Determiners of Clothing Interest among Adolescents

Payal Kanwar Chandel, Yogita Sharma,Vishnu Narayan Kucheria

Abstract: Adolescent as a period that due to the significant physiological and emotional changes an individual that he/she becomes highly cautious about the appearance and this cautiousness of the person is observed in the way one dresses up. The study attempts to explore various factors that influence the clothing interest for which statement of problem under investigation is "Determiners of Clothing Interest among Adolescents". A sample size of 100 adolescents was selected. A structured questionnaire was designed which measures four dimensions namely appearance, experimenting, security and uniqueness which influence the clothing interest of the adolescents. Correlation and regression analysis were administered. Findings of the study shows that while making clothing related preferences, appearance was the highest concern among adolescents, followed security, then Uniqueness and at last experimenting. All the factors strongly correlate with the over-all clothing interest. While regression analysis shows that it is the appearance which is the strongest predictor of clothing related interest among adolescents.

Keywords: Adolescents, Clothing Interest, Appearance, Security, Uniqueness

I.INTRODUCTION

World Health Organization determines adolescence as a span of development corresponding roughly to the period ranging between the ages of 10 and 19 years. A lot of changes are traced in the environment which are internal in nature. The external environmental changes are in the form of cultures and societies, including social values and norms and the changing roles, responsibilities, relationships and expectations of this period of life. It is through the choice of their clothing they seek personal and social Uniqueness which is enhanced by the type of accessories to supplement their appearance. Using the clothes, they choose they enhance their self-concept and need for Uniqueness (Cham et al. 2018; Keogan,2013) self-esteem (Lee, 2008; Keogan,2013), such as family-esteem, friend esteem, and school esteem (Lee, 2013). The period is significant for varied reasons, ranging from physical to the moral and even the sexual aspects, it is one of the most rapid phases of human development.

Payal Kanwar Chandel, Associate Professor, AIBAS, Amity University Rajasthan

Yogita Sharma, Research Scholar, AIBAS, Amity University Rajasthan

Vishnu Narayan Kucheria, Assistant Professor, AIBAS, Amity University Rajasthan

It is in this period that due to the significant physiological and emotional changes an individual that he/she becomes highly cautious about the appearance and this cautiousness of the person is observed in the way one dresses up.

Clothes form an integral part of individual's personality being one of the secondary traits. There are several factors that affects the clothing interest of the individual. this includes:

a. **Appearance:** Adolescents is the age through a child grows to become and independent and self-sufficient adult. For this one focusses a lot on appearance and clothes are the most important aspect. The person chooses certain type of clothes because he or she believes that they will make him or her appear better than the rest. Adolescents normally have a great interest in clothes and in their own appearance. In searching for a self-image and Uniqueness, adolescents become preoccupied with their appearance (Daters, 1990). The component of appearance can be measured in terms of the individual's selection of clothes, keeping in mind how they want to appear in front of society, family, peers, etc. The individuals scoring high on this dimension are highly concerned about the way they look.

b. **Experimenting:** The tendency of the individual to be creative, innovation and novelty with the dresses and accessories. They attempt to try new dresses, new combination and new accomplishments in order to check how they influence their impression. which they want to express in terms of the choices they try in varied situation. Media is the most important self-perceived influence on adolescents, is less influential among females, gains influence as adolescents age, and has almost twice as much influence on urban adolescents as rural. High score on this dimension refers to the individual's tendency to try new things.

c. **Security:** It refers to the tendency of the individual to prefer certain type of clothes to enhance their sense of safety and security. They tend to base their choices on the criteria of safety and comfort that they get through their dress. Adolescents acknowledge clothing comfort as being more important in social situations than in leisure (Daters, 1990). A high score on this dimension indicative of the person giving more importance to coverage of the body with clothes.

d. **Uniqueness:** Uniqueness as a factor of clothing refers to the focus of an individual to create and individuality of his or her own by the way he or she looks. The influence of Uniqueness on the

importance attached to their dresses and accessories (Badaoui, Lebrun, Su & Bouchet, 2018). The population referred to in this work seeks its identification and attention through the dresses they pick to sport. Individuals scoring high on this tend to be highly concerned about the impression they create on others by the way they dress up.

e. This research work is a sincere attempt of the researcher to explore the factors behind clothing preference of the individual.

