

Analysis of practices regarding size, use and purchase of brassieres amongst college-going girls of B.Sc. Final level and verification of the information provided by the respondents through physical cross-checking

## **OBJECTIVES**

- Finding out students' practices regarding the use and purchase of bra.
- Collection of views from college-going (B.Sc. Final level) girls about their size measurements and to cross-check information by taking their measurements and finding their exact size by formula application.
- Assessment of students' awareness about the problems/diseases caused by wearing wrong size bra.

## **ABSTRACT**

The purpose of the study was to analyze practices of college-going girls (18-20yrs) regarding size, use and purchase of brassieres and verification of the information provided by the respondents through physical cross-checking. The objectives of the study were to find out the present state of knowledge regarding brassieres, among these adolescents and assessment of their awareness about health hazards, and finding out their practices regarding use and purchase of brassiere. A convenience based sample of 130 students (18-20yrs) from RLAK College of Home Economics was selected from B.Sc. Final level. The information was collected through questionnaires. Results and analysis were based upon cross checking questions and measurements taken for size calculation through formula application. The results clearly suggest that 83.84% girls were wearing wrong sizes and were unaware of proper measuring technique, while a minority of 16.15% of the girls used exact size. Awareness regarding cup sizes, band size and strap fit was also negligible but girls were aware of diseases/problems caused by wrong fit brassieres. Adolescent girls wear cotton and seamed brassieres most frequently while other preferences are a secondary choice for casual wear. Similarly jersey, net and lace/fancy brassieres are preferred for occasional wear with seamed or un-seamed or under wire types.

**Keywords:** Brassieres, size, college-going adolescent girls, cross-check, formula application.