



A study on the relation between personality and clothing behaviour of youth

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ABSTRACT

The study was conducted to assess the relation between personality and clothing behaviour of youth. The participants of this study comprised 160 students from two different streams; Home Science and Commerce, selected randomly. Result indicated that there was relevant difference in personality of Home Science and Commerce students and there were positive correlation between personality and clothing behaviour of youth.

INTRODUCTION

It is true that God makes and apparel shapes the human being. The social status and culture of a person can be easily known by the way of dressing. It has been recognized that being well dressed, in most of culture, is much more than having enough or the right type of clothing for warmth and protection. It is observed frequently that clothing is an important means towards acceptance by the group. In interviews and other appearances, clothing is one of the factors that creates a favorable or unfavorable impression and giving a feeling of security. The attitude of a man can be determined by a person's dress. Proper dress brings self-confidence and self-control which is important for personality development. The beauty of clothes, according to time, colour, type, style and according to fashion have good effect on personality. Tasteful dressing and according to surrounding making one's personality attractive.

Personality:

The word personality is derived from the latin word

“personare” which means ‘to speak through’. According to Allport *et al.* (1960) “personality is that dynamic organization within individual of those psycho-physical system that determines his unique adjustment to his environment”. Personality is the unification of all the qualities and characteristics or the summary of a person's behavioural reactions .

There are two types of personality, introverts and extroverts. People who are fashion minded and want to look different are extroverts. They take part in social programmes enthusiastically. They like to wear fashionable clothes. Introverts give importance to comfort in simplicity. They like to wear traditional clothes. They do not like to wear fashionable dresses.

There are difference in personality of different people. Psychologists differentiates the personality in many ways. Researcher selected personality Type ‘A’ and Type ‘B’ in her research, so it is necessary to define it.

Cloths form source of non-verbal communication. They point at the dresses of person, work and life style. A person