

CHAPTER II

REVIEW OF LITERATURE

- ***COMFORT AND SATISFACTION FROM CLOTHING***
- ***IMPACT OF CLOTHING AND WARDROBE PLANNING***
- ***OCCUPATIONAL UNIFORMS***
- ***WORK WEAR FOR WOMEN***

CHAPTER II

REVIEW OF LITERATURE

The review of literature pertaining to the present research has been presented under the following heads:

- 2.1 Comfort and Satisfaction from Clothing
- 2.2 Impact of Clothing and Wardrobe Planning
- 2.3 Occupational Uniforms
- 2.4 Work Wear for Women

2.1 Comfort and Satisfaction from Clothing

In a study by Ryan (1966)¹⁰⁸ eighth grade girls were asked to rank the factors considered while selecting garments in order of importance. The factors included: Becomingness, Price, Comfort, Ease-of-care, Beauty, Like friends wear and Durability. Becomingness and Price were ranked at 1st and 2nd positions respectively, followed by Comfort which was ranked as the third important factor.

An instrument was developed to examine a person's perception of fashion risk in clothing, relative to his or her self-esteem by Winakor et al (1980)¹⁴⁶. Fashion risk is the uncertainty a consumer perceives when making a choice involving a fashion product, in addition to the uncertainty perceived when a product is not subject to fashion. Items were written or adapted to represent self-esteem, self-esteem related to clothing, perceived fashion risk and economic, social, psychological and performance risks related to clothing. 400

university students, 200 males and 200 females responded to the instrument. Response patterns of males and females differed therefore data were factor analyzed separately for each sex. For females, factors representing fashion interest formed one cluster and factors representing self-esteem and social approval a separate cluster, the two clusters being completely uncorrelated. For males, factors did not cluster. Fashion risk seems to be a part of other types of risk rather than a distinct type of risk. Also, perceptions of fashion risk seem not to be linearly related to self-esteem.

Business dress for women corporate professionals was studied by Dillon (1980)³⁷. The purpose of this study was to determine if there are underlying considerations which govern the perceptions of professional people as to the appropriateness of specific types of garment styles for female business dress. A secondary purpose was to determine if a difference exists in perception of appropriateness of garments styles by sex. Because clothing is a visual medium, a deck of photographs was developed to gather information for use in this study. Three garments were selected to represent each of 12 types of garment style categories which were structured arbitrarily by the researcher. The analysis performed as a part of this study resulted in three interpretable dimensions from the preference data:

1. Formal, tailored outfits versus less formal outfits
2. Dresses versus coordinated outfits
3. More layers of bodice coverage versus fewer layers of bodice coverage.

Five dimensions resulted from the analysis of the paired comparison data:

1. Tailored versus casual or jacket versus no jacket
2. Dresses versus coordinated outfits
3. Defined waistlines versus waistlines with no definition
4. Skirts versus pants
5. Plain fabrics versus fabrics with surface interest.

These dimensions represent the factors which are the underlying considerations that governed the selection process of the subject in establishing a preference for certain types of garments as more appropriate

business dress for corporate professional women. These factors are the same for males and females although there was a significant difference in the male versus female response to dimension one for the preference data. For the males, formality of dress played a more significant role in their estimation of appropriateness than it did for the females.

In a study conducted by Chowdhary (1989)¹³⁹, 71 large-size women (size 16 and over) participated in an assessment of their clothing interest, satisfactions, and dissatisfactions with ready-to wear apparel for six types of apparel (e.g., dresses, pants) and seven factors (colour, fabric, fashion, fit, selection, size and style). Analysis showed that the subjects were satisfied with 5 of the 6 apparel categories. However, opinion regarding satisfaction differed by size and age. Fit and size were the most common problem areas. Satisfaction and problems were associated with specific articles of apparel.

Chocron (1990)¹³⁸ attempted to explore the extent to which levels of perceived satisfaction with physical appearance, mediated by locus of control orientation, would predict levels of self esteem, which would, in turn, be reflected in women's career behaviours. Results did not confirm the entirety of the predicted relationship between perceived satisfaction with physical appearance, locus of control, and their combined contribution to the prediction of self esteem and career behaviour. The study suggests that the social demand for beauty may be deleterious, and affect women's self esteem, their career behavior and choices only to the extent that it is perceived as important to their sense of self worth.

Jayshree Y. (1997)⁶⁷ carried out a study on the perception regarding the comfort of saree blouse by farm women. A survey interview method with sample size of 100 was used. Results showed that 36% women preferred polyester/cotton blouses, followed by 25% preferring Terrycot, 23% Cotton and only 16% preferring China Silk. 64% women considered fiber content as the most important comfort characteristics followed by air permeability (60%), absorbency (59%), thickness (61%) and wrinkle resistance (51%) as the

second, third, fourth and fifth characteristic respectively. They preferred to have either loose fitted or proper fitted saree blouse rather than a tight fitted one.

