Dressing preference and choice among women in Salem district

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Abstract: *There are a lot of thoughts and aspects which comes to our minds when we think about women. As such there are many things which we associate generally and synonymoously with women. Culture, customs, traditions are some of the foremost things that comes to our mind when we think or associate with women. Dressing and fashion are some of the concepts which is predominantly associalted with women. Over a long course of history, it is believed that dressing is seen more of a way of identifying the culture. The same augurs greatly for women as well as the dresses worn are used as identifiers of the culture to which the people belong. Dressing peference and choices are something that changes over a period of time. There are a plenty of studies done on the urban aspects of dressing preference and choices. The current research study looks at the dressing preference and choice among college and University going women in Salem district, Tamil Nadu.*

Key Words: *Dressing, Preference, Choice, Women, Salem,*

1. INTRODUCTION:

1.1 Projection of Women in Media

Deepanjali Mishra (2015) in his study 'Portrayal of Women in Media' observed that media largely reflects the life styles, socialization patterns, participation levels, cultural boundaries, political manoeuvrings, religious manifestations, educational standards, social hierarchy, and of course, society images of any given society. Television and movies insist the importance of a thin body as a measure of a women's worth. Over weight actresses tend to receive negative comments from male characters about their bodies. Research indicates that exposure to images of thin, young, skinny female bodies can be linked to depression, loss of self-esteem and the development of unhealthy eating habits in women and girls.

2. REVIEW OF LITERATURE:

2.1 Dressing or clothing

Dressing or clothing is anything that conceals or covers up one's body. Dressing trends were initiated when people started to dress according to new trends which they developed. It depends on their motivation to dress. Ejila, Enayi Esther (2017) in her study 'Clothing Motivations and behavior of female undergraduates in universities in Benue state' refers the work of Johnson and Foster (1990) who observed that clothing is used to adorn or to motivate behavior.

2.2 Advertising, clothing choice and decision

Hamed Abu Adab (2012) in his research Paper 'Advertising and Marketing to Female Consumers' states that fashion trend has been updated each and every day and media helps in making the trend reach the mass audience. The impact of fashion clothing advertising has been directed to women. Women feel pressured by the image that advertisers put forth. Kefgen and Touchie (1986) in their article 'Individuality in Clothing Selection and Personal Appearance' proclaimed the theories which explain the factors which include the clothing factors and decision. There are four theories which include modesty, immodesty, protection and adornment theories.

3. OBJECTIVES OF THE STUDY:
- To study the preferred costume amongst the respondents.
- To study the significance of brands on the dressing preference and choice of the respondents.

4. METHODOLOGY:

The methodology employed in this study is one of a quantitative in nature and takes the form of survey method. Hence the researcher confined the research into the quantitative content analysis technique for this study. Questionnaires were administered to 200 respondents from various colleges and Universities in Salem district.

5. ANALYSIS:
Table 5.1 Age

Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	17-20	104	51.5	52.0	52.0
	21-24	95	47.0	47.5	99.5
	25 and above	1	.5	.5	100.0
	Total	200	99.0	100.0	100.0
Total		200	100.0	100.0	100.0
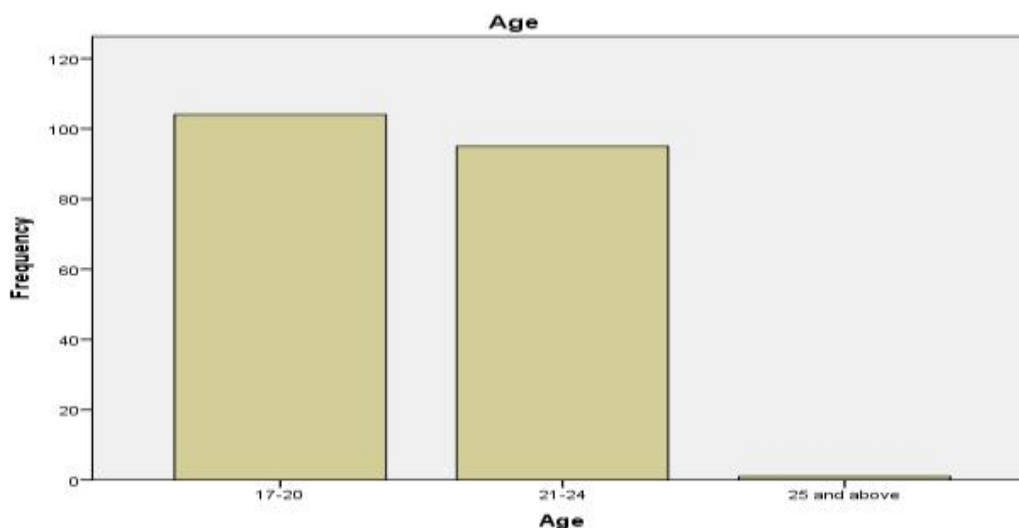
Figure 5.1

