Comparative study on wardrobe planning of college girls

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■ **ABSTRACT :** The present investigation was aimed to study the wardrobe planning among adolescent girls of Hisar and Gurgaon city. The study revealed that most of the girls preferred cotton clothes with mean score (2.70 and 2.80) from Hisar and Gurgaon, respectively. Purchasing of clothes is done mostly from fixed price shop and shopping malls with mean score of 2.18 and 2.12 from Hisar and Gurgaon, respectively. Majority of the respondents purchase clothes whenever there was a 'marriage in the family' and 'whenever required' with mean score of 2.68 and 2.77 from Hisar and Gurgaon, respectively. The important factors considered during clothing selection were colour combination with mean score 2.68 and 2.70 from Hisar and Gurgaon, respectively.

■ **KEY WORDS :** Wardrobe, Clothing selection, adolescent girl

Fashion trends change every season, but there are certain basic items that everyone wants in their wardrobe. Basic wardrobe planning involves figuring out what types of fashion we most need. It is easier if one knows fashion style, feeling well-dressed and comfortable on every occasion. The selection of garments and fabrics is one of the most difficult problems of the college girls. The best fashion advice for girls is to decide what feels good and looks and that keeps on changes over time. Thus, there can be a lot of variety in a fashionable girl's wardrobe that depict the attitude and mental status of a woman (David, 2006; Dray, 2008; Barbara, 2010).

Young boys and girls are the main consumers of fashion, as they are the ones who spend more on looks than health. Fashion trends change every season, but there are certain basic items of girl's clothes that everyone wants in their wardrobe. College going students are more fashion conscious and always want to have recent and unique fashion trends in their wardrobe. There are many factors such as peer group, culture, brand image of product, price and competitive fashion products etc. which affect their behaviour for purchasing a fashion item.

■ **RESEARCH METHODS**

A total sample of 120 college going girls (60 from Hisar and 60 from Gurgaon) were selected randomly. A self-structured questionnaire was prepared keeping in view the independent and dependent variables and objectives of the study.

■ **RESEARCH FINDINGS AND DISCUSSION**

Comparative results regarding preferences of the place for clothing purchase, selection of the fabric/dress materials, factors considered during clothing selection and frequency of clothing purchase by the college girls of Hisar and Gurgaon city are discussed below:

Preferences of the place for clothing purchase:

Information in Table 1 depicts that fixed price shop was the preferred place for purchasing garments by Hisar girls as it got 1st rank with score (2.18) followed by super markets (2.13) where as shopping malls got 1st rank with score (2.12) followed by multi-branded showrooms (2.03) from Gurgaon, it may be due to provision of credit facilities and discount offers. The marked differences were seen as the girls of Hisar city purchased their clothes from wholesaler as it got the 5th rank but Gurgaon girls gave it the 9th rank. Non- availability of variety, unattractive and outdated material may be the reason for not preferring government shop from Gurgaon city.

Table 1: Preferences of the place for clothing purchase among college girls

Sr. No.	Place of purchase	Preferences of the place for clothing purchase						Mean score (Rank)	
		Always		Sometimes		Never			
		Hisar (n=60)	Gurgaon (n=60)	Hisar (n=60)	Gurgaon (n=60)	Hisar (n=60)	Gurgaon (n=60)	Hisar (n=60)	Gurgaon (n=60)
1.	Boutiques	-	12(20.0)	22(36.7)	31(51.7)	38(63.3)	17(28.3)	1.37(VIII)	1.92(IV)
2.	Branded retail outlets	15 (25.0)	17(28.3)	39(65.0)	34(56.7)	6(10.0)	9(15.0)	1.58(IV)	1.75(VII)
3.	Fixed price shops	17(28.3)	12(20.0)	37(61.7)	35(58.3)	6(10.0)	13(21.7)	2.18(I)	1.98(III)
4.	Wholesaler	4(6.7)	4(6.7)	18(30.0)	19(31.7)	38(63.3)	37(61.6)	1.43(V)	1.45(IX)
5.	Shopping malls	6(10.0)	16(26.7)	11(18.3)	35(58.3)	43(71.7)	9(15.0)	1.38(VII)	2.12(I)
6.	Government shops	2(3.3)	4(6.7)	21(35.0)	12(20.0)	37(61.7)	44(73.3)	1.42(VI)	1.33(X)
7.	Exclusive show rooms	3(5.0)	7(11.7)	3(50.0)	35(58.3)	27(45.0)	18(30.0)	1.60(III)	1.82(VI)
8.	Multi-branded showrooms	-	14(23.3)	18(30.0)	34(56.7)	42(70.0)	12(20.0)	1.30(X)	2.03(II)
9.	Exhibitions	-	5(8.3)	20(33.3)	19(31.7)	40(66.7)	36(60.0)	1.33(IX)	1.48(VIII)
10.	Super markets	15(25.0)	11(18.3)	38(63.3)	28(46.7)	7(11.7)	21(35.0)	2.13(II)	1.83(V)

