

Effects of clothes on individuals values,
interest and attitudes.



Presented to : Mrs. Raman Bajwa

Clothes

- **Clothing is fiber and textile material worn on the body.**
- **The wearing of clothing is mostly restricted to human beings and is a feature of nearly all human societies.**
- **The amount and type of clothing worn depends on physical, social and geographic considerations.**



Importance of clothing

- *The primary function of clothing is to improve the comfort of the wearer. In hot climates, clothing provide protection from sunburn or wind damage, while in cold climates its thermal insulation properties are generally more important.*
- *It protects the wearer from rough surfaces, rash-causing plants, insect's bites, splinters, thorns and prickles by providing a barrier between the skin and the environment.*
- *Further, they can provide a hygienic barrier, keeping infections and toxic materials away from the body .*

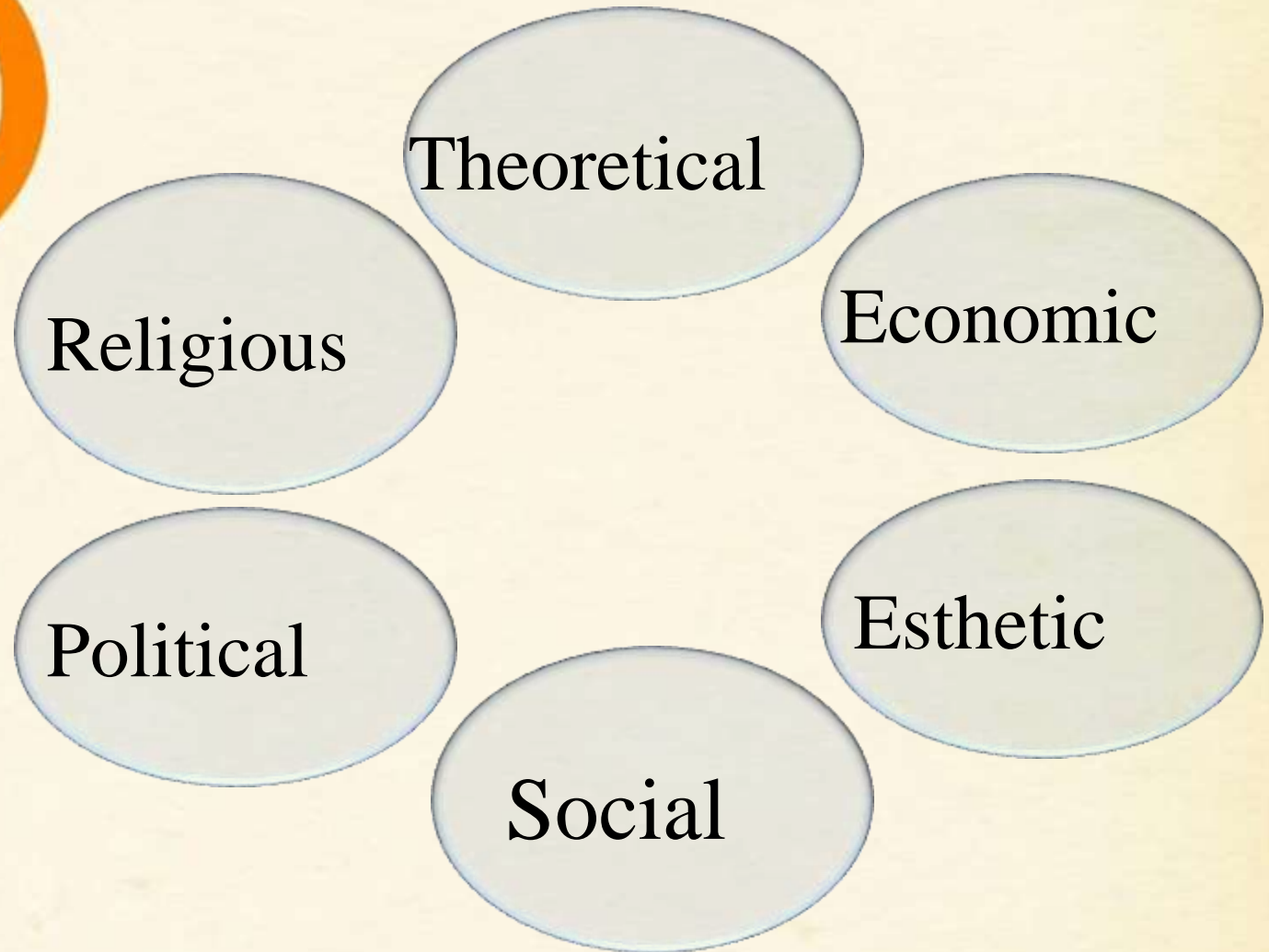
Attitudes and values are believed to be playing vital role in selection of clothing. It also contributes a lot to person's attractiveness and admiration, besides being a "Sign Language" that communicate a set of information.



