

Clothing and Shopping Pattern of College-Girls in Haryana

Paper Submission: 02/03/2021, Date of Acceptance: 20/03/2021, Date of Publication: 24/03/2021



Lakhwinder Kaur

Head,
Assistant Professor,
Department of Home Science,
KVA DAV College for Women,
Karnal, Haryana, India

Abstract

India is one of the most prominent countries across the world having diverse culture. It is known for its traditional clothing in various states that have their own culture and dressing styles. The three main styles of dresses which are common in India are Ethnic, Western and Indo-Western. Ethnic wear is that part of Indian culture which is followed by large number of people not only in India but in foreign also. In olden days, we were stuck to ethnic wear but recently the trend has shifted to western wear due to the rise in corporate culture and an increase in women employment. Indo-western outfits are the beautiful fusion of western and Indian fashion.

The present paper aims to examine and compare the styles of clothing adopted by college girls and to study their shopping pattern. The study was carried out on 700 college-girls of District Karnal (Haryana).

For this purpose, self-administered questionnaire was used to collect data via Google Form. The finding of the study reveals that college girls were equally wearing western, Indo-western and ethnic dresses. The most preferred outfit among them was punjabi suit, long kurta with jeans and T-shirt with jeans. Most of the girls wore ethnic clothes by choice and not due to any family commitment or religious issues. This study further reveals that there was sufficient stock of Western, Indo-western and Ethnic wear in Karnal. Most (64.2%) of the subjects were buying clothes regardless of fashion and were confident of their own good taste in clothing (87.1%).

Keywords: Clothing, Ethnic, Western, Indo-western, College-girls
Introduction

Clothing, food and sanctuary are three prerequisites of our life. Garments are exceptionally important as they protect our body against ultra violet radiations, cold or hot conditions and also provide hygiene barrier. In addition to the practical functions, clothes also have their specific social and cultural meaning. In India, clothing is influenced by the geographical locations, ethnicity, climate and culture of a particular region. However, in the current perspective, style has experienced numerous uncommon changes and one has a ton of decisions and options to browse. The three divisions that exist in India in terms of designs are Ethnic apparel, Indo-western and Western dresses.

Ethnic wear is a cultural dress which is the symbol of tradition and culture of a particular area like Gujarati ethnic wear, Islamic ethnic wear, Punjabi ethnic wear etc. The Ethnic attire for ladies are salwar, kameez, sarees, lehenga, churidar, and so on. In Northern India, ladies have a keen inclination towards salwar kameez, while in South India, ladies normally prefer and wear sarees. One can discover various textures for sarees, for example; cotton, pattu silk, chiffon, georgette and so on. Lehenga and Shararas are generally an ideal fit for weddings or other significant occasions.

Indians have extensively acquired western culture. Dressing like the people in the west is the most common in India. Western wear includes dresses which are adopted and worn by people of America, UK, Australia, Germany, France, Hungary and other European countries. It is that clothing style which originated in the 19th century and was widely accepted by many cultures due to its comfort, durability and variety. Earlier, western wear was famous only in metropolitan regions, but due to rapid globalization, increased brand awareness and larger customer group, the demand for western wear is increasing in all regions.

The Indo-western theme fits in numerous classes like garments, jewellery, footwear and considerably more. A popular style: Indo-western

wear is additionally called fusion wear that is the combination of Indian wear and Western dresses like kurti with jeans. Indo-western garments have obtained an approval in the Indian mentality and have gradually become the choice of outfit in informal events as well as for work apparels. The largest clients for Indo-western dresses in India are working women. This Indo-western style is one of those styles which can be set in each period of gathering. It makes one look more exquisite and changed to an extent that it mirrors you as a different individual. Indo-western dresses effectively combine the comfort of western wear with the traditional familiarity of Indian wear making it suitable for all occasions without losing the touch of Indian culture.

In India, younger generation is more attracted towards the new trends despite of the fact that our country gives more importance to culture practices. In rural area, women are still forbidden from going out of the house after six in evening, therefore, acceptance of new trends in clothing is a matter of question for them.

Since individuals prefer western apparel to a great extent, there has been an abatement in ethnic attire. Individuals having a place with Generation Z and Millennial age bunch are more disposed towards western attire and Indo-western dresses. One can likewise see how factors like pressure from friends, the need to show off and to coexist with the individuals of a similar gathering also influences the decision of wearing different attires at different point of time. As indicated by a site, the proportion of ethnic wear to western wear has diminished as of late from 70%:30% to 50%:50% and may decay further to 30%:70%. Thus, our Indian culture is getting faded and we should now be worried as it would be on the threshold of extermination with time.

