



# A Study on Preferences amongst Women and Trans women on Social aspects of Clothing

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## ABSTRACT

A trans woman is somebody who was tagged male at birth but has a feminine sexual orientation, consequently converted to be alive as a woman and referred to as the third gender. The present research study aimed to study the impact of gender i.e. women and trans women on the frequency, budget and brand preferences for the shopping for apparel. To conduct this study, the related literature on clothing practices, social aspects of clothing, trans women status and consumer behavior was reviewed. The survey method was adopted for Data collection. Purposive random sampling method in conjunction with snowball technique is used to select the samples for the study. A total number of 400 samples were selected among which 200 were women and 200 were trans women. The age group of the subjects selected for the study was 22 to 50 years. Factorial research design was used to see the impact of gender on the social aspects of clothing preferences i.e. frequency of shopping, budget and brand preferences. Data was analyzed using frequency method, percentage method and chi-square. The results shows that there was a significant association between gender and responses pertaining to the pre tested questions. This paper projects the relation between women and trans women on social aspects of clothing preferences to.

## KEYWORDS

Gender, Trans women, Social Aspects, Clothing Preferences

## INTRODUCTION

Clothing, similar to further facets of human being's physical look, has a variety of social aspects. Tiring precise forms of clothes or the way of wearing cloth can have the intentional reason, or the enviable or unwanted consequence, to correctly or incorrectly be interpreted in terms of community, earnings, faith and thoughts. A spectator can see the consequential, exclusive clothes, but may be mistaken about the degree to which the factors are relevant. All factors apply reversely for wearing inexpensive clothes, and likewise for other goods. Attire is usually made by stitching. Human beings dress in clothing first and foremost for warmth and guard him from the rudiments such as rainwater, sun revelation and wintry climate.

Gender identity reflects a deeply felt and intimate sense of one's own gender. everybody incorporates a identity, that is an element of their overall identity. A person's identity is usually aligned with the sex assigned to them at birth. Transgender (sometimes shortened to "trans") is associate degree umbrella term accustomed describe individuals with a good vary of identities – as well as transsexual individuals, cross-dressers (sometimes mentioned as "transvestites"), people that determine as third gender, et al. whose look and characteristics square measure seen as gender atypical and whose sense of their own gender is totally different to the sex that they were assigned at birth. Trans women determine as women however were classified as males when they were born. Trans men determine as men however were classified feminine when they were born. Transsexual women can be differentiated from other transgender populace by their tremendously brawny call for living entirely and eternally as women in disparity to their unique birth tag of male. Trans women search for bringing their bodily characteristics and sex language into superior harmony with their strapping gender identities so that their identities as women in conclusion turn out to be undoubtedly noticeable to their associates, families and colleagues. Though, some may be limited by their individual or societal conditions in their capability to attain this. Trans women habitually experience noteworthy affecting distress, frequently referred to as gender dysphoria, if not capable to live wholly as women. The extensive and hard procedure which trans women go from side to side in order to attain this is called transitioning and typically engrosses undergoing noteworthy medical support in the form of hormones and at times a variety of surgical processes. When these women complete their conversions, they may habitually no longer look upon themselves as being under the transgender sunshade. They might think having been transsexual to just be a feature of their medical past which has now been determined and so is no longer an issue in their life.

A variety of brands are available in the market for clothing. It includes a huge range not only in terms of price but also covers all other aspects of clothing. When consumers purchase outfits, they get ample of choices as per their interest and taste, budget and other backgrounds. It's not essential to be a keen fashionista, nor a style week habitual, to be aware of how essential our clothing sense is to our reputation in the surrounding community. The outfits which are dressed in propel influential indications to the peers and outsiders, representing the self image that was supposed to demonstrate.

## **SIGNIFICANCE OF THE STUDY**

In the present research study, social aspects of clothing preferences were being studied in relation to Women and Trans women. The impact of gender was seen through a set of three questions which were designed on the socio-economic aspects. This study is productive for the society as it put forth different social characteristic features of this particular gender which in turn will be resulting to establish some new facts and knowledge. This investigative research study will provide a preliminary speculative contribution to the field of fashion and branding.

