

## 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

Ageing 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

Table 1: Frequency and percentage distribution of male respondents by satisfaction with dresses.

Aspects	Male respondents (n=40)					
	Highly satisfied		Satisfied		Not satisfied	
	f	%	f	%	f	%
Satisfaction with number of dresses for-						
Various activities-	10	25	28	70	2	5
Morning walk						
Visit to temple	10	25	26	65	4	10
Family and social visit	14	35	24	60	2	5
Evening walk	10	25	28	70	2	5
Leisure time activities	14	35	22	55	4	10
Various occasion-						
Summer wear	8	20	28	70	4	10
Winter wear	10	25	28	70	2	5
Rainy wear	10	25	26	65	4	10
Casual wear	10	25	28	70	2	5
Innerwear	14	35	24	60	2	5
Party wear	4	10	32	80	4	10
Satisfaction with material-Fabric type	8	20	28	70	4	10
Weight	6	15	28	70	6	15
Texture	14	35	22	55	4	10
Warmth and comfort	6	15	30	75	4	10

respondents equally 5 percent were 'not satisfied' with adequate clothing for morning walk; family and social visit and evening walk activities.

A large number of respondents (60 percent) were found 'satisfied' with the types of clothes, they possessed in their wardrobe for varied seasons and occasions such as summer wear, winter wear, rainy wear, casual wear, inner wear and party wear, followed by more than 35 percent respondents who reported themselves 'highly satisfied' with their wardrobe for varied seasonal and occasional clothing. Remaining equally 10 percent respondents were found 'not satisfied' with appropriate clothing in their wardrobe for summer wear, rainy wear and party wear. Few respondents (5%) also reported their dissatisfaction with winter wear, casual wear and inner wear items in their wardrobe.

It is evident from the table that regarding satisfaction with material of clothes, more than 55 percent respondents were found 'satisfied' with fabric type, weight and

texture. While 35 percent respondents were 'highly satisfied' with texture, 20 percent with fabric type and 15 percent with fabric weight. Only few respondents (10%) fabric type, 15 percent with fabric weight and 10 percent with fabric texture were reported 'not satisfied' with material of clothes in their wardrobe. It was found that the respondents were 'not satisfied' with those garments which were gifted with regards to comfort, warmth and fit aspects. It may be due to the reason that the purchaser's choice was more dominant in case of gifted clothing.

The Table 2 depicts the data regarding satisfaction of respondents with respect to constructional details. Majority of respondents (60%) were 'satisfied' with direction of grain in their dresses which affects fall on the dress, followed by 30 percent respondents were 'highly satisfied'. It was observed that the respondents (10%) who were 'not satisfied' with their dress, possessed mostly ready made clothes which were purchased either by family member or gifted ones.

A large number of respondents (70%) were found 'satisfied' with garment fitting, followed by 30 percent respondents were 'highly satisfied'. Only few respondents (15%) were 'not satisfied' with garment fitting. About shape of neckline 75 percent were found 'satisfied' and remaining 25 percent were 'highly satisfied' their shape of necklines. Majority of respondents (65%) were reported 'satisfied' with size of neck, followed by 20 percent respondents who were found 'highly satisfied'. Only few respondents (15%) were 'not satisfied' with size of neck.

Cent percent respondents were 'satisfied' with finishing of necklines as clear from the table.

Majority of respondents (70%) were reported 'satisfied' with use of gusset, remaining percentage of respondents was 'highly satisfied'.

Further asked about the satisfaction with 'type of

Table 2: Frequency and percentage distribution of male respondents by satisfaction with constructional details.

S.N.	Satisfaction with constructional details	Male respondents (n=40)					
		Highly satisfied		Satisfied		Not satisfied	
		f	%	f	%	f	%
1.	Direction of grain	12	30	24	60	4	10
2.	Garment fitting	12	30	22	55	6	15
3.	Shape of necklines	10	25	30	75	-	-
4.	Size of necklines	8	20	26	65	6	15
5.	Finishing of neckline	-	-	40	100	-	-
6.	Use of gusset	12	30	28	70	-	-
7.	Type of collar	10	25	26	65	4	10

collar', majority of respondents (65%) were found 'satisfied' with 'type of collar' in their dresses and 25 percent were reported 'highly satisfied'. A very few respondents (10%) were 'not satisfied' with type of collar in their dresses.

The common problems faced by male respondents in their dresses were in the area of neckline cut, collar shape and size, finishing of cuffs and alterations in fitting of garment.

The aged people find it very difficulty to get these 'ill-fitted clothing' altered because of their immobility. Most of the times they were dependent on family members for most of their activities. These clothes remained unused in their wardrobe as reported by them.