Damle (1998)³⁴ studied consumer awareness of wear comfort of garments and fabrics. An interview schedule consisting of questions and statements pertaining to the general aspects and the physical, physiological and psychological factors of comfort of garments in three different seasons was used. The sample consisted of 150 respondents comprising of 30 students, 45 housewives and 75 working people. The results show that the factors considered important while selecting garments were appearance, comfort and cost (ranked first, second and third respectively). Durability was ranked fourth and maintenance fifth. It was inferred that the respondents showed a very good awareness of the factors affecting physical comfort. Fiber content and fit of the garment were given maximum importance. Evaluation of data pertaining to physiological aspects of comfort indicated that order of preference was for air permeability (ventilation), moisture (sweat absorption), heat conductivity (feeling cool) and thermal insulation (keeping warm). The information pertaining to the psychological aspects of comfort revealed that majority of respondents were of the opinion that comfortable clothes gave them a sense of well-being and improved their efficiency at work. It was also reported that respondents felt that uncomfortable and inappropriate clothes made them feel restless, irritable and ill-at ease.

A study was carried out by Mehmet (2007)⁸⁶ to determine the factors affecting the consumer preferences and behavior in the children's clothing market in Turkey by investigating the purchasing preferences and behavior of parents. The researcher concluded that the most important factors affecting consumer decisions towards shopping for children's clothing are the *price, quality, convenience, payment conditions and size of the clothing.*

Pisut and Connell (2007)⁹⁷ investigated fit preferences of female consumers in the USA based on the relationship between their fit preferences, body

cathexis, fit problems and personal profiles. Eighty percent of the sample reported two or more areas of the body where fit problems occurred. One-third of the respondents altered upto 25% of ready-to-wear garments. A significant relationship was found between women who scored high on the body cathexis scale and those who desired more fitted clothing.

2.2 Impact of Clothing and Wardrobe Planning

A comparative analysis of the roles portrayed by women in print advertisements was done by Belkaoui (1976)¹³ according to the researcher, women's liberation movement have directed media for the so-called stereotyped portrayals of women in traditional wife and mother roles. The researcher reports the results of an analysis of women's role in a sample of advertisements drawn from eight magazines published in 1958. The results of this analysis are compared with those of similarly designed 1970 and 1972 studies to determine the extent to which stereotypes have been maintained and reinforced. The objective of the study was to determine the degree of social change with regard to women's roles as reflected in advertising messages. The results show that advertisements have not kept up with the times in portraying women in the wide variety of roles that they play in today's world. The status of women improved tremendously during the 30 years covered in the study. Mass media, as expressed by advertisements have not adequately matched this manifestation of social change and, with few exceptions, tend to portray women in unrealistic settings and in under-representative numbers.

A scientific inquiry in the area of conceptualization and measurement of clothing interest was carried out by Gurel (1979)⁵⁸. This study was undertaken

in an effort to clarify the conceptual and semantic confusion surrounding the nature and measurement of clothing interest. While it is generally useful to introduce clarity and precision, it was felt that clarification was especially important in this area, particularly if advances in measurement technology are to be achieved. Results of the study have confirmed that clothing interest is, in fact, multidimensional and is made up of at least five related but distinguishable dimensions. These were identified as: concern with personal appearance, experimenting with appearance, use of clothing as enhancement of security, use of clothing as enhancement of individuality and heightened awareness of clothes. In addition, it was demonstrated that three of the concepts commonly thought to be part of the clothing interest domain are more properly considered as among the range of possible personality characteristics that can find expression in behaviours associated with clothing and appearance. Undoubtedly personality characteristics other than the three identified here could manifest themselves in dress. The researcher is of the view that measurement of these personality characteristics ought not to confuse the definition and measurement of clothing interest as such.

Colquett and Warden (1982)²⁷ conducted a study on clothing selection by adolescent boys. The purpose of this study was to obtain information on clothing purchases and use-behaviour of two groups of adolescent males, ages 13 to 15 and 16 to 18. The questionnaire used for data collection contained three major sections: shopping practices including sources of information that affect clothing purchased, influences and/or makes the final purchase decisions and whose money pays for purchases. The section dealing with clothing behaviour included how adolescents compare their wardrobes with those of their peers, the relationship of clothing to self-concept and why items of apparel are purchased. The personal data section included selected demographic information which was intended for use in analysis. The important conclusions of the study were: there was a significant difference between the younger and older adolescents with regard to their shopping practices and clothing behaviour; body-hugging clothing was popular (an influence of media and advertising); the boys chose and purchased much of

their own outerwear but most of them were dependent on their parents; majority of the respondents considered their friends the best source of new ideas and information regarding clothing. Clothing was related to the concepts that younger and older boys had of themselves. However, younger boys concentrated on their physiques whereas older boys were concerned with their health. The adolescents had many motives for purchasing clothing items; they perceived comfort and neat appearance to be the most important.

In a study by Culp (1986)¹⁴⁰, the objectives included developing a plan for a basic wardrobe for the corporate man based on body type. The study involved surveying owners and managers of men's better clothing stores to develop a descriptive profile of the stores and the respondents and to ask for the merchants' recommendations for the corporate man's basic wardrobe. Results indicated three ideal body types and basic wardrobe recommendations that correspond with each body type.

Dress in organizations is ubiquitous yet it has been overlooked in organizational studies. Dress can reflect and create a variety of organizational dynamics. A study by Rafaeli and Pratt (1993)¹⁰² offers a frame work to consider these dynamics. Three dimensions - attributes of dress, homogeneity of dress and conspicuousness of dress are identified. Relationship among these dimensions and organizational processes are proposed. Dress is argued to indicate internal and external processes. Dress also can affect individual and organizational outcomes, including employee compliance and legitimation, organizational image and utilization of human resources.