## **OBJECTIVES**

1. To study the impact of gender i.e. women and trans women on the frequency of the shopping for apparel.
2. To study the impact of gender i.e. women and trans women on the budget for the shopping for apparel.
3. To study the impact of gender i.e. women and trans women on the brand preferences.

## HYPOTHESES

1. There will be a significant association between the gender and responses related to frequency of the shopping for apparel.
2. There will be a significant association between the gender and responses related to the budget for the shopping for apparel.
3. There will be a significant association between the gender and responses related to the brand preferences.

## SUBJECTS

Purposive random sampling technique in conjunction with snowball technique is used to select the samples for the present study. A total number of 400 samples were selected among which 200 were women and 200 were trans women. The age group of the subjects selected for the study was 22 to 50 years and belongs to middle income level group.

## METHODS

Factorial research design was used to see the impact of gender on the social aspects of clothing preferences i.e. frequency of shopping, budget and brand preferences.

## STATISTICAL ANALYSIS

To study the impact of gender i.e. women and trans women on the frequency of the shopping for apparel, to study the impact of gender i.e. women and trans women on the budget for the shopping for apparel and to study the impact of gender i.e. women and trans women on the brand preferences, frequency method, percentage method and chi-square was used.

The level of significance was set at 0.5 level of significance.

## RESULTS

- I. Findings based on responses from respondents related to the question “How often do you shop for apparel”?

Table – 1

Results showing association between gender and responses (Once a Week, Twice a week, twice a month, once a month and I rarely go) in relation to the responses pertaining to the question “How often do you shop for apparel”?

			Responses					Total
			Once a Week	Twice a week	Twice a month	Once a month	I rarely go	
Gender	Women	Observed Frequency	24	16	24	80	56	200
		Expected Frequency	35.9	16.0	56.4	59.9	31.9	200.0
		% within Gender	12.0%	8.0%	12.0%	40.0%	28.0%	100.0%
		% within Responses	33.3%	50.0%	21.2%	66.7%	87.5%	49.9%
		% of Total	6.0%	4.0%	6.0%	20.0%	14.0%	49.9%
	Trans Women	Observed Frequency	48	16	88	40	8	200
		Expected Frequency	36.1	16.0	55.6	60.1	32.1	200.0
		% within Gender	23.9%	8.0%	44.3%	19.9%	4.0%	100.0%
		% within Responses	66.7%	50.0%	78.8%	33.3%	12.5%	50.1%
		% of Total	12.0%	4.0%	22.2%	10.0%	2.0%	50.1%
Total	Observed Frequency	72	32	111	120	64	400	
	Expected Frequency	72.0	32.0	112.0	120.0	64.0	400.0	
	% within Gender	18.0%	8.0%	28.2%	29.9%	16.0%	100.0%	
	% within Responses	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	% of Total	18.0%	8.0%	28.2%	29.9%	16.0%	100.0%	

Figure -1

Graphical representation of association between gender and responses in relation to the responses pertaining to the question “How often do you shop for apparel”?

