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# Changing Dressing Behaviour: Impact of Celebrities and Advertising Media among Women in Salrm District

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### Abstract
Media is one of the powerful tools in today's contemporary society. Media plays a variety of roles in the society such as awareness creation, information dissemination, imparting current affairs etc. Women happen to b e a major percentile of the Indian populace and there are a lot of thoughts and aspects which comes to our minds when we think about women. Culture, customs, traditions are some of the foremost things that comes to our mind when we think or associate with women. Dressing and fashion are some of the concepts which is predominantly assocïalted with women. Over a long course of history, it is believed that dressing is seen more of a way of identifying the culture. Impact made by celebrities through media and by using media outlets aren't something new. The current research study looks at the impact of celebrities and advertising media among college and University going women in changing the dressing behaviour in Salem district, Tamil Nadu.

**Keywords:** Celebrities, Impact, Media, Dressing beaviour, Women, Salem.

## 1. Introduction
### 1.1 Information Revolution
According to Greame Burton (2010) the ability of media organizations to acquire, exchange and manipulate information has made it easier for them to function economically, to compete with each other and to target their consumers or users. The word 'Revolution' has benefited the media and the institutions of government. The revolution has given media access to information; the ability to target the households on means of lifestyle.

In terms of information revolution, it is worth asking who has what access to what sources of information, as well as asking what power they may have to act on that information. It is remembering that so called old media are still vital sources of information, especially television. The information that comes through any means of technology is important

### 1.2 Media & Personality Change
Media has not only affected us personally, but our society as well. Graeme Burton (2005) in his book 'Media and Society' explains the way how it enhances the well-being of women. It helps them in social interactions, subordination or empowerment, improving their identity and enhances their private pleasures.

Women recognize what is going in new media products. These magazines also have articles on appearance, fitness and so being attractive to women. Women's magazines represent women to themselves in certain ways bringing together social interactions and consumption. Kefgen and Touchie (1986) in their article 'Individuality in Clothing Selection and Personal Appearance' proclaimed the theories which explain the factors which include the clothing factors and decision

## 2. Literature Review
### 2.1 Impact of Media on Body Image of Women
It has been a common perception in women that they need to be thin and skinny. This is the impact which media has constructed in the minds of the women. But before media came into

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use, those women who were obese and little healthier were considered as rich and even beautiful women. But now fat is seen as something indifferent and thinness is adored and idolized. Beauty is focused on physical appearance. This has made an impact in women that they are dissatisfied with their bodies.Kendyl M. Klein, (2013) speaks about the impact of media ans more specifically of social media on women's body images. He observed that the impact of media on the physical appearance of women has lead to the stress, dissatisfaction with their bodies and eating disorders in women especially the young women

## 2.2 Objectification of Women

According to Malt by et., al (2005) not only films but also magazines, television and social media portray women in a wrong sense. Apart from many criticisms women have been objectified in media and every form of entertainment. Women can easily adopt a negative image as the media is portraying them as sexual objects especially advertisements. media continuously trends something in the industry and women are the main targets. This becomes a

continuous process. Culture is a main focus in here as everything which media trends becomes a specific cultural aspect

## 3. Objectives of the Study

- To study the change in dressing behavior among students with regards to celebrity impact through media.
- To study the change in dressing behavior among the respondents due to influence of media.

## 4. Methodology

The methodology employed in this study is one of a quantitative in nature and takes the form of survey method. Hence the researcher confined the research into the quantitative content analysis technique for this study. Questionnaires were administered to 200 respondents from various colleges and Universities in Salem district.

