



Attitude towards Fashion and Social Adjustment among Women

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Abstract : *The present study entitled “Attitude towards Fashion and Social Adjustment among Women” was taken up with the desideratum to explore the relationship amidst attitude of married and unmarried women towards fashion with their adjustment in society and the differences between them. In the present world of millennials, women are being evaluated, affected and socially accepted by the way they style themselves. In this study three hypotheses were formulated for substantiation: (1) There would be a positive correlation between the attitude towards fashion and social adjustment*

among women; (2) There would be significant difference in attitude towards fashion between married and unmarried women; and (3) There would be significant difference in social adjustment between married and unmarried women.

A sample of 100 women (50 married and 50 unmarried) was selected through incidental -cum- purposive sampling method. The data were collected from three different colleges of Patna. Fashion Attitude Scale by Acharya and Social Adjustment Inventory (SAI-D) by Deva were taken as research tools. Mean, SD, coefficient of correlation and t-ratio were conducted for testing the formulated hypotheses. The current study has found a significant positive correlation between attitude towards fashion and social adjustment among women. There was a significant difference found in the attitude towards fashion between married and unmarried women. A significant difference was observed between married and unmarried women concerning social adjustment.

Keywords: *Fashion Attitude, Social Adjustment, Married, Unmarried, Women.*

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Introduction:

“Fashion is a reflection of our attitude and our personality.” - Shawn Ashmore

Fashion is a culturally endorsed form of expression in a particular material or non-material phenomenon, which is discernible at any given time and changes over time within a social system or group of associated individuals (Kaiser, 2019; Sproles, 1974). Fashion is a reflection of the personality of an individual and every person has his own way of style and attitude regarding fashion, which emulates the state of mind of one and others as well. A study by Danesi (2017) probed that clothes were used all over the world not only for protection and modesty but also for the purpose of constructing socially meaningful messages about oneself and concluded that fashion was correlated to social acceptance. This has been evident in the society at all times and in every kind of population. These observations extend to the experiences by women in the society. In the modern era, women play an important role in the society and they have an innate tendency to look good and be accepted in the society. Bakewell and Mitchel (2003) found in their study that social behaviour of women and their adjustment in the society differs in relation to fashion. Fashion is an indicator of social adjustment and needs of the women with cultural aesthetic of different period. Comparing the past and the present, the attitude towards fashion and the way of adjustment has changed in India for women, over the decades (Bhatnagar, 2009). Shinde (2007) conducted a study on fashion trends and its impact on society and concluded that fashion trend was correlated with social behaviour. The success of any fashion trend lies in how the society interprets, judges and adjusts to it (Babu, Wilson & Parvathy, 2013). Every individual needs to adjust to various situations. Barthes (1990) affirmed that fashion was positively correlated with social relations and adjustment. Social adjustment is necessary to fit in the society where we live. Since social perceptions of today's women seem to keep the physical appearances, looks and attires of oneself and others into locus, this guides their perception, responses and relationships. Chiger (2001) in a study found that fashion plays an emotional, physiological and symbolic role in married women's life. It has been often envisaged that fashion in women nowadays has become a crucial factor for their adjustment with others in the society.

Objectives:

The objectives of the study are as follows-

1. To find out the relationship between attitude towards fashion and social adjustment among women.
2. To examine differences in attitude towards fashion between married and unmarried women.
3. To study differences in social adjustment between married and unmarried women.

Hypotheses:

On the basis of the objectives of the present study, following hypotheses were formulated –

1. There would be a positive correlation between the attitude towards fashion and social adjustment among women.
2. There would be significant difference in attitude towards fashion between married and unmarried women.
3. There would be significant difference in social adjustment between married and unmarried women.

Methodology :

Sample: The study was conducted on 100 women, out of which 50 were married and 50 were unmarried taken from three different colleges of Patna. The age range was in between 18-26 years. Incidental-cum-purposive sampling was used for identifying the respondents.

Research tools: The following tools were used for the measurement of variables of the study.

- *Fashion Attitude Scale:* This scale was constructed by Acharya (2001). It consisted of 62 items out of which 47 items were positive and 15 items were negative. It was a 5 point Likert Scale. The reliability was found to be 0.98.
- *Social Adjustment Inventory (SAI- D):* This scale was developed by Deva (2004). It consisted of 100 items. The reliability was found to be 0.91.

Procedure of Data Collection:

Consent was taken from the respective faculties of three different colleges of Patna. The above mentioned scales were used to meet the objective of the study. Both the tests were administered in the same session on the

same subjects. After taking their consent, the respondents were briefly explained about the study. They were given both the questionnaires and were instructed accordingly. The subjects were asked to mark the responses honestly in an hour.