Similar results were found by Shim and Bickle (1993) that women aged 55 years and older to determine. Their satisfactions with the fit of apparel purchased through catalogs. The authors found that the overall satisfaction was relatively low for the entire sample. The authors stated that many apparel products were designed with the younger adult in mind, unmindful of the physiological and psychological changes associated with aging that made older consumers dissatisfied with fit and product selection.

It is evident from the Table 3 that satisfaction with regards to 'functional features' was reported by majority of respondents. Majority of respondents above 60 percent were 'satisfied' with various functional details in their garments. 25 percent respondents were found 'highly satisfied' with types of fasteners and opening in their garments. Only few respondents (15%) were not satisfied with types of fasteners, especially in ready made garments.

Regarding type of sleeves, half of the respondents were found 'satisfied', followed by 40 percent who were 'highly satisfied'. Only 10 percent respondents reported that they were not satisfied with type of sleeves, because they had problem with length of sleeve, tightness of sleeve and big cuffs.

Further asked about the type of pockets and size of pockets, equal 55 percent respondents were satisfied with pockets, while 30 percent respondents were found 'highly satisfied'. Remaining respondents were not satisfied with their pockets and size. It may be due to the reason that readymade garments if not branded, have usually quality problems which not only affects constructional but functional aspects as well. Sometimes pockets size is too small to keep valuable papers, medicines etc. as observed by the researcher at the time of data collection.

Similar finding were found by Nobuko (2000) a study on 'Changes in the Elderly's Physical Functions due to Aging and Their Clothing Requirements'. The purpose of this study was to obtain basic data on changes of the

Table-3: Frequency and percentage distribution of male respondents by satisfaction with functional details.

S.N.	Satisfaction with functional details	Male respondents (n=40)					
		Highly satisfied		Satisfied		Not satisfied	
		f	%	f	%	f	%
1.	Type of fasteners	10	25	24	60	6	15
2.	Types of sleeve	16	40	20	50	4	10
3.	Types of pocket	12	30	22	55	6	15
4.	Size of pockets	14	35	22	55	4	10
5.	Opening in the dress	10	25	30	75	-	-

elderly's physical functions due to aging, and to improve the standards of clothing to meet their needs. A questionnaire was administered to three groups (1,117 subjects total) consisting of elderly men, elderly women and young women. Based on the questionnaire responses on the physical functions related to dressing and undressing ability and demand conditions of usable clothing for the elderly, the following points became evident. Due to decreased physical functions and shoulder flexibility, and to increased aches in their joints, the elderly need clothing which is easy to put on. When putting on their socks, they select the most stable positions for themselves. The elderly want to wear front opening type shirts and they like loose-fitting elastic waist bands. Small buttons, hooks and snaps are difficult to work with. It is clear that clothing which is easy to put on must be planned and targeted for the age group of over 70's.

Table-4 shows the data regarding satisfaction with care and maintenance aspect of cloths. Majority of respondents (65%) were found satisfied with frequency of washing, while 15 percent respondents were highly satisfied. Only few respondents (10%) were reported that they were not satisfied with frequency of washing because they did not like washed clothes by others.

Table 4: Frequency and percentage distribution of male respondents by satisfaction with care and maintenance aspects.

S.N.	Satisfaction with care and maintenance aspects	Male respondents (n=40)					
		Highly satisfied		Satisfied		Not satisfied	
		f	%	f	%	f	%
1.	Frequency of washing	10	25	26	65	4	10
2.	Colour fastness	10	25	30	75	-	-
3.	Repairing of clothes	8	20	26	65	6	15
4.	Storage	10	25	30	75	-	-

About colour fastness majority of respondents (75%) were satisfied with colour fastness of clothes, remaining 25 percent respondents were highly satisfied.

Majority of respondents (65%) were found satisfied with repairing of clothes, followed by 20 percent were highly satisfied. Only 15 percent respondents were found not satisfied with repairing of clothes.

It was found by the researcher that the respondents were depended on others like family members or tailors for repairing work due to poor eye sight and physical weakness.

-Majority of 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, various occasion such as summer wear, winter wear, rainy wear, casual wear inner wear and party wear and satisfaction with material such as fabric type, weight, texture and warmth and comfort.

-Satisfactions with constructional details, majority of male respondents (60%) were satisfied. Few respondents were not satisfied with constructional details in their garments.

-Satisfaction with regards to functional features- more than 60 percent respondents were found satisfied, but few respondents were not satisfied with functional details in their garments such as type of fasteners, sleeves, pockets size etc.

-Satisfaction with regards to care and maintenance- more than 55 percent respondents were found satisfied. Few respondents were not satisfied with care and maintenance of clothes such as frequency of washing, colour fastness, repairing of clothes and storage.

### CONCLUSION

The present study was conducted to find out the “clothing practices and satisfaction with regards to present wardrobe of aged male and female.” It was found that adequate number of dresses was possessed by both male

and female respondents 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.

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