

Attitude Perspectives of Adolescent Girls on Lingerie Selection, Care and Healthy usage

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ABSTRACT: In India most of the girls and women continue to hide their inner wear from others, even while drying the lingerie are covered with another garment to prevent its view from passersby. Today, the adolescent girls are engaged in numerous activities both inside and outside their home, they need to attend to their self-care and dressing to function confidently which demands well-fitting inner wear. Furthermore, the fitness factor which has given rise to the sales of sports brassieres and briefs that suit the sporting activities of women. The present study is aimed at assessing the knowledge, attitude and practice of adolescent girls on lingerie selection, healthy usage and care and development of a need based educational intervention programme. The adolescent girls studying sixth class to second year degree in Chittoor district constituted the sample frame/ population. A sample of 150 girls of three age groups were selected from municipal corporation, Tirupati, 150 girls of three age groups from Madanapalle municipality and 150 girls of three age groups from Chandragiri mandal headquarters. The purpose of selection of sample from three types of areas was to see the difference in selection, healthy usage and care of lingerie. The research revealed that there was no significant difference with in control group with regard to the pretest and posttest attitude scores.

Keywords: Lingerie, Adolescent girls, Attitude, Brassieres, selection of innerwear.

INTRODUCTION

India is one of the most attractive retail targets globally and represents a enormous untapped market for lingerie (Singh, 2020). Lingerie is part of dress, has been historically used to shape the appropriate silhouette, it carries marks of gender differentiation. Indeed underwear's proximity to the body has historically made it an important marker of social and cultural distinctions, whether those were about class and status or gender distinctions (Marcangeli, 2015).

The production of different types of women's underwear and the continual changes in women's underwear can be traced in the history of dress and fashion women's underwear has, it seems, been variously used to support the outer dress, and as a marker of social status and of gender inter alia. As fashion changed, underwear changed to continue shaping the female body and to support the outer garments of women. Moreover, according to Entwistle (2000) historically fashion has been strongly associated with women in both literal and metaphorical ways. Lingerie image is subject to a personal evaluation and perception due to cultural differences, body type distinctions, as well as social membership and imaginary projection, structuring the outside image of the body starting from the inside (Deeks, & Mc Cabe 2001).

With the power of creating collective imagination, lingerie is a powerful element of seduction and self-creation. However, the image of comfort seems to be gaining prominence among the preferences of consumers (Filipe, 2018).

Fitness of lingerie is an essential factor to ensure all adolescent girls have the opportunity to comfortably participate in, and therefore reap the health benefits associated with regular day to day activities (McGhee, 2010). Unfortunately, the Indian girls are unaware of correct usage of brasseries to support the breast in position without negatively affecting physical performance or causing discomfort to the bra wearer (Chen *et al.*, 2010). There is a bare need to educate the adolescent girls on lingerie usage and healthy practices (Anshu Priya *et al.*, 2015). In this background the present study is aimed at assessing the attitude of adolescent girls on lingerie selection, care & healthy usage and development of a need based educational intervention programme (Clark *et al.*, 2010).

According to several studies, adolescent females lack sufficient knowledge regarding puberty (Adar *et al.*, 2015). A dearth of knowledge could lead to a negative attitude toward the pubertal changes and inappropriate emotions such as anxiety and low self-esteem (Balali Meibodi, 2009). In turn, illiteracy and negative attitudes toward puberty could direct adolescents to select ineffective coping approaches (Twigg, 2007).

METHODOLOGY

The Chittoor district of Andhra Pradesh was selected purposefully as the study area, using the cluster sampling method. The sample comprised of 150 early adolescent girls aged between 11 to 15 years, 150 adolescent girls aged between 16-17 years and 150 late adolescent girls aged between 18 to 19 years. Thus a sample of 150 girls of three age groups were selected from Municipal corporation, Tirupati, 150 girls of three age groups from Madanapalle municipality and 150 girls of three age groups from Chandragiri Mandal headquarters. The total sample for the present study was 450 adolescent girls.

Paired t -test was used to determine the difference between the pre and post- test values of attitude in experimental and control group. One way ANOVA test was used to compute attitude score as per the independent variables, i.e. age, education, monthly income, mother's education, domicile, and type of family and size of the family. Chi-Square test was used to compute the association of attitude and demographic variables.

RESULTS AND DISCUSSION

In the present study the attitudes of adolescent girls on lingerie was studied, the attitude scores ranged from 0-

32, the total scores were further divided as; low attitude-0-10, moderate attitude-11-20 and high attitude-21-32 in order to categorize the sample based on their attitude scores.

