

EFFECT OF AGE ON STYLES OF CLOTHING PREFERRED BY WOMEN IN CHANDIGARH

Gunjan Chawla¹ , Rita Kant²

¹M.Sc. Fashion and Lifestyle Technology, Panjab University, Chandigarh

²Fashion and Lifestyle Technology, Panjab University, Chandigarh

DOI: 10.46609/IJSSER.2020.v05i08.008 URL: <https://doi.org/10.46609/IJSSER.2020.v05i08.008>

ABSTRACT

Clothing is an important basic requirement for everyone. It is a way of protecting the human body from extreme weather conditions and hostile environment conditions. Clothing is a style in which one represents oneself and expresses one's feelings and personality type. The present research was undertaken to study the Effect of Age on Styles of Clothing Preferred by Women in Chandigarh. A survey was conducted for which a questionnaire was prepared and used as an interview schedule to collect data. The sample of the study included girls and women between the ages 25 to 45 years. The analysis of data showed that younger women in the age group ranging between 25 to 30 years in comparison to older women in the age group ranging from 31 to 45 years feel that "Fashion Magazines" do not influence their Clothing Choices. Also, women in the age group of 25 to 30 years and 31 to 35 years feel that their Clothing Choices are not affected by "Looking at What Others Wear". Further, women of all age groups were neutral towards "Movies" influencing their Clothing Choices. It was further seen that women of age group of 25 to 30 years, 31 to 35 years and 36 to 40 years like to wear "Western Casuals", whereas Older Women in the age group of 41 to 45 years like to wear "Indian Casuals". It was also seen that women of age group 25 to 30 years, 31 to 35 years and 36 to 40 years were neutral towards the preference for "Circular Silhouettes" but, women of age group 41 to 45 years prefer wearing "Circular Silhouettes". Also, "A-Line Silhouettes" were preferred the most by the women of age group 25 to 30 years, 31 to 35 years and 41 to 45 years but women of age group 36 to 40 years said that they prefer "Circular Silhouettes" to "A-Line Silhouettes". Thus on the whole this research helped to conclude that women of different age groups feel differently about what and who inspires them to wear a certain style of clothing. Older women like to wear more of Indian style casual clothing and younger women prefer more of Western style casual clothing. Also there are distinct choices in preference for silhouettes as well. Younger women prefer A-Line silhouettes and older women like Circular Silhouettes. This could be because of the change

in body type of women as they grow older. Circular silhouettes seem to keep the actual body type under wraps; hence the preference for the same. Findings of this study can be useful for those involved in the business of fashion clothing.

Keywords: woman, Age, Clothes , Fashion,Choice

Introduction

Food, Clothing and Shelter are the most important basic requirements for everyone's life. Clothing was first invented by the people of Neanderthal, from about 200,000 B.C.E to about 30,000 B.C.E. The first assembled piece of clothing was a "Tunic". It was considered as a method of protecting human body against extreme weather conditions. Material used for clothing has evolved from use of leaves to use of animal skin, leather and now a vast variety of fabrics.

Every individual wears a typical costume that describes culture and attitude of that person and sometimes even the religion and caste he or she belongs to. "Costume" is derived from a Latin word "consuetude" which means a complete set of outer garments including ornaments and hairstyles. In early times, it was seen that people of who held a higher status or belonged to a higher class wore costumes that were different from those worn by people from lower class or those who did not enjoy a high status in society. Clothing takes the form of symbols used by individuals as a tool for social interaction. Thus thinkers have given there are four theories of Clothing, which are Modesty Theory, Immodesty Theory, Adornment Theory and Protection Theory.

Clothes speak about one's personality and behavior. They make one look elegant and communicate about a person. Clothing is a style in which one represents oneself and expresses one's feelings and personality type. Everyone has a different style and different taste of clothing. In present times in the Indian context clothing is seen as Western wear, Ethnic or Traditional wear and Indo-Western Wear. Western wear is a category of men's and women's clothing which derives its unique style from the clothes worn in the 19th century Wild West. Western wear can be very informal, with a t-shirt and blue jeans forming a basic ensemble, or it may consist of tailored formal garments like tops, dresses, jackets, sweatshirts, Single shoulder dresses, off shoulder tops, cold shoulder tops and other with western accents. Ethnic wear dresses are the ones which show the values, attitudes and the behavior of people towards their culture and religion. These are the dresses which are normally worn on special occasions. The special occasion ethnic wear dresses are much heavier than the normal day to day wear ethnic/traditional dresses. In the present day, there are very less number of people who like to wear these dresses. In the present times, many women are seen wearing innovative type of clothing that is a combination of ethnic and western wear. This combining of ethnic wear and western wear, is

known as Fusion wear of popularly called Indo-Western wear.

