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CLOTHES PREFERENCES AND PROBLEMS OF CONSUMERS AGED 65 AND ABOVE

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Abstract

Human being lives different physical changes with increasing age. In the senescence term as in terms of babyhood, childhood and adolescence, new needs, expectations and problems come out. This situation forces clothes preference to change depending on age and affects it. The aim of the research is to determine clothes preferences and problems sourced from physical changes of consumers aged 65 and above. In the research, descriptive method was used. The data of the study were got by means of the survey applied on 175 people randomly selected from female and male consumers aged 65 and above living in Konya. In the survey form, questions towards determining the elderly's demographic specialties, clothes buying behaviors, preferences of clothes type, fabric and model and the clothes problems sourced from physical change take place. The data were analyzed in SPSS package program and findings were given in cross tables. According to the results, that the elderly gave importance to the comfort of clothes and to the availability of the elastic and pocket in the models and often preferred the shirt and trousers as clothes type came out. It was determined that people aged 65 and above needed ergonomic clothes facilitating their movements and economical ones in terms of price.

Keywords: Old Consumers, Clothes Preference, Clothes Problems, Physical Change

1. Introduction

While the distance taken by nonliving things is identified as “wear” and “depreciation”, the term, “aging” is used for living things (Beğner and Yavuzer, 2012: 1). Aging is a biological (Uddid et. al., 2013: 281), continuous and universal biological process experienced by all human beings. It is a natural and imperative period of life process such as childhood, youth and adulthood (Bölükbaşı, Arslan, 2003: 235). World Health Organization (WHO) identifies the old age as “the decrease in the ability to accommodate with environmental factors”. United Nations accepts the period after 60 as the old age. According to WHO, this period begins with 65 (Bozdemir et. al., 2011: 2). 65 as an age limit is the beginning of a period indicating the special requirement of some people to social insurance and health services subsequent to the retirement (Taşcı, 2010: 177). Old age is identified as the period in which a person has less working performance and efficiency and he/she retires with respect to the legal and working life (Berberoğlu et. al., 2002: 145).

Old age is a process required to be evaluated with its physical, psychological and social dimensions (Er, 2009: 134; Beğer and Yavuzer, 2012: 1). Physiological aging includes structural and functional changes. Among these changes, increase in aerobic capacity, changes in memory record and body postures, loss of elasticity in the skin, wrinkle formation and cell losses those cannot be replaced due to the age are included (Soyuer and Soyuer, 2008: 219). Physiological and physical changes occurred in elder people during this process restrict some activities of individuals or make them unhappy due to the hindrance of these activities (Altuğ et. al., 2009: 49). As the old age period is observed, it involves some changes in the feature of orientation in various areas related with memory power such as perception, learning and problem solving due to the aging. In this respect, changes in behavioral orientation ability related with age occurred along the physical losses of individual form the psychological aging (Eyüboğlu et. al., 2012: 20). Sociologically aging comprises the behaviors expected by the society from a certain age group and the values given to related group by the society (Er, 2009: 134; Beğer and Yavuzer, 2012: 1).

Although the studies on elder consumers, who form a consumer group in the market, have been made in developed countries for a long time, the number of these studies in Turkey with its young population is so limited. Elder consumers, who have a great importance due to their features distinct from other consumer groups, will constitute a major consumer group that will shape the national markets, because the increasing number of elders will require giving goods and services in compliance with their needs and lifestyles. (Turan and Çolakoğlu, 2009: 278). Clothing sector that is an indispensable need of elder consumers is very important with respect to consumption.

While the clothing solely appears due to the protection of natural heat of body against climate conditions, it is sometimes seen as the life's aim. Thus dress has an important duty between human being and his/her living environment (Vural et. al., 2011: 803). In addition, dresses are tools presenting cultural values and artistic forms of society, and it also serves to people socially and physically (Tiggemann and Lacey, 2009: 285).