Table 5.2 Area of living

Area of living					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	urban	87	43.1	43.5	43.5
	semi-urban	56	27.7	28.0	71.5
	rural	57	28.2	28.5	100.0
	Total	200	100.0	100.0	100.0
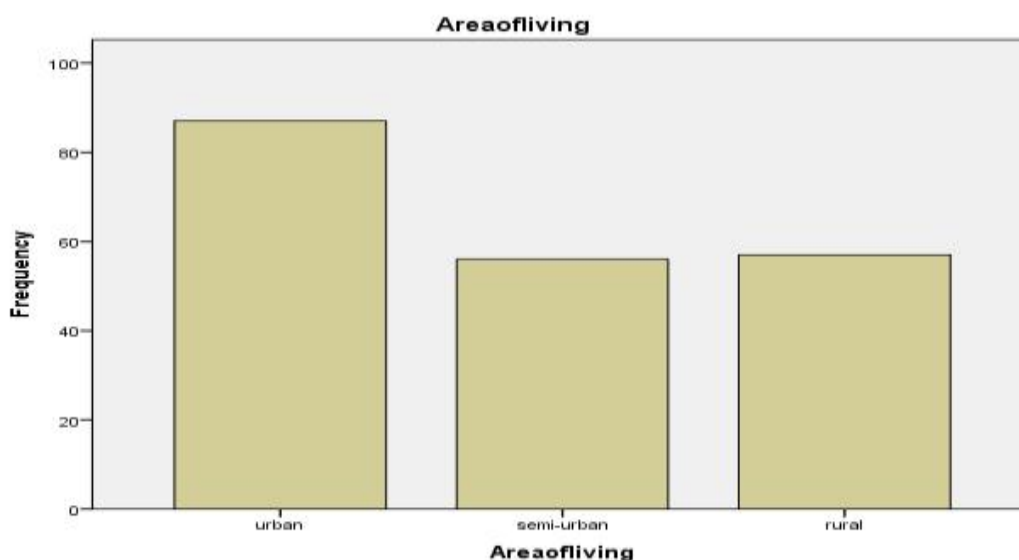
Figure 5.2

