

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.

**Table 1 : Frequency and percentage distribution of respondents regarding casual wear dresses (N=40)**

Sr. No.	Casual wear	Female respondents	
		f	%
1.	Females		
	Sari-blouse	20	50
	Salwar-suit	12	30
	Lehenga-choli	8	20

Table 2 depicts the preference about home made, tailor-made, or readymade garments.

With regard to type of clothing preferred, half of the respondents gave their preference for tailor-made clothing. The main reason for not preferring home-made clothing by these respondents was the lack of sewing skills. However, 35 per cent of female respondents also preferred home made garments, while remaining respondents preferred ready-made garments (Table 2).

**Table 2 : Frequency and percentage distribution of respondents by their preference about home-made, tailor made and ready made garments (N=40)**

Sr. No.	Clothing preferences	Female respondents	
		f	%
1.	Home made	14	35
2.	Tailor made	20	50
3.	Ready made	6	15

Similar results were quoted by Hogge and Baer (1986) in their study on "Elderly women's clothing" that most women purchased ready to wear garments which sometimes required alterations. It was noted that with increasing age, women became less aware of needed alterations for proper fit.

Table 3 shows the frequency and percentage distribution of respondents by choice of fabrics.

The authors made an attempt to get the views of the respondents regarding the criteria for selecting fabrics. In response to this, half of the respondents were favouring cotton fabric in dresses worn during visit to temple and

**Table 3 : Frequency and percentage distribution of respondents by choice of fabrics (N=40)**

Sr. No.	Choice of fabrics	Female respondents	
		f	%
1.	Cotton	20	50
2.	Synthetic	-	-
3.	Blended	20	50

leisure time activities, because cotton fabrics are absorbent and soft, and remaining half blended fabric in dresses worn during the family and social visits and also during the morning and evening walk (Table 3).

In response to the query about the liking of colours, it was found that the colour preference of half of the female respondents preferred light colours in all type of clothing. An equal no. of respondents liked dark colours and both the colours as revealed in Table 4.

**Table 4 : Frequency and percentage distribution of respondents by choice of colours (N=40)**

Sr. No.	Choice of colour	Female respondents	
		f	%
1.	Light colour	20	50
2.	Dark colour	10	25
3.	Both	10	25

When asked about the reason for giving preference to the light/dark colours, it was revealed by the respondents that light colours give a feeling of coolness, refreshness and peace for eyes and mind.

Similarly few respondents said that they liked dark colours because dark colours suit their personality and give them satisfaction.

Table 5 clearly shows that majority of the female respondents (90%) preferred printed fabric. A very few percentage of respondents (10%) preferred plain fabric.

The forthcoming Table 6 depicts the types of prints preferred by the respondents.

Observations of Table 6 show that 50 per cent female

**Table 5 : Frequency and percentage distribution of respondents by type of material for clothing (N=40)**

Sr. No.	Type of material	Female respondents	
		f	%
1.	Plain fabrics	4	10
2.	Printed fabrics	36	90

**Table 6 : Frequency and percentage distribution of respondents by preference of pattern of fabric (N=40)**

Sr. No.	Variable/preference for pattern fabric	Female respondents	
		f	%
1.	Small floral prints	20	50
2.	Geometrical pattern like- strips, checks, plais	-	-
3.	Combination of pattern	16	40
4.	Any other	-	-

respondents liked small floral prints and 40 per cent of respondents liked combination of pattern in the clothing material for their dresses.

Table 7 depicts the data about material preference of the respondents

**Table 7 : Frequency and percentage distribution of respondents by preference of materials with reference to texture and weight (N=40)**

Sr. No.	Material preference of texture and weight	Female respondents	
		f	%
1.	Soft and smooth	4	10
2.	Light in wt. with adequate warmth	4	10
3.	Medium wt. with smooth texture	2	5
4.	1st and 2 <sup>nd</sup>	8	20
5.	2 <sup>nd</sup> and 3 <sup>rd</sup>	4	10
6.	All of these	18	45

Table 7 clearly depicts that 45 per cent preferred all type of textures in fabrics such as soft and smooth, light in weight with adequate warmth, medium weight with smooth textures etc. 20 per cent respondents preferred I and II option. An equal number of respondents (10%) preferred soft and smooth texture, light wt. material adequate warmth and II and III option. Very few respondents (5%) preferred medium weight material with smooth texture.

**Clothing purchasing and decision making pattern:**

Clothing purchasing and decision making are the major aspects of clothing behaviour. Today the introduction and acceptance of new products and services represent for the consumers an increased opportunity for better satisfaction of personal, social and environmental needs, but the degree of satisfaction entirely depends upon the decision making ability. Clothing purchasing and decision making is a mental process, which involves thinking over alternatives and then choosing an appropriate one which at times can be easy but at others very difficult.