Maximum possible score=3.00

Table 2: Selection of the fabric/dress materials used by college girls

Sr. No.	Fabric/dress materials	Frequency (%)						Mean score (Rank)	
		Always		Sometimes		Never			
		Hisar (n=60)	Gurgaon (n=60)	Hisar (n=60)	Gurgaon (n=60)	Hisar (n=60)	Gurgaon (n=60)	Hisar (n=60)	Gurgaon (n=60)
1.	Cotton	43 (71.7)	48 (80.0)	16 (26.6)	12 (20.0)	1 (1.7)	-	2.70 (I)	2.80 (I)
2.	Silk	8 (13.3)	11 (18.3)	39 (65.0)	36 (60.0)	13 (21.7)	13 (21.7)	1.92 (VI)	1.97 (V)
3.	Blend	8 (13.3)	8 (13.3)	44 (73.4)	48 (80.0)	8 (13.3)	4 (6.7)	2.00 (V)	2.07 (IV)
4.	Denim	36 (60.0)	26 (43.3)	20 (33.3)	32 (53.4)	4 (6.7)	2 (3.3)	2.53 (II)	2.40 (II)
5.	Hosiery	17 (28.3)	17 (28.3)	36 (60.0)	36 (60.0)	7 (11.7)	7 (11.7)	2.17 (III)	2.17 (III)
6.	Other material								
i.	Woollen	1 (1.7)	3 (5.0)	37 (61.7)	36 (60.0)	22 (36.6)	21 (35.0)	1.65 (VII)	1.70 (VI)
ii.	Synthetic	18 (30.0)	5 (8.3)	26 (43.3)	32 (53.3)	16 (26.7)	23 (38.3)	2.03 (IV)	1.70 (VI)

Maximum possible score=3.00

Table 3: Factors considered during clothing selection among college girls

Sr. No.	Factors	Frequency (%)						Mean score (Rank)	
		Always		Sometimes		Never			
		Hisar (n=60)	Gurgaon (n=60)	Hisar (n=60)	Gurgaon (n=60)	Hisar (n=60)	Gurgaon (n=60)	Hisar (n=60)	Gurgaon (n=60)
1.	Cost	28 46.7)	36(60.0)	30(50.0)	22(36.7)	2(3.3)	2(3.3)	2.43(V)	2.57(V)
2.	Durability	23(38.3)	42(70.0)	33(55.0)	16(26.7)	4(6.7)	2(3.3)	2.32(VII)	2.67(III)
3.	Fabric- nature/ type	42(70.0)	43(71.7)	15(25.0)	16(26.7)	3(5.0)	1(1.6)	2.65(III)	2.70(I)
4.	Colour combination	43(71.7)	44(73.4)	15(25.0)	14(23.3)	2(3.3)	2(3.3)	2.68(I)	2.70(I)
5.	Brand	27(45.0)	27(45.0)	31(51.7)	31(51.7)	2(3.3)	2(3.3)	2.42(VI)	2.42(VII)
6.	Comfort characteristics	45(75.0)	43(71.7)	11(18.3)	12(20.0)	4(6.7)	5(8.3)	2.68(I)	2.63(IV)
7.	As suggested by elders	10(16.7)	4(6.7)	39(65.0)	23(38.3)	11(18.3)	33(55.0)	1.98(XI)	1.52(XI)
8.	According to fashion	25(41.6)	27(45.0)	28(46.7)	29(48.3)	7(11.7)	4(6.7)	2.30(VIII)	2.38(VIII)
9.	Design of fabric/ garments	41(68.3)	33(55.0)	16(26.7)	21(35.0)	3(5.0)	6(10.0)	2.63(IV)	2.45(VI)
10.	Colour fastness of the fabric	18(30.0)	22(36.7)	32(53.3)	33(55.0)	10(16.7)	5(8.3)	2.13(X)	2.28(X)
11.	Easy to care	17(28.3)	24(40.0)	41(68.4)	34(56.7)	2(3.3)	2(3.3)	2.25(IX)	2.37(IX)