Review of Literature

Klepp, G et al (2005) in their study “Reading fashion as age: teenage girls, and grown women’s accounts of clothing as body and social status” studied that the relationship between clothes and age have always been very important to differentiate people according to age. Mainly people are expected to dress according to their age, if they are found not dressed accordingly the society imposes sanctions against wearing the costume of another age.

Luniya, V et al (2007) in their study “effect of clothing on physical and mental wellbeing of old aged women” founded that body structure of old ladies becomes changed i.e. change in their abdomen, shoulder, bust, waist etc. which causes many fitting and wearing problems and in turn hurt their psychological needs. By considering all these points, the three basic garments, wore by these ladies, were suggested to be altered and then tested on them.

Twigg, J (2010) in her study “how does vogue negotiate age? Fashion, the body and the older women” focused on role played by clothing and fashion in the constitution of age, exploring the changing ways in which aging is experienced, understood and imagined in modern culture through an analysis of the responses of UK Vogue. This shows that older women in Vogue only feature sporadically and predominantly in ways that dilute or efface their age.

Parveen, C et al (2012) in their study “influence of collective self-esteem on fashion clothing involvement among Indian women” examined the influence of collective self-esteem, age, income, marital status and education of Indian women predicting their fashion clothing involvement. The data was collected by contacting women in their offices, colleges and malls in five different cities of India. The findings reveal that fashion clothing involvement of Indian women is influenced by age, importance to identity and public-esteem.

Twigg, J (2015) in her study “Clothing, identity, embodiment and age” explored the links between clothing and the social expression of age, looking in particular at the tradition of age ordering in dress. It is said that there is an evidence that this ordering has been eroded or has changed in recent years. The author also reviews arguments for this erosion and also explores the significance of the baby boomer cohort and their adoption of Casual dress.

Methodology

Based on the researcher’s observation and text readings, the problem to be studied was identified and worded accurately. A close perusal of literature helped in framing the objectives of the study. This followed developing an instrument and its pretesting on a given population.

The questionnaire was based on the objectives of the study. The first section of the questionnaire was about the general information of the respondent like, name, age, occupation, education, family, etc. These questions were framed to ascertain the socio-economic background of the respondents. The second section of the questionnaire was related to the clothing preferences of the respondents with respect to their choice for Style of dress preferred to be worn by respondents on different occasions and seasons based on their occupation and silhouette of dress and style-lines in the dress based on the height and weight of respondents.

Sample for the study was then identified and by Random Sampling Technique 100 respondents were approached to fill the questionnaire. The sample of the study included women ranging from 25 years to 45 years of age. They were approached in the main shopping hubs i.e. Sector-17 Shopping Plaza, Sector-22 Market and Elante Mall of Chandigarh City. The researcher randomly picked the respondents in these areas. 25 respondents from each of these areas were requested to fill up the questionnaire. A sample of another 25 respondents was approached when they were partying in a kitty group in an identified hotel. This was a preset meeting. The researcher noted down observations she made while filling answers to the questions. The data thus collected was then coded and tabulated in Microsoft Excel for further analysis. Discussion of the results helped arrive at precise conclusions.

Results and Discussion

The data was analyzed and interpreted on order to make the findings useful for fashion retail businesses that want to establish themselves or want to accelerate their sales.

