

## **M.A. Project Work, Year 2022**

### **The Effect of Introverts and Extroverts Personality on Attitude towards Clothing Behavior among College Students.**

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#### **Abstract**

This research explores the impact of personality traits—introversion and extroversion—on attitudes toward clothing behavior among college students. Clothing plays a crucial role in individual self-expression and social interaction, influenced by psychological and cultural factors. The study investigates how personality types shape students' preferences and perceptions of fashion choices, with a particular focus on professional (BBA) and non-professional (BA) academic streams.

#### **Methodology**

The theoretical framework draws upon personality psychology, including Jung's typology and Eysenck's dimensions of introversion-extroversion, as well as sociological perspectives on fashion and identity. The research utilizes a 2x2 factorial design to analyze the effect of Introverts and Extroverts Personality on Attitude towards Clothing Behavior. A sample of 120 female students from Bhavnagar City was selected, with an equal number of introverts and extroverts from each educational stream. Data collection was conducted through standardized tools: Neuroticism & Introvert-Extroversion Inventory was developed by I.S. Muhar, Prabha Bhatia and Geeta Kapoor (2005) and Attitude toward Clothing Behavior Scale by Dr. Dolly Mogra & Dr. Vijaya Laxmi Chauhan (2010).

#### **Findings and Implications**

The results indicate that personality type (introvert vs. extrovert) does not significantly impact attitude towards clothing behavior among college students ( $F = 1.83$ , non-significant). However, the educational stream (B.A. vs. B.B.A.) shows a highly significant difference ( $F = 108.63$ ,  $p < 0.01$ ), suggesting that students from these streams have distinct clothing attitudes. Additionally, the interaction effect between personality type and educational stream is significant at the 0.05 level ( $F = 4.80$ ), indicating that the influence of personality on clothing behavior varies depending on the educational stream.

The study contributes to understanding the intersection of personality, fashion psychology, and social identity in young adults, highlighting the broader implications for consumer behavior, branding, and self-presentation.