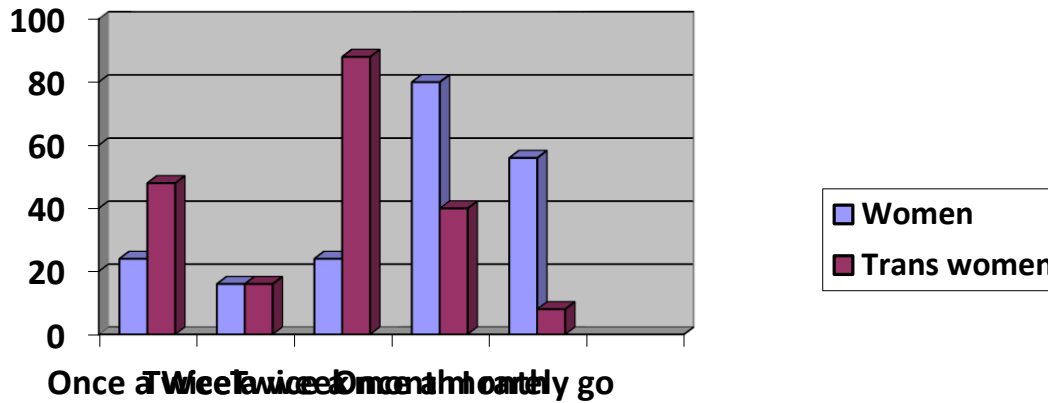


Table – 1 and Figure-1 shows association between gender and responses in relation to the response of “How often do you shop for apparel”? In relation to women, the observed frequency has been found 24, 16, 24, 80, and 56 respectively for once a week, twice a week, twice a month, once a month and I rarely go. The expected frequency has been found 35.9, 16.0, 56.4, 59.9, and 31.9 respectively for once a week, twice a week, twice a month, once a month and I rarely go. Percentage within gender has been found 12.0%, 8.0%, 12.0%, 40.0% and 28.0% respectively for once a week, twice a week, twice a month, once a month and I rarely go. Percentage within responses has been found 33.3%, 50.0%, 21.2%, 66.7% and 87.5% respectively for once a week, twice a week, twice a month, once a month and I rarely go.

In relation to trans women, the observed frequency has been found 48, 16, 88, 40, and 8 respectively for once a week, twice a week, twice a month, once a month and I rarely go. The expected frequency has been found 36.1, 16.0, 55.6, 60.1, and 32.1 respectively for once a week, twice a week, twice a month, once a month and I rarely go. Percentage within gender has been found 23.9%, 8.0%, 44.3%, 19.9% and 4.0% respectively for once a week, twice a week, twice a month, once a month and I rarely go. Percentage within responses has been found 66.7%, 50.0%, 78.8%, 33.3% and 12.5% respectively for once a week, twice a week, twice a month, once a month and I rarely go.

In case of total the observed frequency has been found the observed frequency has been found 72, 32, 113, 120, and 64 respectively for once a week, twice a week, twice a month, once a month and I rarely go. The expected frequency has been found 72.0, 32.0, 113.0, 120.0, and 64.0 respectively for once a week, twice a week, twice a month, once a month and I rarely go. Percentage within gender has been found 18.0%, 8.0%, 28.2%, 29.2% and 16.0% respectively for once a week, twice a week, twice a month, once a month and I rarely go. Percentage within responses has been found 100.0%, 100.0%, 100.0%, 100.0% and 100.0% respectively for once a week, twice a week, twice a month, once a month and I rarely go.

Table - 2

**Chi-Square Results related to the association between gender and responses (Once a Week, Twice a week, twice a month, once a month and I rarely go) in relation to the responses pertaining to the question “How often do you shop for apparel”?**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	94.721 <sup>a</sup>	4	.000
Likelihood Ratio	102.026	4	.000
Linear-by-Linear Association	49.538	1	.000
N of Valid Cases	401		
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 15.96.			

Table – 2 shows the chi-square results related to the observed chi-square value of 94.72 at 4 degree of freedom is found significant at 0.05 level of significance. This proves that there is a significant association between gender and responses (Once a Week, Twice a week, twice a month, once a month and I rarely go) pertaining to the question “How often do you shop”?

## II. Findings related to “What is your budget when purchasing clothing?”

Table – 3

**Results showing association between gender and responses in relation to the response (Below 1000 Rs, 1000 -2000 Rs, 2000-5000, 5000-10000 Rs and Above 10000 Rs) pertaining to the question “What is your budget when purchasing clothing?”**

			Responses					Total
			Below 1000 Rs.	1000 - 2000 Rs.	2000- 5000 Rs.	5000- 10000 Rs.	Above 10000 Rs.	
Gender	Women	Observed Frequency	16	96	64	24	0	200
		Expected Frequency	20.0	92.3	55.9	27.9	4.0	200.0
		% within Gender	8.0%	48.0%	32.0%	12.0%	0.0%	100.0%
		% within Responses	40.0%	51.9%	57.1%	42.9%	0.0%	49.9%
		% of Total	4.0%	23.9%	16.0%	6.0%	0.0%	49.9%
	Trans Women	Observed Frequency	24	88	48	32	8	200
		Expected Frequency	20.0	92.7	55.1	28.1	4.0	200.0
		% within Gender	11.9%	44.3%	23.9%	15.9%	4.0%	100.0%
		% within Responses	60.0%	48.1%	42.9%	57.1%	100.0%	50.1%