## 5. Analysis

**Table 5.1** Age

| Age | | | | | |
|-----|-----|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 17-20 | 104 | 51.5 | 52.0 | 52.0 |
| | 21-24 | 95 | 47.0 | 47.5 | 99.5 |
| | 25 and above | 1 | .5 | .5 | 100.0 |
| | Total | 200 | 99.0 | 100.0 | 100.0 |
| Total | | 200 | 100.0 | 100.0 | 100.0 |
| | | | | | |
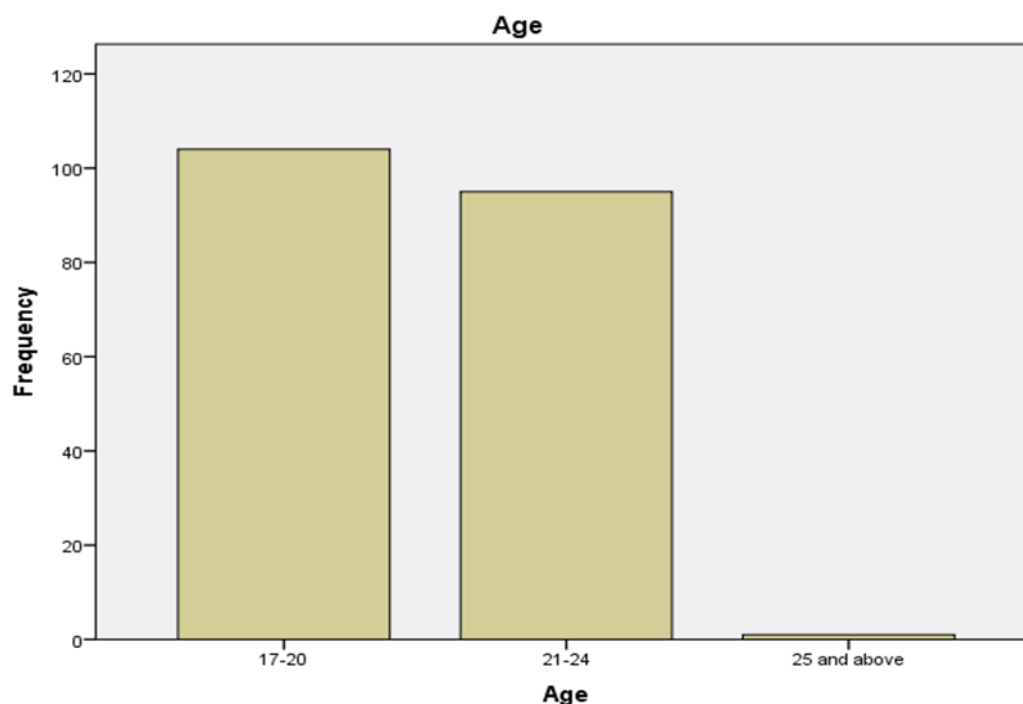


**Fig.5.1: Age**

**Table 5.2** Area of living

| Area of living | | | | | |
|----------------|------------|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | urban | 87 | 43.1 | 43.5 | 43.5 |
| | semi-urban | 56 | 27.7 | 28.0 | 71.5 |
| | rural | 57 | 28.2 | 28.5 | 100.0 |
| | Total | 200 | 100.0 | 100.0 | 100.0 |
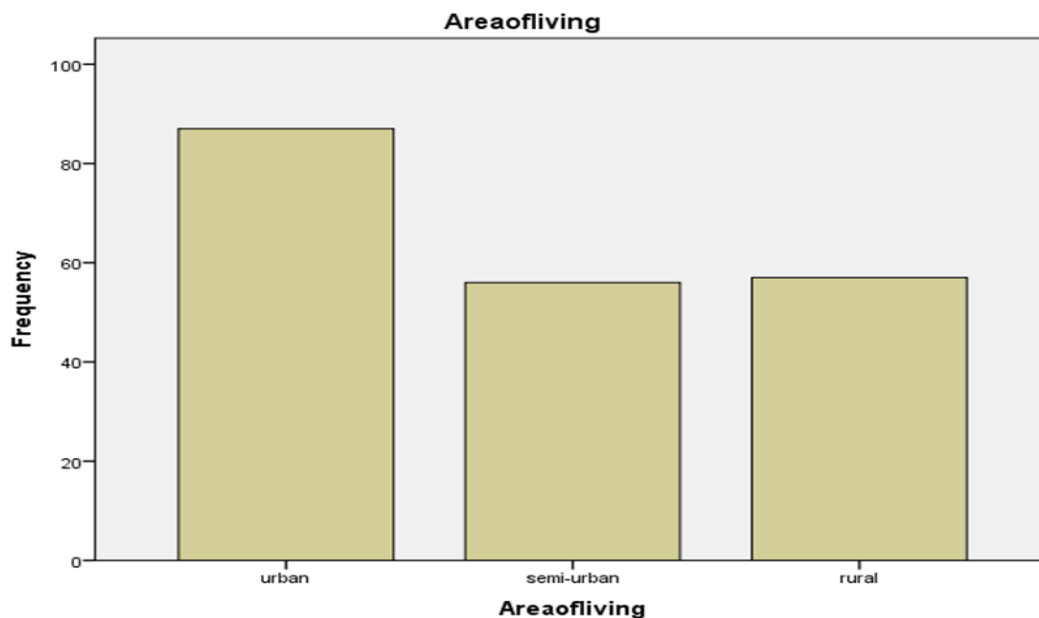
**Fig.5.2 : area of living**

