

A STUDY ON CLOTHING SATISFACTION OF AGED MALE WITH PRESENT WARDROBE

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ABSTRACT

Old age is usually the period between retirement and death. A major physical change takes place during old age. Hence the clothing of the old age people should be according to their age. They should feel comfortable and protected in it. Clothing should be loosely fitted and provide adequate warmth. As with age, their eyesight and motor abilities becomes weak, the garment should be made such that they can wear and take off easily. Along with the physical problems, old people also suffer from social and psychological problems. They have a feeling of inadequacy, rejection, self pity and apathy. From present study it was found male respondents were found satisfied with number of dresses, constructional aspects, functional details and care and maintenance aspects in their clothing they possessed in their wardrobe. Few of the respondents were dissatisfied when their preferences were not considered by clothing purchaser. Major problem faced by them were in the constructional and functional features of the readymade dresses. Loose or medium fitting clothes with front opening and ample ease in shoulder and neckline area, big size buttons, pockets etc. were their preference in clothes.

Key words : Old age, Structural aspects, Functional aspects, Clothing satisfaction

Aging is a natural, universal and inevitable phenomenon with the passage of time. 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 behavior of different age groups. (Luniya, 2005). Present survey study reveals clothing satisfaction with present wardrobe of aged male at Udaipur district of Rajasthan.

METHODOLOGY

The study was conducted in four zones of Udaipur city i.e. East, West, North and South. Area of Ambamata Scheme, Ashok Nagar, Fetehpura and Hiranmagri Sec.11 were selected. 40 aged males 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 satisfaction with present wardrobe in terms of structural, functional and a care and maintenance aspect of aged male was developed. 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 satisfaction of aged males with present wardrobe.

RESULTS AND DISCUSSION

The following section contains the outcome of the major observation made during the study. Clothing satisfaction with present wardrobe in terms of structural, functional and care and maintenance aspects of aged male.

The above table shows satisfaction with number of dresses with regards to clothes for various activities, occasions, material etc. More than 60 percent male respondents were found 'satisfied' with number of dresses in their wardrobe for various activities such as morning walk, visit to temple, family and social visit, evening walk. However, more than 25 percent respondents were found 'highly satisfied'. Very few