



Research Paper

Clothing Interests of Adolescents In Relation To Parenting Style and Family Structure.

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ABSTRACT

Clothing has become an essential component of our lives in the current consumer-oriented society. We allocate a certain amount of time each day to selecting our attire. Additionally, a significant amount of effort is spent on the decision-making process when selecting and purchasing clothing; interest in clothing is highest during adolescence and early twenties. The expression of self through clothing behavior is visible during these years. Parents have a substantial influence on reshaping their children's fashion preferences. Although it is crucial to allow children to express their distinct personalities, parents can guide them in helping them make suitable and fashionable choices when it comes to clothing.

The research investigates the clothing interests of adolescents and their relation to parenting style and family Structure. The research was conducted on a sample of 200 adolescent girls from Kapurthala. The study utilized the Gurel-Creekmore Clothing Interest Questionnaire. The dimensions of the questionnaire are general clothing Interest, modesty, conformity, self-concept, and psychological awareness. The results of ANOVA (analysis of variance) revealed that certain dimensions of adolescents' clothing interests show differences with respect to their parenting styles and family type.

KEYWORDS: Adolescents, General Clothing Interest, Modesty, Conformity, Self-concept, Psychological awareness.

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I. INTRODUCTION

The term "adolescence" is derived from the Latin word "adolescere" and refers to a period of transition into adulthood (Steinberg, 1993). In general, the terms "adolescent" and "teenager" are interchangeable and denote the age range of thirteen to nineteen. Additionally, the British Nutrition Foundation (2001) defines adolescence as the period of existence that spans from childhood to adulthood. However, when viewed from a behavioral perspective, adolescence is not only a period of rapid physiological changes but also a period that is susceptible to the influence of external social factors. In other words, a thorough understanding of adolescence should include the social, psychological, and physiological development of teenagers. The interest in apparel is at its peak during the late teens and early twenties, as it is considered to be one's second skin. These years are characterized by the prominent showcase of self-expression through clothing behavior.

Clothing can highlight the self-confidence, behavioral changes, attractiveness, and personal character of the wearer. Every teenage girl wants to display her self-confidence and personality through her clothes, and she wants to dress differently from others. Teenage girls are thus quite picky about their attire choices. They will especially take into account certain elements influencing teenage girls' choice of and purchase of a dress. Clothing in certain societies serves as a means of conveying indicators of income, social status, age, occasion, and gender. There are four main types of factors that affect clothes choices: social factors, economic factors, environmental factors, and psychological factors. In social factors, the cultural background of the person and his or her upbringing influence their selection of clothing. So parental style and family type both affect the clothing selection of a person. So, an attempt has been made to study the clothing interests of adolescent girls in relation to their parenting style and family structure.

II. REVIEW OF LITERATURE

Clothing interest is a person's behavior, opinions, knowledge, close attention, concern, and curiosity in clothes—their own as well as those of others. (Gurel 1974) People's clothes-related interests can be seen in their experimental methods, readiness to commit, time, money, and effort, and knowledge of present fashion trends (Gurel 1974; Kaiser 1997; Lukavsky, Butler, and Harden 1995) Different teenagers have different interests in clothes depending on their views on it and its respective value. These variations are related to the broad ideas and self-perceptions that show themselves in many spheres of life. Factors like body image (Horn and Gurel, 1981), physical beauty (Mac Gillivray and Wilson, 1997), social acceptance among peers (Smucker and Creekmore, 1972), and individual personality qualities (Hoelter, 1985) shape the degree of interest in garments. In addition to these elements, clothing has extra dimensions. It can be classified into five primary components: General clothing Interest, Modesty, Conformity, Self-concept, and Psychological awareness.