II.OBJECTIVE

A very few studies are available in the research bank that focus on adolescents' clothing interests in terms of what motivates them to choose certain clothes over others, especially in Indian scenario. In order to address this, following objective were formulated for this research:

- To explore the factors related to clothing interest among adolescents.
- To study the relationship amongst various factors of clothing interest among the adolescents.
- To identify the factor that is the strongest predictor of clothing interest among adolescents.

Problem

- The investigation attempts to explore various factors that influence the clothing interest for which statement of problem under investigation is "Determiners of Clothing Interest among Adolescents".

Hypothesis

- Ho.1   There will be no relationship between appearance and clothing interest among the adolescents.
- Ho.2   There will be no relationship between experimenting and clothing interest among the adolescents.
- Ho.3   There will be no relationship between security and clothing interest among the adolescents.

III.   METHODOLOGY

Research Design

It is an exploratory field study to examine how theoretically driven factors affects the clothing interest of adolescents.

Sample

A sample of 100 adolescents using convenient sampling were selected from different institutions of Jaipur. The age range was 15-19 years and mean age of 17.88 years.

Measures

A tool measuring clothing interest was constructed with 4 dimensions related to appearance, experimenting, security and Uniqueness which are the presumed reasons for making clothing choices, in each dimension 10 items were framed based on the review of literature.

Statistics used

Descriptive statistics was used to find the mean and SD of summated scores of 100 respondents on each dimension and over all clothing interest. The inter-item correlation was calculated between each item with other dimensions and correlation was determined with over all clothing interest.

Inferential statistics regression analysis was used to identify which dimension is predictor of the clothing interest of the adolescents.

Result Table

Table. 1 Dimension wise mean and Std. Deviation of Clothing Interest

Dimensions	N	Mean	Std. Deviation
Appearance	100	37.19	5.96
Experimenting	100	33.59	6.82
Security	100	36.31	6.03
Uniqueness	100	35.53	6.16
Clothing Interest	100	142.62	19.10

Table 1 shows the dimension wise mean score of each dimension on a 5-point summated rating scale. On each dimension the range of scores was 10 - 50. It was found that among the sample of N= 100 the order of preference was appearance, followed by security, then Uniqueness and the last in preference being experimenting.

Table. 2 Inter-Dimension Correlation between the dimensions and over all Clothing Interest.

Dimensions	Appearance	Experimenting	Security	Uniqueness	Dressing Interest
Appearance	1				
Experimenting	.593**	1			
Security	.422**	.285**	1		
Uniqueness	.488**	.435**	.456**	1	
Clothing Interest	.815**	.773**	.697**	.775**	1

**. Correlation is significant at the 0.01 level (2-tailed).

Table 2 shows the inter-item correlation between the dimensions and with Clothing Interest. Findings shows that appearance shows highest correlation with overall clothing interest followed by Uniqueness, then by experimenting and security concerns come in last.

Table. 3 Findings of step wise regression analysis between dimensions of clothing interest and overall clothing interest.

Model	R	Adjusted R Square	Unstandardized Coefficients B	T	Sig.
(Constant)	.815	.660	45.535	13.91	.00
Appearance			2.611		

Table 3 shows the findings of stepwise regression analysis to determine which factor predicts the clothing interest among adolescents. Findings of the stepwise regression analysis show that appearance is strongly correlated with overall clothing interest with 66% variance in the clothing interest being predicted by appearance related preference of clothes. The model is found highly significant (as t = 13.91, p>.01) for the above table can be written as:

Clothing interest =45.535 +2.611*(Appearance)

IV. DISCUSSION

The present study explores the analysis of clothing interest and related factors among adolescents. For this a sample size of 100 adolescents from schools and collages were selected based on convenient sampling. A structured questionnaire was employed that measure these four dimensions with 10 items in each.

