

CLOTHING MANAGEMENT PRACTICES

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A study conducted in the selected Communities, Viz, SINDHIS, GUJRATHIS AND MARWADIS, IN GONDIA DISTRICT (M.S.)

“Clothing Management is an art, but requires scientific and creative impulse and meticulous planning to properly groomed”

Human beings are social beings. In addition to human instincts they are endowed with social instincts also. Men simply do not exist, but have the deep seated instinct to live every possible and plausible sense of decency and decorum. Right from the ancient civilization, to the present day modern society, men have gone through a remarkable evolution both in material and spirit. To be liked, admired and respected is the basic human instinct, which has compelled men to groom and adopt himself to the changing situations. Clothing is one of the dimension which can be said to be an off man's deep seated sense of decency and decorum.

The history of clothing can be traced back to the centuries old human civilization. The trends of clothing have shown the widest possible variation with the passage of time. Clothing is not only a physical need, but it relates to social, cultural regional and psycho emotional variants also. The trends of clothing is very closely related to the economic status of an individual. In addition, it is also an important area of personal satisfaction and a symbol of social identification.

Right from the days when, bark of trees, leaves, skin of animals were used as clothing to the present day sophistication, the trends of clothing have undergone and drastic and delicate transformation. The choice of cloths, style of clothing. Selection of colour scheme, reflects one's personally dimensions, his taste, and his regional and cultural affiliation. The pattern of clothing one adopts, mostly depends upon this economic status. Therefore, it becomes paramount to resort to the art of clothing management, which consists of planning, tapping the resources, looking out to the prevailing trends, and setting the whole exercise within permissible budget. Further clothing management does not solely revolves round the desire of being well dressed but is usually influenced by other factors such as Age, Sex, Occupation., official and social status, and the climate.

India is a complex society. It has been said to be a sociological and cultural zoo. People in Indian not only differ in their eating habits, living style but also in the art of dressing. The diversity has given, India a poly dimensional and plurist culture.

An interesting study, has been conducted, by the undersigned in GONDIA District, on the CLOTHING MANAGEMENT PRACTICES, Prevailing in three selected communities viz. SINDHIS, MARWARIS AND GUJARATHIS.

The Main Objective of Study :-

Basically, the study is conducted within the framework of house science domain. The principal object was to study the pattern of clothing management in the specified three communities, with a view to evaluate the tenets of clothing management, to identify the factors, which influence the pattern of clothing and the practices which are adopted for clothing management. Thus the study has been conducted with the following objectives in view.

- 1.To study and under stand, the pattern of clothing management, in the specified communities.
- 2.To evaluate the practices, adopted by the cross section of the community in clothing management.
- 3.To identify the changing trends in the pattern of clothing management.
- 4.To identify the socio economic and payscho emotional dimensions of clothing management in the respondent communities.
- 5.To analytically examine the effects of planning budget, advertisement and the changing trends of fashion on the clothing management practices.
- 6.To correlate as to how the findings of the study can be an asset to the discipline of home science.

METHODOLOGY :-

The data, for the study was collected though 'Questionnaire, which were so constructed to cause little in connivance to the respondent. The area of study was the three specified communities, from Gondia district of Maharashtra State. The samphing was the 'Purposive Quota Sampling' and the analysis of data was done with the help of Chi-squar, rank difference correlation and percentage. Respondents from three communities were studied with regard to their educational status, Economic status, family size, Extent of awareness towards clothing management, their preferences, budget, planning, and their buying behaviour.

FINDINGS IN BRIEF :-

- 1.It is observed that education wise, the respondents in three communities are more or less alike i.e. graduates ranging from (27%) to (40%)
- 2.Mostly respondents are house wives i.e (77.5%). 22% either employees or engaged in business.
- 3.Income wise Gujrathi respondents are Economically better placed i.e. 73% within the income range of 20,000/- while respondents from Marwadi seet 50% and Sindhis 47%.
- 4.It is observed that ratio of clothing conscioushers is higher in Gujrathi respondents i.e. (94.5%) followed by (51.5%) in Marawadis and (45.5%) in Sindhis.
- 5.Awarness of clothing management, in Gujrathis (89%) Marwadis (72%) and Sindhis(50%)
- 6.(84%) Gujrathis respondents, plan for clothing budget, while in Marwadi home makers (67%) plan and in Sindhi Respondents 49%, plan budget for clothing management.
- 7.Preferences wise, the 1st preference, to maximum, clothing needs, the ratio in Sindhis was found to be 35%, in is

Marwadis 32%, while in Gujrathis 31%. (It shows that a trend of preference for clothing need is on the rise.

8.As regards/the practice of Balancing Clothing budget, it is observed, that (89.5%) Gujarathis home makers, have the practice of balancing clothing budget, (60%) Marawadis while 56% Sindhi respondents usually have the practice of balancing budget. (It is however observed that Gujrathi home maker are better aware in respect clothing budget.

9.In 40% Sindhi repo and 41%, Marwadi respondents the buying practices are influenced by advertisement while 33% Sindhis, are influenced by exhibition.

10.As for as family resources are concerned, mostly respondents reply on family resources i.e. Expenses, Knowledge and Skill of Sticking.

11.(95%) respondents from all three categories believe that Training in selection of clothing, yields better results in clothing management.

	Percentage of Home makers						Planning Clothing Budget	Percentage of Home Makers					
	Sindhi n=200		Marwadi n=200		Gujrathi n=200			Sindhi n=200		Marwadi n=200		Gujrathi n=200	
	n	%	n	%	n	%	n	%	n	%	n	%	
Yes	101	50.5	145	72.5	178	89	99	49.5	135	67.5	168	84	
No	99	49.5	55	27.5	22	11	101	50.5	65	32.5	32	16	
Chi-Square	0.01		20.25**		60.84**		0.01		12.25**		46.245**		

Table 4.2.3.2 Preference Given and Reasons For Plannig Budget For Clothing

Preference	Preference wise Percentage of Homemakes					
	Sindhi n=200		Marwadi n=200		Gujrathi n=200	
	Pref	0/0	Pref	0/0	Pref	0/0
2	20	3	18	3	16	
4	12	4	11	5	11	
5	10	5	9	4	15	
5	10	5	9	4	15	
3	15	2	22	2	17	
6	8	6	8	6	10	
	29.57**		25.86**		17.08**	

Table 4.2.4 Type of Planning Followed by Homemakers								
n	Mental Planning				Written Planning			
	n	%	n	%	Sindhi	Marwadi	Gujrath	
199	99.5	190	95	189	94.5	0	0	0
1	0.5	10	5	11	5.5	0	0	0
	98.01**		81**	4	79.21**	0	0	0

Thus, to conclude, clothing management practices are evolved and influenced by a member of factors ranging from planning. Budget, Family Resources, individual preferences, impact of advertisement exhibitions and charging fashion trends, and the individual capacity to accommodate and adopt as per individual and family limitations.

Suggestion & Recommendation :-

It is, however submitted that by incorporating various social, psychological and regional variable, the study can explore a variety of dimensions which can be of great value to the students of home science.

N.B. :- "It is humbly submitted that owing to limitation and pancity of time, only the broad line scheme of the study is submitted.