**Table 5.3** Annual income

| Annual income | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | 20000-40000 | 6 | 3.0 | 3.0 | 3.0 |
| | 40000-60000 | 15 | 7.4 | 7.5 | 10.5 |
| | 60000-80000 | 64 | 31.7 | 32.0 | 42.5 |
| | 80000-100000 | 62 | 30.7 | 31.0 | 73.5 |
| | 100000-300000 | 38 | 18.8 | 19.0 | 92.5 |
| | 300000-500000 | 14 | 6.9 | 7.0 | 99.5 |
| | 500000-700000 | 1 | .5 | .5 | 100.0 |
| | Total | 200 | 99.0 | 100.0 | |
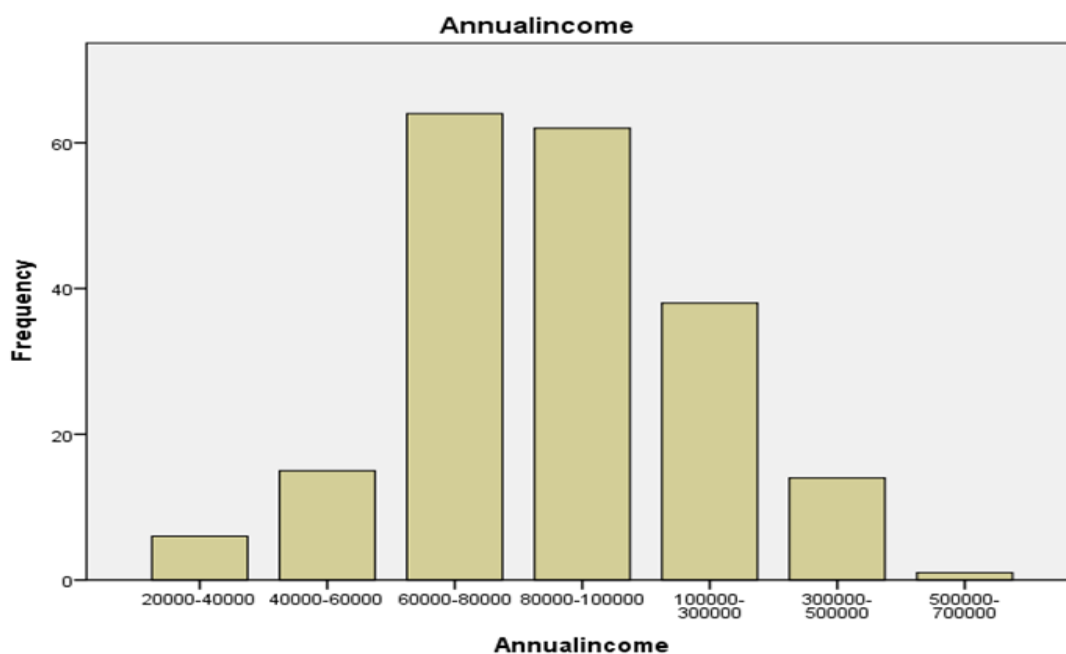