The respondents showed full cooperation and seemed to take the test sincerely. The procedure of data collection was completed within a week.

Result Interpretation:

The mean, standard deviation, coefficient of correlation and t-ratio were computed and the graphical representation was also done for the analysis of the data according to the requirement of the hypotheses.

Hypothesis 1. “There would be a positive correlation between the attitude towards fashion and social adjustment among women.”

For testing this hypothesis, the scores of attitude towards fashion (N=100) and social adjustment (N=100) of the same were correlated. The results are shown in the Table No.1 below:

Table 1. Showing Coefficient of Correlation between Attitude towards Fashion and Social Adjustment of Women

| Variables | Scores | N | r | df | Level of significance |
|--------------------------|--------|-----|------|----|-----------------------|
| Attitude towards fashion | 19621 | 100 | 0.48 | 98 | p<0.01 |
| Social Adjustment | 10693 | 100 | | | |

Significant at 0.01 level (0.254) df=98

Bakewall and Mitchel (2003), in their study found that social behaviour of women and their adjustment in society differs in relation to fashion. On the basis of observation and results of indicated study, hypothesis No.1 “There would be a positive correlation between the attitude towards fashion and social adjustment among women” was formulated.

The table No.1 shows the coefficient of correlation between the scores of the fashion attitude and social adjustment. The obtained ‘r’ value is 0.48 (df=98), which indicates a positive correlation between the attitude towards fashion and the social adjustment. The ‘r’ value was found to be significant at 0.01 level of significance

as the ‘r’ value at 0.01 level is 0.254. Therefore, there is a positive significant correlation between the attitude towards fashion and social adjustment among women. Hence the hypothesis 1 was proved. In support with the finding, a study conducted by Barthes (1990) revealed that fashion was positively correlated with social relation and adjustment.

Hypothesis 2. “There would be significant difference in attitude towards fashion between married and unmarried women.”

For measuring this hypothesis, the scores of all subjects (N = 100: 50 married and 50 unmarried) were compared on the measure of Attitude towards Fashion. The results are shown in table no.2 below:

Table 2. Showing Mean, SD and t-value of Attitude towards Fashion scores of Women

| Marital status of women | Attitude towards Fashion | | | t-ratio | Level of significance |
|-------------------------|--------------------------|--------|-------|---------|-----------------------|
| | N | Mean | SD | | |
| Married | 50 | 202.86 | 9.81 | 4.88 | p<0.01 |
| Unmarried | 50 | 189.56 | 16.60 | | |

Significant at 0.01 level (2.63) df=98

The hypothesis was formulated with the idea that there are some differences between married and unmarried women with respect to attitude towards fashion. Certain factors like social norms, biological interplay, developmental and cultural factors, their personality, etc., by objective criteria and subjective experiences, lead to differences regarding fashion attitude.

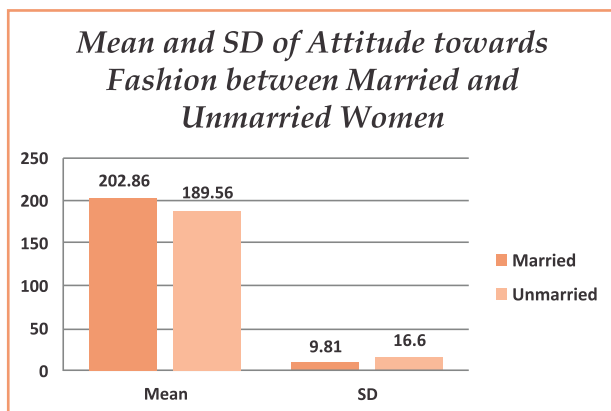
Table No.2 shows Mean, SD and critical values of differences among married and unmarried women in terms of fashion attitude. It is evident from the table that the obtained score of mean difference is significant. As shown in the table, married women have higher mean score (M = 202.86) followed by the mean scores of unmarried women (M = 189.56). This indicates that married women are more oriented towards fashion attitude than unmarried ones. The standard deviation of married and unmarried women is 9.81 and 16.60, respectively, which shows that there is variation among the responses of the respondents. However, the standard deviation in both the cases is much less than

their mean values indicating less variation in responses. Thus, the responses are homogenous.

The obtained value for the difference between the means of married and unmarried women is 4.88 (df = 98), which is significant at 0.01 level of significance. The obtained result shows that there is a significant difference among married and unmarried women in fashion attitude.