Clothing Interests

Piacentini, and Mailer (2004) found that the clothing choices made by young people are closely connected to their self-concept, acting as a means of self-expression and a way of assessing the people and situations they come across. According to Page and L Davis (2010), the decisions of youthful consumers in the fashion industry are significantly influenced by modesty. Modest fashion choices are frequently sought and purchased by youth consumers who prioritize modesty in their fashion preferences. Rhee and Johnson (2012) investigated the relationship between adolescents' self-concept and brand image congruency and their affinity for an apparel brand. Adolescent consumers favored garment brands that were associated with their intended social self-concept, according to researchers. Shetty and Dr.Kotian (2012) investigated the psychological consequences of early adolescents' purchasing behaviors and found that most respondents believe that the purchasing decisions of young people are psychologically influenced by factors such as color, texture, brand, and style. Rusli and Hadijah (2017) investigated the degree of conformity among junior high school pupils who were engaged in fashion. The results of the study indicated that the participants' fascination with fashion during junior high school was significantly influenced by their friends. According to Chandel, Sharma, and Kucheria (2019), adolescents prioritized appearance over safety, uniqueness, and experimentation when selecting clothing. In another study conducted by Vingilyte and Khadaroo (2022), a person's clothing style reflects who they are, what they desire to be, and how they exhibit their creativity.

Carlson and Grossbart (1988) Mothers who are authoritative or permissive engage in more conversation with their children regarding consumption compared to mothers who are authoritarian or ignoring. Authoritative mothers impose greater restrictions on consumption compared to permissive mothers. Mangleburg (1992) looked into how parenting style, family hierarchy, and family type affected how much impact kids had over family consumption choices. Shergill, Sekhon, and Zhao (2013) revealed that children have an important role in the decision-making process of families when it comes to purchasing. The extent of their influence varies on factors such as the specific product, the parents, the child, the stage of the decision-making process, and the features of the family. Children are no longer passive consumers but rather actively engage in their families' shopping decisions.

Flurry, (2006) revealed that children in less traditional and conservative homes have more control and influence over purchasing behavior. Chaudhury and, Hyman, et. al. (2019) Adolescents had greater materialistic attitudes and more impulsive purchasing when residing in non-traditional families compared to dual-parent households.

Family Structure

The term "Family Structure" pertains to whether a family is classified as nuclear or joint. A nuclear family consists of a single couple along with their children and any other dependents. A joint family is a family that consists of two or more families of brothers.

Parenting styles

Parenting style is a socialization process that has been the focus of increasing research. The term "constellation of attitudes" refers to a collection of beliefs and feelings that a parent conveys to their kid. These attitudes, when combined, produce an emotional environment that influences the parent's actions towards the child. This concept was described by Darling and Steinberg in 1993 (p. 488). Parents with varying parenting philosophies differ in many ways when it comes to socializing their kids, such as how they try to discipline their kids and get them to comply, as well as how kind and understanding they are with them. Baumrind (1971) introduced the Typological Approach, which has had a significant influence on studies on parental style and socialization over the past thirty years. Baumrind's taxonomy of parental styles consists of three separate types of parental control: Authoritarian, Authoritative, and Permissive.

Authoritarian parents: Authoritarian parents exert a significant amount of control over their children and restrict their independence. They prioritize the importance of respecting authority, work, and tradition.

Authoritative parents: Authoritative parents possess a strong sense of their rights as adults, while simultaneously acknowledging and respecting the unique interests of their children. They perceive the rights and obligations of adults and children as mutually reinforcing, and so aim to achieve an ideal balance between the rights of parents and the developmental needs of children. Although they are kind and encouraging, they still demand that kids behave responsibly (Baumrind 1971).

Permissive - Permissive parents view children as friends and spend less time with them. They impose no rules and allow their children to do his or her activities.

Clothing Interests

The interest in clothing among different adolescents varies depending on their attitudes towards clothing and the relative importance they place on it. These distinctions are related to personal general notions and self-perceptions that arise in numerous facets of life of the secondary characteristic of an individual's personality is their clothing. Several things influence an individual's interest in clothing. The factors of clothing interest are classified into five primary components (according to Gurel-Creekmore) viz. - General Clothing Interest, Self-concept, Conformity, Psychological awareness, and Modesty.