**Fig.5.3 : Annualincome**

**Table 5.4** Programme

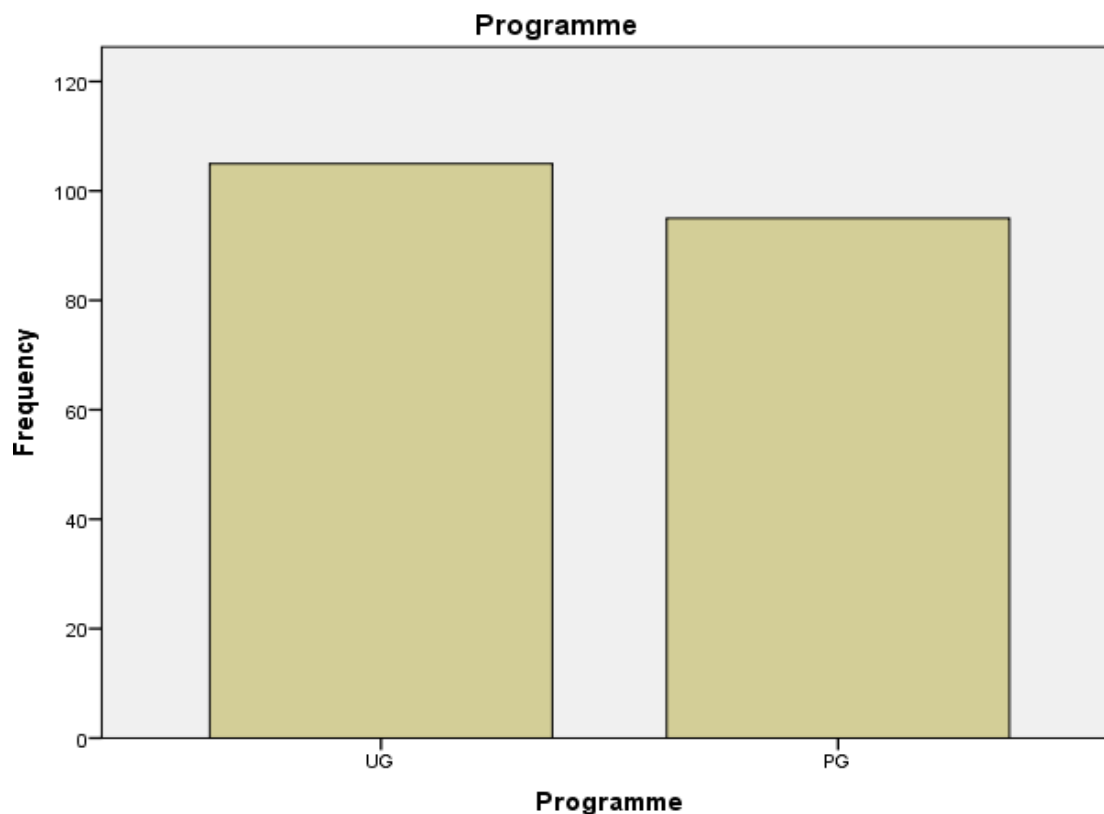| Programme | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | UG | 105 | 52.0 | 52.5 | 52.5 |
| | PG | 95 | 47.0 | 47.5 | 100.0 |
| | Total | 200 | 99.0 | 100.0 | 100.0 |