VALUES

- The dictionary meaning of value is moral or professional standards of behavior.
- Value is a broad and more basic concept than attitude and interest. Attitude or interest are specific to a given topic while values are fundamental beliefs and feelings which include or direct our specific attitudes or interests.
- Values act as a directive and motivating force in behavior and in decision making.
- Values are developed from an individual's experience and the culture in which he lives. Thus people from the same culture have common values but there can be individual differences. E.g.: The Muslim community values clothing covering their entire body but some don't value and wear as per their wishes.

There are basic six values



Economic

- The economic man is expectedly interested in what is useful. Based on the satisfaction of bodily needs.
- **Desire for comfort, energy, money.**
- **This type is practical and conforms well to the stereotypes .**



Esthetic

- The esthetic attitude is directly opposite to the stereotypes.
- Each single experience is judged from the stand point of grace, symmetry or fitness.
- People with esthetic values want to be different from the crowd. their clothes, accessories like bags, jewellery, is all beautiful and different.
- For example: shaban azmi and kirron kher – their clothing is highly esthetic.



Social

- The social value is directed towards the concern for the opinion of others.
- **Desire to obtain social approval through clothing. They believe that they will have more opportunities if they dress well.**

Political

- **Desire to obtain power, prestige and leadership. They want to create good impression on others through clothing.**



Religious

- The highest value of the religious man may be called unity. He is mystical and seeks to comprehend (to include or to contain) the common as a whole to relate himself to its totality.





Attitudes towards clothing

Introduction

- **Attitudes concerning the relative importance of clothing are related to basic values. For e.g.: People with high religious values are inclined to put less emphasis on clothes while those with high economic or esthetic values are more inclined towards clothing.**
- **An attitude towards clothing also varies with the socio-economic status or the occupation of the person.**
- **E.g.: A worker has a very important perspective towards clothing than a white collar job, employee.**

Study by **Alexander** lists the reason why people want to be well dressed

PHYSICAL APPEARANCE

- a) Minimize physical imperfections.
- b) Enhance physical attributes

it includes all items which refer to clothes making the individuals appearance more attractive physical





Expression of personality

This category is concerned with items which deals with clothing as representative of social aspects of self. Included are statement which sys something about the value of the of clothing in expressing individuality or personality.

Impression (evokes a favorable impression on others)

- To attract attention (same or opposite sex).
- To evoke initiating behavior of others. (e.g.: friendship, hiring of a job, etc.)



Acceptance

(belongingness, keeping friend's conformity.)

The items included in the acceptance group have a definite in group feeling. that is a concern for closer relationship, and being accepted as an associate.

Status (symbolic effects)

- a) Indicates of position and responsibility example:- I m a member of this group therefore I must dress as people expect a person of my position to dress.
- b) Associative effects- links , positions , to the person example:- when a person wants to be like a person in a certain position and therefore the person dress up like the person in the position .

Personal satisfaction

- Feeling of well being and self confidence.
- Physical comfort

This category includes items having to do with the respondents feeling about himself. Reference is self confidence and being able to devote oneself fully to the activity at hand feeling self assured are included here.

Negative (no importance)

This includes statement indicating that there are little or no importance attaches to feeling or being well dressed.

Example :- artists or journalists pay very less importance to what they wear.

Attitudes towards clothing changes with :

- Age
- Sex
- Occupational group



Interest in clothing

Introduction

- **Interest is a “liking” for a class of things or a field of study as opposed to indifference or dislike.**
- **The greater the interest the individual has in something the more attention he will give to that subject.**
- **Thus when a person has interest in clothes, it refers that he likes and is observant of clothes. The extent of interest in clothing also decides the clothing behavior of the person.**

Example:- Women who are interested in clothing wear the latest, trendy clothes and women who are not interested in clothes won't mind wearing a 5-year old fashioned suit.




Latest designer clothes



Old fashioned clothes

Rosecrans founds that

- **Younger women were more interested in clothing than older women.**
- **Women under 25 tended to have a higher score than those or 30 yrs.**
- **Smaller income tended to be least interested in clothing.**
- **Urban area people had greater interest than people from rural areas.**
- **Education, marital status, children, membership in organization also correlated with the interest in clothing.**
- **The high school girls had significantly higher interest than college girls.**

- 
- **Verner** investigated the relationship between personal estimate of clothing importance and social status, social mobility and social participation.
 - It was found that it was a low but a positive relationship between upward mobility and personal estimates of clothing importance.
 - People more socially oriented have more interested in clothing.

Development of interest in clothing

Ryan interviewed college girls and found out that the most important factor that contributed their interest or lack in clothing was:

- **Mother and family interested.**
- **Allowed to choose own clothes.**
- **School or work in dress shop.**
- **Interest in feminine things.**
- **Interest in color and design.**
- **Friend's interest.**
- **Felt unattractive and tried to compensate**



Conclusion

- **Clothing is an expression both of dominant values and of those attitudes and values held important by various sub cultural groups and by individual. In most cases family receives its values from society. We have seen individuals vary in their interest in clothing.**





THANK YOU

Presented by :Monica Chandel