

Clothing Lifestyles of Adult Women Analysis of Clothing Lifestyles and Influencing Elements

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The clothing lifestyles of adult women can be explained by six factors: fashion, dress codes, practicality, economy, adaptability and the purchase impulse. Analysis of the external and the internal elements that influenced the above factors made the following clear. Fashion consciousness is not related to age or employment status but is more closely related to the interest in clothing itself and sensitivity. Those who are conscious of fashion have their own distinctive lifestyle and enjoy life.

Dress-code-propriety-consciousness is closely related to age and large differences are found among different generations. In terms of lifestyle, this type tends to opt for a steady, yet progressive and extroverted and social way of living.

The more advanced age, the more importance is placed on practicality. The practicality-conscious type prefers a steady way of living but does not place much importance on the enjoyment of clothing nor relates clothing with prestige.

Economy has no relation to age or marital status but is influenced by the employment status that affects the women's financial situation. Those who have their own income show interest in clothing, consider prestige related to clothing, are sociable and enjoy clothing.

Adaptability is related to employment status, which suggests that this type is conscious of clothing in the work place. Further, this type prefers a steady way of living and asserts little originality in lifestyle.

The purchase impulse is found to be stronger among the younger group.

They are more progressive and extroverted, show more enjoyment toward clothing and relate clothing with prestige.