

A STUDY OF PREFERENCE OF YOUTH TOWARDS ATTRIBUTES OF CLOTHING IN SAURASHTRA REGION

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Abstract

The Research study is done with the objective of systematically knowing the preference of youth towards attributes of clothing in Saurashtra Region, Gujarat. For the sake of collecting responses the method of sampling is used in this research paper is random sampling technique. The collected data has been analyzed with the help of SPSS statistical tool. The result found in this research is descriptive in nature and were presented using percentage distribution method and with the pie charts, graphical presentation. As per data collected for the purpose of research, the respondent's age range is from 17 to 40 years and out of that 53% were male and 47% female from different race and religion whose average monthly income were Rs. 25000 to 30000. The research survey shows that 75% were unmarried and 25% were married and about 26% respondents making choice by their own and rest 34% were influenced by their Family and 40% were influenced by their friend circle. Respondent's preference towards Styles of clothing that were unique at Saurashtra region which included jeans trousers, hipsters, denim jeans, skirts and jackets, tiered skirts, hot pants and skirts etc.

The literature review of earlier research concludes that majority people were not well aware about attributes of clothing and textile industry. Hence, the trend at Saurashtra region seemed to suggest that many of them did not know how to select appropriate clothing which is suiting their figure types and for the variety of occasion. This research study therefore made to find out attributed that influenced the clothing selection of the respondents of Saurashtra Region. Factors towards attribute of selection of clothing that influenced the respondents are fitting, Quality, Uniqueness, Colors, Availability, Style and Current fashion, Durability, Variety, Price and Status symbol. The respondents suggested that the people should be well aware about basic knowledge for right choice of clothing to enable them to make informed clothing decisions in life.

Keywords: Clothing, Fashion, Apparels, Style, Trend.

1. Introduction

Various theories have persuaded to explain the basic motivations behind clothing for human beings to cover the body. Majorly Modesty, Protection and adornment are the three key theories which explain logics behind the wearing of clothes. However there are some point of disagreement among various theorists. A research study of motivations towards clothing could assist one to understand the dressing behavior of people.

The first theory found about clothing was the biblical one of modesty, that explain that clothes were worn to cover nakedness and because of sort of shame. However this theory was disputed by researchers on the grounds that modesty is not the same in different cultures. It has been updated like a part of the body covered by those in one specific culture may be left exposed or opened without any shame by those

in a different culture. The second theory explains about the origin of clothes is the opposite of the first theory. According to the second theory, clothing were first worn to call attention to the parts of the body covered. A third theory states that man first wore clothes as to protection against the elements of insects, beasts and enemies or against harm or supernatural forces. The fourth and final theory of the origin of clothing is that it was one means of aesthetic expression. This theory has been called the decoration or ornamentation theory.

2. Literature Review

According to theory and research of Ryan (1966) and Dearborn (1980) as having stated like clothing protects us from various types of fear, the estimation of poverty, the estimation of inefficiency, bodily internal discomfort, anxiety, estimation of lack of self-respect, estimation of lack of good taste towards clothing etc.

According to the research study of Frings (1991) buying motives is not same for all consumers, it varies from consumer to consumer and from day to day. Every human being does have some desire to be fashionable, attractive, impress others, be accepted by friends, peer groups or colleagues and fulfill an emotional need- new clothes often give a feeling of security and confidence.

In his view, criteria used by consumers for Selection of fashion clothing include: color which is usually the first aspect of a garment and other attributes like fitting, Quality, Uniqueness, Availability, Style and Current fashion, Durability, Variety, Price and Status symbol etc. are playing very important role in buying behavior.

Practical considerations with reference to attributes of clothing include: Price- Means the consumer evaluates the total worth of Clothing. Fitting- the try-on is a crucial step in consumer selection of a garment. Comfort- to keep the wearer at ease, warm or cool. Appropriateness – suitability or acceptability for a specific occasion or need, fabric performance, care and workmanship - quality of construction, stitching, or finishing.

As there will be always a research gap about selection of clothing and Attributes of clothing as the fashion change process consists of several stages including change in clothing and appearance of styles, introduction new ways of wearing and style, acceptance and decline.

3.0 Research Methodology

3.1 Research Design

In this research study basically two techniques of research designs were used; First one is quantitative technique which used numbers in describing observation of materials or characteristics rather than words and the qualitative technique which used words and pictures more than numbers.

3.2 Population of the Study

A population is a particular Saurashtra region, Where 12 districts are there and a sample size is a smaller group selected from a larger group or population. Out of the total population of youth a sample size of 394 was used to undertake the study. The population of this study was all youth belong to various districts of Saurashtra Region.

The proportionate random sampling technique was used to select the respondents from the 12 districts of Saurashtra Region. This technique made it possible to select a representative number of respondents for the study.

3.3 Data Collection Technique

A well-structured questionnaire is used with a series of written questions on attributes of clothing about which a respondent's opinion is sought and it could be open or close ended and many questions were with check box. In this research study, for the sake of data collection from respondent both the type of questions were used that is open-ended and close-ended. It has been found that all the respondents were literate, the questionnaire was self-administered by respondents to save time, Energy and to make analysis easier.

