

Research Paper :

Clothing practices of aged female with regard to present wardrobe in Udaipur city

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ABSTRACT

The present study was conducted to find out the clothing practices with regards to present wardrobe of aged females. Findings of the study revealed that the casual garments for females were mainly found as saree-blouse. Cotton and blended fabrics were mainly used in their clothing. Respondents preferred printed fabrics with light colours. All the respondents preferred soft and smooth, light weight with adequate warmth, medium weight with smooth texture material. The decision maker about clothing purchase was the family member of the respondents. Respondents accompanied in shopping their family members. Washing was mainly done by family members. Majority of respondents get their clothes repaired by their family members. Storing of clothes was mainly done by folding and wrapping in clothes in boxes. Sunlight exposure to garments was done by all the respondents.

Key words : Clothing selection, Purchasing and decision making pattern, Storage, Care and maintenance of clothings

Every human being passes through various stages in his lifetime, infancy, childhood, adolescence, adulthood and old age. Just as there are physical changes from one younger age group to another, there are physical characteristics as the individual grows older. It is development phase in the life process, which begins at conception and ends with death. It is the closing period in the life span of man with decreased capacity for adaptation. The third basic triumvirate of man's existence apart from food and shelter is clothing. Clothing is one of the means of achieving social and economic mobility in a class system like the one prevalent in India. Clothes can help a person to advance both socially and economically and they play significant role in an individual's life by giving lot of personal satisfaction. Pattern of clothing differs among the people of different age, religion, community, caste, occupation and socio-economic conditions. Most of the people dress partly to the pattern of their own social and age group. Therefore, there exists a lot of variations in the clothing behaviour of different age groups (Luniya, 2005). Present survey study reveals clothing practices with present wardrobe of aged female at Udaipur district of Rajasthan.

METHODOLOGY

The study was conducted in four zones of Udaipur city *i.e.* East, West, North and South. Areas of Ambamata Scheme, Ashok Nagar, Fetehpura and Hiranmagri Sec. 11 were selected. 40 aged females were selected as subjects

to carry out the present investigation. 10 respondents from each zone of the city were taken summing up to total of 40 respondents to avoid biasness in the opinions in response to various questions of the interview schedule at the time of data collection. Questionnaire related to clothing practices with present wardrobe such as selection, purchasing and decision making pattern, storage, care and maintenance aspects followed by aged people. There was face to face interaction between the respondents and investigator to collect information easily. The data were analyzed by following appropriate statistical method. Frequency and percentage distribution was used to find out the clothing practices of aged females with present wardrobe.

FINDINGS AND DISCUSSION

The following section contains the clothing practices of aged females such as clothing selection, purchasing behaviour and decision making expenditure pattern and care and maintenance aspects.

Clothing selection:

The respondents were asked about their casual wear garment.

It is clear from the Table 1 that majority of respondents (50%) wore Sari-blouse as their daily outfit followed by Salwar-suit by 30 per cent respondents, only 20 per cent respondents wore Lehenga-choli in their casual wear.