Table 1: Factors that Affect Clothing Choices of Women

Factors	Degree of Preference	Frequency	Percent
Fashion Magazines	Strongly disagree	3	3.0
	Disagree	6	6.0
	Neutral	46	46.0
	Agree	34	34.0
	Strongly agree	11	11.0
	Total		100
Friends and Family	Strongly disagree	3	3.0
	Disagree	2	2.0
	Neutral	32	32.0
	Agree	25	25.0
	Strongly agree	38	38.0

	Total	100	100.0
Look at What Other's Wear	Strongly disagree	30	30.0
	Disagree	8	8.0
	Neutral	30	30.0
	Agree	15	15.0
	Strongly agree	17	17.0
	Total	100	100.0
Designer's Collection	Strongly disagree	13	13.0
	Disagree	5	5.0
	Neutral	35	35.0
	Agree	28	28.0
	Strongly agree	19	19.0
	Total	100	100.0
Movies	Strongly disagree	13	13.0
	Disagree	12	12.0
	Neutral	48	48.0
	Agree	22	22.0
	Strongly agree	5	5.0
	Total	100	100.0
Celebrities	Strongly disagree	14	14.0
	Disagree	9	9.0
	Neutral	52	52.0
	Agree	16	16.0
	Strongly agree	9	9.0
	Total	100	100.0

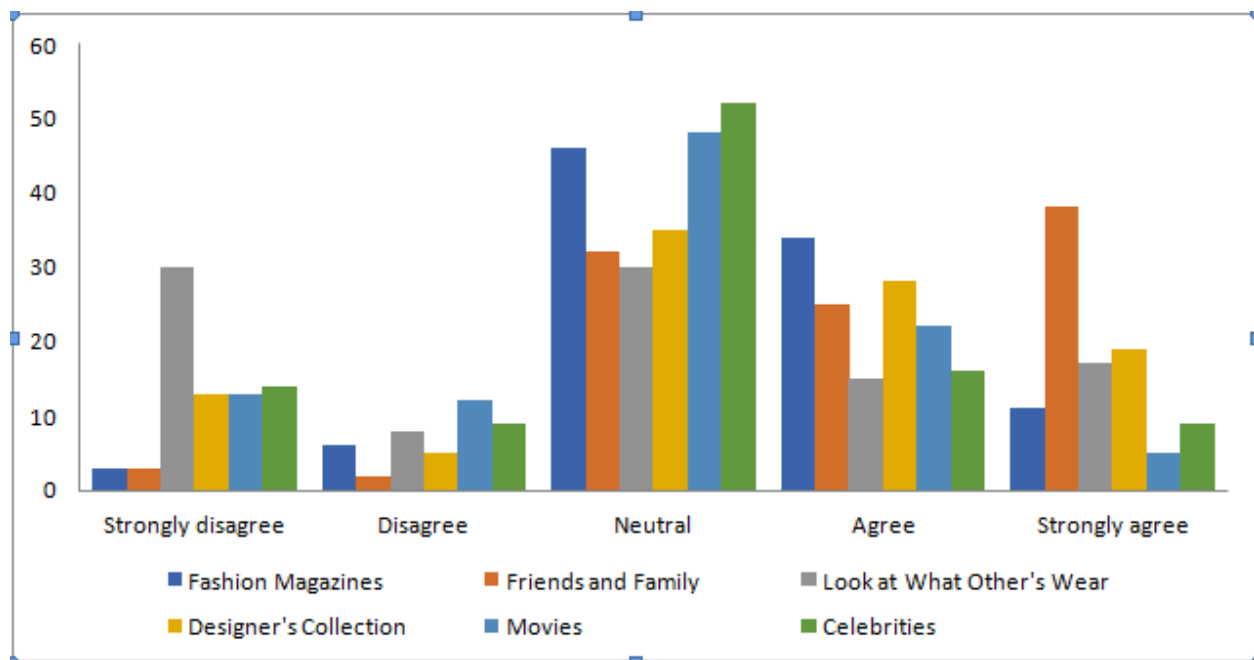


Figure1: Factors that Affect Clothing Choices of Women

Analysis of Result

It can be seen from the data above that largest percentage of respondents; 38% Strongly Agree that they are influenced by Friends and Family while making their Clothing Choices. 34% Agree that Fashion Magazines influence them and 28% Agree that they are influenced by Designer Collection. Factors that least influence the Clothing Choices of respondents are: Others Wear, Movies and Celebrities. These factors rank lower in the preference rank lower in the preference of respondents.