Clothing is more important for elder people, because elder people want to have new social relationships and especially to hide their defects caused by physical changes due to aging (Çivitçi, 2004: 243). Features of clothing change due to the physical changes in the body during the old age; factors such as physical restrictions, changes in the body, functional features and proper model selection affect the behaviors to the consumptions and their preferences (Çivitçi and Ağaç, 2009: 32). Aesthetically clothing can serve to elder people with three functions. They are defined as getting someone's attention to person's good aspects, hiding weak features and relaxing psychologically (Tyagi and Goel, 2013, 312).

Old age period is the period in which individuals' physical capacities begin to change and their functional abilities decrease (İçli, 2010: 2). Wrinkles on face and essential physical changes occurred in especially main posture, changes in proportion and size body, increase in weight, shortening, downward movement of body fat, and increase of bust and changes in the body form are all seen during this period (Tyagi and Goel, 2013, 310). Ever-mounting physical changes cause slowdown and decrease in the individual's activities; individual, who loses activity, begins to use his/her systems insufficiently and this situation causes a functional loss (Terakye and Güner, 1997: 97). Physical changes in human body due to the aging change the expectations of

elders from dresses and their preferences. So it is important that dresses used in the old age period should comply with the movement restriction of elders and they should have features for taking them on and off easily and maintaining with preferred colors and models. Besides, market studies made on elder female consumers indicate that dresses produced according to their color and model preferences will positively affect the psychology of elders, enhance their life qualities and increase their satisfaction levels (Gürşahbaz et. al., 2009: 147).

It is known that one of the major problems with elders is the conformity of dress to the body and its size (Arslan and Çamurdan, 2011: 765). As the sizes, patterns and designs are generally prepared according to young and healthy people with normal body sizes in clothing production sector, various problems are occurred with respect to conformity of dresses with elders (Vural et. al., 2008: 150). Each dress is for different goals. So their patterns are differed. However common goal of all dresses is not hinder the body movements with the dress (Öztürk and Ok, 2011: 791).

2. Method

This research has been planned and executed to determine the preferences and problems of consumers at 65 and plus. The universe of this research consists of 175 people, who are consumers at 65 and plus, residing in Konya and accepting voluntarily to answer the survey as male and female.

Survey form has been used to gather data in this research. Survey form has been prepared by examining the studies made on the relevant subject and by literature review. Subsequent to the determination of survey questions, it has been applied to 25 people for testing, and required corrections have been made due the problems faced. Survey consists of three sections. First section is about the demographical aspects of consumers, second section is about their preferences and third one is about the determination of their problems. Data collected at the end of survey application has been controlled and the deficient ones have not been evaluated, complete ones have been transferred to the package program called SPSS. Validity/reliability of variables measured with three and five likert scale has been determined with test statistics of Cronbach Alpha (α). The statistics of Cronbach Alpha (α) has been calculated as 0.917. Frequencies and percentage distributions of data provided by the study have been given in the tables. In addition, to determine whether the answers were varying according the variable of gender, Mann-Whitney U Test has been applied and results meaningful at the level of $P < 0.05$ have been presented below the tables.

3. Findings

To determine the dress preferences and problems of consumers at 65 and plus in this section of research, data gathered as a result of survey application has been given.

When the demographical features of people attended to the research are examined, it has been understood that 56% was female, 44% was male, 69.7% was within the age range of 65-70, 21.1% was within the range of 71-75, 4.6% was within the range 76-80 and 4.6% was within the range 81 and plus. Of attendants, it has been determined that 36.6% was graduated from primary school, 10.9% was graduated from secondary school, 14.3% was graduated from high school, 17.1% from university, 0.6% had postgraduate, and 20.6% was illiterate. 67.1% is housewife,

14.3% is officer, 32.6% is self-employed, and 16% is retired. 22.3% has no monthly income, 14.3% has an income with a value of 500 TL and less, 31.4% has an income within the range of 501-1000 TL, 16% has income within the range of 1001-1500 TL, 4% is within the range of 1501-2000 TL, and 12% has an monthly income with the value of 2001 TL and plus.