4. Findings and Discussion

Table 1: Gender of Respondents

Gender	Numbers	% (Percentage)
Male	211	54
Female	183	46
Other	0	0
Total	394	100

Table-1 Shows that the respondents were made up of 53% (211) males and 47% (183) females. New trend of Fashion changes among females was more rapid at Saurashtra Region than that of their male counterparts. As the data says there will be more chances of changing preference towards attributes of clothing are more in females as compared to males, It is found that males usually do not change preference towards attributes of clothing.

Table 2: Age Distribution of Respondents

Age in years	Numbers	% (Percentage)
17-22	191	48
22-27	120	30
27-32	60	15
32-37	13	4
37-42	10	3
Total	394	100

Table-2 Depicts the age distribution of the respondents. The age distribution of the respondents was from the age range of 1-22 years. There were 191 respondents in that age range making 48% of the sample. In the age range of 22-27 years there were 120 respondents in that age range making 30% of the sample. In the age range of 27-32 years there were 60 respondents in that age range making 15% of the sample. In the age range of 32-37 years there were 13 respondents in that age range making 4% of the sample. In the age range of 37-42 years there were 10 respondents in that age range making 3% of the sample.

sample. This was because the age range expected of majority of youth was in that range. It is very clear from the above mentioned data that major age group with reference to selection of clothing are belong to age group of 17-22.

Table3: Reference group affecting in selection of Clothing

Reference group	Numbers	% (Percentage)
Family Members	136	34
Friends	140	36
Colleagues	17	4
Neighbor	4	1
None (Alone/Self)	97	25
Total	394	100

Table-3 As per the collected data it has been found that 136 (34%) of the respondents made buying decision with the Influence of their family members, 140 (36%) of the respondents with the influence of their friend circle, 97 (25%) of the respondents make buying decision by their own clothing choices, 17 (4%) of the respondents made buying decision with the Influence of their Colleagues and 4 (1%) of the respondents made buying decision with the Influence of their Neighbor. It has been found that as far as the influence of selection of clothing is concerned, Friend circle do have maximum influence and then after Family members.

Table 4: Preference toward Fitting Attribute

Fitting Attribute	Numbers	% (Percentage)
Tight	23	6
Loose	19	5
Comfortable	352	89
Total	394	100

Table-4 With reference to Preference of fitting attribute in selection of clothing, As per the response of respondent it has been found that out of total sample size 23 (6%) do prefer clothing with Tight fitting, 19 (5%) do prefer clothing with loose fitting and Majority i.e 352 (89%) respondent do like clothing with confirmable fitting. From the above statistics it has been very clear that majority of sample size will be preference towards attributes if clothing which give a feel of comfort and then may be of tight fitting.

Table 5: Preference toward Quality Attribute

Quality Attribute	Numbers	% (Percentage)
Very High	131	34
Moderately high	153	39
Good	107	27
Total	394	100

Table-5 shows the percentage of respondent with reference to Preference toward Quality Attribute, According to data collected it has been found that out of total population selected 131 (34) people do

prefer clothing with very high quality of material, 153 (39%) people do prefer clothing with moderately high quality of material and 107 (27%) respondent do prefer clothing with good quality only. It has been proven from the above data that 39% who is majority do prefer clothing with moderately high quality.

Table 6: Preference toward Uniqueness Attribute

Uniqueness Attribute	Numbers	% (Percentage)
Always Required	148	38
Generally Required	191	48
Not Necessary	55	14
Total	394	100

Table-6 Explain about preference towards Uniqueness attribute in buying of clothing, On the ground of data collected it reveal interpretation like 148 (37%) respondent do required uniqueness in clothing always, 191 (48%) which is major part of respondent do expect uniqueness not always but Generally is expected, 55 (14%) Respondent said it not required to have uniqueness in clothing. As per data we can conclude that majority of people do observe uniqueness in clothing.

Table 7: Preference toward Color Attribute

Uniqueness Attribute	Numbers	% (Percentage)
Same Color	30	8
Contrast	182	46
Mix & Match	182	46
Total	394	100

Table-7 Shows preference of people towards color attribute in selection of clothing, As per the review of respondent it is found that as far as the color attributes is concerned 30 (8%) do prefer clothing with same color whereas 182 (46%) respondent do prefer clothing with the attribute of contrast, Equally 182 (46%) respondent has given their opinion like they do prefer clothing with Mix & Match attribute.

Table 8: Preference toward Availability Attribute

Availability Attribute	Numbers	% (Percentage)
Everywhere	188	48
At Selected Places only	206	52
Total	394	100

Table-8 Flashing light on what is the preference of youth of Saurashtra Region about Availability attribute, from the data collected, It has been found that 188 (48%) people do find clothing as per their need and requirement at every apparel store and on the other hand it is like 206 (52%) population said like they do not get availability of preferred clothing at all the apparel shops but at Selected places only. The above shows that it will be difficult to find apparel as per preference at every apparel shop and Respondent will be in need to visit selected and specific apparel store only.