Application of life style research to consumer wardrobe planning was done by Rochat (1993)¹⁰⁶. According to the researcher, investments in wardrobe should be spent where they will be most utilized. A uniform or standardized survey and method of analyzing data would be beneficial for use by home economists in helping consumers plan functional cost-effective wardrobes. The researcher concluded that a modification of the 67 lifestyle item battery

used by Gutman and Mills is a good basis for a lifestyle questionnaire or interview. Their research provided retailers with a profile of lifestyles segments, but the research could also be applicable in the field of home economics and wardrobe planning for the consumer.

Kwon (1994)¹⁴¹ investigated the relationship between feelings toward clothing and males' and females' self-perceptions of their emotions, sociability, and work competency. 112 male and 273 female college students completed questionnaires concerning the perceived effects of clothes. Results indicate that positive feelings toward one's clothing were related positively to self-perceived emotion, sociability, and work concerning the perceived effects of clothes. Self-perception of emotion was more related to subject's feelings toward their clothing than sociability or work competency. There were significant overall gender differences in the relationship of clothing to self-perceptions of emotion, sociability, and work competency. These relationships were greater for females than for males.

Kwon and Parham (1994)¹⁴² identified the dimensions of clothing functions given two different situations: (1) for when a person feels fat or feels they have gained weight (Fat State), and (2) when a person feels more slender or feels they have lost weight (Slender State). Data collected from 172 working women and 172 college women resulted in five factors that contribute to clothing functions: fashion, camouflage, assurance, individuality, and comfort. Significant differences were found between clothing functions for the Fat and Slender States, indicating that the motivations concerning clothing functions for the two states were basically different. When subjects perceived themselves to be fat, scores for camouflage, comfort, individuality, and assurance were negatively correlated with weight factors. However, when subjects felt slender, the only significant association was a low negative correlation of camouflage scores with weight factors.

Another research (Saiki, 1996)¹⁴³ examines the relationships among visual sections from the top to the bottom and from the left to right side of

fashionable women's garments. The research questions explore 1) trends in the horizontal and vertical proportion of women's fashionable day and evening wear from 1945 to 1995 and 2) proportions most used in women's fashionable day and evening wear. Data were collected from Vogue magazine from 1945 to 1995. Results from analyzing 5,457 photographs indicate more common and specific trends in vertical and horizontal proportions. Horizontal proportions found in trends and the most common for day wear and evening wear were 50/50, 100/0 (one division), and 33/33/33. For evening wear 100/0 was more common than for day wear. Vertical proportion varied more than horizontal proportion for day and evening wear. The identification of proportions used in fashionable dress from 1945 to 1995 contributes to the understanding of fashion, its change over time, and its relationship to society.

Paff and Lakner (1997)⁹⁶ studied dress and the female genders role in magazine advertisements. This content analysis of magazine advertisements was conducted to examine changes from 1950 to 1994 in gender orientation of roles and dress of women in advertisements and to investigate ways in which women's dress has been used in advertisements to socially construct the female role. Findings indicate that women were most often depicted in feminine roles and dress. As time progressed dress became somewhat more masculine, but roles remained consistently feminine. Findings suggest that advertisers in Good Housekeeping and Vogue have not depicted women realistically. No direct relationship between the gender orientation of the women's roles and dress was observed; gendered roles of activity did not vary with traditional gender stereotypes of appearance within magazine advertisements across time. This finding is interpreted as a possible reflection of social changes related to the postmodern era. The need to reconsider the relationship between appearance and gender roles in a postmodern context is addressed.

The self-perceived influence of parents, siblings, friends and media on adolescent clothing choice was examined in a survey of 478 adolescents in the 6th, 9th and 12th grades from two Midwestern school districts by Wilson and

MacGillivray (1998)¹³⁴. Differences in self-perception of who or what has the most influence on the clothes adolescents choose to wear were examined by chi-square analysis and found to be significant for grade, ethnicity and residence. Friend influence increased with grade, whereas parental influence decreased. Blacks were influenced most by media, whereas Whites were influenced most by friends. Rural adolescents were influenced more by friends than were urban adolescents. Of those indicating media as most influential in their clothing choices, significant differences were found for gender, grade, ethnicity and residence. Findings reveal that media is the most important self-perceived influence on Black adolescents, is less influential with females, gains influence as adolescents age, and has almost twice as much influence on urban adolescents as rural.

A study was conducted by Daswani (2000)³⁵ with the objective to find out the influence of television on clothing preferences of junior college girls. A sample of 135 junior college girls were selected from nine different colleges: Three elite colleges of Western and Southern Mumbai, three colleges from Central Mumbai and three religion based colleges of Mumbai. Questionnaire was used as a research tool for this survey. The study reveals that, personal choice and college atmosphere were the most important factors which influenced the choice of clothes of majority of the teenagers' from all the three college categories. Amongst the various media, television was the most influential factor on almost every adolescent's choice of clothes. Partial adaptation or incorporation of clothing styles was more compared to full adaptation in case of adolescents from elite colleges. Full adaptation was more in case of adolescents from religion based colleges and Central Mumbai colleges compared to elite colleges. The influence of other media like magazines and news papers was almost similar to that of influence of television in case of adolescents from Central Mumbai colleges and Religion based colleges. In case of adolescents from elite or Hi-fi colleges, the influence of magazines was less compared to the influence of television. The influence of internet in all the 3 college categories was less compared to other media, namely, T.V., magazines & news papers. Majority of the respondents

from all the 3 categories were satisfied with how they chose their clothes. The overall study reveals that the influence of T.V. viewing was highest in case of religion based colleges.

