

Study of Awareness on Seasonal Clothing

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Abstract

Today awareness is essential part of human life. Awareness may be about health, personality or clothing. The research work conducted on study of awareness on seasonal clothing. The main aim of the research work was to study the awareness of seasonal clothing for college going girls and to identify the causes regarding selection of clothing according to summer winter and rainy wear. Survey method used for the study. In is concluded from the above research work that college going girls were aware about seasonal clothing.

KEYWORD: Awareness, Seasonal clothing, Fashion, College going girl, Course

Introduction:

Awareness is the ability to directly know and perceive, to feel, or to be cognizant of events. Clothing is fiber and textile material worn on the body. The wearing of clothing is mostly restricted to human beings and is a feature of nearly all human societies. The amount and type of clothing worn depends on body type, social, and geographic considerations. Some clothing can be gender-specific .physically, clothing serves many purposes: it can serve as protection from the elements, and can enhance safety during hazardous activities such as hiking and cooking. It protects the wearer from rough surfaces, rash-causing plants, insect bites, splinters, thorns and prickles by providing a barrier between the skin and the environment. Clothes can insulate against cold or hot conditions. Further, they can provide a hygienic barrier, keeping infectious and toxic materials away from the body. Clothing also provides protection from ultraviolet radiation. Wearing clothes is also a social norm, as being deprived of clothing in front of others may be embarrassing, or not wearing clothes in public to the extent that genitals breasts or buttocks are visible could be seen as indecent exposure.

Yoon-Hee Kwon, (1987), conducted a research study. The purpose of this research was to test the interrelationships among motivating factors that influence an individual's daily selection of clothes. Geitel Winakor, (1987) conducted a research work.on clothing Lynn Krise Lyon. (1994) Conducted study on Researchers in psychology developed a thought process theory which could be useful in integrating much of what we know and study about clothing. Niwa, (2002), conducted study on all the importance of clothing science and prospects for the future. George (2007), conducted study on “International textile and clothing research”. Examines the thirteenth published year of the ITCRR. Runs the whole gamut of textileinnovation, research and testing, some of which investigates hitherto untouched aspects..Noël Palomo-Lovinski. (2008) Conducted study

on the purpose of this article is to explore current trends in the social psychology of clothing, postmodernism, and advancing technologies that suggest a concept of clothing in the future.

Hyejeong Kim (2010), conducted a research work. The purposes of this study was to examine the relationships among body-related self-discrepancy, body dissatisfaction, apparel involvement, concerns with fit and size of garments, and purchase intentions based on self- discrepancy theory. Byoungho Jin (2010), conducted study to to help U.S. apparel companies more successfully pursue market opportunities in China, this study aimed to systematically understand Chinese college students’ purchase behaviors toward foreign brand jeans. Elizabeth Bye.(2010) Conducted study on Clothing and textile design is a discipline of practice, scholarship, and research, sharing many characteristics and issues with the broader discipline of design. Gam, (2011), conducted study on “Are fashion-conscious consumers more likely to adopt eco-friendly clothing”. Young-A Lee. (2011) Conducted study on the research explores older women's clothing fit and style concerns and their attitudes toward 3D body scanning. Hikaru Hanawa Peterson. (2012) Conducted study on leading wool suppliers such as Australia began marketing organic wool to counter a decades-long decline in the world wool market. Arlesa J. Shephard. (2012) Conducted study on Waterproof clothing was an important form of dress in the nineteenth century. Adriana Petrova. (2012) Conducted study on clothing. Yoo-Kyoung Seock (2013) conducted a research study. The present study investigated the relative importance of Body Mass Index (BMI), perceived media pressure, and peer criticism/teasing for body satisfaction/dissatisfaction of female adolescents and their clothing-related behaviors. Karen L. LaBat. (2014) Conducted study on the relationships of fashion and health are explored in this focused issue of the Clothing and Textiles Research Journal. Kelly *et al* (2015), conducted a research study .The purpose of this study was to understand queer women's experiences when shopping for clothing, looking for style inspiration, and if they experience minority distress or discrimination during these processes. Chanmi Hwang, (2016) conducted study on Attitudes and Purchase Intentions for Smart Clothing. This research extends the technology acceptance model with apparel design attributes and examines factors influencing consumers’ attitudes and purchase intentions of smart clothing, specifically, solar-powered clothing. Rogale (2017), conducted study on Intelligent clothing: first and second generation clothing with adaptive thermal insulation .Swati Mittal(2017) Conducted study on students sporting light winter wear on the college campus especially during early morning and late evenings. Gupta *et al* (2010) ,suggested that selection of clothing should be done on the basis of age season , income ,occasion and fashion etc. Some fibers and colours are suitable for winter while others are not, for example synthetics, silk and wool are suitable for winter as they are bad conductor of heat. Cotton and blends of cotton with synthetics are good for summer as they are good conductor of heat and are absorptive. They are comfortable in summer. There are cool and warm colours. The cool colours are associated with coolness, for example, blue, green, white, etc. warm colours are bad conductors of heat and associated with warmth for example, red, golden- yellow, orange extra. So warm colours are suitable for winter, whereas cool colours are chosen for summer.

For present research work selected the topic study of awareness on seasonal clothing. The main aim of the research work was to study the awareness of seasonal clothing for college going girls.and to identify the causes regarding selection of clothing according to summer

winter and rainy wear.

Methodology:

This research conducted in Amravati city, Maharashtra. In this research work survey, questionnaire cum interview method used. Collected data tabulated and analyzed.

Results and Discussion:

.The survey method used for research work. The study conducted on 100 college going girls of Amravati city.

Loose fitting garments are more preferred than fitting and body fitting garments in summer. In winter, fitting garments are more preferred by the students than loose fitting and body fitting garments. Where as in rainy season fitting garments are most preferable by the students.

The maximum cotton cloth type can be used during summer season. Dress material is used more than the Redimate material during the summer and Redimate material used more than the Dress material in rain and winter. Jeans and Top dress preferred by maximum college students for rainy season.

Current fashion figures preferred by maximum college students for season. Shorts pattern in clothing preferred by maximum college students for season.

Calculated value of chi-square (9.79) is greater than the tabulate value (9.488), it is significant at 5% level of significant and we reject the null hypothesis. Hence, we conclude that the awareness about seasonal clothing among the college going girls is not independent of the courses they were studying.

The students pursuing the B.Com degree are more aware about the seasonal clothing selection than students pursuing B.E., B.Sc., BCA, and Poly. courses.

Correlation between student following fashion figures and preferring branded cloths is about 0.34, which indicates that there is a low positive relationship between the variables.

Conclusion:

In is concluded from the above research work that college going girls were aware about seasonal clothing.

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