Maximum possible score=3.00

Table 4 : Frequency of clothing purchase by the college girls

Sr. No.	Statements	Frequency of clothing purchase						Mean score (Rank)	
		Always		Sometimes		Never			
		Hisar (n=60)	Gurgaon (n=60)	Hisar (n=60)	Gurgaon (n=60)	Hisar (n=60)	Gurgaon (n=60)	Hisar (n=60)	Gurgaon (n=60)
1.	As the start of season	25(41.7)	41 (68.3)	29(48.3)	15(25.0)	6 (10.0)	4(6.7)	2.32(III)	2.60(II)
2.	As when new style come in market	14(23.3)	18(30.0)	40(66.7)	37(61.7)	6 (10.0)	5(8.3)	2.13(V)	2.22(IV)
3.	Whenever required	40(66.7)	48 (80.0)	20(33.3)	10(16.7)	0 (6.7)	2 (3.3)	2.67(II)	2.77(I)
4.	During festivals	1(28.3)	20(33.3)	39(65.0)	30(50.0)	4 (6.7)	10 (16.7)	2.22(IV)	2.17(V)
5.	Marriage in the family	45(75.0)	40(66.7)	11(18.3)	15 (25.0)	4 (6.7)	5(8.3)	2.68(I)	2.58(III)
6.	Discount offer	10(16.7)	12(20.0)	44(73.3)	42 (70.0)	6(10.0)	6(10.0)	2.07(VI)	2.10(VI)
7.	Other occasion	6(10.0)	12 (20.0)	50(83.3)	36 (60.0)	4(6.7)	12(20.0)	2.03(VII)	2.00(VII)

Maximum possible score=3.00

Selection of the fabric/dress materials :

Data of Table 2 revealed that majority of the respondents of both the cities preferred cotton material as it got 1st rank with score, 2.70 and 2.80 followed by Denim with score, 2.53 and 2.40, respectively. Woollen garments are the seasonal required fabric. The results are in conformity with the findings of Shailaja (1997) who found that cotton is the most preferred material as it is a very good conductor of heat, absorbs moisture readily and provides sufficient aeration.

Factors considered during clothing selection :

Data of Table 3 reveal about the factors considered by the respondents while purchasing clothes. Colour combination and comfort characteristics were the first important factors considered by the majority of the Hisar respondents with mean score of 2.68 followed by fabric-nature/type with score (2.65) and from Gurgaon, colour combination and fabric-nature/type were the important factor with score of 2.70 followed by durability with score 2.67. Present results are in agreement with Patil *et al.* (2001) who reported that greater per cent of the respondents considered colour combination comfort ability, suitability and easy care as the main reasons while purchasing any particular garment.

Frequency of clothing purchase :

Results of Table 4 regarding clothing purchasing frequency revealed that most of the Hisar respondents purchased the garments at the time of marriage in the family as it got 1st rank with score of 2.68 followed by purchasing whenever required with score of 2.67. Gurgaon girls gave preference to purchase whenever need arises having 1st rank with score of 2.77 followed by at the start of new season with score of 2.60.

Conclusion :

It is concluded from the study that most of the girls preferred cotton clothes and the important factor considered during clothing selection were colour combination. Purchasing of clothes was done mostly from fixed price shop and shopping malls from Hisar and Gurgaon, respectively. Majority of the respondents purchasing clothes whenever there was a 'marriage in the family' and 'whenever required' with from Hisar and Gurgaon, respectively.

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