2.3 Occupational Uniforms

Preet (1981)⁹⁹ studied the attitude of college teachers and students towards the introduction of uniforms in college with the help of an attitude scale. The attitude scale was classified under five areas which could have affected the attitude of teachers and students towards uniforms. These areas were: economic, social, discipline, developing a nationalistic spirit and preparation for future life. The researcher concluded that both students and teachers showed a favourable attitude towards the introduction of uniforms in colleges under all the five areas. Their overall attitude towards the introduction of uniforms in college was also significantly favourable.

A comparative study was conducted by Goel (1988)⁵⁵ to find out the attitude of managers in offices which have uniforms and which do not have uniforms. The attitude was measured by constructing a scale based on Thurston technique of scale construction. The sample consisted of 60 respondents belonging to managerial category in semi-government offices which have uniforms and 60 were from offices which did not have uniforms. Results showed that both categories had a favourable attitude towards having a uniform for their jobs. Those in uniformed jobs wanted it to be continued and those in non-uniformed jobs wanted uniforms to be introduced.

Brar (1998)²¹ studied the uniforms of Commissioned Officers of the Indian Navy to find out the occasions of wearing uniforms, the details of the items of

uniform, the items included in different uniform groups and the number of items of uniforms possessed by the respondents and its psychological effect on the wearer. The details of the different articles of the uniform and the accessories are described in detail.

The psychological effect of the uniform was measured by a scale prepared by the researcher. It revealed:

- Uniform is an influential means to teach an individual to work within the rules and regulations, thus uniform is a symbol of discipline.
- Uniform promotes a feeling of unity as it removes caste differences and race prejudices and brings about oneness.
- A feeling of patriotism, courage and honour is produced by wearing the uniform of a given regiment whose members are comrades in war and peace.
- Uniforms were also associated with feeling of authority.
- The overall personality of the wearer is enhanced by the uniform.
- A negative feeling of monotony was also associated with uniforms.
- Comfort and efficiency were listed as advantages of uniforms.
- The respondents felt that uniforms abolish the unnecessary expenses to the wearer.

They were satisfied with the fabric, quality, fit, colour, and construction features of their uniforms.

The effect of uniforms on non-uniform apparel expenditure was researched by Norum, Weagly & Norton (1998)⁹³. This study examines the impact of uniform purchases on household expenditures for selected non-uniform apparel subcategories based on an economic model of conditional demand. Expenditure computations are estimated using the 1990-1991 Consumer Expenditure Survey (USA). The results suggest that, on average, consumers do not substitute uniforms for other apparel purchase. Further, uniforms and non-uniform apparel appear to be complements in consumers' purchase, resulting in greater household expenditures on non-uniform apparel. These results are a first step in understanding the economic effect that uniform

purchases, mandated by employers, have on household clothing expenditures.

The uniforms of staff on different ranks of Indian Airlines and Air India were studied by Mittal (1998)⁸⁸. The uniforms along with various accessories, footwear and insignia have also been discussed in detail. One of the objectives of the research was to find the level of satisfaction and comfort the airline staff received from their uniforms. The salient findings of their research were as follows:

- Uniform was an important part of the job. To create uniformity in the airline, same type of material was given to staff members irrespective of their rank. It was found that majority of the staff in both airlines i.e. Indian Airlines and Air India were satisfied with the quantity of their uniform, maintenance charges or tailoring charges, footwear allowances given by the organizations.
- Uniform of the airline staff was the latest design and fashion. Design, texture and prints changed frequently according to the management convenience. Staff, both male and female of Indian Airlines and Air India wanted improvement in the type of material, texture, colourfastness, wrinkle resistance and appearance of the uniform. Winter uniform was considered better than the summer uniform.
- Different insignia like epaulettes, wings, peak-caps, were used as a part of uniform enhancing the attire in order to emphasize the rank of the individual in the airline.
- Majority of the staff was satisfied with the uniform provided by the organization. Uniform helped in building discipline and co-operation among the staff.
- Uniform of the staff, especially females, gave them the nationalistic identity of being Indians, while going abroad; they found themselves very close to their origin. A smaller percentage of airhostesses wanted the sarees to be replaced by salwar-kameez, a comfortable and convenient dress which would give them a nationalistic look. All male

and female staff of both airlines were proud of their uniforms as it represented the world famous airlines i.e. Indian Airlines and Air India.

- No other organization in India could provide such elaborate and beautiful designs from designer collections.

Amba (2001)² traced the history of British legacy of dress-code of members of Bar and Judiciary and compared it with the present day style of clothes for the same profession. An interview-cum-questionnaire schedule was prepared and used to collect data from 200 respondents including Chief Justice of India, Judges and Senior Advocates- both male and female. The black and white colour dress-code originated in the 17th Century and has remained till present times. All respondents wanted it to continue as it gives them a distinct identity in India and abroad. A vast change has taken place in details of the fabric and garment construction over the years. There is flexibility in the choice of fabric to suit the climatic conditions. The black gown is now worn only during winter and not in summers, as it causes discomfort during the hot summer months. The respondents were satisfied with the colour, style and comfort provided by their official/professional clothes. The lady respondents preferred to wear salwar-kameez than sari as a court dress, both in summer and winter season. They found salwar-kameez much more comfortable during working hours. The researcher concluded that all respondents had a positive attitude towards their dress, in spite of little difficulty in maintenance and discomfort in summers. They were proud to have their own dress code. They were of the opinion that the dress-code helps to realize their duty towards their client and society. It enhances the personality of the wearer and gave them the confidence to fight for the truth.

