondents respectively. So the result found all most all respondents preferred comfortable and western look cloth for Daily and routine life.

TABLE NO-3

Table showing reasons for preferring clothing by the respondents

Sr.no	Reasons	Percentage preferences	
		G.S.	S.S.
1.	Comfort	100	100
2.	Fashion	70	95
3.	Occupation	90	85
4.	personality	80	80
5.	Culture	60	80
6.	Verities	65	85
7.	Economical condition	90	90
8.	Social	65	95
7.	Season	70	70

Data depicted that majority of respondent choose their cloths according to conformability, nature of job, personality and social status by both stream. Even all respondent (above 60%) were choosing the criteria of preference of cloths according to culture, season, and economic condition. But Sum differences made by both stream on culture that is 60% respondents of general stream and 80% respondents from specialized stream were preferred culture.

Data indicated that Sent percentage respondents form both stream preferred choli suit and saree for occasion of Marriage, and 85% And95% respondents preferred salwar suit also. Majority of respondents 90% and 95% were preferred salwar kamiz for festivals from general and specialized stream respectively. For party wear respondents must choose jeans top, skirt top, party frock and evening gown. Very few choose (10% and 05%) choli suit for party. So result found that majority respondents had knowledge to wear cloths for particular events.

TABLE NO-4

Table showing criteria kept in mind while buying cloths by the respondents.

Sr.no	Reasons	Percentage preferences	
		G.S.	S.S.
1.	Cost	80	95
2.	Fashion	90	95
3.	Quality	70	90
4.	Need	60	75
5.	Seals And Skims		90 90
6.	Label information		60 80

Data showing that 90% and 95% respondents bought their cloths according to fashion, quality and cost of the cloths. Need and label information were seen very less than other criteria from general stream's respondents so the result found that respondents

were very poor consumer.

Table showing 't' value of clothing concept. The 't' value was calculated for the hypothesis "There will be no significant influence of educational stream on clothing concept of the respondents". The 't' value found 5.1, it was greater than tabulated 't' so the hypothesis rejected. So it proves that educational stream must influence on clothing behavior of respondents. The 't' value 5.1 indicate that specialized stream respondents had knowledge about clothing sense, awareness regarding buying and fashion & style.

SUMMARY AND CONCLUSION

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. Traditionally a concern for clothes was considered to be a feminine preoccupation, while men took pride in the fact that they were completely lacking in clothes consciousness. The clothing behavior always concern with individual's culture, personal values, socio economic status and recent fashion trends. The investigation based on the aim of to study clothing concept of college going girls of Ahmadabad city Gujarat.

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