Review of Literature

IFT (2009) reported that traditional Indian clothing for women are the saris, salwar kameez or Ghaghra Cholis while Newly (2011) suggested that traditional kameez coupled with parallel pants or pallazos replacing the baggy salwar.

FIB (2010) stated that Indo-western dresses are usually a combination of western style patterns and Indian designs like kurti with jeans whereas Metroholica (2010) suggested that Indo-western garments have a stylish and sophisticated appearance as they are the perfect combination of elements from both Indian and Western culture, balancing both, neither too modern nor too Indian.

According to Gupta(2021), "fusion wear is an apt choice to make one stand out in the crowd. To be in vogue is to go Indo-western. Everyone wants to stand out from the crowd and the fusion style suits the purpose perfectly. Some of the fusion styles that are making the rounds in fashion industry are draping sarees with an off shoulder blouse, pairing a flared palazzo or dhoti pants with crop top, lehnga in a jacket style and wearing a kurti as a dress."

Sarthak Gupta (2014) in a study found that Indo-western fusion is the future of Indian fashion. Their is no end to the creative combinations

hence there is a lot more to experiment and explore in the world of fashion.

Akshyalakshmi et al.(2019) in a study found that the acceptance of women wearing western outfit among the society was on the progress but some part of the society, men and even women indirectly restricted or were afraid of the change in their culture or tradition.

The youth constitutes a major market in India and their inclination towards western brands reveals a desire for global products as a symbol for more emotional value.(Kumar et al. 2009). According to the survey of Statista Research Department (2020), 76% of the youth population from different cities of India felt that it was ok to wear western clothes or jeans in colleges whereas 20% of the young people from the country did not accept western attires in educational institutions.

Shende (2017) stated that we should wear our traditional outfits at least in the festivals and rituals so that it can be carried forward and be known by the coming generations too.

Objectives

1. To study the preference of college-girls about Western wear.
2. To study the preference of college-girls about Ethnic wear.
3. To study the preference of college-girls about Indo-western dresses.
4. To study the opinion of college-girls about Ethnic, Western and Indo-western fashion available in Karnal
5. To study about shopping pattern for clothes and clothing among college-girls.
6. To study the factors affecting purchase of apparels among college-girls.

Methodology

1. **Locale of the Study and Selection of the Sample:** The present study is mainly concentrated on the clothing and shopping pattern of college-girls in District Karnal, Haryana.
2. **Pre-testing of Questionnaire:** The formulated questionnaire was pre-tested on 15 respondents to check whether questions were accurate, properly recognized and were obtaining desirable responses by the subjects or any change was required in the formulated questionnaire.
3. **Period of Survey:** The data was collected in the month of January, 2021
4. **Collection of Data:** In the present study, questionnaire method was used for data collection. The questionnaire was divided into two parts: part first was related to demographic information and the second part was related to specific information regarding ethnic wear, Indo-western and western wear & shopping pattern. 700 college-girls responded via online mode through Google Form.
5. **Statistical Tools for Analysis of Data**
 - a. Coding

The data was organized into classes and a symbol was given to each item according to the class.

Shrinkhla Ek Shodhparak Vaicharik Patrika

b. Calculation and Tabulation

The data was transferred to coding sheets to classify and emphasize the point of similarity and dissimilarity in the data obtained and to express the complex, haphazard, scattered data in a concise, logically intelligent form. After classification, data was

arranged in the form of tables to make results of the study clear and to exhibit it in minimum space.

c. Statistical Analysis of the Data

The data collected was analyzed by the statistical method of frequency and percentage.

Result & Discussion
Table 1: Sample Profile

Characteristics	Frequency(700)	Percentage
Age (years)		
-Less than 18	122	17.4
-18-20	279	39.8
-More than 20	299	42.7
Type of family		
-Nuclear	507	72.4
-Joint	193	27.5
Monthly Income(Family)		
-Upto 30,000	80	11.4
-Upto 60,000	198	28.2
-Upto 1 Lac	236	33.7
-Above 1 Lac	186	26.5
Occupation (Father)		
-Govt. Job	74	10.5
-Private Job	96	13.7
-Self employed	157	22.2
-Farmer	373	53.2
Occupation (Mother)		
-Housewife	656	93.7
-Service	44	6.3
Marital Status		
-Married	45	6.4
-Unmarried	665	95.0
Residential Area		
-Rural	291	41.6
-Urban	409	58.4

Table 1 indicates that 42.7% of the college-students were of more than 20 years while 17.4% were less than 18 years and remaining 39.8% were from the age group of 18 to 20 years. Majority (72.4%) of the students lived in nuclear families and rest of the students were from joint family. Income showed that 33.7% of the students were from the family having monthly income upto one lac followed by 26.5% whose monthly income was above one lakh. Only

11.4% of the students belonged to the family having income less than 30,000/- per month. Occupation of the parents revealed that about half of the respondents' fathers were farmers and only ten percent were in Government job. Most (93.7%) of the mothers were house-wives. It is inferred that 60 % of the subjects were from urban area and majority (95%) of the subjects were unmarried.