In a study on the uniform of nursing staff working in different hospitals of Chandigarh by Sehgal (2001)¹¹³ the following findings emerged:

- There was prescribed uniforms for all according to rank.
- Majority of nursing staff were satisfied with their uniforms and uniform allowance.
- The summer and winter uniforms were made of different fabrics.

- Respondents found their uniform practical and suitable for assigned job.
- Uniforms allowed them the freedom of movement while on duty and were comfortable.
- A feeling of equality, discipline, duty consciousness and devotion was attributed to the uniform.
- All the nursing staff took pride in their uniform as it provided them with a distinctive identity and enhanced the image of the organization.

A sample of patients was also included in this research to find their opinion of uniform of the nursing staff. They were of the view that the colour and texture of the uniforms were attractive and insignias used gave the staff a smart appearance. No change was suggested by the respondents in the uniforms as they were of the opinion that it would lead to identification problem of different ranks to the patients.

Juneja (2002)⁷¹ studied the uniforms of police personnel of different categories. General police, Traffic police, Mounted police, Commando police, Police bands, Motorcycle riders and Anti-rioters. The main objectives of the research were:

- To study the purchasing pattern of uniform articles, number of articles possessed, laundering, ironing and storing pattern.
- To study the different considerations regarding the features and constructions details of police uniforms.
- To get information regarding achievements and psychological implications of the uniform.

The salient findings of the research were:

- Police clothing store provided uniforms to police and non-gazetted officers only at nominal rates. Fabric for shirts, trouser, overalls, breeches, ladies shirts and salwars was also provided. The respondents got stitching charges for those articles of clothing.

- Majority of the respondents got their upper clothing, lower clothing, footwear and leg-wear articles from market as well as police clothing store while accessories from police clothing store only.
- Majority of the respondents were satisfied with the number of articles of uniform possessed by them. Most of the articles were laundered at home but some articles like peak caps and ceremonial uniform articles were dry-cleaned.
- Other details regarding storage and maintenance of uniform have been discussed at length.
- The responses to the questions relating to fabric and construction reveal that the respondents found their summer, winter and ceremonial uniform durable, of good colour, shrink, wrinkle and stain resistant, easy to store. They were satisfied with cut, fit, design and stitching of their uniforms. They did not find their summer uniforms to be colour fast.

The achievements and psychological implications perceived as an effect of uniform were:

- Social achievements- The uniforms were capable of creating good impressions on the onlookers; give them a feeling of uniformity, conformity, co-operation and status.
- Moral achievements- The uniforms achieved the feelings of patriotism, authority, unity and brotherhood, discipline and obedience.
- Psychological achievements- The respondents felt that uniforms enhanced their personality and gave them impression of modesty. The respondents also felt that uniforms made their life dull and there was a lack of individuality.
- Physiological achievements- The uniforms provided comfort to the wearer thereby increasing the efficiency at work and uniforms also provided them protection.
- Economic achievements- According to the respondents the uniforms were economic in terms of money but not in terms of time.
- The uniforms gave the respondents a distinctive identity.

Natu (2004)⁹⁰ reported that the friendly neighbourhood postman was all set to undergo an image makeover. The traditional khaki uniforms will be shed for a more cheerful, bright blue outfit. The uniform for the male staffers shall be dark blue trousers and a light blue full-sleeved shirt in Terecot fabric, while female employees shall be supplied with a light blue sari having a dark blue border or salwaar-kameez in the same combination. This was a part of the Postal department's plan to mark its 150th anniversary; officials believe it would also build the brand value of the department. The Postmaster General said that the traditional role of a postman had changed over the years. Today, postmen also collect and pay phone bills for residents and gather statistics for government agencies. The colour change in their uniform will be in tune with their extended role.

The views of students and teachers regarding dressing norms for college-wear were published in a leading national newspaper (Olivera, 2004)⁹⁵. Most teachers were of the opinion that by the time the students reach college level they get fed up of uniforms and want to wear something different. However, they felt that some norms and restrictions should be imposed because at times youngsters lack the sagacity to judge what is good for them and what is not. A scholarly atmosphere should be maintained on the campus. Majority of the students wanted freedom to decide their clothes for college-wear. A small group felt that dress code and uniform are associated with the pride and goodwill of the institution and uniforms should be compulsory in colleges. They felt that the campus was for shaping the student's character and career and not to flaunt their fashion taste. The students in Mumbai, when interviewed by the newspaper expressed that they knew what was appropriate for campus-wear and there was no need to set a code.

The state government issued orders to change the uniform of nurses in government hospitals from white frock with stockings and belt to fawn coloured salwar-kameez or sari. A group of nurses had been demanding this change as they found the old uniform inconvenient while attending to patients.

However, another group of nurses rebelled against the order and sought redressal from the court. There was a stay on the order imposing the new uniform. This caused a widespread discontent as many had placed the order for the new uniform and some had already started wearing it (Anonymous, 2004)⁴.

