Research Article

The Development And Validation Of Clothing Preference Scale (Cps)

Payal Kanwar Chandel[1], Yogita Sharma[2]

Abstract

Clothing is not only the covering of body using sheets made of natural or man-made fibres, but it is the visible attitude, identity, values and personality that one wears to show the world 'who he is', this makes it more of a psychological phenomenon and thus demands a measurement tool that can measure Clothing Preference of an individual. The present research is aimed to understand the factors that frame this preference among young adults. The purpose of this research is development of a Clothing Preference Scale (CPS), to assess the clothing preference of student population. This 21-item scale measures clothing preference based on four dimensions i.e., Appearance, Experimenting, Identity, and Media on a 5-point Likert scale. The scale is standardized on 359 regular students, who were either enrolled in high schools or colleges of Jaipur city (Rajasthan). The scale it has its application in clothing and textile industries for creating styles, colors, patterns etc. that are preferred by public (neuro-marketing). It will help the researchers to understand the psychological aspects of clothing preference among young adults.

Keywords: Clothing preference, young adults, student population

Introduction

Clothing (also referred to as apparel, clothes, or attire) would be something worn on the human body. Clothing is often made of fibres, animal skin, and other thin sheets of materials sewed together. Moreover, it is considered a significant characteristic of human civilizations.Mood, personal style, gender, comfort, (Barquet, &Balam, 2015) body shape, social and geographical characteristics are some of the significant determinants related to clothing preferences. Clothing acts as a shield between the skin and the environment, protecting from harmful and infectious diseases. Moreover, Clothing also serves as a social norm. However, in the twenty-firstcentury clothing was regarded as a means of obtaining acceptance as members of a particular community as well as a means of expressing one's individuality and creativity (Kodzoman, 2019). In a study, Wolfe (2012) demonstrates a significant relationship between emotions and the type of clothes one selects. Moreover, clothing preference has been significantly influenced by personal attributes (Reed, 1973), value, attitude, and mood(Kaiser, 1990). Clothing is a way to show oneself in a particular way. Clothing is considered as an extension of one's physicalidentity (Shim et al. 1991) that is seen to amend one's appearance (Schilder,1950). Sontag and Lee (2004), in a related way,

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[1]Associate Professor, Department of Psychology, Central University of Haryana. paayalchandel@cuh.ac.in
[2]Research Scholar, Amity Institute of Behavioral and Allied Sciences, Amity University Rajasthan. yyogitasharma09@gmail.com

Payal Kanwar Chandel[1], Yogita Sharma[2]

acknowledged the value of body appearance in clothing preferences. Clothing is not only the covering of body using sheets made of natural or man-made fibres, but it is the visible attitude, identity, values and personality that one wears to show the world 'who he is', this makes it more of a psychological phenomenon and thus demands a measurement tool that can measure Clothing Preference of an individual.

The first Clothing Interest tool was developed by Gurel and Gurel (1979). The original inventory comprised 89-items based on eight factors (1) Concern with Personal Appearance (2) Experimenting with Appearance (3) Heightened Awareness of Clothes, (4) Clothing as Enhancement of Security (5) Clothing as Enhancement of Individuality, (6) Conformity (7) Modesty and (8) Attention to Comfort. However, the present scale includes four factors, three factors from the original scale namely Concerning with Personal Appearance, Experimenting with Appearance, and Clothing as Enhancement of Individuality. Moreover, the above-incorporated factors in the present scale have been renamed as Appearance for Concerning with Personal Appearance, Experimenting for Experimenting with Appearance, and Identity for Clothing as Enhancement of Individuality. Likewise, the fourth factor included in the present scale is Media.

To date, there are very few scales to assess Clothing Preference, and one of the extensively used was developed by Gurel and Gurel (1979). Therefore, in this premise, the researcher intends to assess some of the significant determinants of Clothing Preferences among young adults.