I. General Clothing Interest: This element evaluates the frequency or extent to which an adolescent engages in particular clothing behaviors.

II. Conformity: This component assesses how a teenager selects and adorn clothing, as well as their cognitive and emotional attitudes about clothing, concerning their reference group or subgroup.

III. Modesty: This component evaluates the degree to which the adolescent conforms to socially recognized standards by wearing modestly to conceal their sexual body parts.

IV. Self-Concept: This element measures the adolescent's overall perception of their intrinsic value as an individual.

V. Psychological Awareness: This factor signifies the heightened sensitivity of adolescents to clothing as a stimulus, which impacts their view of both others and themselves.

OBJECTIVES OF THE STUDY

1. To study the Clothing Interests of adolescents.
2. To study the Clothing Interests of adolescents in relation to their parenting styles.
3. To study the Clothing Interests of adolescents in relation to their family structure.
4. To study the interaction effect of parenting style and family structure on the Clothing Interests of adolescents.

HYPOTHESES OF THE STUDY

H1: There is no significant difference in the Clothing Interests of adolescents in relation to their parenting styles.

H2: There is no significant difference in the Clothing Interests of adolescents in relation to their family structure.

H3: There is no significant difference in the Clothing Interests of adolescents with respect to their parenting styles and family structure.

III. METHODOLOGY

The study on the Clothing interests of Adolescents and their relation to Parenting style and Family structure was conducted on girls enrolled in Urban Private Schools in the Kapurthala district. The study focused on 200 girls from five CBSE (Private) schools in Kapurthala who were enrolled in 10+1 and 10+2 classes. Purposive sampling was the method used to choose the sample. Parenting Style and Family Structure was studied as independent variable. Clothing Interests was studied as dependent variable.

TOOLS USED FOR THE STUDY

The following tools have been used in the study to collect the data

A quantitative descriptive survey having the Gurel-Creekmore Clothing Questionnaire comprises 57 statements with each statement being rated on a 5-point Likert scale was done. The statements were based on five dimensions i.e. General Clothing Interest, Modesty, Conformity, Self-concept, and Psychological awareness. Parenting Style scale developed by Divya and Manikandan (2013) was considered. It measures the perceived parenting style of the children with regard to three dimensions viz. authoritarian, authoritative, and permissive.

IV. RESULTS AND DISCUSSIONS

Table 1: Descriptive Statistics of Clothing Interest and its dimensions among adolescents

	N	Mean	Std. Deviation	Skewness	Kurtosis
General Clothing Interest	200	3.58	.368	-.066	-.223
Modesty	200	3.15	.482	-.119	.049
Conformity	200	2.91	.602	.037	-.522
Self-Concept	200	3.43	.473	-.168	-.367
Psychological Awareness	200	3.20	.609	-.008	-.031
Clothing Interest	200	3.25	.300	.199	-.302