The hottest debate peppering the aviation sector is: Should the air-hostesses be trendier, or should she be cast in a more traditional mould? Significantly, there are takers for both. The flamboyant Vijay Mallya was all for pretty young things in even prettier outfits circling the Kingfisher passengers. The more conservative Air Deccan, promoted by the low-frills czar G.R.Gopinath, was keen on hostesses who have a neutral accent and an Indian personality. "The air hostess is like an ambassador" says Manoviraj Khosla, who designed the uniform for Kingfisher Airlines (Hector, 2004)⁶¹. The uniform for this airline was predominantly red. The skirt finishes above the knee and the jacket cuts were internationally styled. Air Deccan's strategy is diametrically opposite. According To Gopinath, CEO Air Deccan, the key was to impress the customer with the right ambience. They change costumes to suit a certain festive mood. For example, their hostesses wear Kerala saris for Onam".

The new Army Chief ordered all officers at Army Head Quarters to wear full combat fatigues (worn during wars) minus weapons every Friday (Aroor, 2005)⁷. The rationale behind this decision was that officers should be psychologically battle ready even while working at their desks.

The most interesting debate that has been reported is regarding the dress code enforced by a headmistress of a school in West Bengal for school teachers (Bhargave, 2005)¹⁵. The Head Mistress insisted that saris should be worn by school teachers, Salwar kameez could be worn if the fit was loose. She went a step further and banned the use of make-up such as: lipstick, kajal, fancy bindis, etc. It was reported that the students of that school complained that the teachers spoke about values which were not reflected in their attire. Four teachers initially resisted the order but gave in when the

headmistress did not relent. The Chief Minister was asked to intervene; he stated that Government will not pass any orders on non-academic issues. The Chair-person of National Commission for Women commented that the headmistress was justified in her decision and the teachers should maintain decorum in the institutions of education. This created a furore in the teaching fraternity.

Air India introduced new uniforms for its flight and ground staff in September 2005, to impart a make over in the image of the national airline (Sharma, 2005)¹¹⁵. V.Thulasidas, CMD, Air India said his vision for the new dress code was something that reflected the Indianness of A-I while reflecting an India that is vibrant, energetic, IT savvy and economically powerful. The new uniforms were based on the rich culture of India with a modern touch. Reputed Indian designers like Ritu Beri, Satya Paul and J.J.Valaya worked with French designer Pierre Cardin.

2.4 Work Wear for Women

Most academic research on business clothes has focused on what executives perceive as appropriate attire for women in managerial roles (Dillon 1980). Although notions of what constitutes appropriate dress of women in various occupations are widespread, little evidence exists to show that clothing perceived as most appropriate for women business executives is really most effective in conveying professionalism and enhancing employment opportunities. Therefore, it is important to examine empirical evidence in order to document the effect of clothing on perception of the wearer.

Several studies have explored gender differences in perceptions of female attire that may or may not be suitable for business or professional contexts. In general, these studies have suggested that females are more receptive to women's business attire than are males. Or, at least, males respond to different criteria in women's business attire. One study indicated that males' and females' perceptions of female business attire were generally similar overall, although formality was emphasized more by males in perceptions of appropriate business attire (Dillon, 1980)³⁷. Another study expanded the range of clothing styles shown to include social as well as business attire (DeLong, Salusso-Deonier and Larntz, 1983)³⁶. Overall, the males' response showed less variation than female responses or male response patterns were more consistent. Males responded to female attire as relatively more sexy, conspicuous, formal and elegant than did female receivers. As in Dillon's (1980)³⁷ study, formality was more important in the male response. Males tended to like business dress somewhat less, view it as less fashionable, less attractive and less exciting than social dress. Females differentiated business from social dress more than did males; females were also more sympathetic to the idea of business dress (DeLong, Salusso-Deonier and Larntz, 1983)³⁶.

Harp, Stretch and Harper (1981)⁶⁰ investigated the effect of apparel on the credibility of television newscasters and found that clothing style exerted a strong effect on the perceived credibility of the newscasters. Both male and female newscasters were perceived by viewers to be more credible when dressed in conservative clothing (a tailored business suit) than when wearing casual or trendy clothing. O'Neal and Lapitsky (1991)⁹⁴ found that appropriate dress resulted in higher credibility ratings.

This receptivity towards female career appearance on the part of females was reinforced in another study (Kelly et al., 1982)⁷⁷, where females had more favourable views of line drawings of career appearances than did males. Also, females were more favourable about the concept of appropriate work-role attire. One explanation for this gender difference is that females may

place more faith in the ability of a female career aspirant to present a favourable professional impression.

Considerable research has shown that clothing cues provide a basis for inferences about the wearer's management characteristics thus creating an avenue through which an applicant can communicate a professional image. Forsythe, Drake and Cox (1984, 1985)^{48, 49} investigated the effect of systematic variation of masculinity of female applicants' dress on the perception of selected management characteristics and hiring decisions. Increased masculinity of the applicant's dress resulted in greater perception of management characteristics and more favourable hiring decisions for managerial positions.

Cash (1985)²⁵ hypothesized and found that a managerial grooming style (less feminine clothing and hairstyle) was superior to a non managerial grooming style for women in management, especially when evaluated by males. Research by Heilman and Saruwatari (1979)⁶² found that a more feminine (and attractive) appearance was a disadvantage for women applying for management positions, but not for non management or clerical positions.