From Table 8, it is clear that 40 per cent respondents reported that decision making was done by the self. 35

**Table 8 : Frequency and percentage distribution of respondents by respondents by major decision maker in purchasing clothes (N=40)**

Sr. No.	Major decision maker	Female respondents	
		f	%
1.	Self	16	40
2.	Both	10	25
3.	Family member	14	35
4.	Any other	-	-

per cent respondents told that family member took decision about their clothing, while 25 per cent sample subjects affirmed that decision were taken by husband and wife jointly.

Table 9 clearly depicts that when clothing purchased was made by other members of the family, due consideration was not given to their clothing choice as revealed by 75 per cent respondents.

**Table 9 : Frequency and percentage distribution of respondents consideration of preference in clothing selection (N=40)**

Sr. No.	Consideration of preference in clothing selection	Female respondents	
		f	%
1.	Yes	10	25
2.	No	30	75

Table 10 depicts the percentage distribution of respondents by purchasing pattern.

It was observed that seasonally purchasing pattern was followed by 25 per cent respondents. It was noticed that majority (65) of respondents preferred to purchase clothing as and when need arise as during that time their clothing choice was given due consideration moreover, they have enough time to explore and purchase right type of clothing for their requirement (Table 10).

**Table 10 : Frequency and percentage distribution of respondents by purchasing pattern (N=40)**

Sr. No.	Purchasing pattern	Female respondents	
		f	%
1.	Seasonally	10	25
2.	Ceremonials	4	10
3.	As and when need arises	26	65
4.	Any other	-	-

An attempt was made to get the views of the respondents regarding the criteria for selecting clothes. Half of the respondents (50 per cent) considered all the criteria for selecting clothes (Table 11). Budget was considered by 25 per cent of respondents, followed by comfort, ease and care, colour design and warmth by 15 per cent respondents. Only 10 per cent respondents favoured comfort and appearance as shown in Table 11.

When asked about the mode of procurement of clothing, majority of the respondents (65%) said that market purchase was their prime mode of purchase. Remaining percentage of respondents (35 %) were having combination of mode of procurement i.e. both gifted and market purchased (Table 12).

**Table 11 : Frequency and percentage distribution of respondents by factors to be considered while purchasing clothes (N=40)**

Sr. No.	Factors considered at the time of purchasing clothes	Female respondents	
		f	%
1.	Budget	10	25
2.	Comfort and ease and care, colour design warmth	6	15
3.	Comfort and appearance	4	10
4.	Comfort and durability	-	-
5.	All of above	20	50

**Table 12 : Frequency and percentage distribution of respondents by mode of procurement of clothing (N=40)**

Sr. No.	Mode of procurement	Female respondents	
		f	%
1.	Market purchase	26	65
2.	Gifted and market purchased	14	35

**Storage, care and maintenance aspects:**

This part of the chapter deals with the results found about the various practices followed by aged males and females in washing, repairing, mending and storage of clothes in off season.

Table 13 reveals that 30 per cent respondents reported that washing of all clothes was always done by their family members, followed by use of laundry practices by 20 per cent respondents. Equal percentage of respondents (20%) reported washing of all clothes by servant or themselves.

**Table 13 : Frequency and percentage distribution of respondents by involvement in washing clothes (N=40)**

Sr. No	Member who wash clothes	Female respondents	
		f	%
1.	Self	8	20
2.	Spouse	4	10
3.	Given to laundry	8	20
4.	Family member	12	30
5.	Servant	8	20

Table 14 reveals that among the washing frequency of clothes, an alternate days was the common practice found in half of female respondents (50%). Equally 25 per cent respondents washed their inner, formal and sleep wear clothes daily or once in a week.

Table 15 reveals that 30 per cent respondents gave clothes for dry-cleaning. It was found that only costly

**Table 14 : Frequency and percentage distribution of respondents by frequency of washing (N=40)**

Sr. No.	Frequency of washing	Female respondents	
		f	%
1.	Daily	10	25
2.	Alternate	20	50
3.	Once a week	10	25
4.	Any other	-	-

**Table 15 : Frequency and percentage distribution of respondents by using dry-cleaning (N=40)**

Sr. No.	Use of dry-cleaning	Female respondents	
		f	%
1.	Yes	12	30
2.	No	28	70

clothes like-suits, jackets, coats, shawls, saree, lehenga-choli, zari sarees and woolens given for dry-cleaning. Remaining 70 per cent did not give their clothes for dry cleaning.

Table 16 shows that cent per cent respondents used ironing on clothes. Forty per cent respondents reported that ironing of clothes was always done by their washerman, followed by equally 25 per cent respondents reported ironing of all clothes by family members or themselves. Only in 10 per cent respondents, ironing of clothes was always done by their servants.

