



A Study of Students' Attitude toward Clothing Behavior in College Campus

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Abstract:

The main aim of the current study is to examine the student's attitude towards clothing behaviour. As fashion and trends change, students become more concern with how they look and how they are perceived than they do with their academic success and achievement. The fashions of different pattern of clothes contribute to behaviour problem and safety issues in the classrooms and in the hallway of college. Students' behavior reflected in the manner in which they present themselves. In recent years, college campus has experienced violence. In many college administration mindful of their responsibility to provide safe environment for student, have implemented policies specifying dress codes or the wearing of uniforms. So the analysis of data on 200 students in Bareilly city. In this study, majority of student have positive attitude towards clothing behavior. Students which study in professional courses have different attitude towards clothing in comparison to those students which study in general courses and find out that gender and family status is not effect students clothing behavior.

Key Words: Attitude; Administration; Environment; Professional Courses.

Introduction

Human beings are said to be social animals; hence, clothing is very much a social statement. By looking at the way a person dresses, one can often make good guess about his or her social status, sex-role identification, political orientation ethnicity, lifestyle and aesthetic priorities. Clothing is a forceful and highly visible medium of communication that carries with it information about who a person would like to be. But adornment-decoration was already an important part of dressing (Stone, 2002). Clothing is considered to be one's second skin and interest in clothing is highest during late teens and early twenties (Jain, Singh & Rankawat, 2011). People started covering their bodies with clothes to keep warm and be modest. Clothing protects the human body from extreme weather and other dangers features of the environment. It is worn for safety, comfort, and modesty and to reflect religious, cultural and social meaning. The simple fact that students

have the same monetary advantage, it becomes difficult for all students to fit in the average college climate but uniform gives students same common ground. Uniforms help take the emphasis off of the college fashion show and undue stress on families so every college administration selecting college uniforms and this rule followed by every college student. Uniforms help take the emphasis off professionalism in college. Now in these days students are forgetting that college is the place of education and they are learning with their friends. Thus uniform plays an important role to make secure learning environment (Isaacson, 1998). Uniform help to erase that negative image that college is the place of fashion shows.

Origin of the Problem

Clothing is a symbol of crucial social and psychological importance to the individual but the tremendous acceleration of fashion change

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that occurs in contemporary society has been the subject of much social criticism. The adversaries of planned obsolescence treat it as a kind of social disease for which we have not yet discovered an affective cure. In order to weigh the value of such commentaries, we must determine the forces that increase the tempo of change in clothing patterns of the girls, because most of their time is spend on this aspect, on the risk of some constructive activity like study.

One of the important factors in speeding up the process of change in clothing patterns and styles is a wide diffusion of wealth and an increase in the family income that exceeds the amount required for the bare necessities of life. One strong reason for dressing as we do is attributed the status factor. Another way, in which the social status of a person affects change in clothing patterns, is that, the middle class always tries to copy the higher class to look like them and the other hand the people of higher class try to find something new to look different and modern as well as to display their social status. As a result the clothing styles keeps on changing. But, on the other hand, widespread education also accelerates fashion change. It opens the door to new areas of experience and it increase the interest in and desire for a more fashionable appearance.

Education helps to dissipate fear of new and the unknown, people become more aware of the choices and possibilities that are open to them and more confident to their judgments in making clothing decisions. Another crucial incident highlighted in Pakistan is that a Pakistani boy who set himself on fire and he was died because his parents could not afford to him a new school uniform (NBC News, 2012). These types of conditions are not only in Pakistan but also presents in India. These and similar incidents in many a towns and college, as read in daily newspapers, very clearly highlight the attitude of village political leaders, educational administrations and to little extent the attitude of

college teachers also towards students clothing behaviour or college campus.

But what the students themselves think about the dress code and clothing pattern in college campus and what is their attitude towards clothing behaviour on college campus is still matter of investigation. But when we have an overview of our national and local settings, we find that students' attitude towards their college campus environment has drawn little attention of researchers in India. Keeping all these consideration in view, it has become all the more necessary to study students' attitude towards clothing behaviour in their indigenous settings.

Objectives

The present investigation was initiated with the following objectives:- To study students' attitude of their clothing behaviour in relation to their gender, to compare the students' attitude toward clothing behaviour on the basis of their learning courses (general and technical/professional courses).

Hypotheses

Keeping in view the objectives of the study, the following null hypotheses were framed-

- there is no significant difference between male and female students' attitude towards clothing behavior
- there is no significant difference between general and technical/professional courses students' attitude towards clothing behavior

Significance of the Study

An enabling learning environment is one where learners feel secure, where there is absence of fear, and which is governed by relationship of equality and equity (NCERT, 2005). However we know very little about what impact college uniforms have had on the educational environment? Which factors are responsible for the change in clothing patterns of the college/campus students? The researcher is quite confident that this investigation will explore and elucidate the existing college environment of

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graduation level students of Bareilly. The present study is significant from different viewpoints. First and foremost, it is significant in the manner that it deals with an issue that is very contemporary in terms of socio-educational behaviour and discipline on college campus. Secondly, this study will help in understanding variations of course, gender and their family status in relation with students' attitude towards clothing behaviour.