Table 5.3 Annual income

		Frequency	Percent	Valid Percent	Cumulative Percent
Annual income					
Valid	20000-40000	6	3.0	3.0	3.0
	40000-60000	15	7.4	7.5	10.5
	60000-80000	64	31.7	32.0	42.5
	80000-100000	62	30.7	31.0	73.5
	100000-300000	38	18.8	19.0	92.5
	300000-500000	14	6.9	7.0	99.5
	500000-700000	1	.5	.5	100.0
	Total	200	99.0	100.0	
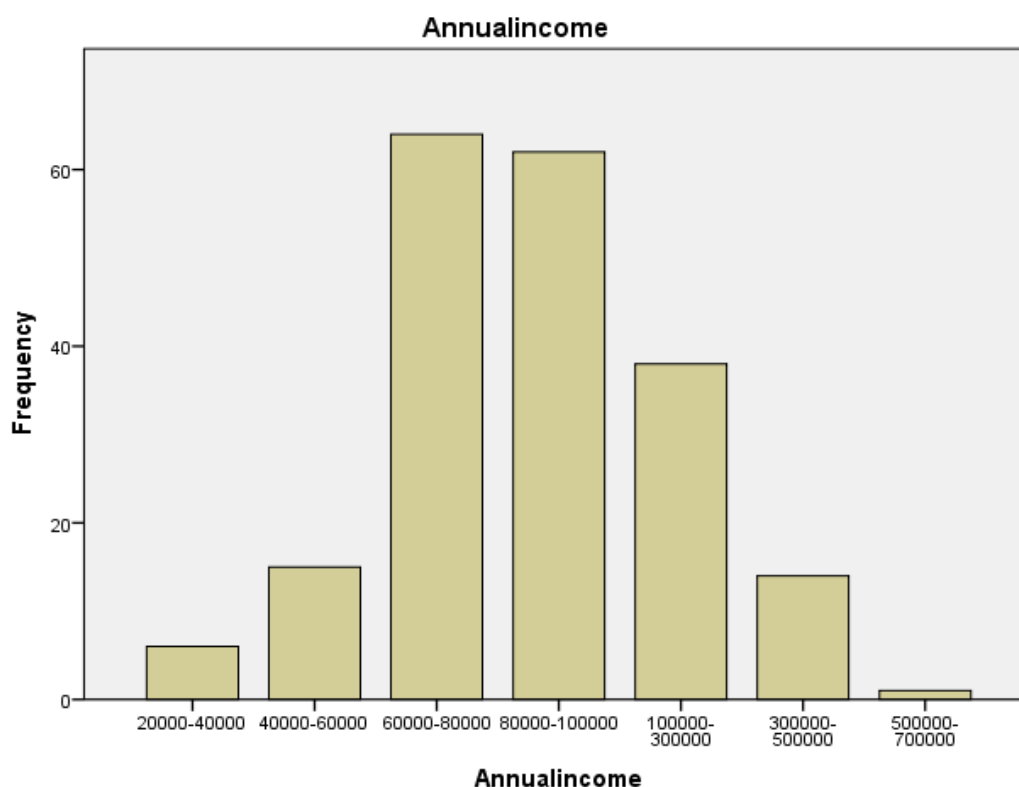
Figure 5.3

Table 5.4 Programme

		Frequency	Percent	Valid Percent	Cumulative Percent
Programme					
Valid	UG	105	52.0	52.5	52.5
	PG	95	47.0	47.5	100.0
	Total	200	99.0	100.0	100.0
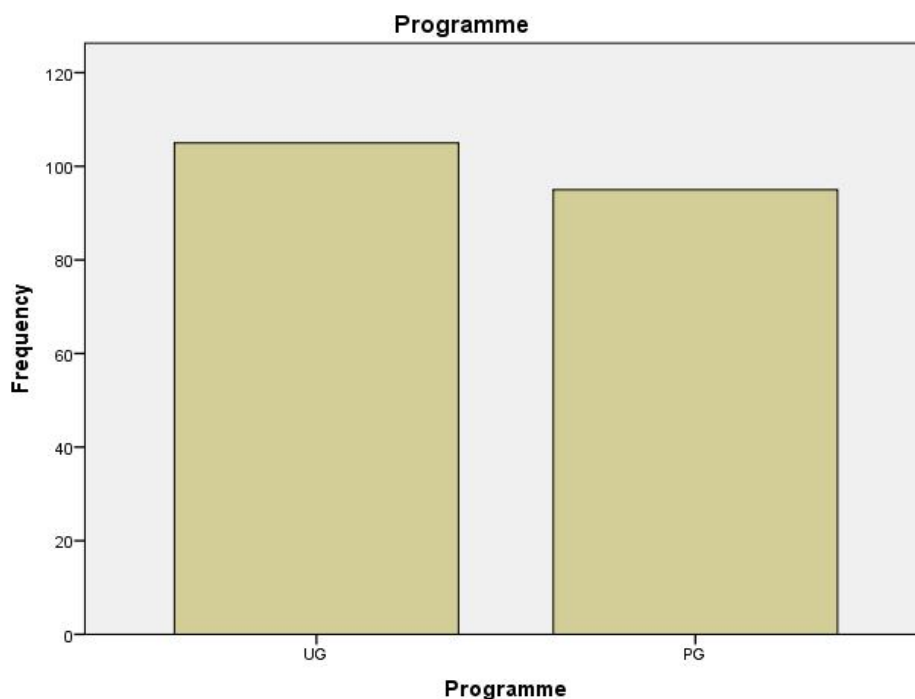
Figure 5.4