		% of Total	6.0%	22.2%	12.0%	8.0%	2.0%	50.1%
<b>Total</b>	Observed Frequency		40	185	112	55	8	400
	Expected Frequency		40.0	185.0	112.0	55.0	8.0	400.0
	% within Gender		10.0%	46.1%	27.9%	14.0%	2.0%	100.0%
	% within Responses		100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0%
	% of Total		10.0%	46.1%	27.9%	14.0%	2.0%	100.0%

**Figure – 2**

**Graphical Representation of association between gender and responses in relation to the response (Below 1000 Rs, 1000 -2000 Rs, 2000-5000, 5000-10000 Rs and Above 10000 Rs) pertaining to the question “What is your budget when purchasing clothing?”**

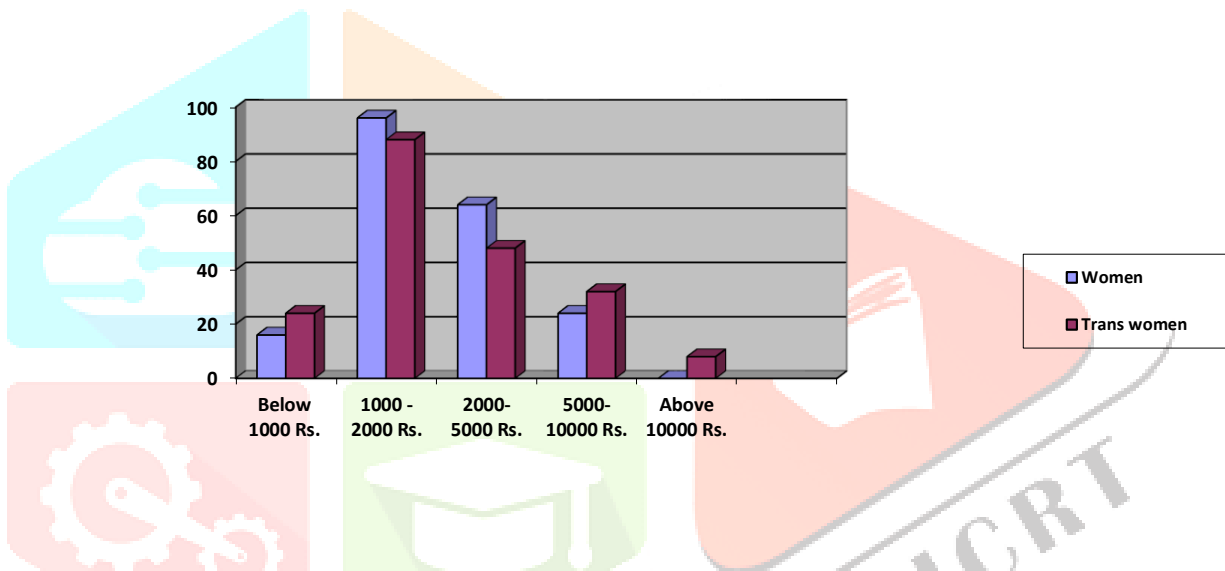


Table - 3 and Figure – 2 shows Association between Gender and Responses in relation to the response of “What is your budget when purchasing clothing?” In relation to women, the observed frequency has been found 16, 96, 64, 24, and 0 respectively for Below 1000 Rs, 1000 -2000 Rs, 2000-5000 Rs, 5000-10000 Rs and Above 10000 Rs. The expected frequency has been found 20.0, 92.3, 55.9, 27.9, and 4.0 respectively for Below 1000 Rs, 1000 -2000 Rs, 2000-5000 Rs, 5000-10000 Rs and Above 10000 Rs. Percentage within gender has been found 8.0%, 48.0%, 32.0%, 12.0% and 0.0% respectively for Below 1000 Rs, 1000 -2000 Rs, 2000-5000 Rs, 5000-10000 Rs and Above 10000 Rs. Percentage within responses has been found 40.0%, 51.9%, 57.1%, 42.9% and 0.0% respectively for Below 1000 Rs, 1000 -2000 Rs, 2000-5000 Rs, 5000-10000 Rs and Above 10000 Rs.