Development of Scale

Since the assessment of the individual opinion on Clothing preference was to be made, a comprehensive list of 28 items referring to the purpose of the study was prepared. The whole scale was dedicated to assessing four major areas that impact Clothing preference i.e., Appearance, Experimenting, Identity, and Media. Each item on the CPS has 5 response options ranging from 5 = Always, 4 = Many a times, 3 = Sometimes, 2 = Rarely, and 1 = Never. The scoring is done by simply adding each encircled response. The score of each item adds up to measure total clothing preference of an individual.At the first stage, a large number of 150 respondents studying in various schools and colleges of Jaipur district (Rajasthan) were taken. The age of the sample ranged from 15-24 years.

At the second stage, the obtained data were tabulated and item analysis was carried out to calculate the discriminatory power of the scale items. For this purpose, the arrangement of individual score profileswas done in descending order (highest to lowest). Next, two individual groups, one of 27% from the highest order and the other 27% from the lowestscoring were created. The mean scores on all the items were determined. Out of 28 items, 7 items (3 items from Appearance, 3 and Experimenting domain, and 1 item from Identity) were rejected due to their lower discriminating index. The items with discriminating indices ranging between .2 to .4 were retained in the final draft of the test with little modifications.

The final draft of the scale comprised 21 items. The dimension-wise distribution of items in the scale is: Appearance (CP4, CP10, CP14, CP18), Experimenting (CP 3, CP 9, CP13, CP 17), Identity (CP 2, CP 6, CP 8, CP12, CP 16, CP 20), and Media (CP1, CP 5, CP 7, CP 11, CP15, CP19, CP21).The items in the scale were divided as per the purpose of each factor to be assessed. The final draft of the scale was again administered to a sample of 359 School and College going students and the psychometric properties were determined.

Psychometric properties of the Scale

Reliability

To determine the accuracy of a standardized measure, it is necessary to consider the scale's reliability. However, when designing criteria and making an overall decision about the consistency of any standardized test as a whole within a given context, professional and practitioner associations have often put these questions within wider contexts. The internal accuracy (reliability) of the scale was determined by using Cronbach's alpha.

Table 1 depicts the descriptive statistics for items and the scale's reliability coefficient

Table 1:Descriptive statistics of Items

Item No.	Items	M (SD)	Variance
CP1	I feel uncomfortable if my dressing is not in line with the models in industry.	2.10 (1.74)	1.32
CP2	I make it a point that my dresses get me the identity.	3.47 (1.62)	1.27
CP3	I follow the latest clothes each season to conform my style.	3.27 (1.71)	1.31
CP4	I carefully choose the accessories to use with each outfit.	3.51 (1.75)	1.32
CP5	Choice of color in my dresses is influenced by my favorite actor/actress choice.	2.19 (1.68)	1.29
CP6	I prefer dresses that make me the Star of the function.	3.26 (1.94)	1.39
CP7	While going for a party/ function I prefer to choose clothes that are similar to my favorite actor/actress.	2.31 (1.97)	1.40
CP8	I buy clothes to boost my self-confidence.	3.49 (1.84)	1.35
CP9	My mood of the day decides what to wear.	3.25 (2.07)	1.43
CP10	I am very particular about the color combinations of my dress.	3.73 (1.50)	1.22
CP11	I follow the latest trend of clothes showcased/used in movie/serial /reality shows.	2.47 (1.70)	1.30
CP12	I prefer to buy clothes that are different.	3.48 (1.56)	1.25
CP13	I experiment a lot on mix and match.	3.00 (1.82)	1.35
CP14	For any festival and occasion my wardrobe is ready for something to wear.	3.48 (1.78)	1.33
CP15	My wardrobe is inspired by latest trends shown in fashion magazines.	2.46 (1.69)	1.30
CP16	I try to maintain my wardrobe in line with the latest trend.	3.05 (1.69)	1.30
CP17	Before actually putting on the dress I always give it a trial with matching accessories	2.82 (2.17)	1.47
CP18	I always plan in advance about what to wear.	3.15 (2.07)	1.44
CP19	To choose my accessories I closely watch models/actors/actress for what they carry.	2.18 (1.87)	1.37
CP20	I try to buy clothes with the best brand.	3.37 (1.88)	1.37
CP21	I follow the dressing style of my favorite actor/actress.	2.18 (1.51)	1.23