Table 2: Preference for Western Wear

Characteristics	Frequency	Percentage
• Wear western clothes		
-Yes	276	39.4
-No	422	64.2
• Most preferred western wear		
- Top with skirts/jeans	28	10.1
-Denim shorts	9	3.2
-Pant shirt	36	13.0
-T-shirt with jeans	166	60.1
-Dungree with top	14	5.07
- Midi	23	8.3
• Western wear during traditional occasions makes one feel odd one out		
- Yes	30	10.8
- No	246	89.1

Table 2 depicts that 39.4% of the subjects preferred to wear western dresses. Majority (60%) of the subjects preferred T-shirt with jeans followed by

13% of the subjects who liked to wear pant shirt. Top with skirt/jeans was favoured by 10.1% of the subjects while 8.3% liked to wear midi. 5.0% subjects preferred

Shrinkhla Ek Shodhparak Vaicharik Patrika

dungree with top and only 3.2% of the subjects liked to wear denim shorts.It is further analyzed that only

10.8% of the subjects were not comfortable in western wear during traditional occasions.

Table 3 Preference for Ethnic Wear

Characteristic	Frequency	Percentage
Wear ethnic dresses		
-Yes	236	33.7
-No	464	66.2
Preferred ethnic dress		
-Sari	38	16.1
-Lehenga Choli	47	19.9
-Anarkali suit	23	9.7
-Plazzo suit	23	9.7
-Punjabi suit	70	29.6
-Sharara	35	14.8
Wear ethnic clothes due to		
- Family compulsions	17	7.2
- Choice of own	205	86.8
- Religious obligations	14	5.9

Table 3 reveals that 33.7% of the respondents preferred ethnic dresses. Punjabi suit was the most liked ethnic dress among the respondents followed by lehenga choli (19.9%) and sari (16.1%). Equal number of the respondents (9.7%) liked anarkali and plazzo suits. Sharara was favoured by 14.8% of the respondents. 86.8% of the respondents were wearing ethnic clothes because of their own

choice and only 7.2% wore ethnic clothes because of family compulsions and remaining 5.9% due to the religious obligations. Gupta et al. (2014) also reported that 74% of women in Delhi were wearing ethnic dresses out of their choice and not due to the family obligations. It is found in researches that professionals and service persons preferred ethnic apparels more as compared to students.

Table 4 : Preference of Indo-western Dresses

Characteristics	Frequency	Percentage
Wear Indo-western Outfit		
-Yes	188	26.8
-No	512	73.1
Type of Indo-western wear preferred		
-Pant style sari	57	30.3
-Long kurti with jeans	66	35.1
-Dhoti pant with crop top	16	8.5
- Crop-top with long skirt	28	14.8
- Shirt with long skirt	21	11.1

The type of Indo-western dresses preferred by the subjects is given in Table 4. Majority (35.1%) of the subjects preferred to wear long kurti with jeans followed by pant style sari (30.3%). Crop-top with long

skirt was liked by 14.8 % of the subjects and 11.1 % of the subjects preferred shirt with long skirt. Dhoti pant was liked by 8.5% of the subjects.

Table: 5 Opinion about Western Wear, Ethnic Wear & Indo-western available in Karnal

Characteristics	Frequency	Percentage
Satisfied with western wear available in Karnal		
-Yes	490	70.0
-No	210	30.0
Satisfied with ethnic wear available in Karnal		
-Yes	595	85.0
-No	105	15.0
Satisfied with Indo-western wear available in Karnal		
-Yes	609	87.0
- No	91	13.0

Table 5 indicates that 85% of the subjects were satisfied with the ethnic fashion available in Karnal whereas only 70 % were satisfied with western

wear. 87% of the subjects were satisfied with Indo-western wear.

Table: 6 Shopping Pattern for Clothes and Clothing Fashion

Characteristics	Frequency	Percentage
Buy clothes regardless of fashion		
-Yes	450	64.2
-No	250	35.7

Buy new fashion looks only when well accepted -Yes -No	552 178	74.5 25.4
Not as concerned about fashion as about modest prize and wearability -Yes -No	428 272	61.1 38.8
Preferred to buy well known designer labels -Yes -No	352 348	50.2 49.7
Confident of own good taste in clothing -Yes -No	610 90	87.1 12.8
Plan shopping trips carefully -Yes -No	502 198	71.7 28.8
Plan wardrobe carefully -Yes -No	551 149	78.7 21.2

Table 6 reveals that majority (64.2%) of the subjects replied that they buy their clothes regardless of fashion. About three-fourth of the respondents were of the view that they buy new fashion looks only when it is well accepted by the society. It is also noted that about 60% of the subjects were more concerned about modest prize and wearability in spite of fashion. About half of the subjects preferred to buy well-known

designer labels. Subsequent analysis of data showed that most (71.7%) of the subjects were planning their shopping trips carefully. Maximum number (78.7%) of the subjects were also planning their wardrobe carefully. From above, it is inferred that about three-fourth of the subjects were of the opinion that good clothes are a necessary part of leading life.

