

Clothing preference for children among rural and urban mothers

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■ **ABSTRACT** : Clothing is an integral inseparable part of mankind that meets the basic necessity along with food and shelter and even denotes wealth, power, position and mode of adornment. Clothing has become a preferred means of individual expression and economic concerns. The survey was conducted to find out the clothing preference for children among rural and urban mothers. The result revealed that readymade garments were preferred by both rural and urban mothers always, but sometimes option was open for tailor-made too. Friends and relatives had influenced the purchasing practices of mother of both the localities. Before clothing purchases, the mothers preplanned for amount to be spent, fibre content and garment style. Mothers did have some knowledge on reversible attires and made ups like sweater, rainy jackets, winter jackets, pull over, jersey and shawls. Thus, it can be said that the rural and urban clothing preferences are similar to some extent, expenditure is based on the income of the families in the over view of this study.

■ **KEY WORDS** : Garment style, Trendy garments, Purchasing practices, Reversible garments

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Clothing is an important area of personal satisfaction. Due to our interest in clothing, we choose a particular garment. The effect of clothing on behaviour and the way in which we perceive clothing depends upon personal, social and cultural factors. There was a time in India, when women wore only traditional Indian dresses but today the outlook towards clothing has changed remarkably. Consumers have become more fashion conscious, which drags them to impulsive shopping. But, if consumers clothes are purchased according to actual needs following good buying habits, then it is possible to raise the standard of dressing with new advances in designers wears. Immense varieties and designs are available for children in domestic market where making an intelligent clothing selection becomes a complex process. It is reasonably difficult to make a judicious choice from a multitude varieties and designs.

Young children, more particularly of school age period from six to thirteen years of age are influenced to a greater extent by the clothes they wear. Appropriate clothes make the childhood a most delightful period contributing towards his

or her physical, social, emotional development as well as self-confidence. In view of the significant role that clothing plays in developing overall personality of the child, a thoughtful planning and selection of clothing for the young ones is considered necessary. Reversible clothes are an outfit that can be worn two ways. There is no true 'inside out' to a reversible garments, since either way it gives a fashionable appearance. These garments have some features unlike other types of garments but are chosen to provide warmth and comfort to the wearer. It is further emphasized that clothing selection for the school age children should be such that it provides comfort, since mothers are primarily responsible for clothing their children.

The present study was conducted in the integrated rural and urban area of Hubli-Dharwad district of Karnataka. The sample comprised of 60 mothers, 30 each from rural and urban background, selected purposively, on the basis of having school going daughters of 6-13 years of age, and collected by personal interview method using a self-structured and pre-tested schedule. The data were statistically analysed by