One study manipulated the level of female attractiveness and appropriateness of dress for a hypothetical entry-level management position within a large corporation (Bardack and McAndrew, 1985)⁸. It found that both attractiveness and being well-dressed are assets, with physical attractiveness being weighted more heavily. An unattractive person could increase her chances of being hired from 68 to 76 percent by dressing well, whereas an attractive woman could enhance her chances from 82 to 100 percent. Female perceivers were especially hard on an unattractive applicant. Only 58 percent indicated that they would hire her. In contrast, 80 percent of the men said they would.

Clothing is a highly visible medium of communication that conveys much information about the wearer. Furthermore, researchers have found that

people generally agree on what clothing cues mean. A professional woman's clothing may be used as a cue to her efficiency and motivation as well as to her status and personality (Solomon 1986)¹¹⁹. Clothing cues may also influence the evaluation of performance (Lapitisky 1981, Veilhaber 1965)^{81,132}, credibility (Harp et al 1981, O'Neal 1991)^{60,94} and perceptions of intelligence and scholastic achievement (Behling 1991)¹¹.

A study by Carey (1988)¹³⁷ was designed to determine the influence of an image improvement through dress program on clothing use, body cathexis, clothed body cathexis, and self-concept. Subjects were 29 working women who were administered a body cathexis scale, clothed body-cathexis scale, Tennessee self-concept scale, and clothing use instrument. T-test determined body cathexis scores had improved, but the clothing use instrument indicated the improvement was not necessarily due to the adoption of clothing styles. Body cathexis scores compared to clothed body cathexis scores indicated that clothed body cathexis and body cathexis were different constructs.

Forsythe (1990)⁴⁷ had executives in banking (a traditional occupation) and marketing (a less traditional occupation) evaluate women candidates for management positions in their respective fields. She found that more masculine clothing resulted in more favourable perceptions of managerial characteristics and more favourable hiring recommendations regardless of occupation.

Rosenberg (1991)¹⁰⁷ conducted a study of creating a political image by shaping appearance and manipulating the vote. The key question addressed in the study was whether political consultants shape a candidate's appearance in such a way as to influence voters' preferences. To explore this question, an attempt was made to discover the components of a favourable political image and then use that information to manipulate voters' preferences. Photographs of over 200 women were analyzed and the features of the women's appearance which affected the quality of the image projected were isolated. Using this information, a make-up artist and photographer were

employed to shape the appearance of six women. Photographs of the women were then placed on campaign flyers along with information on the women's political party affiliation and their position on several key issues. Pairs of flyers were used to create mock elections. The results of these elections suggest that it is possible to shape a political candidate's image in a way which may affect electoral outcomes.

In 1991, Damhorst & Fiore³⁰ examined how personnel interviewers evaluated appropriateness of skirted suit ensembles for middle management job interviews. The study was repeated in 2002 (Damhorst, et al)³¹ to see if evaluations have changed eleven years later. During the 2002 study pant suits were added to the variables because women wearing pants to work became more common during the 1990s. The respondents for both the studies include 42 female & 27 male human resource managers, recruiters & employment interviewers for 69 businesses. Each respondent was asked to sort through 113 colour photographs of a wide variety of women's ensembles and rank them as "Appropriate for an interview", "Inappropriate for an interview" and "May be appropriate or unsure." The findings of 2002 vs. 1991 studies were as follows -

- Overall, the most appropriate suits in 2002 were more conservative in style detail and colours than were the suits selected as most appropriate in 1991. Back then, green and gold colours were found in highly appropriate suits, not just subdued neutrals. Low-contrast, "quiet" plaids were found in some highly ranked suits in 1991. Skirt and jacket could be coordinated separates, not necessarily made of the exact same material. All top-ranked jackets did not have collars and lapels in 1991. While the 2002 top-ranked suits almost all had a tailored convertible collar and lapels. Some skirts were pleated in 1991, adding to style variety of top-ranked suits.
- In the 1991 appropriate cluster, suits were perhaps more formal overall than appropriate 2002 suits; the latter included some pantsuits worn with more casual knit tops among the top 46 suits. The outfits in 2002

tended to incorporate even less jewellery and accessories than the already sparsely accessorized 1991 suits.

- One main difference in 2002 suits was that a bit more of the upper chest area could be revealed. Suits could be worn with no apparent blouse, shirt or scarf underneath, as long as neckline exposure was not too deep. That degree of neck exposure was rarely seen in appropriate 1991 suits. It seems that modesty requirements have relaxed ever so slightly, but only in neck-lines and not in skirt lengths.

An inductive study of the everyday decisions about dress at work of female administrative employees in a university business school was carried out by Rafaeli et. Al. (1997)¹⁰³. The findings reveal that dresses are an attribute embedded in a variety of cognitive schemata that governs individuals' comprehension of behaviour at work. In acquiring and executing these schemata, employees make efforts that enhance their emotional preparedness for jobs and improve interpersonal relations. The study offers implications for theory and research on organizational symbolism, role taking and the current political trend toward relaxed dress.

The research wing of "Images-Business of Fashion" undertook a country wide survey that sought to unravel the prevailing psyche of Indian women with regard to their dressing habits (Singh & Sen, 2003)¹¹⁶. The urban working women were chosen as the target sample for the reason that this segment can act as the harbinger for change.

The major issues explored in this study were:

- What do the Indian working women usually wear in office,
- What does their wardrobe comprise of,
- Product features that matter most while selecting the garment,
- Purchase psychology,
- How do they prefer to dress up for different occasions, and
- To what extent do media and advertisements influence their purchase decisions.