Table 7: Factors Affecting Purchase of Apparels

Characteristic	Frequency	Percentage
Color	550	78.5
Design	400	57.1
Brand	200	28.5
Style	350	50.0
Store	151	21.5
Price	534	76.2

Table 7 indicates that about three-fourth of the subjects gave uppermost priority to color and price of the dress followed by design (57.1%) and style (50%). Least priority was given to brand (28.5%) and store (21.5%) while purchasing garments. In some researches, it was found that the consumers gave the utmost importance to designs of ethnic attires followed by colour, price, style and trend, brand and product and also the slightest priority was given to the place from where the dresses were bought.

Conclusion

To conclude, it can be summed up that the focus of our finding includes the preference of college-girls for different outfits and also to know their shopping pattern. From the survey, it could be accessed that the most preferred outfit was western wear, followed by ethnic wear and Indo-western. T-Shirt was the most liked western wear whereas punjabi suit was the top most ethnic wear among college girls. As far as Indo-western is concerned, majority of the college girls were feeling comfortable in jeans with long kurti and were carrying ethnic dresses only due to their choice. Most of the subjects were satisfied with ethnic, Indo-western and western wear available in Karnal. Majority of them were buying clothes regardless of fashion. They bought new fashionable clothings only when it was well accepted by society and were also aware

about the modest price and wearability. Most of them were confident of their own good taste and planned their shopping trips and wardrobe carefully. Most of them had given top most priority to color and design and least to store while purchasing garments.

Noticeable changes in trends were seen from centuries but still our ancestors kept the Indian treasure alive in the form of ethnic and traditional costumes. But now new fashion trends and western culture has not only changed the clothings but also the minds of generations. Today's generation wants to be modern but that does not mean one should go for western all the time. One should wear traditional costumes on festive occasions and rituals.

References

1. Kim E. (2005), "Apparel Styles Worn by Young Women in the United States and South Korea in the 1970s", SAGE Journals.
2. Shende B.R. (2017), "Fashion Trends and Its Impact on Society: A Case Study on Apparel Trends of Indian Society" International Journal of Researches in Biosciences, Agriculture and Technology, Vol. V, Issue (3):58-63.
3. Sharma M. Maheshwari S. (2015), IOSR Journal of Humanities and Social Sciences (IOSR-JHSS) Vol.20, Issue 2, PP 53-57.

4. Rai M.K. &Gopal R. "Study of Consumer Behavior on Branded Ethnic Apparel" *IOSR Journal of Business and Management (IOSR-JBM) PP 43-49.*
5. VR Akshyalakshmi, VR Sruthi, G. Abinya, Kumar M.S. (2019) "Society's View on Women Wearing Western Outfits" *International Journal of Advanced Educational Research, Vol.5; Issue (1):35-38.*
6. Gupta S. (2014), "Indo Western Wear" Pearl Academy, Delhi.
7. Gupta S. (2014), "Preference of Ethnic Wear Over Western Wear", Pearl Academy, Delhi.
8. Ghosh D.(2020), "Western Clothes V/S Ethnic Clothes" *Artless-store. com.*
9. <https://www.indiaretailing.com/tag/nishit-gupta/>
10. <http://metropholica.com/indian-chic-with-atwist/ith-a-twist>
11. <http://fibre2fashion.com/industry-article/15/1480/fusion-fundas-a-note-on-indo-western-fusion-fashion1.asp>
12. <http://indianfashiontrend.wordpress.com/>
13. <http://www.newlove-makeup.com/2013/08/indo-western-wear-trends>
14. <http://artless-store.com/blogs/the-artless-way/western-clothes-vs-ethnic-clothes>
15. <http://journals.sagepub.com/doi/pdf/10.1177/0887302x8600400201>
16. <https://yourstory.com/mystory/4936c02270-creativity-of-fashion>
17. [www.statica.com/statistics/733489/attitude-on-women.](http://www.statica.com/statistics/733489/attitude-on-women)
18. <http://www.iosrjournals.org/iosr-jbm/papers/7th-ibrc-volume-1/8.pdf>