Table 2: Descriptive statistics for scale

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	Scale Means if item deleted	*Corrected item-total Correlation	Cronbach's alpha if item deleted
CP1	60.10	.47	.87
CP2	58.73	.45	.87
CP3	58.93	.50	.86
CP4	58.69	.38	.87
CP5	60.01	.48	.87
CP6	58.94	.48	.87
CP7	59.88	.56	.86
CP8	58.71	.44	.87
CP9	58.95	.41	.87
CP10	58.47	.40	.87
CP11	59.73	.61	.86
CP12	58.72	.34	.87
CP13	59.20	.41	.87
CP14	58.72	.36	.87
CP15	59.74	.64	.86
CP16	59.15	.61	.86
CP17	59.37	.43	.87
CP18	59.04	.39	.87
CP19	60.01	.47	.87
CP20	58.83	.39	.87
CP21	60.02	.56	.86

Table 3:Descriptive statistics of Scale and Reliability (Cronbach's alpha)

	N	*M*	*SD*	Variance	Alpha Coefficient	No. of items
Clothing Preference Scale	359	62.20	15.05	226.77	.87	21

Table 4: Cronbach's alpha for Clothing Preference Scale and its dimensions

Scales and their dimensions	*Alpha coefficient
Appearance	.71
Experiment	.64
Identity	.63
Media	.74
Overall Clothing Preference	.87

Validity

Content Validity: The content validity of the scale is borne out by the method of item selection. The universe of the items covered was wide enough to include all aspects of Clothing preference based on gender and educational institutions. In this premise, all possible sources of information i.e., a review of pertinent literature on clothing and its related aspects were used. Also, the items were scrutinized by numerous experts on the subject matter. For evaluating content validity, the draft was sent to a panel of five expert analysts, to rate each item on a scale of 4 to 1; 4 relevant, 3 fairly relevant, 2 less relevant, and 1 not relevant. The Content Validity Index (CVI) of the Clothing preference Scale was estimated and 21 items not having an acceptable range were removed from the final scale.

Inter-Factorial Validity

The estimated inter-Factorial validity of the scale is reported in table 5. It is to confirm that all the variables are correlated to each other and measuring the same construct.

Table 5: Descriptive statistics and Inter-factorial validity

	M (SD)	Dimensions				
		Appearance	Experiment	Identity	Media	Clothing Preference
Appearance	13.87 (3.65)	1	$.49^{**}$	$.44^{**}$	$.33^{**}$	$.66^{**}$
Experiment	12.34 (3.63)		1	$.59^{**}$	$.48^{**}$	$.78^{**}$
Identity	20.10 (5.18)			1	$.45^{**}$	$.80^{**}$
Media	15.89 (6.88)				1	$.81^{**}$
Clothing Preference	62.20(15.05)					1

$^*p < .05.$ $^{**}p < .01$

Standardization

The scale has been standardized in terms of Mean and Standard Deviation and Secondly, in terms of grade norms

Table 6: Mean and S.D for Boys and Girls

Dimensions	Gender	Schools		College	
		M	SD	M	SD
Appearance	**Boys**	14.93	3.00	13.47	3.90
	Girls	12.54	4.09	14.25	3.32
Experiment	**Boys**	11.93	3.17	12.92	3.82
	Girls	10.83	3.56	12.62	3.56
Identity	**Boys**	20.26	4.29	19.55	5.55
	Girls	19.12	5.44	20.89	5.05
Media	**Boys**	17.20	5.41	16.42	7.33

Girls	13.63	6.24	15.71	7.17

GENERAL NORMS
Interpretation of Clothing preference in terms of Gender and Grade Norms