Table 2: Choice of Style of Clothing found Comfortable to Wear

	Choice	Frequency	Percent
1.	Indian Casual	28	28.0
2.	Indian Traditional	20	20.0
3.	Western casual	29	29.0
4.	Western Formal	6	6.0
5.	Indo-Western	17	17.0
	Total	100	100.0

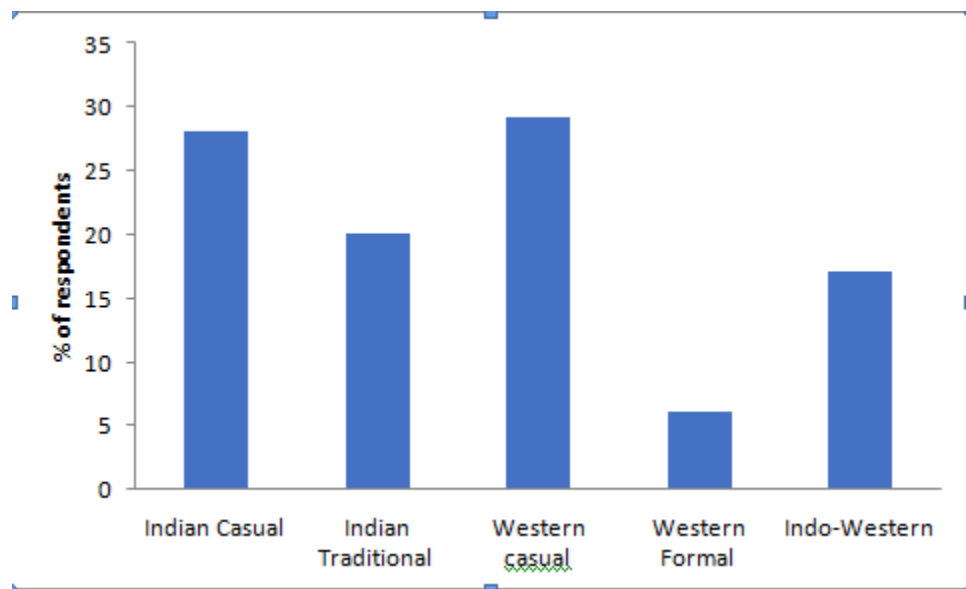


Figure 2: Choice of Style of Clothing found Comfortable to Wear

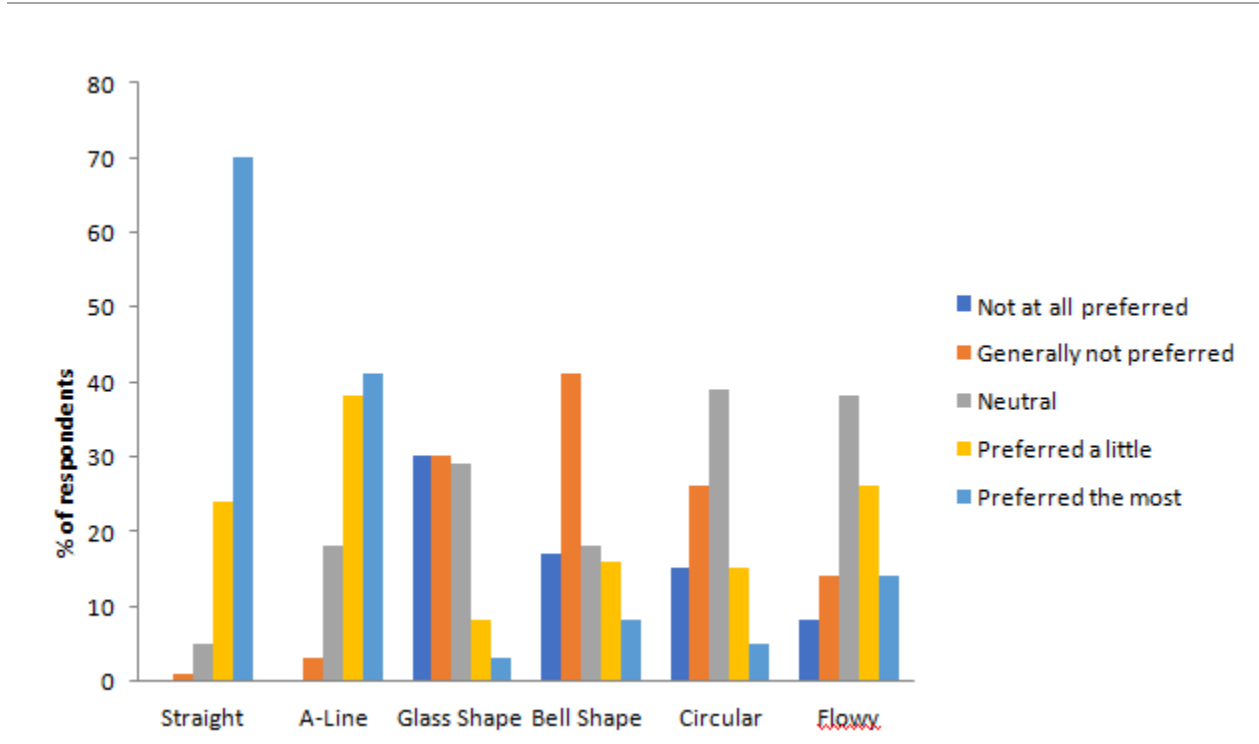
Analysis of Result

It can be seen from Table 4.8 and Figure 4.8 that while 28% respondents find Indian Casual Clothing comfortable to wear, 29% respondents said they find Western Casual Clothing comfortable to wear. 17% find Indo-Western Clothing comfortable. Only 6% find Western Clothing comfortable while 20% find Indian Traditional Clothing comfortable.

Table 3: Preference of Respondents for Silhouettes, which make them, feel Elegant and Comfortable

Silhouettes	Preference	Frequency	Percent
Straight	Generally not preferred	1	1.0
	Neutral	5	5.0
	Preferred a little	24	24.0
	Preferred the most	70	70.0
	Total	100	100.0
A-Line	Generally not preferred	3	3.0
	Neutral	18	18.0
	Preferred a little	38	38.0
	Preferred the most	41	41.0
	Total	100	100.0

Glass Shape	Not at all preferred	30	30.0
	Generally not preferred	30	30.0
	Neutral	29	29.0
	Preferred a little	8	8.0
	Preferred the most	3	3.0
	Total	100	100.0
Bell Shape	Not at all preferred	17	17.0
	Generally not preferred	41	41.0
	Neutral	18	18.0
	Preferred a little	16	16.0
	Preferred the most	8	8.0
	Total	100	100.0
Circular	Not at all preferred	15	15.0
	Generally not preferred	26	26.0
	Neutral	39	39.0
	Preferred a little	15	15.0
	Preferred the most	5	5.0
