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Conformity and Mobility of Clothing

DR. Priya kumari
Senior Assistant Professor, P.G. Department of Home Science, M. M. Mahila College, (Veer Kunwar Singh University) Ara (Bihar) India

Received-20.07.2026, Revised-28.07.2026, Accepted-05.08.2026, E-mail:priyakumari122014786@gmail.com

Abstract: Conformity is sharing the views of another; compliance is acting according to the wishes of another, even while disagreeing with their views. For example, if we agree to wear formal clothes to a fancy restaurant that requires formal attire, even though we despise such rules, we are displaying compliance.

Conformity can be defined as the circumstance under which an individual accepts the social influence of a particular behavior because of a desire to gain approval, seek social harmony, or avoid disapproval and rejection (Losh, 2003). In social context, people use dress and clothing to convey information to others about themselves. Conformity means acceptance of or adherence to a clothing norm, i.e., dressing in accordance with the norms of a specified group. It is appears to have certain positive social value.

Key words: *Public sector banks, MSMEs, sustainable development, priority-sector lending,financial inclusion.*

Most people conform to the standard values, also called norms, of many groups without stress and often without even knowing that they are doing so.

Factors Affecting Conformity:

- **Cultural factors,**
- **Type of social norm,**
- **Gender,**
- **Peer pressure,**

The need for conformity is the desire to go along with the norms of a group of people, so you will be accepted as an in-group person (and not rejected as an out-group undesirable person). In addition, the symbolic meaning that attached to the clothing styles are formed only after social interaction and are transferred to the wearer .Therefore, Clothing plays a major role in symbolic consumption and identity construction. It refers to collective clothing that is socially accepted in a certain society at a given time and situation.



Individuality in dress shows a tendency to be distinguished from the norms of social groups. Both conformity and individuality concepts are often discussed in conjunction with each other to enhance comprehension of and clarify patterns of fashion clothing conformity within a social group (Miller et al, 1993). Pressure from other people has a great influence on how people dress. Conformity means obeying, or agreeing with, some given standard or authority. Humans learn early in life what others expect them to wear. Parents, teachers, and other authority figures set some of the rules of dress. Culture of an individual is easily accessed by looking at the clothing of an individual because every people in that culture wear similar type of cultural dress in order to gain acceptance in the society. Peer pressure, which is influence exerted to be accepted by a peer group, also contributes to conformity. To be accepted by a peer group, people must often conform to group standards of dress and behavior. Those who do not conform, risk rejection by the group. As discussed earlier, conformity can satisfy the needs for identification. By doing this, a safe feeling of belonging is achieved through approval. However, too much conformity can mean a loss of personal individuality.

Mobility Of Cloth- Mobility of cloth is related to the fashion change in clothing pattern of people. Fashion is a term used commonly to describe a style of clothing worn by most people of a country and fashion cycle is the period of time or lifespan during which particular design of cloth exist in fashion. During the present dynamic age, there is probably no other sphere of human activity being important to such an extent, in which our values and life-styles are reflected more than they are in the clothes that we choose to wear. The present increase in economic growth in India is an important influence on changes in clothing fashion. Consciousness and the average purchasing power have caused a sudden explosion. Popular Indian past was mainly limited to different types Saris and mid-20th century was to see some changes. Production in India is considered by the style in the western Indian fashion. The Indo-Western style is a blend of

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modernity and tradition. This is a merger of the salwar (which was a modified Kurti) and low average jeans. Another traditional dress of India that women symbolize is Sari. Even if there were many variations of the cuts and patterns Saris, but Such clothes are very similar to the old.



Factors Affecting Change in the Clothing Patterns of the Adolescent

• Social status, • Education, • ass media, • Peer pressure

Social status- The dress of an individual is a kind of " Sign Language" that communicates a complete set of information and is usually the basis on which immediate impressions are formed.

Education- Education helps to dissipate fear of new and the unknown, people become more aware of the choices and possibilities that are open to them and more confident of their judgments in making clothing decisions.

Mass media- Ease of communication with various cultures and mass media antithetically speeds up the rate of change. The language of another country may be difficult to learn, but the outward symbols of clothing are easily transmitted from one culture to another era media including T.V., movies, satellite, news papers and magazine, is a very powerful tool of communicating dress fashion and clothing styles.

Peer pressures- Clothing patterns may be regulated within the peer group by some unwritten rules. Certain styles and color of clothes may be approved or disapproved by the group. Members of the group are expected to follow the group and even pressured to dress in the same way, this is called the peer pressure.