The findings of the study were based on the responses of 891 respondents to a structured questionnaire which was administered using electronic mail and courier services. The respondents were from the four Metro cities and several other important cities in India. The respondents were in the age group 21 to 45 years.

Study findings indicate:

- Maximum usage of Ethnic Salwaar-Kameez (34.3%) by Indian working women at the workplace.
- Formal Shirts with Trousers (28%) were the second most widely used work wear.
- Indo-Western Kurtas with Trousers (10%) ranked next.
- This was followed by Formal Shirt with Jeans (6.9%) and
- Finally the traditional Sari (5%).

The study then assessed the age factor impact:

- Formal Shirt with Trousers was the most widely used dress combination among women in 21-25 years and remained a popular choice up to 31-35 years age group.
- More interestingly, it was observed that the 31-35 years age group of working women was the most forthcoming in experimenting with all sorts of dress combinations.

The findings of the study reveal that while selecting a garment working women place

- Maximum emphasis on the fit.
- Design and Style come next on priority, followed by
- Fabric and Colour.
- Least emphasis was given on brand name and price.

The study tried to understand the psychology that goes behind every purchase decision.

- Dignified looks emerged as the top consideration.
- Comfort came second.
- Followed by Exclusivity, Feminine and Beautiful appearance in that order.

The evaluation of influence of media and advertisement on purchase decisions gave following conclusions

- Print media advertisements cast maximum influence on garment purchase decisions; its influence was felt by 63% of the respondents.
- Influence of electronic media was slightly lower.
- Point-of-purchase promotions and occasional schemes by retail outlets is fast gaining influence as over 8% working women said they were always influenced and another 26% said they were often influenced by these in their purchase of garments.

It was concluded that the garment purchase pattern among Indian working women is in a stage of transformation. Price is no longer an overriding factor. The young woman entering the world of work looks for fit, style and good fabric while selecting a garment. She wants the garment to provide her with elegance, comfort and exclusivity.

A two hour workshop, "Body Image – What You Weigh or What You Wear," was created by an interdisciplinary team of an Extension educator in nutrition and an Extension clothing specialist (Tondl and Henneman, 2004)¹⁴⁵. This new approach to county Extension programming provided an opportunity to look at the holistic individual when it comes to body image related to weight and clothing choices. Program objectives were: (a) recognize criteria for a healthy weight (b) identify the effect of clothing choices on body image perception and (c) improve self-esteem through clothing choices that enhance body image. The program content integrated nutrition research on healthy weight with body image aspects of clothing and self-esteem. The clothing selection portion explored the effects of line, design, colour and fabric on impression of body size through a check list, illustrations and experiential activities. Experimental activities included writing a brief description of your body for personal use, experimenting with actual garments and fabric to determine effect on body image and doing a clothes sort as a home assignment. Program participants included employees from the State Health Department, a University, banks, investment corporations and other individuals from the general public. Participants completed an evaluation at

the end of the workshop. Of 188 respondents, 96% indicated a better understanding of a “healthy” weight. Three months later, a follow-up questionnaire was sent to 125 participants. The total returned was 63%. Approximately 66% of the respondents reported enhanced self-esteem as a result of the program; 99% were using the information to make better clothing decisions.

A study on design preferences of non-Caucasian working women for business jackets was conducted by Stoyanova and Yoo (2004)¹⁴⁴. The purpose of this study was to identify consumer characteristics that were related to the clothing design preferences of non-Caucasian working women. The sample included non-Caucasian working women who wear business jackets to work at least once a week. Although the study did not find significant differences in design preferences affected by ethnicity, the findings displayed the importance of consumer characteristics on design preference formations for the selected minority groups. The results showed a relatively high preference for a loosely fitted, bust and waist deep neckline jacket style by older respondents. Respondents who work in a larger department with more colleagues preferred a loosely fitted, hip length, waist deep neckline style. Larger respondents displayed a relatively high preference for a semi-fitted, short length, above bust neckline and a notched collar jacket style. Taller respondents preferred a tunic level, fitted, bust deep neckline and rounded collar jacket style.

Yadav et al (2005)¹³⁵ studied the existing clothing practices of women at workplace. For the study, 25 respondents were selected per city from 4 different cities. The total 100 respondents comprised of lectures, executive managers, doctors and business women. Information pertaining to the existing clothing preferences of the respondents at the workplace was collected. The important findings were that: cotton was the most preferred material for the both summer and winter, majority of the respondents preferred light colours for their garments, fabrics with small floral prints were preferred over line, checks, abstract prints and plain fabrics. The most

preferred dress at work place was salwar-kameez. The choice of the garment was significantly associated with the age of the wearer.

A method of objectively designing the optimum silhouette of ladies' garments based on fabric mechanical properties, rather than relying on designers' experience was developed by Niwa et al (1998)⁹². The optimum silhouette was objectively discriminated by a discriminant equation. Approximately 300 fabric samples for ladies' garments were classified into three silhouette groups –tailored, anti-drape, and drape-by eight experts in tailoring and designing. Fabric mechanical properties were selected for discrimination and measured for all samples. Canonical discriminant analysis was applied to derive equations with higher discriminant efficiency using the basic mechanical parameters of tensile, shearing and bending properties as well as fabric weight. The analysis confirmed that the objective method provides highly accurate discrimination.