Table 1. Importance Rating of Features Paid Attention during the Sale of Dress

	Important		Partially important		Unimportant	
	f	%	f	%	f	%
Suitability with body	129	73.7	31	17.7	15	8.6
Modishness	34	19.4	47	26.9	94	53.7
Practicability	116	66.3	39	22.3	20	11.4
Fabric quality	81	46.3	55	31.4	39	22.3
Seam quality	62	35.4	61	34.9	52	29.7
Functionality	70	40	53	30.3	52	29.7
Being comfortable	139	79.4	26	14.9	10	5.7
Having feature of model	50	28.6	50	28.6	75	42.9
Being economical	103	58.9	44	25.1	28	16
Durability	94	53.7	52	29.7	29	16.6
Easily Maintainable	87	49.7	42	24	46	26.3

When Table 1 including the features paid attention during the sale of dress as per the importance rating, suitability with body (73.7%), practicability (66.3%), fabric quality (46.3%), being functional (%40), comfortable (79.4%), economical (58.9%), durable (53.7%) and easily maintainable (49.7%) have been considered important, but modishness (53.7%) and having a feature of model (42.9%) have been considered unimportant. Seam quality has been considered important by 35.4% of consumers and 34.9% of them has been considered it partially significant. When the features paid attention during the sale of dress have been evaluated with respect to gender, women have been considered seam quality partially important and men have been considered it important; women have been considered functionality important and men have been considered it partially important. It has been observed that women and men have made same evaluations with the highest rates in other options.

In the study called “Research on Behaviors of elder women at Sixty and Plus in Dress Purchase”, Çivitci and Ağaç (2009) has concluded that women pay attention to the features of suitability and comfort of dresses. Research made by Gürşahbaz and her colleagues (2009) has shown that women concentrate on comfort, suitability, practicability, durability, easy cleanness and maintenance during the purchase of ready-to-wear products; and on the other hand they also considered price options very important, feature of having a model, color, pattern, quality of seam and fabric as partially important. In the research made by Lee and his colleagues (2012), it has been found that elder women interested in the suitability with body, easy maintenance and low prices.

In the study called “Research on Behaviors of Elder Men at Sixty and Plus in Dress Purchase”, Çivitci and Ağaç (2010) have determined that elder men consumers mostly considered comfort, practicability and durability important during the dress selection, and features such as fashion, brand and package arrangement have not been paid attention by them. Dress suitability is seen as

an important matter in customer satisfaction and dress quality in ready-to-wear industry. But since the definition of suitability depends on individual perceptions and it is determined by fashion, style and other many factors, it is hard to identify a well- adapted dress universally (Song and Ashdown, 2010:265).

Table 2. Usage Frequency of Dress Preferred

	Always		Frequently		Occasionally		Rarely		Never	
	f	%	f	%	f	%	f	%	f	%
Shirt	62	35.4	39	22.3	28	16	23	13.1	23	13.1
Blouse	46	26.3	35	20	15	8.6	2	1.1	77	44
T-shirt	28	16	19	10.9	26	14.9	25	14.3	77	44
Waistcoat	48	27.4	37	51.1	25	14.3	26	14.9	39	22.3
Jumper	50	28.6	62	35.4	37	21.1	8	4.6	18	10.3
Cardigan	36	20.6	52	29.7	33	18.9	17	9.7	37	21.1
Jacket	36	20.6	30	17.1	32	18.3	22	12.6	55	31.4
Dress	39	22.3	23	13.1	15	8.6	8	4.6	90	51.4
Suit	26	14.9	13	7.4	12	6.9	26	14.9	98	56
Coat-Reefer Jacket	31	17.7	18	10.3	44	25.1	31	17.7	51	29.1
Topcoat	30	17.1	11	6.3	13	7.4	15	8.6	106	60.6
Pants	63	36	21	12	28	16	13	7.4	50	28.6
Sweatsuit	24	13.7	38	21.7	25	14.3	31	17.7	57	32.6
Pajamas	68	38.9	34	19.4	21	12	19	10.9	33	18.9

