

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

Table A : Types of personality

Sr. No.	Type A personality	Type B personality
1.	Very competitive	No competitive
2.	Punctual of time	Careless about time
3.	Fast worker	Slow worker
4.	Highly ambitious	Don't want identity
5.	Fast spoken	Slow spoken
6.	Agree with people and situation quickly	Single work at a time
7.	Loose patience quickly	

who wears clothes according to personality and as a result of values that is the clothing behaviour. In present study efforts have been made to know the mentality of clothing behaviour in Indian environment and the personality through dresses and values.

According to Bjersteat (1960), there is relation between personality, clothes and choice of colours of dresses. In this research investigation the hypothesis was that there is relation between the characteristics of personality and choice of colour of clothes.

According to Devdas (1959), a dress means to express oneself. It accentuates the artistic aspect of a person which is helpful in the formation of his or her good personality. It is also known from research that clothes affect a person's success and failure in life.

The objectives of the study are as follows : to find out the relation between clothing behaviour and personality, access the difference in clothing behaviour of Home Science and Commerce students and access the difference in clothing behaviour of graduation and post graduation of students.

METHODS

Derivation of hypothesis:

H1 – There is relevant difference between personality of Home Science and Commerce stream

H2 – There is no relevant difference between graduates (first year) and post graduate students.

H3 – There is no relevant difference between the students of Commerce graduate (first year) and post graduates.

Variables:

Dependent variable – Clothing behaviour

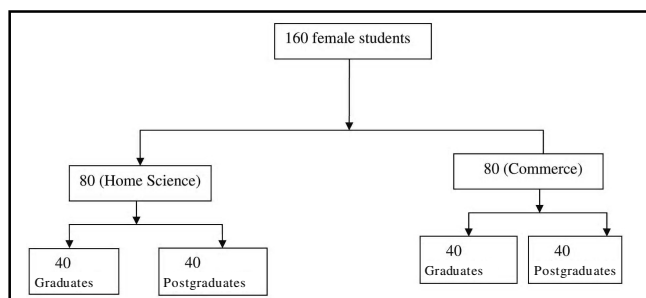
Independent variable – Personality, 'age', education, economic level.

Locale of the study:

Study was done in Maharani College and campus of Rajasthan University, Jaipur.

Sample size :

160 female students were randomly selected for this study.



For the present study questionnaire was used. In this questionnaire, there are 7 parts. This was used to know the personality of students. This is eight point measurement scale.

No.	Type of personality
More than 120	A(+)
Less than 90	B

For the analysis of data mean, standard deviation, t-test were used

OBSERVATIONS AND ANALYSIS

After the statically analysis of clothing behaviour and personality of female girls students of Science and Commerce stream following observations were made :

On the basis of personality type A and type B:

Table 1 indicates that only 5 per cent girls from Home

Table 1 : Classification of Home Science and Commerce girls (No. 80+80=160)

Sr. No.	Personality Type	Score	Home Science		Commerce	
			No.	%	No.	%
1.	A(+)	120 /more	4	5	44	55
2.	A	106-119	23	29	4	5
3.	A(-)	100-105	22	27	12	15
4.	B(+)	90-99	15	19	12	15
5.	B	90>	16	20	8	10

Science had personality type (A+) and in Commerce group 55 per cent girls had personality type (A+). It is too much difference. When comparison is done between Home Science and Commerce then 27 per cent girls from Home Science and 15 per cent girls from Commerce had personality type (A-). It was observed that personality type (A) was 61 per cent in H.Sc. group and 75 per cent in Commerce group. Personality type (B) was 39 per cent in Home Science and 25 per cent was found in Commerce. Personality type (B) was less than personality type (A).

Data show that in Commerce group there was priority of personality type (A+) and in Home Science group there was personality type (A).

After the comparison of Home Science and Commerce groups, that the mean of personality type "A" of Home Science and mean of personality of Commerce group was 97.91 and 117.90, respectively (Table 2).

Personality type "A"		
Home Science	Mean	97.91
	Standard deviation	17.93
Commerce	Mean	117.90
	Standard deviation	19.95
	Frequency	158
	Calculated t value	6.66

Level of significance- 0.05

The standard deviation of Home Science group was 17.93 which is comparatively lower than Commerce group (19.95). The calculated 't' value (6.66) is more (1.97) than Table value. Therefore the Null hypothesis is rejected.

Belleav (1992) studied the relation between related qualities in personalities and clothing behavior in students of university. Dresses along with being the part of social activities are also psychological need to establish one's identity in the society. According to him clothes are the means of non-verbal communication in society. Clothes establish one's identity, to perform her role in society and is useful in acquiring high standard.

According to Shim Soyeoh (1991) there is similarities between cloth behaviour and physical characteristics. According to analysis a dissimilarity is found in cloth behaviour of different groups, shopping behaviour and personal qualities.

According to Table 3, the mean in personality of graduation group was 100.35 and in post graduation group 95.47 in t-test t value was 1.22 in tables which was less than value 1.99 or there was no relevant difference between personality of graduates and post graduates groups. Therefore, the prepared hypothesis is accepted. As a result, there is lot of

Table 3 : Comparative study on the basis of personality type "A" of Home Science and graduates and post graduate (Sample size 40+40=80)

Personality type "A"		
Graduates	Mean	100.35
First year	Standard deviation	15.81
Post graduates	Standard deviation	19.73
	Frequency	78
	t-test value	1.22

similarity between personality in Home Science graduates and post graduates. Therefore, age and education level have very less effect on personality.

It is evident from Table 4 that in graduates group level the mean of personality was 112.01 and standard deviation was 23.27. In the same way in post graduates group, level mean was 123.75 and standard deviation is 13.96 which is better than graduate level. There was relevant difference between the personality of graduates and post graduates level. Therefore, zero hypothesis is unaccepted.

Table 4 : Comparative study on the basis of personality difference in Commerce graduates and post graduates female students (Sample size 40+40=80)

Personality type "A"		
Graduates	Mean	112.05
First year	Standard deviation	23.27
Post graduates	Standard deviation	13.96
	Frequency	78
	t-test value	2.73

Conclusion:

In Home Science and Commerce group comparison, personality type "A" was superior in Home Science graduate and post graduate students personality. There was difference between Commerce graduates and post graduates. This difference was not found in Home Science graduate and post graduate level.

In the same way Home Science graduate and post graduate level, the personality was similar and other factors did not affect them.

In the above study, it appeared that clothe behaviour is not independent factor. A person's clothes behaviour and personality are decided by many other factors.

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