	Total	100	100.0
Flowy	Not at all preferred	8	8.0
	Generally not preferred	14	14.0
	Neutral	38	38.0
	Preferred a little	26	26.0
	Preferred the most	14	14.0
	Total	100	100.0



Analysis of Result

It can be seen from the data above that a larger number of respondents feel that Straight Silhouettes make them feel Elegant and Comfortable followed by respondents saying that A-Line Silhouettes made them feel Elegant and Comfortable.

The Glass Shape Silhouette and Bell Shape Silhouette are least preferred silhouettes by most of the respondents. Also, the Circular Silhouettes and Flowy Silhouettes lie between the most preferred Silhouettes and the least preferred Silhouettes.

Table 4: Relationship of Age with Effect of Fashion Magazines on Clothing Choices of Women

Demographic Factor	Age Groups	Effect of Fashion Magazines on Clothing Choices of Women											
		Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree		Total	
Age	25-30	0	0.0%	0	0.0%	9	36.0%	11	44.0%	5	20.0%	25	100.0%
	31-35	0	0.0%	0	0.0%	11	44.0%	11	44.0%	3	12.0%	25	100.0%
	36-40	1	4.0%	1	4.0%	16	64.0%	5	20.0%	2	8.0%	25	100.0%
	41-45	2	8.0%	5	20.0%	10	40.0%	7	28.0%	1	4.0%	25	100.0%
	Total	3	3.0%	6	6.0%	46	46.0%	34	34.0%	11	11.0%	100	100.0%

Pearson Chi-Square Tests		
Effect of Fashion Magazines on Clothing Choices of Women		
Age	Chi-square	23.880
	Df	12
	Sig.	.021*

*Significant at 0.05 Level

Discussion of Result

Age has a significant influence on the effect of Fashion Magazines on Clothing Choices of Women. The obtained value of Chi Square (χ^2) is 23.880, which is significant at .021 level of p value.

