3055 BA SANGAM COLLEGE

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School: Ba Sangam College   Name: _____

Subject: Home Economics   Year: 13

Strand	HEC 13. 3 Clothing & Textiles
Sub strand	HEC 13.3.3Clothing Needs & Selection /Clothing consumer
Content Learning Outcome	HEC 13.3.2.1Analyse selection of fabrics to suit different functions and end uses.

CLOTHING NEEDS - SELECTION OF FABRICS/CLOTHES
FACTORS INFLUENCING SELECTION OF CLOTHES

i.   **Cultural factors**

Societies within each culture often encourage a certain dress code for individual

• Business will also often have a 'culture' and will have an acceptable dress code that is usually adhered to by employees. For example, people working in large city companies often wear suits.

• Teenagers are often the group within a culture that will want to move away from the recognised dress codes and rebel.

. • Cultures tend to determine what is classed as men's clothing and what is classed as women's clothing.

ii.   **Traditional factors**

• Social customs will affect what individual wear, not only in everyday garments but also in what is thought to be right or wrong on special occasions.

• At funerals, individuals tend to wear white, black or light colours as a mark of respect.
• Formal clothing is worn to a formal occasion.

• Special occasions also mean the use of different textile items.

• Many cultures have an annual festival day when many traditional clothes and textiles are used.

iii.   **Religious factors**

• Islamic women are encouraged to cover as much of their body as possible with loose clothing to hide the shape of their body.

• Muslim religion requires women to cover everything but their eyes, and in some extreme cases sheer cloth also covers the eyes

Special clothing is often used for special rites and occasions.

iv. Availability and Fashion

Fashion often dictates what is available for consumers to buy – especially in the way of clothing.

Fashion is a certain style that is accepted at a particular time.

The availability of resources also influences a consumer's choice of textiles.

v. Social Status

- An individual's position in society or group to which they belong to is reffered to as social status.
- People often select and use textile products to show their social status.
- Uniforms indicate that people belong to certain groups, for example, school, police and hospital staff uniforms.
- Individuals clothing choices can also indicate a persons social status. For example, a high powered and earning business person is likely to be seen dressed in tailored suits with matching accessories compared to a mannual worker who would be opting for more comfortable easy –to- care for articles.

vi. Budget

- The choice of textile products is greatly influenced by a consumers budget. For some people, must budget for the things they want to need. The consumers must thing carefully about their budget before they select their products.

vii. Environment

- Textile selection is affected by the environment in which a person lives. For example, in hot condition people drape their bodyo with loose fitting and light coloured garment in oder to keep them cool.

viii. Likes And Dislikes
Consumers selecton of textiles is determined by their likes and dislikes. Many individuals buy items basically because of their likes. Consumers should think carefully at the time of purchase about the product suitability and intended end use.

ACTIVITY

ESSAY   **(10 marks)**

Clothing is one of the basic necessities of life.

With reference to the above statement, discuss how the following factors affect clothing selection.

- Budget
- Cultural factors
- Availability & fashion
- Environment