ANALYSIS OF AVAILABLE CLOTHING USED IN DAILY USE OF COLLEGE GOING GIRLS

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ABSTRACT

The present research was undertaken to find out the analysis of available clothing in wardrobe of daily wear clothing of college going girls. It examines clothing preferences, apparel buying habits, and shopping behaviors. A self developed questionnaire was used to collect data. The purpose of this study is to identify major factors that influence clothing preference and selection. 30 sample size (College going girls) was selected from Home Science girls hostel, MPUAT, Udaipur. Results were systematically illustrated with the help of tables. Results confirmed that the respondents cared about their appearance. They indicated that they love to purchase quality fashionable clothing but were neutral about spending a large percentage of their monthly budget on clothing.

INTRODUCTION

The ultimate guide to what every college girl should have in her wardrobe. Includes wardrobe basics for every college student's closet. Women have the luxury of a lot of options when it comes to their wardrobe, which men usually don't, and thank god for that! But having more options usually means that your wardrobe is going to be flooded with clothes. And most of us ladies do end up hoarding clothes like nobody's business. But sadly, we end up pushing those never touched outfits into the dark abyss of all things rejected.

OBJECTIVE

To analysis of available clothing in wardrobe of college going girls.

METHODOLOGY

A self structured interview schedule was formulated to collect information from college going girls related to apparels. 30 sample size (College going girls) was selected from Home Science girls hostel, MPUAT, Udaipur. Results of the survey have been systematically illustrated with the help of tables.

RESULTS AND DISCUSSION

This section of the study shows very clearly the finding and interpretation in the context of objective of the study, thus providing a bird's eye view of the complete study which make this section the most significant crucial part of this study. The results of the study have been systematically illustrated with the help of tables tracing the objective of the present study.

Table-1 Frequency and Percentage Distribution of Respondents by age

Age of responded	Frequency (f)	Percentage (%)
20-25	**19**	**63.33**
25-30	11	36.66

Age of the respondents was recorded and it was observed that maximum respondents (63.33%) belonged to the age group of 20-24 years and minimum respondents (36.66%) belonged to the age group of 25-30 years.

Table-2 Frequency and Percentage Distribution of Respondents by education

Education of responded	Frequency (f)	Percentage (%)
UG	2	6.66
PG	13	43.33
Ph.D.	**15**	**50**

The data pertaining to education revealed that all the respondents were educated. Maximum number of respondents (50%) was PhD., 43.33 per cent respondents had qualification post graduate and only 6.66 per cent respondents were undergraduate

Table-3 Frequency and Percentage Distribution of Respondents by marital status

Marital status of responded	Frequency (f)	Percentage (%)
Married	6	20
unmarried	**24**	**80**

The data also revealed that 80 per cent respondents were unmarried and only 20 per cent were married.

Table-4 Frequency and Percentage Distribution of Respondents by family type

Family type of responded	Frequency (f)	Percentage (%)
Nuclear	8	26.66
Joint	**22**	**73.33**

Majority of the respondent 73.33 per cent belonged to joint family and only 26.66 per cent respondents belonged to nuclear family.

Table-5 Frequency and Percentage Distribution of Respondents by fabric

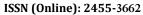| S.No.	Fabric	Frequency	Percentage
1.	Cotton	**18**	**60**
2.	Silk	6	20
3.	wool	7	23.33
4.	Synthetic	20	50
5.	Blended	5	16.67

*Multiple responses

It is clear from Table 5 that 60 per cent respondents had cotton apparel. 50 per cent used synthetic apparel, 23.33 per cent respondents had wool apparel and only 20 per cent respondents preferred silk and only 16.67 percent blended apparels in their wardrobe.

Table-6 Frequency and Percentage Distribution of Respondents by Preference Criteria

S.No.	Preference Criteria	Frequency	Percentage
1.	Appearance	**30**	**100**
2.	Comfort	**30**	**100**
3.	Ease of care	25	83.33

*Multiple responses

It can be envisaged from the data presented in Table 6 that 100 per cent respondent's preference criteria for selecting the garments are appearance and comfort, 83.33 per cent said they were also giving attention on ease of care .

Table-8 Frequency and Percentage Distribution of Respondents by washing

S. No.	Fabric	Dry cleaning		Hand wash	
		Frequency	Percentage	Frequency	Percentage
1.	Cotton	2	6.66	**30**	**100**
2.	Silk	**18**	**60**	5	16.66
3.	wool	4	13.33	**28**	**93.33**
4.	Synthetic	3	10	**17**	**56.66**
5.	Blended	2	6.66	**21**	**70**

*Multiple responses

It is clear from table 8 that 100 per cent respondents used hand washing method for cotton garments, and only 6.66 per cent preferred dry cleaning. In case of silk garments 60 per cent respondents used dry cleaning, 16.66 per cent washed through hand .

It was explained by the 93.33 per cent respondents that the washed woolen garments through hand wash method, 13.33 per cent used dry cleaning Synthetic garments washed through hands by 70 per cent respondents, and only 6.66 per cent was using dry cleaning method.

Table-9 Frequency and Percentage Distribution of Respondents by storage method

S. No.	Fabric	Storage methods			
		Homemade method		Commercial method	
		Frequency	Percentage	Frequency	Percentage
1.	Cotton	**24**	**80**	4	13.33
2.	Silk	**15**	**50**	8	26.66
3.	wool	**21**	**70**	11	36.66
4.	Synthetic	**15**	**50**	3	10
5.	Blended	**24**	**80**	3	10

*Multiple responses

The result revealed that 80 per cent respondents used homemade method for storage of cotton apparels and 13.33 per cent preferred commercial method. 50 per cent respondents used homemade storage method for silk apparels only 26.66 per cent used commercial method. 70 per cent respondents replied they were using homemade method for wool apparels and 36.66 per cent used commercial method. In case of synthetic apparels 50 per cent respondents responded they were also using homemade method and 10 per cent favored commercial method. It was noted that 80 percent respondents were using homemade and 10 per cent commercial method. Most of the respondents said that in homemade method they were using newspaper, neem leaves and in commercial method naphthalene bolls were used.