**Table 16 : Frequency and percentage distribution of respondents by ironing of clothes (N=40)**

Sr. No.	Aspects	Categories	Female respondents	
			f	%
1.	Use of iron	Yes	40	100
		No	-	-
2.	Member who iron clothes	Self	10	25
		Washerman	16	40
		Family member	10	25
		Servant	4	10

Information was sought regarding repairing and mending of clothes. It was found that majority of respondents (40%) get this work done by their family members. A good number of respondents (35%) tried to do by themselves. Remaining go to tailors for repairing work (Table 17).

**Storage, care and maintenance:**

When further asked about the storage practices of garments in off season (Table 18), majority of the respondents (75%) reported that they stored by folding

**Table 17 : Frequency and percentage distribution of respondents by regarding repair and maintenance of clothes (N=40)**

Sr. No.	Repair and mending of clothes	Female respondents	
		f	%
1.	Self	14	35
2.	Tailor	10	25
3.	Family members	16	40
4.	Any other	-	-

**Table 18 : Frequency and percentage distribution of respondents by storage practices followed in off season (N=40)**

Sr. No.	Storage practices of clothes	Female respondents	
		f	%
1.	By folding and wrapping in clothe bags/old dhoti etc in trunk or boxes	30	75
2.	By hanging in almirah	4	10
3.	Wrapping in old news paper	6	15
4.	Use of Naphthalene balls/ Neem leaves etc.	40	100

and wrapping in cloth bags/old dhoti etc. in trunk or boxes. Remaining 15 per cent respondents stored their garment by wrapping in old newspaper and very few respondents (10%) stored clothes by hanging in almirah. Besides this, cent per cent respondents also used naphthalene's balls and Neem leaves in storing clothes.

Storage is one of the important aspects of clothing as proper care and storage increase the durability of clothes. With respect to the knowledge, cent per cent respondents used to give themselves or by their family members, the sunlight exposure to their garments (Table 19).

**Table 19 : Frequency and percentage distribution of respondents by giving sunlight exposure to garment (N=40)**

Sr. No.	Sunlight exposure to garment	Female respondents	
		f	%
1.	Yes	40	100
2.	No	-	-

Table 20 shows that majority of respondents (55%) used to give clothes sunlight exposure at the start of the season, while remaining 45 per cent respondents used to expose their clothes used to expose their clothes at the end of the season.

**Table 20 : Frequency and percentage distribution of respondents by clothes exposure to sunlight at time of season (N=40)**

Sr. No.	Explore to sunlight at the time of season	Female respondents	
		f	%
1.	Start of season	22	55
2.	End of the season	18	45

### Summary:

#### Clothing selection:

– Most of respondents select clothing as per activities. Majority of respondents (50%) wore Sari-blouse as their daily outfit followed by Salwar-suit by 30 per cent respondents and only 20 per cent respondents wore Lehenga-choli in their casual wear.

– Half of respondents gave their preference for tailor-made clothing.

– A positive feature of aged in the selection of fabric was that equally half of the female respondents used cotton and blended fabrics. In winter season, however, thick, woolen suits were preferred by them.

– All the respondents preferred textures which is soft and smooth, light weight with adequate warmth, medium weight with smooth texture etc. as per the need and season.

– Majority of respondents preferred printed fabrics and liked small floral prints. Regarding colour choice, light colours were preferred by respondents.

#### Clothing purchasing and decision making pattern:

– Purchasing behaviour of clothing revealed that 40 per cent respondents decision making was done by the self. 35 per cent respondents told that family members took decision about their clothing, while 25 sample subjects affirmed that decision were taken by husband and wife jointly.

– Regarding consideration of preferences in clothing selection, it was found that when clothing purchase was made by other members of the family, due consideration was not given to aged clothing as revealed by 75 per cent respondents.

– Majority of respondents showed interest in purchase of clothing as and when need arises.

– More than 60 per cent respondents reported that market purchase was their prime mode of purchase.

#### Storage, care and maintenance:

– Washing was mainly done by family members at alternate days for majority of respondents at home.

– It was found that few respondents gave their clothes for dry-cleaning.



– All the respondents used ironing and clothes were ironed.

– Majority of respondents (40%) get repairing and mending work done by their family members. A good number of respondents (35%) tried to do by themselves. Remaining go to tailors for repairing work.

– Storing clothes by folding and wrapping in cloth bags/dhoti etc. in trunks or boxes was considered as most suitable method by 75 per cent of the respondents and cent per cent respondents also used naphthalene's balls and Neem leaves in storing clothes.

– Sunlight exposure to garments was done by cent per cent respondents. It was found that majority of respondents expose their garments to sunlight at start of the season.

#### **Acknowledgement:**

Authors are thankful to the aged citizens of Udaipur city for providing cooperation during this study.

#### **Conclusion:**

The casual garments for females were mainly 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 materials. The decision maker about clothing purchase was the family members 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.

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