When Table 2 including the use frequency of dresses preferred is examined, shirt (35.4%) and pajamas (38.9%) had the highest rates and they were classified under “always” column, waistcoat (51.1%), jumper (35.4%) and cardigan (29.7%) have been frequently preferred, and blouse (44%), T-shirt (44%), jacket (31.4%), dress (51.4%), suit (56%), coat-reefer jacket (29.1%), topcoat (60.6%), pants (28.6%) and sweatsuit (32.6%) have never been preferred. When the dresses those are always preferred based on the gender variable are examined, it has been found that blouse (45.9%), waistcoat (38.8%), dress (38.8%) and pajamas (43.9%) have been preferred by women, and shirt (61%), jacket (31,2%), pants (55.8%) and pajamas (32.5%) have been preferred by men.

According to Mann Whitney U Test made to determine whether the use frequency of dresses preferred is changed due to the gender variable or not, it has been found that there was a considerable difference in the options of shirt ($U=1528$, $P=0.000$), blouse ($U=598$, $P=0.000$), waistcoat ($U=2064$, $P=0.000$), cardigan ($U=2377$, $P=0.000$), jacket ($U=2442$, $P=0.000$), dress ($U=1061$, $P=0.000$), suit ($U=2337$, $P=0.000$), coat-reefer jacket ($U=2801$, $P=0.003$), topcoat ($U=2507$, $P=0.000$), pants ($U=1843$, $P=0.000$) and pajamas ($U=2860$, $P=0.004$) between men and women.

Table 3. Frequency Degree of Models Preferred in Dresses

	Always		Frequently		Occasionally		Rarely		Never	
	f	%	f	%	f	%	f	%	f	%
Pleated	20	11.4	28	16	22	12.6	26	14.9	79	45.1
With Flounce	19	10.9	19	10.9	21	12	24	13.7	92	52.6
Shirring	32	18.3	18	10.3	23	13.1	25	14.3	77	44
With Cup	28	16	32	18.3	21	12	23	13.1	71	40.6
Empire	22	12.6	28	16	29	16.6	29	16.6	67	38.3
With Bodice	9	5.1	11	6.3	26	14.9	28	16	101	57.7
Pocket	81	46.3	46	26.3	21	12	8	4.6	19	10.9
With Rubber	73	41.7	34	19.4	23	13.1	17	9.7	28	16
Inverted Pleat	19	10.9	10	5.7	21	12	34	19.4	91	52

When the frequency degree of dresses preferred was examined, it has been found that pocket (46.3%) and “with rubber” (41.7%) models were always preferred, pleated (45.1%), “with flounce” (52.6%), shirring (44%), with cup” (40.6%), empire (38.3%), with corsage (57.7%) and inverted pleat (52%) models have never preferred. When the frequency degree of models preferred was evaluated with respect to gender, it has been seen that women always preferred shirring (30.6%), with cup (25.5%), pocket (43.9%) and “with rubber” models (51%), empire models (23.5%) occasionally, men always preferred pocket (49.4%) and with rubber (29.9%) models. In this case, in general terms, it is possible to think that consumers at 65 and plus attach importance to more pockets on dresses and dresses with rubber with respect to comfort and easy usage, and they are not attracted by other model features.

In their study made, Kişoğlu and colleagues (2005) have found that majority of elder women focus on pocket usage on dresses to meet the requirement for carrying materials with them. In addition, elder women prefer one piece dress without waist seam, skirts with enlarged pieces, V-neck or shirt neck models, and dresses with $\frac{3}{4}$ arm’s length relieved by enlarging the sleeve hole opening from the front under the waist line on the front (Dillard and Feather, 1988:119).

According to Mann Whitney U Test made to determine whether the frequency degree of dresses preferred is differed due to the gender variable or not, it has been found that pleated (U=2421, P=0.000), with flounce (U=1986, P=0.000), shirring (U=1639, P=0.000), with cup, (U=1922, P=0.000), empire (U=2428, P=0.000), with bodice (U=2688, P=0.000), with rubber (U=1528, P=0.000) and inverted pleat (U=2467, P=0.000) models have considerably differed in men and women.