Table-10 Frequency and Percentage Distribution of Respondents by apparels according to season

S.No.	Responses	Frequency	Percentage
1.	Yes	**25**	**83.33**
2.	No	10	16.67

It can be seen from table 10 that 83.33 per cent respondents said that different season require different types of clothing witch further require different storage method depending on type of fabric. 16.67 per cent respondents replied they were not changing the storage method of apparels according to season.

Table-12 Frequency and Percentage Distribution of Respondents by Money expenditure range monthly

S.No.	Money expenditure range monthly	Frequency	Percentage
1.	Below 500	08	26.66
2.	500-1000	**10**	**33.33**
3.	1000-1500	07	23.33
4.	Above 1500	07	23.33

*Multiple responses

Most of the respondents (33.33%) said that they spend 500-1000 Rs/- per month on the purchasing of clothing. 26.22 per cent spend below 500 Rs/-, 23.33 per cent spend 1000-1500 Rs/-, and above 1500 Rs/- monthly on clothing.

Arrangement of casual wears and party wears in wardrobe: All the respondents reported that they were keeping their casual wears and party wears separately casual wear folded in separate columns and party wears were hanged in different column.

Table-13 Frequency and Percentage Distribution of Respondents by rearrangement of wardrobe time to time

S.No.	Time period	Frequency	Percentage
1.	Twice a week	2	6.66
2.	Weekly	**10**	**33.33**
3.	After 15 days	9	30
4.	Monthly	16	53.33

*Multiple responses

It can be seen from Table 13 that 33.33 per cent respondents responded that they were rearrange their wardrobe weekly, 30 per cent rearranged after 15 days, 53.33 per cent rearranged monthly and only 6.66 per cent rearranged twice a week.

Table-14 Frequency and Percentage Distribution of Respondents by Place

S.No.	Source of information	Frequency	Percentage
1.	Retailer	10	33.33
2.	Family and friends	21	70
3.	Neighbour	5	16.66
4.	Newspaper	12	40
5.	Television	15	50
6.	Radio	2	6.66
7.	Internet	22	73.33
8.	Magazine	20	66.66

*Multiple responses

It can be observed from data that 73.33 per cent respondents said they got information regarding storage methods for garments from the internet.70 percent respondents get information from their family , 66.66 per cent got knowledge from magazine, 50 per cent from television, 40 per cent from newspaper, 33.33 per cent from retailer, 16.66 per cent from neighbour only 6.66 per cent got information from radio.
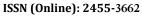
Table-17 Frequency and Percentage Distribution of Respondents by place of purchasing

S.No.	Place	Frequency	Percentage
1.	Retail shops	20	66.66
2.	Malls	22	73.33
3.	Street shops	**27**	**90**
4.	online	9	30

*Multiple responses

The data described that 90 per cent respondents shopping their garments from street shops, 73.33 per cent purchased from malls, 66.66 per cent purchased from, retail shops and only 30 per cent were doing online shopping.

CONCLUSION

All respondent were participate during interview process will be done and every one giving very interesting answers as per their need and problem faced .Respondents suggested that used Naphthol balls, dried neem leaves, newspapers these are keep insects, mildew and moth away. Clothes must be kept away from damp places, frequently exposure to sunlight and wind. Don't put dirty/ damp clothes without proper cleaning in wardrobe.

INTERVIEW SCHEDULE

1) Name:
2) Age:
3) Educational Status:
   a. UG
   b. PG
   c. Ph.D.
4) Marital status:
   a. Married
   b. unmarried
5) Mobile No.
6) E-mail id:
7) Family type:
   a. Nuclear
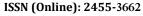   b. Joint

7) How much apparel do you have in your wardrobe:

S. No.	Fabric	No. of apparel
1.	Cotton	
2.	Silk	
3.	Wool	
4.	Synthetic	
5.	Blended fabric	

8) What is yours preference criteria for selecting the garments:
   a. Appearance
   b. Comfort
   c. Ease of care
9) Do you know how to care the different type of garments:
   a. Yes
   b. No
If yes, how?
10) Which methods do you use for washing the garments:

S. No.	Fabric	Washing methods	
		Hand wash	Dry cleaning
1.	Cotton		
2.	Silk		
3.	Wool		
4.	Synthetic		
5.	Blended fabric		

11) Which storage method you used for apparels:

S. No.	Fabric	Storage methods	
		Homemade method	Commercial method
1.	Cotton		
2.	Silk		
3.	Wool		
4.	Synthetic		
5.	Blended fabric		

12) Do you change the storage method of apparels according to season:
   a. Yes
   b. No

14) How much money do you spend on clothing in a monthly:
   a. Below 500
   b. 500-1000
   c. 1000-1500
   d. Above 1500

15) How you arrange your casual wears and party wears in your wardrobe:

16) Are you rearrange your wardrobe time to time:
   a. Yes
   b. No

17) In how much time
   a. Twice a week
   b. Weekly
   c. After 15 days
   d. Monthly

19) From where you get information regarding storage methods for garments:
   a. Retailer
   b. Family and friends
   c. Neighbour
   d. News paper
   e. Television
   f. Radio
   g. Internet
   h. Magazine

22) From where you purchase your garments:
   a. Online
   b. Retail shops
   c. Malls
   d. Street shops