



## The incidence and nature of clothing preference in adolescent girls: personality correlation

Sarita Nitin Joshi<sup>1\*</sup> and Shipra Banerjee<sup>2</sup>

<sup>1</sup>Bhilai Mahila Mahavidyalaya, Durg, (CG)-491001, India

<sup>2</sup>Govt. D.B.P.G. College, Raipur, (CG)-492001, India  
saritajoshi180966@gmail.com

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### Abstract

*This study investigated the influence of personality traits on clothing preference of adolescent girls in the district of Bhilai City. The research questions and hypotheses were tested at 95% confidence interval to guide the conduct of the study. The sample for the study consisted of 100 students (adolescent girls) from three graduate colleges from Bhilai City district. The instrument adopted for the study was HSPQ standardized questionnaire. This was validated by expert in the field of measurement and evaluation; the reliability was established using the test re-test method and the reliability coefficient and the reliability indices for all fourteen personality factors were obtained respectively. The data collected were analyzed using the mean ( $\bar{x}$ ) and standard deviation (SD) to answer the research question. Positive correlations were found for the personality traits conscientiousness, sentiments, and super ego and for the character strengths self sufficient, shy, perspective and open-mindedness. The results partly supported the hypotheses as well as extended the knowledge about what factors contribute to decision making. This analysis will be useful for the researchers, clothing traders as well as decision makers for taking informed decisions and for further study.*

**Keywords:** Personality, Trait, Decision making, Adolescent and Students.

### Introduction

“Style is a way to say how you are without having to speak”  
- Rachel Zoe.

Certain aspects of clothes give clues to the wearer's personality, in a study of the relationship between dress and selected measures of personality among women college students. It was found that that whole interests in dress centered on decoration were conscientious, conventional, conforming, sociable, submissive and sympathetic<sup>1</sup>. Interest on economy in dress was to found to be associated with a tendency to be responsible, conscientious, alert, efficient, precise and controlled, while interest in comfort in dress was associated with a tendency to be self controlled, socially co-operative and sociable the controlled extroverts-according to Elizabeth B. Herlock<sup>2</sup>.

After studying this we all know there is a positive relationship between personality and clothing of adolescent girls. Adolescent girls are big consumers of clothing industry Retail shops etc.

**Adolescent girls:** Adolescent is like a bridge between Childhood and Adulthood. By Adolescent is meant the period from 12 to 18 years of age. In the words of Diane “Adolescence is a period through which a growing person makes transition from Childhood to Maturity” so it is called the transition period<sup>3</sup>. It is a period of revolutionary changes. In girls Adolescence starts earlier than boys.

Adolescents grow in birth height and weight during this period. Their muscles grow and firm up. Their personality becomes attractive and measurable. The adolescents show change in their interests up to the age of 15, but during 16-18 years of age their interests become stable.

During this stage, the adolescents have special interest in their health, dress and selection of life values. Particularly girls have more interest in selection of clothing, fashion, style and their personality.

**Personality:** Ordinarily, Personality is taken as the external appearance of individual. But in psychology neither is the personality the external appearance nor is it the self, but it includes both and much more.

According to Morton Prince Personality is the sum total of all the biological, innate dispositions, impulses, tendencies, appetites and instincts of the individual and the acquired disposition and tendencies acquired by experiences<sup>4</sup>. Different Psychologists classify personalities in different ways but mainly it classifies as:

According to Elbert Ketchmeir - i. Pyknic-Stocky, Full chested popular, ii. Aesthetic-Weak, Tall, Sensitive and thin, iii. Athletic- Strong built up, iv. Dysplastic – Mixed type.

According Jung-A Swiss Psychiatrist: i. Introvert, ii. Extrovert, iii. Ambiverts.

**Clothing industry:** Textile and clothing Industry of India plays a vital role in Indian Economy. Indian's textile sector is considered one of the robust sections in India due to its advantage in terms of presence of entire textile value chains and availability of all kinds of raw materials.

Indians T and C goods are exported to almost all economies of the world. India exports textile goods to more than 175 countries across globe. There is a relationship between adolescent girls as a consumer their personality and Garment Industry. There is a need to study interests of girls their personality and convey information to clothing industry.