In relation to Trans women, the observed frequency has been found 24, 88, 48, 32, and 8 respectively for Below 1000 Rs, 1000 -2000 Rs, 2000-5000 Rs, 5000-10000 Rs and Above 10000 Rs. The expected frequency has been found 20.0, 92.7, 56.1, 28.1, and 4.0 respectively for Below 1000 Rs, 1000 -2000 Rs, 2000-5000 Rs, 5000-10000 Rs and Above 10000 Rs. Percentage within gender has been found 11.9%, 44.3%, 23.9%, 15.9% and 4.0% respectively for Below 1000 Rs, 1000 -2000 Rs, 2000-5000 Rs, 5000-10000 Rs and Above 10000 Rs. Percentage within responses has been found 60.0%, 48.1%, 42.9%, 57.1% and 100.0% respectively for Below 1000 Rs, 1000 -2000 Rs, 2000-5000 Rs, 5000-10000 Rs and Above 10000 Rs.

In case of total the observed frequency has been found 40, 185, 112, 55, and 8 respectively for Below 1000 Rs, 1000 -2000 Rs, 2000-5000 Rs, 5000-10000 Rs and Above 10000 Rs. The expected frequency has been found 40.0, 185.0, 112.0, 55.0, and 8.0 respectively for Below 1000 Rs, 1000 -2000 Rs, 2000-5000 Rs, 5000-10000 Rs and Above 10000 Rs. Percentage within gender has been found 10.0%, 46.1%, 27.9%, 14.0% and 2.0% respectively for Below 1000 Rs, 1000 -2000 Rs, 2000-5000 Rs, 5000-10000 Rs and Above 10000 Rs. Percentage within responses has been found 100.0%, 100.0%, 100.0%, 100.0% and 100.0% respectively for Below 1000 Rs, 1000 -2000 Rs, 2000-5000 Rs, 5000-10000 Rs and Above 10000 Rs.

Table – 4

**Chi-Square Results related to the Association between Gender and Responses (Below 1000 Rs, 1000 - 2000 Rs, 2000-5000, 5000-10000 Rs and Above 10000 Rs) in relation to the response of “What is your budget when purchasing clothing?”**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.291 <sup>a</sup>	4	.010
Likelihood Ratio	16.404	4	.003
Linear-by-Linear Association	.703	1	.402
N of Valid Cases	400		

a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is 3.99.

Table – 4 shows the chi-square results related to Association between Gender and Responses in relation to the response of “What is your budget when purchasing clothing?” The observed chi-square value of 13.291 at 4 degree of freedom is found significant at 0.05. This proves that there is a significant association between gender and responses related to the response of “What is your budget when purchasing clothing?”

### III. Findings related to “Only branded is preferred”?

Table – 5

**Results showing association between gender and responses (Always, Usually, Sometimes and Never) in relation to the response of “Only branded is preferred”?**

			Responses				Total
			Always	Sometimes	Usually	Never	
Gender	Women	Observed Frequency	40	64	88	8	200
		Expected Frequency	35.9	55.9	76.3	31.9	200.0
		% within Gender	20.0%	32.0%	44.0%	4.0%	100.0%
		% within Responses	55.6%	57.1%	57.5%	12.5%	49.9%
		% of Total	10.0%	16.0%	21.9%	2.0%	49.9%
	Trans Women	Observed Frequency	32	48	65	55	200
		Expected Frequency	36.1	56.1	76.7	32.1	201.0
		% within Gender	15.9%	23.9%	32.3%	27.9%	100.0%
		% within Responses	44.4%	42.9%	42.5%	87.5%	50.1%
		% of Total	8.0%	12.0%	16.2%	14.0%	50.1%
Total	Observed Frequency	72	112	153	63	400	
	Expected Frequency	72.0	112.0	153.0	64.0	401.0	
	% within Gender	18.0%	27.9%	38.2%	16.0%	100.0%	
	% within Responses	100.0%	100.0%	100.0%	100.0%	100.0%	
	% of Total	18.0%	27.9%	38.2%	16.0%	100.0%	



Figure – 3

Graphical representation of association between gender and responses (Always, Usually, Sometimes and Never) in relation to the response of “Only branded is preferred”?

