

Clothing behaviour among college going students of Udaipur city

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ABSTRACT

A study was undertaken to determine the prevalence of obesity among the college- going students of Udaipur (Rajasthan) and ascertain the associated factors. A descriptive study with sample size of 240 students (120 Girls and 120 Boys) was conducted over a period of four months in four Universities of Udaipur. The research concluded that obese boys and girls were more concerned about their apparels as compared to normal weight students because this is the only way with which they may give a better look to their body image and create good impression on others inspite of their obesity.

Key Words : Obesity, Behavior, Students, Fashion, Style, Garment

INTRODUCTION

Clothing is one of the basic necessities of human life. Clothing has been recognized as a primary need of mankind throughout the world. It is one of the most personal components of daily life. Clothes render on individual identity.

Clothing Behavior as “attitudes and beliefs about clothing, the knowledge of and attention paid to clothing, the concern and curiosity a person has about his/her own clothing and that of others. It tapped the degree of time, energy, and money an individual expended in the selection, use and care of clothing”.

The term “obese” is commonly used by doctors when a person’s weight can negatively affect their health. Obesity can be caused by genetics and habits such as eating unhealthy food and not getting enough exercise. Consuming more calories than are burned results in an excess fat stored in the body.

Objective:

The purpose of this study was to know about the knowledge, preference and attitude towards clothing behavior among Obese College going boys and girls of Udaipur city.

METHODOLOGY

The data was collected from the following four Universities *i.e.* Bhopal Nobles University,

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Mohan Lal Sukhadia University, Pacific university and Maharana Pratap University of Agriculture & Technology. 30 obese boys and 30 obese girls were selected randomly from each University. Hence a total of 120 boys and 120 girls were selected for the study. Self- developed questionnaire schedule on “Clothing behaviour of college going obese boys and girls was used. Keeping in mind the objectives and sample of the study, interview cum observation technique was used to collect in-depth information. Questionnaire consisted of questions regarding comfort, purchase of clothes, size preference, colour preference, purchasing, fitting problem, availability of size, care and maintenance of clothes etc.

RESULTS AND DISCUSSION

Clothing Behaviour:

Table 1 clearly shows that sometimes obese boys and girls planning for purchasing their apparels because of their unplanned purchasing directly affects the budget of the family and also does not satisfy the complete apparel needs.

Table 1 : Planning for purchasing of apparels (N=240)											
Sr. No.		Always		Many Time		Some Time		Can't Say		Never	
		f	%	F	%	F	%	f	%	F	%
1.	Boys	5	4.16	18	15	57	47.5	8	6.66	32	26.66
2.	Girls	3	2.5	35	29.16	47	39.16	17	14.16	18	15

The data revealed that monthly expenditure of apparel by respondents is maximum of Rs. 2000/-. The study breaks the myths that the girls spend more money on apparels than boys (Table 2).

Table 2 : Monthly Expenditure on Apparels (N=240)											
Sr. No.		500		1000		2000		3000		More than 3000	
		f	%	f	%	F	%	f	%	F	%
1.	Boys	7	5.83	24	20	48	40	13	10.23	28	23.3
2.	Girls	15	12.5	33	27.5	51	42.5	9	7.5	12	10

According to respondents, maximum boys and girls prefer to purchase their apparels from shop while some times obese boys purchase from mall because of easy availability all brands under one roof and no one purchased from boutique. Hence both boys and girls prefer purchasing of apparels from shop (Table 3).

Table 3 : Place of Purchasing Apparel (N=240)											
Sr. No.		Mall		Shop		Online		Fairs/Exhibitions		Boutique	
		F	%	F	%	F	%	F	%	F	%
1.	Boys	44	36.66	55	45.83	19	15.83	2	1.66	-	-
2.	Girls	24	20	50	41.6	21	12.5	7	5.83	18	15

Table 4 shows that mostly girls purchased their apparels during festivals and sometimes during birthday and family occasions where as boys mostly preferred purchasing on family occasions like marriage, religious ceremonies.