Table 1: Adolescent girls' attitude towards lingerie.

Attitude	Urban	Semi urban	Rural
Low attitude	88 (59%)	128(85%)	132 (88%)
Moderate Attitude	38 (25%)	17(11%)	14 (9%)
High Attitude	24(16%)	5(4%)	4(3%)
Total	150	150	150

The table 1 and 2 shows that majority of urban (59%), semi urban (85%) and rural (88%) adolescent girls had low attitude towards lingerie selection, usage and care. out of total sample 77.6 percent had low attitude scores indicating that adolescent girls from towns, are much more reserved and less at ease while discussing lingerie . Moreover, they are shy about showing their body shape and skin, and are less comfortable when wearing and talking about sexy under garments. Educational interventions focusing on improving knowledge of girls may be helpful in changing the attitudes of adolescent girls.

Table 2: Distribution of adolescent girls according to their attitude towards lingerie.

S. No	Variable	Frequency	Percent
1	Low Attitude	349	77.60
2	Moderate Attitude	68	15.10
3	High Attitude	33	7.30
	Total	450	100.00

A notable percent of adolescent females lack sufficient knowledge regarding puberty, a dearth of knowledge could lead to a negative attitude toward the pubertal changes and inappropriate emotions such as anxiety and low self-esteem (Balali Meibodi, 2009) In turn, illiteracy and negative attitudes on puberty could direct adolescents to choose inappropriate coping approaches. Acceptance of body changes, selection and use of comfortable innerwear gives confidence and reduces stress related pubertal changes.

A. Difference between the samples with reference to attitude

The table 3 indicates the means, standard deviation, F vales and p values of the sample's attitudes and demographic variables studied using one way analysis of variance (F test). Statistically the sample differed significantly with respect to their age and attitude on lingerie at 0.01 level (p = 0.000 and F = 12.026**) between the groups. The means of the three age groups indicate that 18-19 years age group girls had greater mean (15.05) than the 16-17 year old girls (12.53) and 11-15 year old girls (11.75). Which elucidates that with advancement of age the attitude on lingerie also improved in the adolescent girls. In addition, the SDs showed that there was wide difference in the attitude levels of the sample as the SDs were greater than four. Similarly, the F values (19.927**) and p values (0.000) for the domicile and attitude on lingerie showed that

there was significant difference between the groups and within the groups at 0.01 level. The attitude means indicate that the urban area girls had higher mean (15.51) than semi urban (12.58) and rural (11.25) girls. These results shows that more urban residents had better attitudes than their semi urban and rural compeers. The SD's for domicile and attitude revealed variation in the attitude of the sample in relation to their place of residence.

The variation among the study sample with regard to their education level and attitude on lingerie was studied, the F value (8.039**) and p value (0.000) showed that there was significant difference among the adolescent girls at 0.01 level. The difference in the means of the educational groups was found; Degree students -15.05, Intermediate -12.53, High school - 11.89 and Upper primary-11.55, reflecting number of girls having favourable attitudes on lingerie increased with their educational level. The SDs showed that the Degree students were more varied (SD = 7.65) than the Upperprimary students (SD = 4.73) in their attitudes on innerwear. Which shows that as the education level increased, variation in attitudes also increased. The mother's educational status of the respondents was also studied in relation to adolescent girl's attitude on lingerie. It was evident that there was statistically significant difference (F = 20.124** and p = 0.000) between groups of mothers and their daughter's attitudes on innerwear at 0.01 level. The means of

educational groups of mothers revealed that with increase in educational status of the mothers the mean attitudes of the sample has increased; Illiterate = 12.45, Primary school = 11.09, High School= 12.64, College education = 13.43, Technical = 18.10, Professional= 25.70 respectively. The SDs indicate that the sample in college (6.91) and technical education groups (8.17) of mothers varied widely from mean in their attitudes towards lingerie.

The difference amongst the adolescent girls with regard to their monthly income and attitude on lingerie was

studied, the findings revealed that the adolescent girls differed significantly at 0.01 level with F value of 26.696** and p value of 0.000. The means of the attitude scores for different income groups of sample showed an increase in mean attitude with the rise in monthly income level (less than 6000 Rupees = 11.62, around 6001-24000 Rupees = 11.75, a 24001-48000 Rupees = 15.47 and above 48000 = 19.07 respectively). The SDs reflect that with the increase in income level the sample varied from mean in their levels of attitudes on lingerie.

Table 3: One way analysis of variance of attitude of adolescent girls by demographic variables.