**Fig.5.4** Programme

**Table 5.5** Change in dressing behavior and celebrity impact

| Comfort level dressing * celebrity in media and impact Cross tabulation | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | | | Celebrity in media and impact | | | | | Total |
| | | | Highimpact | Significant impact | neutral | No significant impact | No impact | |
| Comfort level dressing | Kurti or kurta | Count | 3 | 11 | 26 | 7 | 10 | 57 |
| | | % of Total | 1.5% | 5.5% | 13.0% | 3.5% | 5.0% | 28.5% |
| | Sari | Count | 4 | 15 | 15 | 6 | 3 | 43 |
| | | % of Total | 2.0% | 7.5% | 7.5% | 3.0% | 1.5% | 21.5% |
| | Salwar kameez | Count | 3 | 15 | 21 | 13 | 9 | 61 |
| | | % of Total | 1.5% | 7.5% | 10.5% | 6.5% | 4.5% | 30.5% |
| | Lehenga | Count | 3 | 1 | 1 | 2 | 0 | 7 |
| | | % of Total | 1.5% | 0.5% | 0.5% | 1.0% | 0.0% | 3.5% |
| | Skirt and top | Count | 0 | 2 | 8 | 1 | 4 | 15 |
| | | % of Total | 0.0% | 1.0% | 4.0% | 0.5% | 2.0% | 7.5% |
| | Jeanan dtop | Count | 1 | 3 | 4 | 2 | 5 | 15 |
| | | % of Total | 0.5% | 1.5% | 2.0% | 1.0% | 2.5% | 7.5% |
| | Others | Count | 1 | 0 | 0 | 0 | 1 | 2 |
| | | % of Total | 0.5% | 0.0% | 0.0% | 0.0% | 0.5% | 1.0% |
| Total | | Count | 15 | 47 | 75 | 31 | 32 | 200 |
| | | % of Total | 7.5% | 23.5% | 37.5% | 15.5% | 16.0% | 100.0% |

| Chi-Square Tests | | | |
|---|---|---|---|
| | Value | df | Asymp. Sig. (2-sided) |
| Pearson Chi-Square | 39.924[a] | 24 | .022 |
| Likelihood Ratio | 34.154 | 24 | .082 |
| Linear-by-Linear Association | 1.140 | 1 | .286 |
| N of Valid Cases | 200 | | |
| a. 21 cells (60.0%) have expected count less than 5. The minimum expected count is.15. | | | |

## Bar Chart



comfortleveldressing
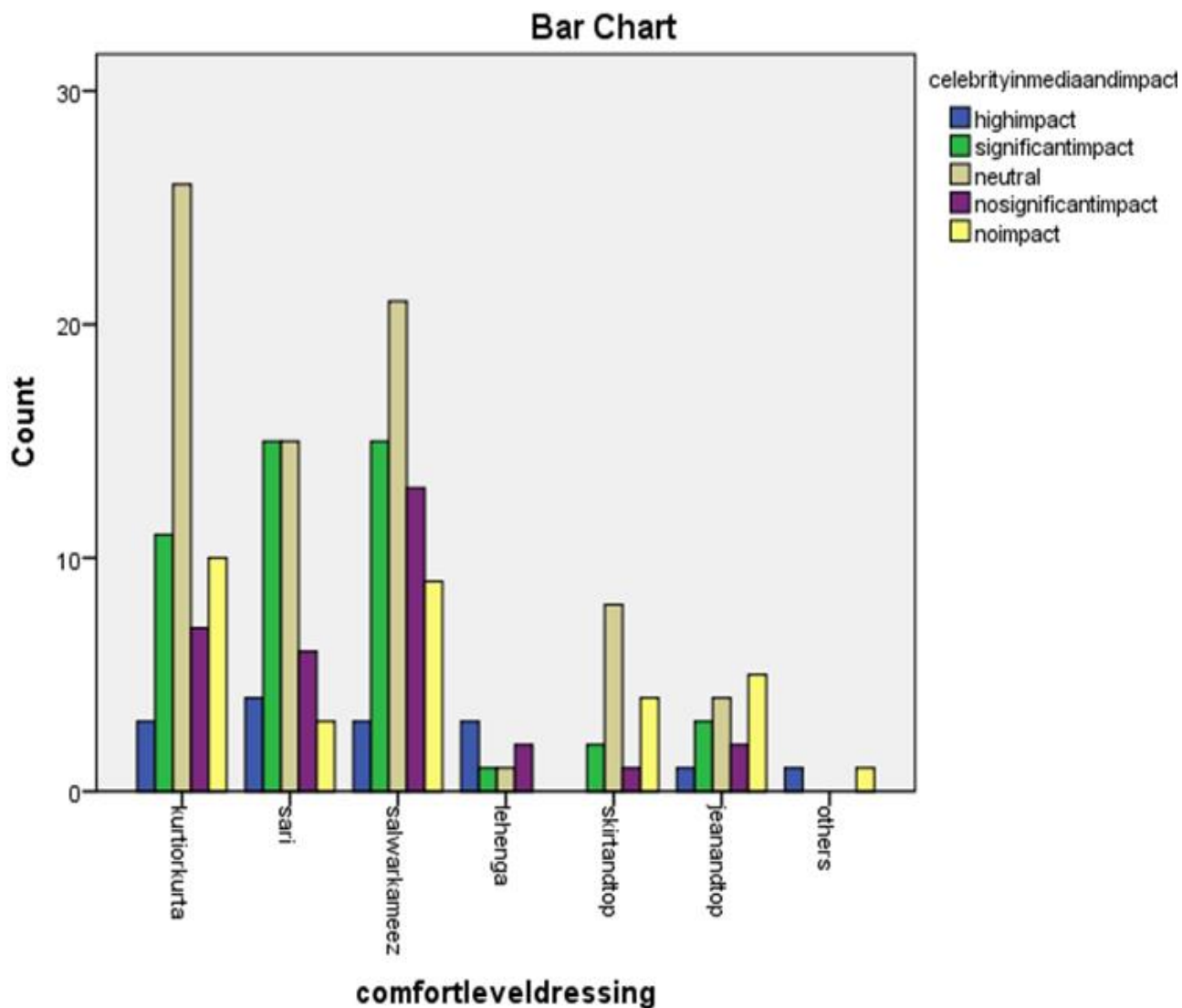
**Table 5.6** Comfort level dressing and advertisement impact