**Review of Literature:** Moody et al. studied on "Relationships between trying on clothing, mood, emotion, personality and clothing preference"<sup>5</sup>. The focus of study was in the fashion arena how Psychological research methods can be applied. The aim was to quantity explore and formalize the relationships between clothing style, preference, emotions mood and personality factors and understand the psychological profile of the fashion consumer.

27 undergraduate female students of Liverpool John Moores University was the sample for research. Researcher used wearer trial and psychological questionnaires, FMRI self perceptions project using clinical scanning equipment and technology, personality project and 10 day wearing diary project. Participants were connected with researcher by emails and posts and experiments were conducted over 6 month's period. In result, three out of five personality factors showed a significant relationship implying that personality facets can be managed and are reflected to some degree. The personality trait or mood the wearer wishes to communicate, will affect their behaviour.

Balkrishna Murthy C and A Christy Alphonsa: studied on "Personality and Mental Alertness among the school students"<sup>6</sup>. Indian Journal of Applied Psychology They studied to investigate the relationship between personality of school students to their mental alertness.

70 students of private boarding school in Ooty was taken as a sample. Convenient sampling method was used. Tools used were Myer-Briggs Type Indicator (MBIT) to assess the personality type of students and Mental Alertness Test by Scott was also used as tool.

The results stated that, there was a positive relationship between personality types such as extraversion, sensing, judging, thinking and mental alertness. And it was concluded that negative relationship exists between personality types of introversion, intuition, feeling, perception and mental alertness<sup>7</sup>.

## Methodology

**Objectives:** i. To know the personalities of school and college going adolescent girls of Bhilai city. ii. To know their interests in dressing styles. iii. To know about satisfaction of clothing

patterns existing in Bhilai City. iv. To analyze correlation and regression between personality and dressing style.

**Hypothesis:** i.  $H_0$ : There is no significant relationship between Personality and Preference of clothing by adolescent girls. ii.  $H_1$ : There is significant relationship between Personality and Preference of clothing by adolescent girls.

**Sample:** For the present study purposive random sampling has been chosen for which the sample is collected from school and college going adolescent girls of age group (16 to 19 years) of Bhilai City. Total 100 samples were taken for study purpose.

**Tools used:** Self designed questionnaire was distributed to 100 students of age group 16 to 19 years Jr. Sr. HSPQ Form A 1968 Edition (High School Personality Questionnaire) was given to 100 students to know their personality<sup>8</sup>.

## Results and discussion

The basic quantitative description of data is summarized in Table-1, which gives the snapshot of the descriptive characteristics of the HSPQ Factor Scores of the adolescence girls in the district of Bhilai City. Mean variation is from 4.620 for Factor A to highest mean of 6.1 for Factor I.

It can be seen that out of 100 responses taken from girls of the age ranging from 16-19 years, with mean of 4.62 having standard deviation of 1.117 for Factor A, while for Factor I with mean of 6.1 and standard deviation of 1.124. All the factor data set are skewed on both sides (Factor A-skewness = 1.55, Factor D-skewness = -.314), while the expected value of skewness is "0". Data set for factor A is normal distribution as Kurtosis value is near to "3", while for factors like C it is not-normal as value of kurtosis is -0.786 with standard error of 0.487.

Internal Consistency of all the factors measured is 0.647 (acceptable range 0.6 to 1) and hence all the responses are consistence to measure the same concept of their personality and their preference towards clothing. Thus there is fair degree of interrelatedness of various scores of individual factors (Table-2).

**Validity and reliability of HSPQ:** For calculating Validity and Reliability, the procedure suggested by Garrett is followed. Reliability of all adolescence girls under study of each factor as obtained by the split half technique and validity, which is the square root of reliability, are presented in Table-3<sup>9</sup>. The split half reliability is calculated on a sample of 100 pupils.

The results of validity and Reliability of HSPQ Form-A, as calculated above show that all the factors of HSPQ are highly valid and reliable.

$H_0$ : There is no significant relationship between Personality and Preference of clothing by adolescent girls.