Variables	Attitude	N	Mean	Std. Deviation	F-value	p value
Age	11-15 years	150	11.75	5.21	12.026**	0.000
	16-17 years	150	12.53	5.02		
	18-19 years	150	15.05	7.65		
	Total	450	13.11	6.23		
Domicile	Urban	150	15.51	7.57	19.927**	0.000
	Semi Urban	150	12.58	5.89		
	Rural	150	11.25	3.91		
	Total	450	13.11	6.23		
Education of respondent	Upper primary	60	11.55	4.73	8.039**	0.000
	High school	90	11.89	5.54		
	Intermediate	150	12.53	5.02		
	Degree	150	15.05	7.65		
	Total	450	13.11	6.23		
Monthly income	< 6000	142	11.62	4.51	26.696**	0.000
	6001-24000	180	11.75	4.56		
	24001-48000	85	15.47	7.79		
	> 48000	43	19.07	8.56		
	Total	450	13.11	6.23		
Mothers education	Illiterate	75	12.45	5.24	20.124**	0.000
	Primary school	128	11.09	3.84		
	High School	114	12.64	5.44		
	College	81	13.43	6.91		
	Technical	42	18.10	8.17		
	Professional	10	25.70	6.53		
	Total	450	13.11	6.23		
Type of family	Nuclear	263	13.63	6.82	3.650*	0.027
	Extended	102	13.09	5.56		
	Joint	85	11.54	4.67		
	Total	450	13.11	6.23		
Size of family	< 3 members	61	15.34	6.81	8.343**	0.000
	4-6 members	246	13.67	6.64		
	7-9 members	98	11.48	5.16		
	> 9 members	45	10.60	2.70		
	Total	450	13.11	6.23		

Furthermore, the mean attitude of sample belonging to nuclear type of family (13.63) was greater than the girls from extended (13.09) and joint (11.54) families indicating the influence of family type on lingerie related attitudes of adolescent girls. The SD was also greater for nuclear type of family group (6.82) over the extended (5.56) and joint family (4.67) groups of the sample. Statistically significant difference at 0.05 level was found between types of family groups with respect to adolescent girl's attitude towards lingerie as the F value is 3.650* and p value is 0.027. Moreover, the sample differed significantly at 0.01 level in their attitude with reference to their family size as the F value is 8.343** and p value is 0.000. In addition, the means of different family size groups reduced with decrease in family size ; less than 3 members = 15.34, around 4-6 members = 13.67, a 7-9 members = 11.48, above 9 members = 10.60 respectively. The results of

one way analysis of variance showed that the sample differed significantly in their attitudes on lingerie within groups at 0.01 level for six demographic variables; age, domicile, educational status of respondents, educational of mothers, monthly family income, and size of family and at 0.05 for type of family. Furthermore, the mean attitude scores of majority of demographic variable groups indicate that they are in the category of moderate attitude (11 to 20).

B. The relationship between the attitude on lingerie and demographic variables

This was examined, the results indicate (see table 4) that statistically significant relationship was found between attitude and; age, education, domicile, monthly income, education status of mother and size of the family at 0.01 level and for type family at 0.05 level.

Table 4: Association between attitudes with demographic variables.

S. No.	Variable (attitude)	Chi square value	P value
1	Age	45.873**	0.000
2	Education	48.336**	0.000
3	Domicile	45.801**	0.000
4	Monthly Income in rupees	87.766**	0.000
5	Educational Status of Mother	110.833**	0.000
6	Type of family	9.664*	0.046
7	Size of the family	25.359**	0.000

The knowledge, attitude and behavioral model, asserts that the interaction between knowledge and attitude could shape behavior (Xu *et al.*, 2010). Moreover, attitude could motivate a person to gain more knowledge and consequently lead individual to select the coping strategy (Sujatha and Sarada 2016).

CONCLUSION

Lingerie has thus been a famous decision in concentrates on the female lingerie customers' demeanor and conduct. Rather than the external clothing, be that as it may, almost no is perceived about the female lingerie buyers' mentality for the basically imperceptible and exceptionally close to home class of the undergarments. The promoting blend factors just as the one of a kind segment qualities of every lingerie wearer are joined to propose the female undergarments purchasers' mentality towards the lingerie items. This rundown of various relating factors the declaration that the female lingerie customers' demeanor for lingerie buying will be not quite the same as that for all different sorts of clothing. Research indicated that good knowledge and attitudes regarding puberty prepares adolescents not only for promoting their physical health but also for gaining more experience in coping with the struggles of puberty.

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