The present study is all the more significant in the manner that it not just emphasis on gender differences in student's attitude toward their campus environment, but also attempts to highlight contrasts in their attitude on the basis of streams and their family status. The study aims at the determination of factors affecting the choice & change in the clothing patterns because clothing is also a form of artistic expression that reflect the cognitive, moral and social aspect of human life of graduation level students. Moreover, this study will hopefully lead a lot more future researchers to delve in other sociological and psychological aspects of college environment and help improved it for the benefit of overall students' personality; clothing and appearance being a part of it.

Research Design

An overview of existing literature suggests that the mostly used approach to the assessment of attitude towards any system is the use of target samples' attitude through questionnaire and interviews administration. As the present study aims to assess the attitude of students towards various aspect of clothing behaviour, the researcher adopted only questionnaire administration. Actually, this study is survey based descriptive quantitative research in nature. Population of the present study comprises students falling in the age group of 16 to 21 years

and undergraduate college students of Bareilly city. Within Bareilly there are thirty one colleges all of them affiliated to M.J.P. Rohilkhand University, providing education to approximately one Lac Students. The data have been collected from primary sources with the help of tool administration over members of the sample. Depending on the needs of the study, two stages random sampling technique has been employed for obtaining data. Stratification of population was done on the basis of gender and courses. The tool used to fulfill objective of the present study is "Attitude towards Clothing Behaviour (ATCBS)" developed and standardized by Mogra and Chauhan (2010). For the purpose of present study simple percentage & "t" test were used to analyses data. In this study 06 colleges were chosen randomly from Bareilly city. Thereafter, in the second stage 30 to 40 students each were chose with the help of cluster sampling from each college so as to comprise a sample of total 200 students. Thus, in the final shape, the sample comprised of total 200 students belonging to the different categories of gender and courses.

Research Findings

- Comparison of sample means on the basis of gender male and female is sometime questioned by some educationist arguing that gender does not divide a sample into two separate groups and that gender is just an extension or a factor of the same sample being studied. However, most of the researchers consider gender as a prominent variable to be studied in detail for finding out gender differences in the study of dependent variables, and hence treat gender as a dichotomous variable for dividing sample into two different groups and making comparison.

**Table 1: Comparison of mean ATCBS scores of male and female students**

Gender	N	M	S.D.	Mean Diff.	't' score (d.f. = 198)
Male	86	121.73	15.35	0.93	0.47 [#]
Female	114	122.67	12.54		

Not Significant at 0.05 level of significance

The researcher attempted to draw comparison in ATCBS divided on the basis of gender. Data collected and laid out in table 1 shows that mean ATCBS score of students belonging to male students (121.73) is minor less than that of female students (122.67) on overall clothing attitude with insignificant difference ('t' score 0.47 being not significant).

Testing of Hypothesis-1

The first hypothesis undertaken for the study was that there is no significant difference between male and female students in their attitude toward clothing behaviour. Findings reveal that on overall ATCBS scores, this hypothesis is accepted. It shows that male and female students have almost same attitude toward clothing behaviour.

- In colleges, on the basis of courses, students are dividing in different learning categories. The researcher attempted to draw comparison toward clothing behaviour of college instructing in these two courses (general and technical/professional) from student's attitude.

Table 2: Comparison of mean ATCBS scores of Students

Courses	N	M	S.D.	Mean Diff.	't' score (d.f. = 198)
General	98	90.47	8.49	30.42	3.51 [#]
Technical/ Professional	102	120.89	12.01		

Significant at 0.01 level of significance

Data collected and laid out in table 2 shows that mean ATCBS score of students belonging to general courses (90.47) is less than that of Technical/Professional courses (120.89). On overall clothing attitude with significant difference ('t' scores 3.51 being significant).

Testing of Hypothesis-2

The second hypothesis undertaken for the study was that there is no significant difference in attitude toward clothing behaviour of students belonging to general and technical/professional courses. Finding reveal that on overall attitude

toward clothing behaviour scores there is significant difference between mean scores of general courses and technical/professional courses students. Hence, in general, this hypothesis is rejected.

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Overall, this leads to infer that different type of courses effect students attitude towards clothing behaviour in college campus. Resultantly we find identifiable discrimination in their clothing behaviour in college campus.

Educational Implications

Theme of the present study is of vital concern for educators as well as educational administrators. In the era of tough competition, where academic success and high grades matter most, we know that clothing behavior is a good predictor of college environment. Hence, the need and importance of the present is quite understandable. Finding of the present study are quite helpful in understanding intricacies of clothing behavior and may be utilized for creating proper climate in college. The findings of this study may be beneficial to the whole education system-such as increase security by making it obvious who is not supposed to be on campus. Uniform help parents by reducing the cost of being fashionable and help students resist peer pressure. Facilitates college pride, improve college climate and sets the tone of the classroom as a serious place for learning and increase attendance and academic achievement. Clothing behavior research in India is still in its early stage. Hence, the present study contributes important imputes to the literature-input that help understand better the clothing behaviour of our college students. While students' rate their clothing behaviour having different results on these two variable like as gender and courses.

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