



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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