

## **General Values and Clothing Behavior of College-going Students**

**Ruby Jain\*, Rachana Singh and Kumkum Rankawat**

*Department of Home Science, University of Rajasthan, Jaipur, Rajasthan, India*

*\*Email: rubyjain64@gmail.com*

**KEYWORDS** General Values. Clothing Behavior. Economic Value. University

**ABSTRACT** Clothing is considered to be one's second skin and interest in clothing is highest during late teens and early twenties. The expression of self through clothing behavior is clearly visible during these years. Behind this expression, one's culture, background and general values play a dominant role. The paper explores the relationship of general values and clothing behavior. The study was carried out on 160 college and university students from two different streams: Home Science and Commerce. Results indicate that students in general place economic value on top and do not show any difference as regards to economic and aesthetic values irrespective of the field they belong. But educational background does make an impact on clothing behavior and this is reflected through their difference in clothing behavior related to economic value and social value. Another interesting finding is that students who give very high importance to general social values exhibit socially influenced behavior through their clothing at a lower level.