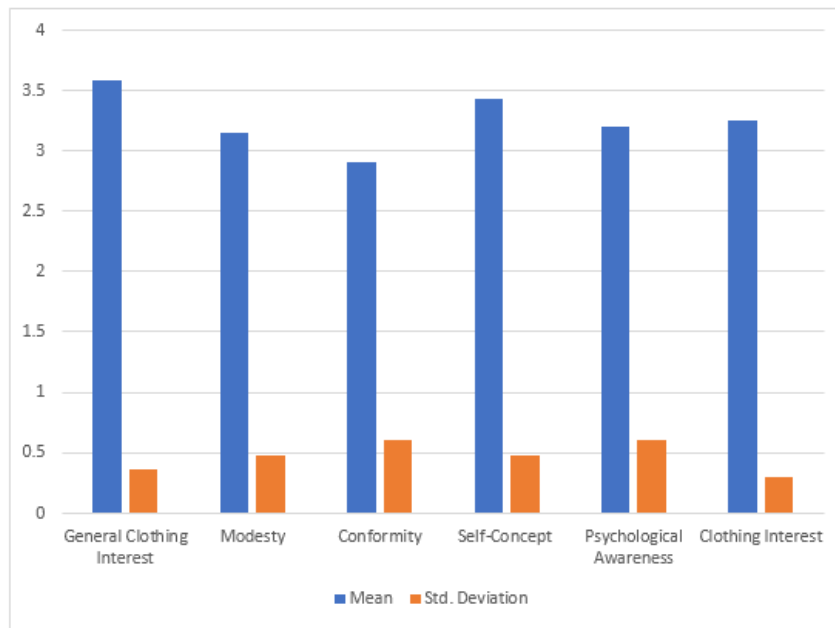


Fig: 1

Means and Standard Deviations of dimensions of Clothing Interest and overall clothing interest

The Table 1 depicts the mean, standard deviation, skewness and kurtosis on the scores of clothing interest and its dimensions viz. general clothing interest, modesty, conformity, self-concept and psychological awareness. The mean of General clothing Interest is 3.58 and the standard deviation is .368 whereas the mean of Modesty is 3.15 and the standard deviation is .482. The mean of another dimension conformity is 2.91 and its standard deviation is .602 Mean and standard deviation of dimensions self-concept and psychological awareness are 3.43 & .473 and 3.20 & .609 respectively. Overall clothing interest mean is 3.25 and standard deviation is 0.3.

Self-Concept				
Parenting Style	Family Structure	Mean	Std. Deviation	N
Authoritative	Nuclear	3.27	.482	37
	Joint	3.46	.596	36
	Total	3.37	.547	73
Authoritarian	Nuclear	3.43	.363	29
	Joint	3.48	.444	32
	Total	3.46	.405	61
Permissive	Nuclear	3.40	.454	32
	Joint	3.55	.423	34
	Total	3.47	.442	66
Total	Nuclear	3.36	.442	98
	Joint	3.50	.493	102
	Total	3.43	.473	200
Psychological Awareness				
Parenting Style	Family Structure	Mean	Std. Deviation	N
Authoritative	Nuclear	3.11	.502	37
	Joint	3.17	.723	36
	Total	3.14	.618	73
Authoritarian	Nuclear	3.09	.570	29
	Joint	3.24	.750	32

Table 2: Means and Standard deviations on the scores of dimensions of Clothing Interest

General Clothing Interest				
Parenting Style	Family Structure	Mean	Std. Deviation	N
Authoritative	Nuclear	3.49	.347	37
	Joint	3.57	.318	36
	Total	3.69	.337	73
Authoritarian	Nuclear	3.38	.488	29
	Joint	3.29	.561	32
	Total	3.49	.409	61
Permissive	Nuclear	3.45	.298	32
	Joint	3.48	.366	34
	Total	3.54	.333	66
Total	Nuclear	3.57	.368	98
	Joint	3.58	.369	102
	Total	3.58	.368	200

Modesty				
Parenting Style	Family Structure	Mean	Std. Deviation	N
Authoritative	Nuclear	3.08	.47000	37
	Joint	3.23	.51693	36
	Total	3.15	.496	73
Authoritarian	Nuclear	3.11	.53235	29
	Joint	3.15	.48810	32
	Total	3.12	.506	61
Permissive	Nuclear	3.10	.45018	32
	Joint	3.20	.44729	34
	Total	3.15	.447	66
Total	Nuclear	3.09	.478	98
	Joint	3.19	.482	102
	Total	3.15	.482	200
Conformity				
Parenting Style	Family Structure	Mean	Std. Deviation	N
Authoritative	Nuclear	2.71	.544	37
	Total	3.17	.670	61
Permissive	Nuclear	3.24	.581	32
	Joint	3.34	.494	34
	Total	3.29	.536	66
	Joint	2.83	.640	36
	Total	2.78	.590	73
	Authoritarian	Nuclear	2.90	.635
Joint		2.93	.638	32
Total		2.92	.632	61
Permissive	Nuclear	3.06	.48721	32
	Joint	3.03	.63326	34
	Total	3.04	.563	66
Total	Nuclear	2.89	.566	98
	Joint	2.93	.637	102
	Total	2.91	.602	200
Total	Nuclear	3.14	.547	98
	Joint	3.25	.662	102
	Total	3.20	.609	200

Table 3 Summary of 3*2 analysis of variance (ANOVA) of Clothing Interest among adolescents in relation to their parenting styles and Family Structure.