| Comfort level dressing * advertisement impact decision making  Cross tabulation | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | | | **Advertisement impact decision making** | | | | | Total |
| | | | Very of ten | Often | sometimes | Rarely | never | |
| Comfort level dressing | Kurti  or kurta | Count | 3 | 9 | 23 | 14 | 8 | 57 |
| | | % of Total | 1.5% | 4.5% | 11.5% | 7.0% | 4.0% | 28.5% |
| | Sari | Count | 2 | 6 | 25 | 8 | 2 | 43 |
| | | % of Total | 1.0% | 3.0% | 12.5% | 4.0% | 1.0% | 21.5% |
| | salwarkmeez | Count | 5 | 7 | 19 | 23 | 7 | 61 |
| | | % of Total | 2.5% | 3.5% | 9.5% | 11.5% | 3.5% | 30.5% |
| | lehenga | Count | 3 | 1 | 2 | 0 | 1 | 7 |
| | | % of Total | 1.5% | 0.5% | 1.0% | 0.0% | 0.5% | 3.5% |
| | skirtandtop | Count | 0 | 0 | 7 | 3 | 5 | 15 |
| | | % of Total | 0.0% | 0.0% | 3.5% | 1.5% | 2.5% | 7.5% |
| | jeanandtop | Count | 1 | 2 | 6 | 2 | 4 | 15 |
| | | % of Total | 0.5% | 1.0% | 3.0% | 1.0% | 2.0% | 7.5% |
| | others | Count | 0 | 1 | 1 | 0 | 0 | 2 |
| | | % of Total | 0.0% | 0.5% | 0.5% | 0.0% | 0.0% | 1.0% |
| Total | | Count | 14 | 26 | 83 | 50 | 27 | 200 |
| | | % of Total | 7.0% | 13.0% | 41.5% | 25.0% | 13.5% | 100. % |

| Chi-Square Tests | | | |
|---|---|---|---|
| | **Value** | **df** | **Asymp. Sig. (2-sided)** |
| Pearson Chi-Square | 41.314[a] | 24 | .015 |
| Likelihood Ratio | 37.843 | 24 | .036 |
| Linear-by-Linear Association | .707 | 1 | .400 |
| N of Valid Cases | 200 | | |
| a. 21 cells (60.0%) have expected count less than 5. The minimum expected count is.14. | | | |