The first objective of the study was to explore the preference of clothing interest related factors among adolescents. Findings shows that while making preference related to clothing interest adolescent first prefer appearance, as they want to appear trendy and updated, followed by security as they want to be safe in different social situation, then Uniqueness as they want to present themselves as unique individuals and experimenting as they also want to try new clothing which suits them better and make them more admirable in social situations.

Second objective was to study the relation of different factors with clothing interest among the adolescents. For which four hypotheses were formulated. First hypothesis that appearance will have no relationship with clothing interest, which was rejected as significant positive correlation was found between appearance and clothing interest. Second

hypothesis that there will be no relationship between experimenting and clothing interest among the adolescents is rejected since the correlation was found significant and positive. Third hypothesis that there will be no relationship between security and clothing interest among the adolescents. A highly significant positive correlation was observed for the variables, thus, the third hypothesis was rejected. Fourth hypothesis stating no relationship between Uniqueness and clothing interest among the adolescents also has been rejected since a significant positive correlation was observed between the variables.

Third objective was to identify the strongest predictor of clothing interest among adolescent. Findings shows that appearance related factors were the strongest predictor of clothing interest among adolescents. Thus, it may be stated that the clothing preference of adolescents is strongly driven by appearance as a factor, but other factors also relate significantly to it.

V. CONCLUSION

The researcher investigated the clothing interest and related factors among adolescents. The findings of the study show that while making clothing related preferences, appearance was the highest concern among adolescents, followed security, then Uniqueness and at last experimenting. All the factors strongly correlate with the over-all clothing interest. While regression analysis shows that it is the appearance which is the strongest predictor of clothing related interest among adolescents.

VI. IMPLICATION

The present study will help the parents to understand the drive behind their adolescent kid's certain type of preferences while choosing their dresses, dress designers may have better understanding while creating new clothing design oriented towards the preference of the adolescent consumers, peers to analyze the motivators for clothing and educators to understand the psyche of individuals.

VII. LIMITATION

Present study is only focused on adolescent population of Rajasthan Jaipur, making it difficult to generalize the results on over all adolescent population and other age groups.

VIII. SUGGESTIONS

The present study can be replicated to gender, age group, economic status, region, profession and other related factors so that more generalizable findings can be obtained.

REFERENCE

1. Adolescent Development. (WHO). Retrieved on Jan 16, 2019 retrieved from https://www.who.int/maternal_child_adolescent/topics/adolescence/development/en/
2. Badaoui, K., Lebrun, A. M., Su, C. J., & Bouchet, P. (2018). The influence of personal and social Uniqueness on the clothing consumption of adolescents. Canadian Journal of Administrative Sciences/Revue Canadienne des Sciences de l'Administration, 35(1), 65-78.
3. Cham, T. H., Ng, C. K. Y., Lim, Y. M., & Cheng, B. L. (2018). Factors influencing clothing interest and purchase intention: a study of Generation Y consumers in Malaysia. The International Review of Retail, Distribution and Consumer Research, 28(2), 174-189.
4. Daters, C. M. (1990). Importance of Clothing and Self-Esteem Among Adolescents. Clothing and Textiles Research Journal, 8(3), 45–50. https://doi.org/10.1177/0887302X9000800308
5. Wilson, J. D., & MacGillivray, M. S. (1998). Self-perceived influences of family, friends, and media on adolescent clothing choice. Family and Consumer Sciences Research Journal, 26(4), 425-443.
6. Keogan, K. (2013). The relationship between clothing preference, self-concepts and self-esteem.
7. Lee, M. S. (2008). The Effects of Gender-Role Uniqueness on Adolescents' Self Esteem, Clothing Behaviors and Favorite Clothing Image-Focused on analysis by adolescent'sex and age variable. Korean Journal of Human Ecology, 17(4), 707-721.