Table 5.5 Comfort level of dressing

Comfort level dressing				
Preferred costume		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	kurtiorkurta	57	28.2	28.5	28.5
	sari	43	21.3	21.5	50.0
	salwarkameez	61	30.2	30.5	80.5
	lehenga	7	3.5	3.5	84.0
	skirtandtop	15	7.4	7.5	91.5
	jeanandtop	15	7.4	7.5	99.0
	others	2	1.0	1.0	100.0
	Total	200	99.0	100.0	100.0
Total		200	100.0	100.0	

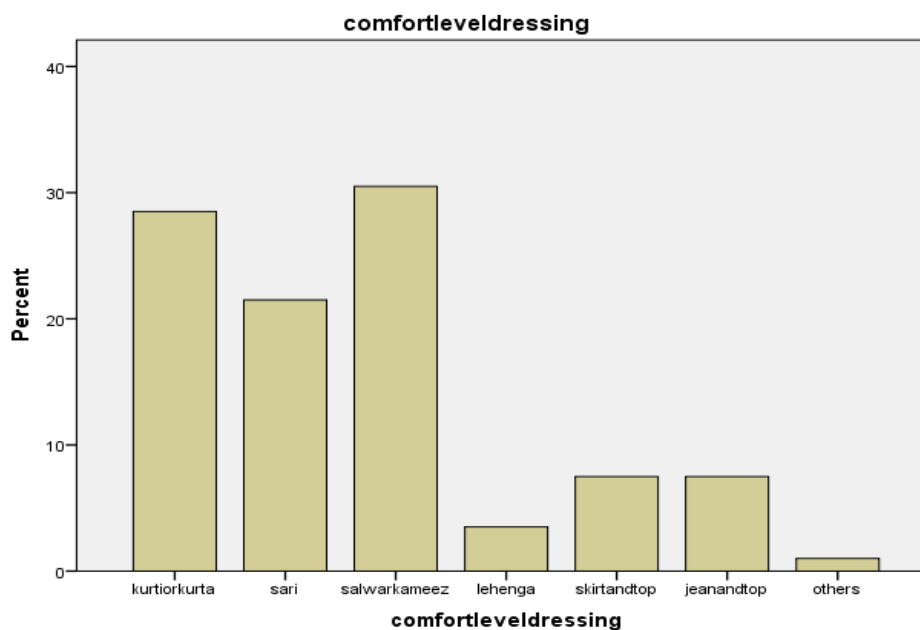**Figure 5.5**

Table 5.6 Comfort levvel of Dressing and Choice

Comfort level dressing * costume according comfort level Cross tabulation								
			Costume according comfort level					Total
			Very often	often	sometimes	Rarely	never	
Comfort level dressing	Kurti or kurta	Count	7	17	28	4	1	57
		% of Total	3.5%	8.5%	14.0%	2.0%	0.5%	28.5%
	Sari	Count	3	11	21	5	3	43
		% of Total	1.5%	5.5%	10.5%	2.5%	1.5%	21.5%
	Salwar kameez	Count	5	25	26	5	0	61
		% of Total	2.5%	12.5%	13.0%	2.5%	0.0%	30.5%
	lehenga	Count	2	1	1	2	1	7
		% of Total	1.0%	0.5%	0.5%	1.0%	0.5%	3.5%
	Skirt and top	Count	1	3	7	1	3	15
		% of Total	0.5%	1.5%	3.5%	0.5%	1.5%	7.5%
	Jean and top	Count	2	8	5	0	0	15
		% of Total	1.0%	4.0%	2.5%	0.0%	0.0%	7.5%
	others	Count	1	0	1	0	0	2
		% of Total	0.5%	0.0%	0.5%	0.0%	0.0%	1.0%
Total		Count	21	65	89	17	8	200
		% of Total	10.5%	32.5%	44.5%	8.5%	4.0%	100.0%