Therefore, the hypothesis 2 has been proved. In favour with the above findings, Chiger (2001) demonstrated that there are differences between fashion attitude of married and unmarried women. Fashion plays an emotional, psychological and symbolic role in a married women's life.

A graphical representation is given in fig. 1 of attitude towards fashion between married and unmarried women.



Hypothesis 3. "There would be significant difference in social adjustment of married and unmarried women."

For measuring this hypothesis, the scores of all subjects (N=100: 50 married and 50 unmarried) were compared on the measure of Social Adjustment. The results are shown in table No.3 below:

Table 3. Showing mean, SD and t-value of Social Adjustment scores of women

| Marital status of women | Social Adjustment | | | t-ratio | Level of significance |
|-------------------------|-------------------|--------|-------|---------|-----------------------|
| | N | Mean | SD | | |
| Married | 50 | 93.72 | 31.26 | 4.29 | p<0.01 |
| Unmarried | 50 | 120.14 | 30.32 | | |

Significant at 0.01 level (2.63)

df=98

Meyer et. al. (2007) affirmed in his study that fashionable women were better adjusted psychologically. Gamit (2014) conducted a study in industries and found that there is significant difference in adjustment of married and unmarried employees. The hypothesis was formulated with the idea that there are some differences between married and unmarried women regarding their adjustment in society. Their emotional adjustment, maturity level, personality, developmental factors, etc., lead to differences in social adjustment based on their marital status.

Table No.3 shows Mean, SD and critical values of difference among married and unmarried women in terms of social adjustment. It is evident from the table that the obtained score of differences exhibit a significant difference.

It can be seen from Table No.3 that *social adjustment* of unmarried women have higher mean score (M = 120.14) followed by the mean scores of married women (M = 93.72). This indicates that unmarried women have better social adjustment in comparison to married ones. The standard deviation of unmarried and married women is 30.32 and 31.26, respectively, which shows that there is variation among the responses of the respondents. However, the standard deviation in both the cases is much less than their mean values indicating less variation in responses. Thus, the responses are homogenous.

The critical value of difference between the mean of unmarried and married women is **4.29** (df= 98), which is significant at 0.01 level of significance. The obtained result shows that there is a significant difference among married and unmarried women in social adjustment. Therefore, the hypothesis 3 has been proved.

In line with the present findings, Zainab, Fatimi and Kazi (2012) found in their study that there is a significant difference in social adjustment of married and unmarried women. They concluded that unmarried women are highly adjusted than married ones.

A graphical representation is given in fig. 2 of social adjustment between

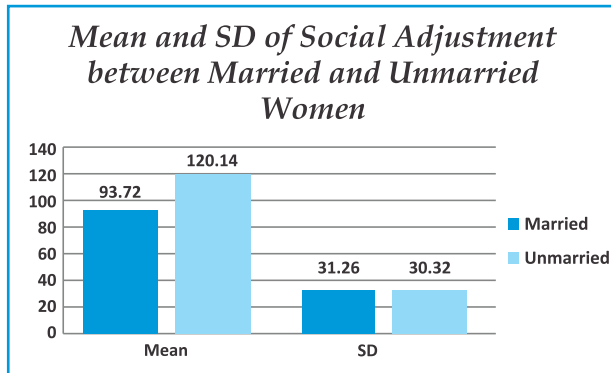


Fig. 2

Conclusion:

On the basis of the result of the present study, following conclusions have been drawn:

1. A significant positive correlation ($r = .48$, $p < 0.01$) was found between attitude towards fashion and social adjustment in women.
2. The difference in attitude towards fashion between married and unmarried women was significant at 0.01 level ($t = 4.88$, $p < 0.01$)
3. The difference in social adjustment between married and unmarried women was significant at 0.01 level ($t = 4.29$, $p < 0.01$)

Suggestions :

The fashion industry targets youth as their primary customers. There are many brands which are popular among the young generations and individuals act to acquire the products. The results of the study suggest that female students, irrespective of marital status, are oriented to be fashionable. This attitude towards fashion may facilitate social adjustment of female students.

The results also show that married women have high attitude towards fashion. The women who look attractive have higher social acceptance. One wants to fit in the society and in India, after marriage, it is important for women to be accepted by the changed relations (in-laws) also. The realm of acceptance increases for married women. Socialization should also be a primary concern in the lives of women as it facilitates them in understanding society's perspectives and attributes which later on enhance their fashion demeanour.

Since this is a novel study not much work has been consummated. Thus, it can be a good contribution to the existing literature on the subject.

Limitations of the study- The study was conducted on a small sample. The sample consisted of only female students. In future, the study can be done on large and diverse sample.

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