Table 5: Relationship of Age with Effect of What Others’ Wear on Clothing Choices of Women

Age	Status	Effect of What Others’ Wear on Clothing Choices of Women											
		Strongly disagree		Disagree		Neutral		Agree		Strongly agree		Total	
Age	25-30	14	56.0%	3	12.0%	6	24.0%	0	0.0%	2	8.0%	25	100.0%
	31-35	9	36.0%	2	8.0%	5	20.0%	2	8.0%	7	28.0%	25	100.0%
	36-40	3	12.0%	2	8.0%	11	44.0%	4	16.0%	5	20.0%	25	100.0%
	41-45	4	16.0%	1	4.0%	8	32.0%	9	36.0%	3	12.0%	25	100.0%
	Total	30	30.0%	8	8.0%	30	30.0%	15	15.0%	17	17.0%	100	100.0%

Pearson Chi-Square Tests		
Effect of What Others’ Wear on Clothing Choices of Women		
Age	Chi-square	29.471
	Df	12
	Sig.	.003*

*Significant at 0.05 Level

Discussion of Result

Age of Women has significant influence on the effect of What Others’ Wear on Clothing Choices of Women. The obtained value of Chi Square (χ^2) is 29.471, which is significant at .003 level of p value.

Table 6: Relationship of Age with Effect of Movies on Clothing Choices of Women

Demographic Factor	Age Groups	Preference of Movies in Clothing Choices											
		Strongly disagree		Disagree		Neutral		Agree		Strongly agree		Total	
Age	25-30	4	16.0 %	2	8.0%	13	52.0 %	5	20.0 %	1	4.0 %	25	100.0%
	31-35	2	8.0%	0	0.0%	18	72.0 %	5	20.0 %	0	0.0 %	25	100.0%
	36-40	4	16.0 %	6	24.0 %	10	40.0 %	5	20.0 %	0	0.0 %	25	100.0%
	41-45	3	12.0 %	4	16.0 %	7	28.0 %	7	28.0 %	4	16.0 %	25	100.0%
	Total	13	13.0 %	12	12.0 %	48	48.0 %	22	22.0 %	5	5.0 %	100	100.0%

Pearson Chi-Square Tests		
Preference of Movies in Clothing Choices		
Age	Chi-square	22.158
	Df	12
	Sig.	.036*

*Significant at 0.05 Level

Discussion of Result

Age has a significant influence on the effect of Movies on Clothing Choices of Women. The obtained value of Chi Square (χ^2) is 22.158, which is significant at .036 level of p value.

Table 7: Relationship of Age and Style of Clothing Women like to wear.

Demographic Factor	Status	Style of Clothing Women Prefer to Wear											
		Indian Casual		Indian Traditional		Western casual		Western Formal		Indo-Western		Total	
Age	25-30	4	16.0%	4	16.0%	12	48.0%	1	4.0%	4	16.0%	25	100.0%
	31-35	8	32.0%	2	8.0%	9	36.0%	2	8.0%	4	16.0%	25	100.0%
	36-40	3	12.0%	8	32.0%	8	32.0%	2	8.0%	4	16.0%	25	100.0%
	41-45	13	52.0%	6	24.0%	0	0.0%	1	4.0%	5	20.0%	25	100.0%

Total	28	28.0%	20	20.0%	29	29.0%	6	6.0%	17	17.0%	100	100.0%
--------------	----	-------	----	-------	----	-------	---	------	----	-------	-----	--------

Pearson Chi-Square Tests		
Style of Clothing Women Prefer to Wear		
Age	Chi-square	24.562
	Df	12
	Sig.	.017*

*Significant at 0.05 Level

Discussion of Result

Age of Women has a significant influence on the Style of Clothing women prefer to wear. The obtained value of Chi Square (χ^2) is 24.562 which is significant at .017 level of p value.