Table 7: Interpretation of Clothing preference among boys

Interpretation	Ranges of Scores			
	Appearance	Experiment	Identity	Media
Low	13 & below	11 & below	17 & below	12 & below
Average	14-16	12-14	14-22	13-20
High	17 & Above	15 & Above	23 & Above	21 & Above

Table 8: Interpretation of Clothing preference amonggirls

Interpretation	Ranges of Scores			
	Appearance	Experiment	Identity	Media
Low	12 & below	10 & below	18 & below	10 & below
Average	13-16	11-13	19- 23	11-17
High	17 & Above	14 & Above	24 & Above	18 & Above

Table 9: Interpretation of Clothing preference among school-going students

Interpretation	Ranges of Scores			
	Appearance	Experiment	Identity	Media
Low	13 & below	10 & below	17 & below	12 & below
Average	14-16	11-13	19- 21	13-18
High	17 & Above	14 & Above	22 & Above	19 & Above

Table 10: Interpretation of Clothing preference among college-going students

Interpretation	Ranges of Scores			
	Appearance	Experiment	Identity	Media
Low	12 & below	11 & below	18 & below	11 & below
Average	13-16	11-14	19- 23	12-20
High	17 & Above	14 & Above	24 & Above	21 & Above

Table11: Interpretation of Clothing preference among student population

Interpretation	Ranges of Scores			
	Appearance	Experiment	Identity	Media
Low	12 & below	11& below	18 & below	11& below
Average	13-16	11-14	19- 23	11-19
High	17 & Above	15 & Above	24 & Above	20& Above

Discussion

Based on the findings of the four factors i.e; appearance, experiment, identity, and media influencing the clothing preference among student population, it may be seen inferred that the person with higher score on any of the following factors may depict the following characteristics:

- **Appearance:** This factor refers to the interest in clothing as a matter of looks. The person chooses certain type of clothes because he/she believes that these clothes are making him/her appear better than the rest. The items related to appearancerefer to the individual's concern with how he/she presents himself in society. Individuals scoring high on it is concerned more about the way look.
- **Experimenting:** Experimenting refers to the tendency of an individual to get innovative with dress and accessories. To attempt to try new dresses, new combinations and new accomplishments to check the impact they create. The items related to experimenting refer to the individual's concern with how he/she incorporates innovation, creativity or novelty in clothing practice. Individuals scoring high on it are concerned more about trying new things to supplement their looks.
- **Identity:** Identity as a factor of clothing refers to the focus of an individual to create the individuality of his/her own by the way he/she looks. This person prefers to create an image through dresses and accessories. The items related to appearancerefer to the individual's concern with clothing to enhance their identity. Individuals scoring high on it are concerned more about the impression they create by the way they dress up.
- **Media:** This factor refers to the impact or influence of various forms of mediaon an individual's dressing sense. It tries to focus on evaluating how media frames our clothing preferences. The items related to media refer to the individual's concern with making him/herself look trendier and following the fashion trends and ikons. Individuals scoring high on it are concerned more about the fashion trends in the market.

Summary

The Clothing preference scale provides measure of Clothing Preference of young adults based on four empirically derived dimensions. The Internal consistency derived from the responses of 359 young adults revealed that the Clothing Preference scale has quite good reliability. The content validity and Inter-factorial validity are also high and acceptable. In sum, it may be said that the scale is highly reliable and valid tool to assess Clothing Preference of Young Adults.

Applicability of the Scale:

1. This scale may be used for self-analysis of Clothing Preferences of an individual.
2. It may help researchers to evaluate Clothing Preference along with its various dimensions *viz*, Appearance, Experimenting, Identity, and Media.
3. It may be applied to understand the psychological aspects related to clothing preference among youth.
4. This scale may be used to comprehend the determinants behind the selection of clothes in the clothing and textile industry.
5. It may help clothing and textile industries for creating styles, colors, patterns etc. that are preferred by public (neuro-marketing).

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