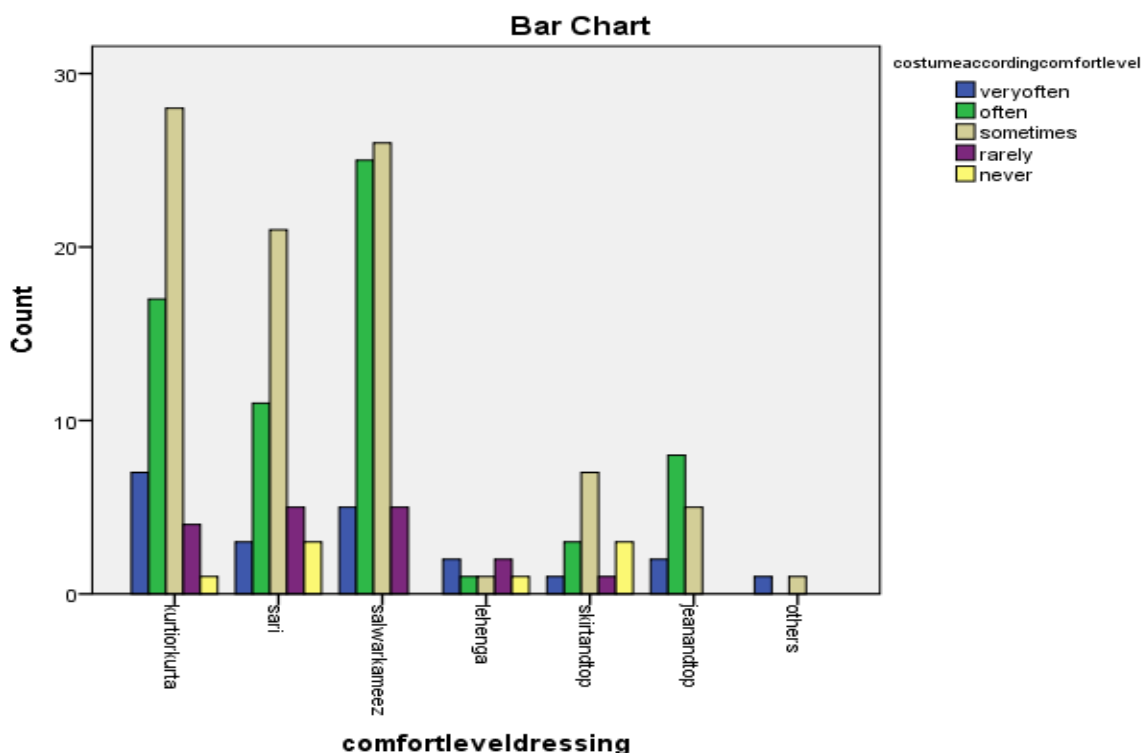| Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	36.764[a]	24	.046
Likelihood Ratio	33.643	24	.091
Linear-by-Linear Association	.232	1	.630
N of Valid Cases	200		
a. 24 cells (68.6%) have expected count less than 5. The minimum expected count is .08.			

Figure 5.6

6. FINDINGS:

- Majority of the respondents were in the age group of 17-20 with 52 % followed by respondents in the age group of 21-24 with 47.5%. Respondents who were aged 25 and above were the least with 0.5%.
- Majority of the respondents were undergraduates with 52.5% followed by respondents who were post graduates with 47.5%.
- Salwar kameez happens to be the most preferred costume of dressing with 30.5% followed by Kurta with 28.5%. Sari was the next with 21.5%. Skirt, jean and top was the least preferred costume with 7.5%.
- Majority of the respondents feel comfortable with Salwar kameez with 30.5% followed by respondents who feel comfortable with kurti or kurta with 28.5%. About 21.5% of the respondents feel comfortable with Saree.

7. CONCLUSION:

Dressing and fashion happens to be some of the major concepts that are associated purely with women. Dressing preference and choice varies vastly from one group of people to another. Dressing prefernce and choice based reserches have been done a plenty in urban areas and in aspects of sale and advertising aspects. The current research study was envisioned to find out the dressing preference and choice among women in Salem district, Tamil Nadu. The study revealed that majority respondents were aged 17-20 with 52%. The study also revealed that majority of women happened to be under graduates. Major percentile of the respondents prefer to wear Salwar Kameez followed by Kurtas and Sarees.

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