General Clothing Interest					
Source	Type III Sum of Squares	df	Mean Square	F	Sig.
PS	1.450	2	.725	5.562	.004
FS	.012	1	.012	.096	.757
PS*FS	.147	2	.073	.563	.570
Error	25.291	194	.130		
Total	2586.471	200			
Modesty					
Source	Type III Sum of Squares	df	Mean Square	F	Sig.

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PS	.025	2	.013	.053	.948
FS	.501	1	.501	2.137	.145
PS*FS	.113	2	.056	.240	.787
Error	45.510	194	.235		
Total	2025.587	200			
Conformity					
Source	Type III Sum of Squares	df	Mean Square	F	Sig.
PS	2.373	2	1.187	3.312	.039
FS	.043	1	.043	.119	.730
PS*FS	.108	2	.054	.151	.860
Error	69.500	194	.358		
Total	1766.295	200			
Self-Concept					
Source	Type III Sum of Squares	df	Mean Square	F	Sig.
PS	.454	2	.227	1.026	.360
FS	.926	1	.926	4.189	.042
PS*FS	.212	2	.106	.479	.620
Error	42.900	194	.221		
Total	2398.464	200			
Psychological Awareness					
Source	Type III Sum of Squares	df	Mean Square	F	Sig.
PS	.869	2	.435	1.164	.314
FS	.531	1	.531	1.423	.234
PS*FS	.076	2	.038	.101	.904
Error	72.422	194	.373		
Total	2123.160	200			
Clothing Interest					
Source	Type III Sum of Squares	df	Mean Square	F	Sig.
PS	.224	2	.112	1.252	.288
FS	.295	1	.295	3.296	.071
PS*FS	.031	2	.016	.174	.841
Error	17.385	194	.090		
Total	2134.505	200			

* PS-Parenting Style

**FS-Family Structure

Parenting Styles

The perusal of Table 3 conveys that the value of the F-ratio for Clothing Interest and its dimensions of General Interest, Modesty, Conformity, Self-concept, and Psychological Awareness of Adolescents in relation to Parenting Styles came out to be 5.562, .053, 3.312, 1.026, and 1.164 respectively. Out of these F-ratios, General Clothing Interest with F-ratio 5.562 was found to be significant with $p < .05$, and Conformity with F-ratio 3.312 was found to be significant with $p < .05$. Therefore, General Clothing Interest and Conformity of adolescents differ significantly in relation to their parenting styles. Hence Hypothesis 1 viz. "There is no significant difference in the Clothing Interests of adolescents in relation to their parenting styles" is not accepted.

Table 4 : Summary of Tukey's post-hoc HSD test

Dependent Variable: General Clothing Interest				
(I) Parenting style	(J) Parenting style	Mean Difference (I-J)	Std. Error	Sig.
Authoritative	Authoritarian	.2003*	.06263	.005
	Permissive	.1445	.06133	.051
Authoritarian	Permissive	.0558	.06413	.660

It is revealed clearly from Table 4 that adolescents whose parents have authoritative parenting style have significantly different general clothing interest than adolescents whose parents have authoritarian parenting styles. On the other hand, there is no significant difference in general clothing interest of adolescents whose parents have authoritative parenting styles from those whose parents have permissive parenting style. Also, there is no

significant difference in the General Clothing Interest of adolescents with respect to authoritarian and permissive styles of parenting. On analysing Table 2 it is clear that the general mean of clothing interest scores of adolescents having authoritative parents is 3.69 and authoritarian parents is 3.49. This shows that authoritative parenting allows for more exploration and self-expression in clothing choices than authoritarian parents. Authoritative parents discuss expectations and listen to their children's preferences. Teens can express their individuality through clothing choices that still meet parental guidelines.