**Table-1:** Descriptive statistics of the HSPQ factor scores.

Factors	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
							Std. Error		Std. Error
A	100	3.0	8.0	4.620	1.1172	1.555	.241	2.864	.478
B	100	3.0	7.0	5.080	.7873	.617	.241	.994	.478
C	100	3.0	6.0	4.890	.7371	.023	.241	-.786	.478
D	100	3.0	7.0	5.180	.7572	-.314	.241	1.164	.478
E	100	2.0	7.0	4.320	1.1181	.044	.241	.048	.478
F	100	3.0	8.0	5.170	1.1106	.152	.241	-.003	.478
G	100	4.0	7.0	5.860	.7110	.037	.241	-.623	.478
H	100	2.0	7.0	4.930	.9455	-.151	.241	.598	.478
I	100	3.0	10.0	6.100	1.1237	.192	.241	1.592	.478
J	100	3.0	8.0	4.970	.8582	.156	.241	.978	.478
O	100	2.0	7.0	4.820	.8919	-.245	.241	.068	.478
Q2	100	3.0	8.0	5.020	.9099	.288	.241	1.544	.478
Q3	100	3.0	8.0	5.610	.9523	.071	.241	.900	.478
Q4	100	4.0	7.0	5.430	.7143	-.003	.241	-.218	.478
Valid N (list wise)	100								

Note: Response Raw score is converted to Sten score.

**Table-2:** Case processing summary and Reliability.

Case Processing Summary				Reliability Statistics	
		N	%	Cronbach's Alpha	N of Items
Cases	Valid	88	80.7	.647	141
	Excluded	21	19.3	-	-
	Total	109	100.0	-	-

**Table-3:** Reliability and validity of HSPQ Form-A, Using Split-Half Method.

Factors	A	B	C	D	E	F	G
Reliability	0.85	0.70	0.71	0.53	0.88	0.97	0.54
Validity	0.92	0.84	0.84	0.73	0.94	0.99	0.73
Factors	H	I	J	O	Q2	Q3	Q4
Reliability	0.38	0.87	0.71	0.74	0.48	0.51	0.81
Validity	0.61	0.93	0.84	0.86	0.69	0.71	0.90

**Table-4:** T-Test analysis between personality and clothing preference.

Factors	t-Value	Degree of freedom	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
A	41.354	99	.000	4.6200	4.398	4.842
B	64.527	99	.000	5.0800	4.924	5.236
C	66.340	99	.000	4.8900	4.744	5.036
D	68.411	99	.000	5.1800	5.030	5.330
E	38.638	99	.000	4.3200	4.098	4.542
F	46.551	99	.000	5.1700	4.950	5.390
G	82.425	99	.000	5.8600	5.719	6.001
H	52.140	99	.000	4.9300	4.742	5.118
I	54.287	99	.000	6.1000	5.877	6.323
J	57.914	99	.000	4.9700	4.800	5.140
O	54.040	99	.000	4.8200	4.643	4.997
Q2	55.172	99	.000	5.0200	4.839	5.201
Q3	58.907	99	.000	5.6100	5.421	5.799
Q4	76.020	99	.000	5.4300	5.288	5.572

Table-4 has shown the t-test statistical procedure. The observed t-value of for all personality factors are higher than the critical t-value of 1.96. Also, the observed probability is 0.000, which is less than 0.05 probabilities for a 2- tailed test. Hence the null hypothesis that there is no significant relationship between Personality and Preference of clothing by adolescent girls is rejected. Thus it can be concluded that there is significant impact of personality in decision making and choice of clothing<sup>10</sup>.

## Conclusion

The first finding showed that the students that are highly conscientious are very cautious while taking any decision related to choice of their clothing pattern and styles. Using HSPQ technique fourteen personality factor scores calculated defined the nature. These personality factors were defined and categorized as A,B,C,D,E,F,G,H,I,J,O,Q2,Q3 and Q4. Based on the data collected, analyzed and findings derived it can be concluded that there was a significant difference impact of personality of adolescent girls and their pattern of preference of clothing<sup>11</sup>. The findings of this study have definite implications first for the students who are the ones directly involved, then for

parents who their custodians and marketing strategies dealing with clothing are considering their style pattern, choice and preference.

It should be noted that this study is one part of the study considering one time test with limited response and there is need repeat this test after defined period of gap and analyzing the reliability and validity considering larger sample size so that assumption of central limit theorem can be taken as better predictor of personality for the given population. Further, Regression and conformity model can be framed<sup>12</sup>.

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