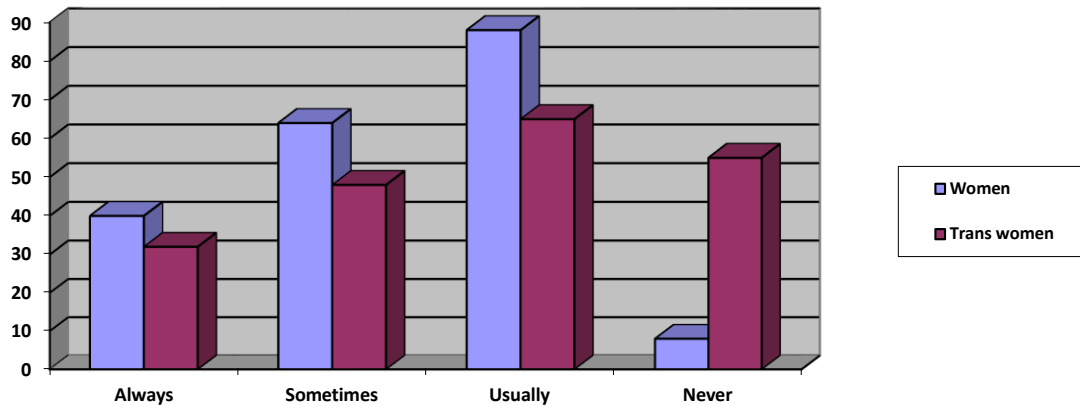


Table - 5 and Figure-3 shows association between gender and responses in relation to the response of “Only branded is preferred”? In relation to women, the observed frequency has been found 40, 64, 88 and 8 respectively for Always, Usually, Sometimes and Never. The expected frequency has been found 35.9, 55.9, 76.3, and 31.9 respectively for Always, Usually, Sometimes and Never. Percentage within gender has been found 20.0%, 32.0%, 44.0% and 4.0% respectively for Always, Usually, Sometimes and Never. Percentage within responses has been found 55.6%, 57.1%, 57.5.0% and 12.5% respectively for Always, Usually, Sometimes and Never.

In relation to Trans women, the observed frequency has been found 32, 48, 65, and 55 respectively for Always, Usually, Sometimes and Never. The expected frequency has been found 36.1, 56.1, 76.7 and 32.1 respectively for Always, Usually, Sometimes and Never. Percentage within gender has been found 15.9%, 23.9%, 32.3% and 27.9% respectively for Always, Usually, Sometimes and Never. Percentage within responses has been found 44.4%, 42.9%, 42.5% and 87.5% respectively for Always, Usually, Sometimes and Never.

In case of total the observed frequency has been found 72, 112, 153, and 63 respectively for Always, Usually, Sometimes and Never. The expected frequency has been found 72.0, 112.0, 153.0 and 63.0 respectively for Always, Usually, Sometimes and Never. Percentage within gender has been found 18.0%, 27.9%, 38.2% and 16.0% respectively for Always, Usually, Sometimes and Never. Percentage within responses has been found 100.0%, 100.0%, 100.0% and 100.0% respectively for Always, Usually, Sometimes and Never.

Table – 6

**Chi-Square Results related to the Association between Gender and Responses (Always, Usually, Sometimes and Never) in relation to the response of “Only branded is preferred”?**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	42.630 <sup>a</sup>	3	.000
Likelihood Ratio	47.149	3	.000
Linear-by-Linear Association	17.364	1	.000
N of Valid Cases	400		
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 31.92.			

Table – 6 shows the chi-square results related to association between gender and responses in relation to the response of “Only branded is preferred”? The observed chi-square value of 42.630 at 4 degree of freedom is found significant at 0.05. This proves that there is a significant association between gender and responses related to the response of “What is your budget when purchasing clothing?”

## DISCUSSION

The present research study proved that the gender i.e. women and trans women affects the social aspects of clothing i.e. frequency of shopping for apparel, budget for apparel and the brand preferences. It was found that the society defined “transwomen” as a person with the incompliance sexual behaviors to the social norm in which accepted only for two genders i.e. male and female. Most of people remained with the negative attitude towards the transgender group. Thus, “transwomen” were marked by the society with discrimination and breached over their human rights only because they did not act according to their gender as they were born to. This study considered to leverage the equality between the women and trans women using clothes as the medium to communicate to the society. The study also considered to enhance the transgender people awareness on the values of themselves for them to be confident and to show off in positive way. A significant association resulted between gender and three aspects (social) of clothing which were being chosen in this study and this particular group of trans women wanted to enhance their confidence for their good image through wearing the fitted clothes since the body curves would reflect the identity of female and it was easiest to be perceived by people.

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