Table 4 : Purchase of Apparels According to Occasion (N=240)											
Sr. No.		Festival		Birthday		Family Occasion		Any other		Not Decided	
		F	%	F	%	F	%	F	%	f	%
1.	Boys	21	17.5	36	30	47	39.12	12	10	4	3.33
2.	Girls	44	36.6	42	35	15	12.5	4	3.33	15	12.5

Table 5 clearly depicts that maximum girls prefer from tailor made apparels as compared to readymade, self-made very few girls prefer self- made and all types boys usually prefer readymade apparels to self-made. But their proportion of all type which includes tailor made and self-made is higher than girls.

Table 5 : Type of Apparel preference while purchasing apparels (N=240)											
Sr. No.		Readymade		Tailor made		Self-made		All Type		Not Decided	
		F	%	F	%	F	%	F	%	F	%
1.	Boys	21	17.5	43	35.83	-	-	28	33.3	28	23.3
2.	Girls	7	5.83	62	51.66	4	3.33	32	26.66	15	12.5

The findings of the Table 6 show that mostly that both preferred dark colors apparels in their wardrobe. Neutral color was very less preferred by the respondents and the reason they gave that this is associated with old age people. The property of the dark color is to create an illusion of reduction. Hence obese boys and girls always try to look slim, that's why they prefer dark color to look slimmer than their actual size.

Table 6 : Colour preference in Apparels (N=240)											
Sr. No.		Light		Dark		Neutral		Normal		Not decided	
		F	%	F	%	F	%	F	%	F	%
1.	Boys	23	19.16	48	40	11	9.16	25	20.83	13	10.83
2.	Girls	27	22.5	59	49.16	8	6.66	22	18.33	4	3.33

Table 7 clearly depicts that maximum girls preferred fashionable apparels as compared to boys. Thus it is very clear that girls were more concerned and particular about the fashion apparels as compared to boys.

Table 7 : Preference of Fashion (N=240)											
Sr. No.		Maximum		Normally		Rarely		Sometimes		Not decided	
		F	%	F	%	F	%	F	%	F	%
1.	Boys	22	18.33	33	27.5	24	20	37	30.83	4	3.33
2.	Girls	51	42.5	22	18.33	14	11.66	13	10.83	20	16.66

Table 8 shows that maximum respondents fall in the category of XL and XXL size, Maximum girls and boys fell in XL category and few respondents preferred XXXL size. Thus it was very clear that too sizes mostly preferred were XL and XXL.

Table 8 : Size of the Apparels (N=240)											
Sr. No.		L		XL		XXL		XXXL		None	
		F	%	F	%	F	%	f	%	F	%
1.	Boys	5	4.16	53	44.16	58	48.33	4	3.33	-	-
2.	Girls	8	6.6	67	55.83	43	35.83	2	1.66	-	-

The data presented in the Table 9 indicates that maximum boys and girls were facing fitting problems in their apparels due to their poor body image. Many respondents reported that the garments were manufactured by using standard body measurement. Many times sizes are available but still there is a problem in fitting.

Table 9 : Fitting Problem Faced Due to Poor Body Image (N=240)					
Sr. No.		Yes		No	
		F	%	F	%
1.	Boys	97	80.83	23	19.16
2.	Girls	104	86.66	16	13.33

It is clear from Table 10 that most of the boys select proper size garments instead of bigger ones while girls prefer bigger size apparels. Girls thought that they look more fat in bigger size than normal but those girls having heavy busts and heavy hips preferred big sizes.

Table 10 : Selection of Bigger Size Apparels Due to Fattiness (N=240)					
Sr. No.		Yes		No	
		F	%	F	%
1.	Boys	28	23.33	92	76.66
2.	Girls	46	38.33	74	61.66

Table 11 clearly shows that both boys and girls faced problem in selection however the ratio was higher for boys. In selection of apparels the major problems reported were fitting, easy availability, color choices and price.

Table 11 : Problem Faced while Selection of Apparels (N=240)					
Sr. No.		Yes		No	
		F	%	F	%
1.	Boys	112	93.33	8	6.66
2.	Girls	96	80	24	20

Conclusion:

The study can be concluded that college going obese boys and girls were generally facing fitting problems in the readymade branded garments due to their large body builds. They were keen to purchase fashionable apparels but unable to find their size they mostly preferred tailor made apparels. They always tried to look slim, that's why they preferred dark colors to look slim than their actual size. Girls with heavy bust and hips preferred generally big sizes. Girls preferred purchasing during festivals and birthdays while boys mainly preferred purchasing on Family occasions.

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