



## Attitudes of College Going Girls and Boys towards Stylized Dresses

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### Abstract

*The aesthetic expression through the use of dress plays a part in lives of people everywhere that an understanding of aesthetic act of dressing requires knowledge of the connection between cultural setting and individual display and that promotion of any particular standard for dress has meaning only within the society in which it emerges. 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, colors, designs, fit of dresses, style of wearing of dresses. Study was conducted in CCSHAU Hisar 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:** Embroidery stitch analysis of traditional, dress, favourable.

### Introduction

Clothing is one of the basic need of human beings. From ancient times human beings used different ways to cover their body<sup>1</sup>. In the Early days of civilization they used to wear leaves and skin of animals to protect the body from climatic condition. With gradual development in science and technology, many forms of covering body developed. Now, clothes do mere than protecting from the weather, they satisfy the various psychological needs of person. Clothing play an important role in an Individual's life and influences his attitudes. Clothes contribute maximum in determining the first impression of person on others. These are symbol of one's personality and status. The clothes add more confidence in life of person<sup>2</sup>. In fact, the first impression created by a person is long lasting impression that determines the social acceptability of a person in group. As a result now people are becoming more and more conscious of their dresses added decorative accessories, grooming and fragrances have been added in clothing. Dresses are considered both as environment and as means of intervening between the body and environment.

Since adolescence is the most initial stage and also form the biggest part of the population. Girls are more conscious about fashion than boys. Though fashion effect the whole society mainly younger generation everybody wants to comfortable and serviceable clothing but college student do not always willing to sacrifice style and fashion for comfort and serviceability.

### Methodology

Hisar city in Haryana state was selected for research purpose. 100 student (50 boys and 50 girls) were selected from CCSHAU Hisar. 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 data were collected with the help of pretested questionnaire. Statistical tools applied have been given as under: Simple percentage was calculated to assess the background information's of respondents, preferences for prevailing dresses, colors, texture, style, design of dresses, and reason for liking the dresses. Weighted mean scores were calculated to find out the importance given by respondents to various aspects while selecting the style of dresses, source of motivation for following fashion, sources of design and stitching of dresses.

### Results and Discussion

Table-1 shows the age of student that is 56 percent girls were from 21-30 years of age groups followed by 44 percent were 10-20 years of age groups, 90 percent boys were from 21-30 years of age group. Only 10 percent boys were from 10-20 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: 64 percent girls belongs to urban area followed by 36 percent were from rural. In case of boys, 58 percent belong to rural area and 42 percent from urban area.

Table-2 indicate attitude of girls toward dress opinion. 6 respondents were neutral about dress opinion of age group of 17-24 where as 44 respondents were favorable for dress opinion of 25-30 age group. But age group of 10-16, nil respondent was unfavorable for dress opinion.

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

**Table-1**  
**Personal Profile of respondents**

Sr. No.		Percentage	
		Boys (%)	Girls (%)
1.	<b>Age of student</b>		
	10-20	10	44
	21-30	<b>90</b>	<b>56</b>
2.	<b>Education of student</b>		
	Under-Graduate	<b>76</b>	<b>64</b>
	Post-Graduate	24	36
3.	<b>Place of living</b>		
	Rural	<b>58</b>	36
	Urban	42	<b>64</b>

**Table-2**

**Attitude of respondents towards fashion dresses**  
**Attitude of girls towards clothing opinion**

Group	Attitude	Frequency
10-16	Unfavorable	Nil
17-24	Neutral	6
25-30	Favorable	44

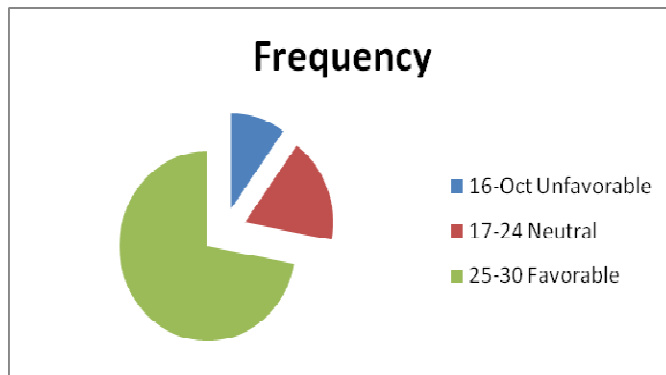
**Attitude of girls (Clothing Correl. with Age)**  
 Age 0.054427

**Table-3**

**Attitude of boys towards clothing opinion**

Group	Attitude	Frequency
10-16	Unfavorable	5
17-24	Neutral	9
25-30	Favorable	<b>36</b>

Table-3 and figure-1 shows that only 5 respondents were unfavorable for dress opinion of 10-16 age group, 9 respondents were neutral of 17-24 age group where as 36 respondents were favorable for dress opinion of 25-30 of age group. Chen and Wells<sup>3</sup> found that positive consumer attitude towards a site is a major indicator of web effectiveness<sup>2</sup>. 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<sup>4</sup>.



**Figure-1**

**Attitude of boys towards dress opinion**

**Attitude of boys (Clothing Correl. with Age)**  
 Age -0.052  
 Income -0.07

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

**Table-4**

**Preferences for branded and non branded**

Sr. No.		Percentage	
		Boys	Girls
1.	Branded	86	24
2.	Non- Branded	14	76

Table 4 indicates that 76 percent girls were like to were non branded dress followed 24 percent like to wear branded dresses. In case of boys, 86 percent boys like to wear branded dresses. Whereas 14 percent wear non branded. Taylor and Cosenza<sup>5</sup> highlight that Gen Y who are children of baby boomers spend family money, and have the pester power to influence the spending habits of their parents. They add that Gen Y are “future consumers” that are “vital to the continuing health of marketing” as they “establish their brand preferences between the ages of 15 and 25”<sup>4</sup>. Fernandez, P.R.<sup>6</sup>, As such, this study will look at the impact of branding on Gen Y’s choice of clothing. The study will specifically look at college students located in the Klang Valley who are aged between 18 – 24 years old as the majority of college-going students in Malaysia fall under this age group. It is hypothesised that Gen Y are brand conscious. Therefore, this study will aim to determine if Gen Y are brand conscious in their choice of clothing.

**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 others	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	46	76
2.	Stylized dress	39	16
3.	Loose fitted	54	42
4.	Skin fitting dress	42	79
5.	Full -Sleeve	49	45
6.	Half- Sleeve	39	53

Table 6 indicates that 76 percent girls prefer simple dresses followed by 79 percent like skin fitting dress, 53 percent like half-sleeve, 45 percent prefer full-sleeve, 42 percent loose fitted and 16 percent like stylish dresses whereas 42 percent boys always prefer skin fitting dress, 54 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<sup>7</sup> argued that computers have become an indispensable part of teens’ culture<sup>8</sup>. Ess and Negroponte also concurred that the Internet could make the world a ‘global village’<sup>7</sup>. Teens have made the Internet part of their life style; they are the first age group to come of age online<sup>9</sup>.

**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 21-25 year. More students were graduated, majority of the girls students were from urban whereas majority of boys

student were from rural areas. Attitude of girls towards dress opinion was more favorable with the age group of 25-30 years, whereas boy’s attitude towards dress is that most of the student were favourable for fashion dress with the age of 23-27 years. Girls preferences for branded and non-branded dress were that most of the girls like to wear non-branded dress whereas half of the boys 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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