Table 8: Relationship of Age and Preference for Circular Silhouette in Clothing

Age	Status	Preference for Circular Silhouette in Clothing										Total	
		Not at all preferred		Generally not preferred		Neutral		Preferred a little		Preferred the most			
Age	25-30	3	12.0%	7	28.0%	10	40.0%	4	16.0%	1	4.0%	25	100.0%
	31-35	1	4.0%	6	24.0%	16	64.0%	2	8.0%	0	0.0%	25	100.0%
	36-40	6	24.0%	9	36.0%	9	36.0%	0	0.0%	1	4.0%	25	100.0%
	41-45	5	20.0%	4	16.0%	4	16.0%	9	36.0%	3	12.0%	25	100.0%
	Total	15	15.0%	26	26.0%	39	39.0%	15	15.0%	5	5.0%	100	100.0%

Pearson Chi-Square Tests		
Preference for Circular Silhouette in Clothing		
Age	Chi-square	29.128
	df	12
	Sig.	.004*

*Significant at 0.05 Level

Discussion of Result

Age of Women has significant influence on the preference for Circular Silhouette in Clothing. The obtained value of Chi Square (χ^2) is 29.128, which is significant at .004 level of p value.

Table 9: Relationship of Age with Preference for A-Line Silhouette in Clothing

Demographic Factor	Age Groups	Preference for A-Line Silhouettes in Clothing											
		Not at all preferred		Generally not preferred		Neutral		Preferred a little		Preferred the most		Total	
Age	25-30	0	0.0%	0	0.0%	5	20.0%	6	24.0%	14	56.0%	25	100.0%
	31-35	0	0.0%	0	0.0%	9	36.0%	15	60.0%	1	4.0%	25	100.0%
	36-40	0	0.0%	2	8.0%	4	16.0%	5	20.0%	14	56.0%	25	100.0%
	41-45	0	0.0%	1	4.0%	0	0.0%	12	48.0%	12	48.0%	25	100.0%
	Total	0	0.0%	3	3.0%	18	18.0%	38	38.0%	41	41.0%	100	100.0%

Pearson Chi-Square Tests		
Preference for A-Line Silhouettes in Clothing		
Age	Chi-square	31.431
	Df	9
	Sig.	.000*

*Significance at 0.05 Level

Discussion of Result

Age of Women has a significant influence on the preference for A-Line Silhouettes in Clothing. The obtained value of Chi Square (χ^2) is 31.431, which is significant at .000 level of p value.

Conclusion

It is seen that age is the major factor that influences the Choice of Clothing among Women.

Preference for Style and Silhouette of clothing changes with age of women. These findings are supported by the study of Klepp, G et al (2005) "Reading fashion as age: teenage girls, and grown women's accounts of clothing as body and social status" where they found that relationship between clothes and age have always been very important to differentiate people according to age. Mainly people are expected to dress according to their age. If they are found not dressed, accordingly the society imposes sanctions against wearing the costume of another age. Further the findings of Twigg, J (2015) in her study "Clothing, identity, embodiment and age" also highlights the link between clothing and the social expression of age, looking in particular at the tradition of age ordering in dress. There is evidence that this ordering has been eroded or has changed in recent years.

In the present study, as well the research conducted earlier finds that there is a link between age of women and their Choice for Style of Clothing. Age influences Clothing Choices of women. It was further seen that women like to wear what they feel comfortable in.

REFERENCES

IG, Klepp and AS, Mathisen (2005). "Reading Fashion as Age: Teenage Girls, and grown Women's accounts of Clothing as body and social status". *Journal of Fashion Theory*, 9(3): 323-342.

V.Luniya and B Dwedi (2007). "Effect of Clothing on physical and mental well-being of old aged women". *Journal of Asian Journal of Home Science*, (2): 39-42.

J. Twigg (2010). "How does Vogue negotiate Age? Fashion, the body and the older women". *Journal of Fashion Theory*, (14): 471-490.

C, Parveen, A, Khare and A, Mishra (2012). "Influence of collective self-esteem on fashion clothing involvement among Indian Women". *Journal of Fashion Marketing and Management*, (16): 42-63.

J, Twigg (2015). "Clothing, Identity, Embodiment and Age". *Journal of Textile-Led Design for the Active Ageing population*, 13-24.