Table 9: Preference toward Style and Current fashion Attribute

Style and Current fashion Attribute	Numbers	% (Percentage)
Highly Fashionable	217	55
Classical	115	29
Comfortable	62	16
Total	394	100

Table-9 Explain about Preference toward Style and Current fashion Attribute in decision making process of clothing. As the data say that 217 (55%) respondent do expect and give preference toward selection of clothing as on the basis of highly Fashionable Clothing, On the other hand is has been found that out of total samples size 115 (29%) people do prefer clothing with classical look (Style) which is not changing rapidly, 62 (16%) respondent share their views like they prefer clothing which provides Comfort to them.

Table10: Preference toward DurabilityAttribute

DurabilityAttribute	Numbers	% (Percentage)
Less than 1 Year	60	16
1-4 Years	309	78
5-8 Years	19	5
More than 8 Years	6	1
Total	394	100

Table-10 is all about preference of people toward the durability attributes in the buying process of clothing. Collected data is very clearly defining that 60 (16%) respondent from Saurashtra Region do give preference towards clothing which durable for less than 1 years, Majority i.e. 309 (78%) respondent given their consent like they give preference in selection of clothing which is providing durability of 1 to 4 years. Rest 19 (5%) and 6 (1%) respondent shared their response like they prefer clothing with durability of 5 to 8 years and More than 8 years respectively. Means majority of population do prefer clothing with durability of 1 to 4 years.

Table 11: Preference toward Variety Attribute

Variety Attribute	Numbers	% (Percentage)
Wide	164	42
Moderate	191	48
Limited	39	10
Total	394	100

Table-11 Explain about preference of youth towards variety attribute in selection of clothing. With the help of data generated on the primary bases, we can say that 164 (42%) respondent do prefer clothing with wide range of variety, on the other side 191 (48%) which is majority of population says that they

do prefer clothing were moderate varieties are available and 39 (10%) respondent shared their opinion like they prefer clothing with limited variety and Edition.

Table 12: Preference toward Price Attribute

Price Attribute	Numbers	% (Percentage)
Designer (More the Rs.2000)	121	31
Better (Rs.1000)	231	59
Moderate (Rs.500)	36	9
Budget (Rs.300)	6	1
Total	394	100

Table-12 Shows responses of population about preference towards price attribute, It has been found from the collected data that 121 (31%) of respondent do prefer designer clothing which is costing 2000 and more, 231 (59%) respondent says like they do prefer better clothing with cost of 1000, 36 (9%) people says that they do prefer clothing with moderate price i.e. Rs.500 and 6 (1%) shared their view like they prefer budget clothing which is costing them Rs.300 and below. It has been proven from the data above that, Majority of people do prefer clothing which is costing them around 1000 Rs.

Table 13: Preference toward Status SymbolAttribute

Status SymbolAttribute	Numbers	% (Percentage)
Sophisticated	121	31
Normal	231	59
Total	394	100

Table-13At the last gives brief about people's opinion with reference to Status symbol attribute of clothing. From the data it can be interpreted like 121 (31%) respondent do prefer clothing which provides sophistication in look, on the other rest majority i.e. 231 (59%) people do prefer clothing with normal status symbol look.

5.0 Summary and Conclusion

5.1 Summary

The main objective of the research study was to know about preference towards attributes of clothing of youth of Saurashtra region. The proportionate random sampling method was used to select three hundred ninety four respondent from different district of Saurashtra Region, Well-structured questionnaire with both open question and close-ended questions was used in collecting primary data from population of Saurashtra Region. All questionnaire were retrieved and analyzed. The respondents comprised 211(54%) male and 183 (46%) female youth. They were aged between 17 and 42 with majority within 17 to 22. It has been found that as far as the influence of selection of clothing is concerned, Friend circle do have maximum influence and then after Family members. Majority of sample size has given preference towards attributes if clothing which

gives a feel of comfort and then may be of tight fitting. It has been proven from the data collected that 39% which is majority of respondent do prefer clothing with moderately high quality. As per data collection we can conclude that majority of people do observe uniqueness in clothing. Out of 394 respondent 182 (46%) respondent has given their opinion like they do prefer clothing with Mix & Match attribute. As the opinion of respondent it will be difficult to find apparel as per preference at every apparel shop and Respondent will be in need to visit selected and specific apparel store only. From total respondent 217 (55%) respondent do expect and give preference toward selection of clothing as on the basis of highly Fashionable Clothing. Majority of population do prefer clothing with durability of 1 to 4 years. On the other side 191 (48%) which is majority of population says that they do prefer clothing were moderate varieties are available. 231 (59%) respondent says like they do prefer better clothing with cost of 1000Rs. On the other rest majority i.e. 231 (59%) people do prefer clothing with normal status symbol look.

5.2 Conclusions

Majority of the students wore second-hand clothes since they were affordable and these came in styles that exposed their vital body parts. There was the need to research into the perception of students toward campus fashion. Colour, durability, cost, religion and fashion were important factors that influenced respondents' clothing selection.

6.0 Acknowledgement

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7.0 References

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