Table 5 : Summary of Tukey's post-hoc HSD test

Dependent Variable: Conformity				
(I) Parenting Style	(J) Parenting Style	Mean Difference (I-J)	Std. Error	Sig.
Authoritative	Authoritarian	.1346	.10383	.399
	Permissive	.2617*	.10166	.029
Authoritarian	Permissive	.1271	.10631	.457

It is revealed from Table 5 that adolescents whose parents have authoritative parenting styles have significantly different conformity than adolescents whose parents have Permissive parenting styles. On the other hand, there is no significant difference in Conformity of adolescents whose parents have authoritative parenting styles from those whose parents have authoritarian parenting styles. Also, there is no significant difference in the Conformity of adolescents with respect to authoritarian and permissive styles of parenting. On analysing Table 2 it is clear that the mean conformity scores of adolescents having authoritative parents is 2.92 and permissive parents is 3.04. With authoritative parenting there is balance in freedom and guidance, and open communication of expectations and limitations, hence authoritative parents create an environment for the self-exploration of adolescents in their clothing styles. The absence of discussions with permissive parents about personal style might make adolescents less confident in self-expressing in clothing interests.

Family Structure

The perusal of Table 3 conveys that the value of the F-ratio for Clothing Interest Dimension- Self-Concept is 4.189 which is significant at the .05 level ($p < .05$). Hence the hypothesis H2 viz. "There is no significant difference in the Clothing Interests of adolescents in relation to their family structure" is not accepted for the dimension Self Concept of Clothing Interest.

Further from mean table 2, it is clear that the mean score for the self-concept dimension of clothing interest for adolescents with joint family is 3.50 and is more than the self-concept dimension of clothing interest for adolescents with nuclear family which is 3.36. In a joint family, adolescents are exposed to a wider range of opinions and styles from parents, aunts, uncles, and even older cousins. This can help them develop a more specific understanding of fashion and how clothes can represent identity. A larger social environment of a joint family can provide adolescents with more opportunities to explore self-concept through clothing choices

Parenting Styles x Family Structure

From perusal of Table 4, it is clear that the interaction of Parenting styles and family structure has no significant effect on the scores of clothing interest and its dimensions of adolescents Hence there is sufficient evidence to not to accept the hypothesis H3 viz. "There is no significant difference in the Clothing Interests of adolescents with respect to their parenting styles and family structure."

V. CONCLUSION

Clothing serves as a means of expressing one's identity to society (Stone, 1962), and is widely regarded as a significant source of information when meeting unknown individuals (Piacentini & Mailer, 2004). The interest in apparel is at its peak during the adolescent stage. A variety of factors influences adolescent's interest in clothing. The findings of the study indicate that the self-concept dimension of Clothing interests of adolescents is influenced by their Family structure. Adolescents living in a joint family get more opportunities to interact with family members and often have shared resources including wardrobes and accessories which provide wider range of clothing options, thereby expanding their choices and enhancing self-expression as compared to adolescents living in nuclear families. It was also concluded that adolescents raised by authoritative parents typically have distinct fashion tastes from those of authoritarian and permissive parents. In addition to valuing a healthy balance between control and freedom, authoritative parents are more inclined to support their adolescents' individuality and allow them to make decisions within specified limits. Conversely, permissive parents might be less strict and

let their teenagers wear whatever they want, while authoritarian parents might have tougher guidelines when it comes to attire. It was also found that adolescents who have authoritative parenting styles exhibit substantially different conformity in clothing than adolescents who have permissive parenting styles. Authoritative parenting provides a harmonious blend of independence and direction, along with open communication regarding expectations and boundaries. Consequently, authoritative parents create an atmosphere that encourages adolescents to explore their individuality through their clothing style.

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