Saree usually worn a simple dress of Indian women that is today in favorable circumstances such as weddings and celebrations. Another very popular Indian dress is the salwar. The trend of clothes from the states of Punjab and Kashmir developed. Gradually, the trend has been extended in length and breadth of the country's new style and grace. Many varieties and types of salwar fashion market observed. When it comes to fashion for men, are the traditional Kurta pajamas yet to picture. Although used many materials, designs and decorations for the design of clothing, the schedule changed with fashion trends. Westernization brought fashion jeans and trousers. The availability of fabrics and colors has changed over time. What is new is always welcome to come, but even today the men wear designer Kurta Pajama Kurta dhoti or for special occasions and celebrations of charm and elegance, add their personalities.

The twentieth century is characterized as the age of mass production, mass consumption, and mass media. Mass fashion became a form of popular aesthetics and a means of self-enhancement and self-expression. Advances in technology and materials used for clothing production provided more comfortable, cheaper, and more attractive items to a larger proportion of the population. In the early twentieth century, mass consumption of fashionable dress increased within the sphere of fashion promotion and advertising, leading to unlimited diversification. Mass media has allowed for wide dissemination of fashion information and opportunities for the stimulation of a more homogeneous public imagination. The fashion magazine and the Hollywood film brought fashionable models to a hugely expanded audience from the 1920s onward. Fashion wear trends are always dynamic. It is not often that people' s liking for a certain fashion remains stagnant for long. Fashion trends do not change once in a season or once in a year in fact fashion trends keep changing every day. Fashion trends have changed significantly in the post globalization era. Since globalization the economic status of the people has increased significantly. Not only have the incomes of the people increased but also the cost of production has gone down significantly making even branded fashion wear cheap and within the reach of middle class people. Today the focus has shifted entirely from luxury to comfort. Fashion today has got an entirely new meaning.

Trends have changed towards comfortable clothes that suit the season as well. All major brands have started paying attention on making clothes that are cozy to wear in a given season, and that is why we see trends changing so quickly with the changing weather. Western clothing made its foray into the Indian society during the times of the British Raj. Indian professionals opted to wear western clothing due to its relative comfort or due to regulations set then. By the turn of the 21st century, both western and Indian clothing had intermingled creating a unique style of clothing for the typical urban Indian population. Women started wearing more comfortable clothing and exposure to international fashion led to a fusion of western and Indian styles of clothing.

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Mobility Of Women Cloth- In 18th century women used to wear long gown and the length of their dress was up to toe, later in 19th century women started covering her head with scarf, again after some years instead of that scarf women started wearing hat. In 1950 the length of women cloth become shorter and instead of long gown they started wearing skirts up to knee and shirt with full sleeves, again in 2000 year drastic changes occur in women clothing and the length of skirts become more shorter above the knee and instead of full sleeves the start wearing half or without sleeves shirt.

Mobility Of Men Cloth- In 18th century man used to wear tight fitting pant shirt and above this they wear overcoat which length was up to knee, later in 19th century man started wearing loose pant and coat and in addition of it they started wearing hat. Again lot of changes occurs in man clothing and in 21th century well developed stylish cloth came in fashion which is in present situation.

Mobility Of Saree- Saree is the traditional clothing of Indian women. Mundum Neriyathum was the oldest remnant of the ancient form of the saree which covered only the lower part of the body, a traditional dress of women in Kerala, South Indian. The basic traditional piece is the mundu or lower garment which is the ancient form of the saree denoted in Malayalam as 'Thuni' (meaning cloth), while the neriyathu forms the upper garment the mundu. In later period many changes and modification occurs in this Mundum Neriyathum sarre and in 19th century long cotton saree with border came in to fashion after some year instead of cotton saree synthetic saree with aplic work came in to the fashion. Every year many changes occurs in saree in 2000 year synthetic saree with heavy embroidery work saree came into the fashion and in present transparent lehenga saree with heavy work is in fashion.

Mobility Of Salwar Kameez- The salwar kameez is the traditional wear of women in Punjab, Haryana, Himachal Pradesh and Kashmir and has become the most popular dress for females. Earlier it consists of loose trousers (salwar) narrow at the ankles, topped by a tunic top (kameez) with full parallel, sleeves later the length of kameez become shorter up to knee and churidar full sleeves came in fashion ,after it pathani salwar kameez came in fashion the length of that kameez was above to knee. In 2000 year Patiala salwar kameez and churidar salwar kameez came into the fashion and in present anarkali suit is in fashion.

Mobilitty In Man Clothing- Dhoti kurta was the traditional attire of Indian men , after some time pyjama/pajama kurta came into the fashion later many modification occur in man clothing and tight fitting pant shirt came in the fashion. After some year modification occurs in pant instead of tight pant parallel pant came in fashion and in present situation formal pant shirt is in fashion.

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