## Bar Chart
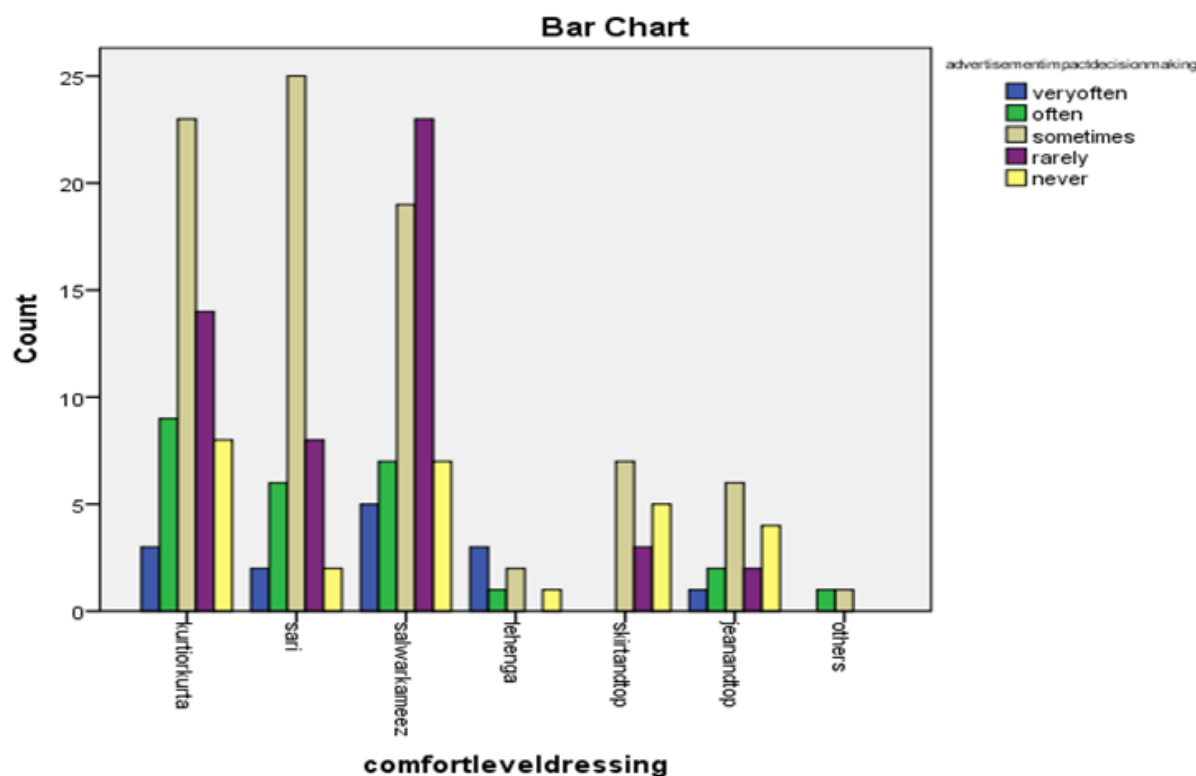


**Findings**

- Majority of the respondents were in the age group of 17-20 with 52 % followed by respondents in the age group of 21-24 with 47.5%. Respondents who were aged 25 and above were the least with 0.5%.
- Majority of the respondents were undergraduates with 52.5% followed by respondents who were post graduates with 47.5%.
- When comparing the comfort level of dressing and advertising impact there was high significance and is evident from the p value of 0.022.
- When comparing the comfort level of dressing and advertising impact there was high significance and is evident from the p value of 0.015.

**Conclusion**

There are certain aspects that are always associated synoymously with women. Dressing and fashion happens to be some of the major concepts that are associated purely with women. Impact of celebrities and advertising impact also varies vastly from one group of people to another. Plenty of studies have had been done by researchers in the urban areas on the impact of celebritie sand advertising aspect of media. The current research study was envisioned to find out the imoact of celebrities and advertising media impact among women in Salem district, Tamil Nadu. The study revealed that majority respondents were aged 17-20 with 52%. The study also revealed that majority of women happened to be under graduates. There was high significance with regards to the impact of celebrities on changing dressing behaviour among respondents with a p value of 0.022. There was also high significance with regards to the impact crated by advertising in media outlets on changing dressing behaviour with a p value of 0.015. This clearly indicates that there is prevalence among women who look up to the celebrities and media outlets in changing their dressing behaviour.

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