Table 4. Fabric Type and Frequency Degree Preferred in Dresses

	Always		Frequently		Occasionally		Rarely		Never	
	f	%	f	%	f	%	f	%	f	%
Cotton	93	53.1	43	24.6	17	9.7	8	4.6	14	8
Woolen	61	34.9	22	12.6	33	18.9	21	12	38	21.7
Velvet	31	17.7	20	11.4	29	16.6	30	17.1	65	37.1
Linen	53	30.3	25	14.3	28	16	32	18.3	37	21.1
Silky	27	15.4	22	12.6	20	11.4	31	17.7	75	42.9
Tricot	33	18.9	38	21.7	21	12	29	16.6	54	30.9
Combed Cotton	54	30.9	48	27.4	26	14.9	16	9.1	31	17.7
Synthetic	12	6.9	17	9.7	30	17.1	33	18.9	83	47.4
Jean	31	17.7	17	9.7	20	11.4	30	17.1	77	44
Polar	9	5.1	13	7.4	22	12.6	38	21.7	93	53.1

When the fabric types preferred in dresses were examined, it has found that cotton (53.1%), woolen (34.9%), linen (30.3%) and combed cotton (30.9%) were always preferred, velvet (37.1%), silky (42.9%), tricot (30.9%), synthetic (47.4%), jean (44%) and polar (53.1%) were never preferred. Although the results were evaluated in general terms, when the gender factor was taken into consideration, women prefer combed cotton unlike men.

According to Mann Whitney U Test made to determine whether the frequency degree of dresses preferred is differed due to the gender variable or not, silky (U=2929, P=0.008), tricot (U=1657, P=0.000) and combed cotton (U=1715, P=0.000) have considerably differed in men and women.

Table 5. Importance Degree of Fabric Features Preferred in Dresses

	Important		Partially important		Unimportant	
	f	%	f	%	f	%
Elasticity	101	57.7	40	22.9	34	19.4
Absorbing sweat	114	65.1	40	22.9	21	12
Air-permeable	108	61.7	43	24.6	24	13.7
Unstainable	97	55.4	32	18.3	46	26.3
Warm	118	67.4	43	24.6	14	8
Soft tissue	117	66.9	35	20	23	13.1
Durable	99	56.6	44	25.1	32	18.3
Unfaded	82	46.9	50	28.6	43	24.6
Unrippled	78	44.6	55	31.4	42	24
Easy ironing	77	44	44	25.1	54	30.9
Not pilling	77	44	49	28	49	28
Easy cleaning	83	47.4	48	27.4	44	25.1
No skin eruption	106	60.6	39	22.3	30	17.1

When Table 5 including fabric features of dresses according to importance degree was examined, it has been found that of the consumers, 57.7% attached importance to elasticity, 65.1% absorbing sweat, 61.7% air-permeability, 55.4% unstainability, 67.4% warmth, 66.9% soft tissue, 56.6% durability, 46.9% unfadedness, 44.6% unrippledness, 44% easy ironing and not pilling, 47.4% easy cleaning, 60.6% no skin eruption. It is remarkable that consumers at 65 and plus attached importance to all features related with fabric. In this case, it is possible to think that

fabrics used in the production of dresses are important with respect to many features for elder consumers.

Dress can help people to regulate the temperature changes in their environments. Elder people need dresses providing extra temperature to be in comfort. Dress grasps and retains immobile air vacuums between the layers of body and dress, and helps the protection of body (Tyagi and Goel, 2013, 313).

According to Mann Whitney U Test made to determine whether the frequency degree of dresses preferred is differed due to the gender variable or not, the options of absorbing sweat ($U=3184$, $P=0.036$), unstainability ($U=3130$, $P=0.031$), unrippledness ($U=2940$, $P=0.007$), easy ironing ($U=3014$, $P=0.014$), no pilling ($U=3087$, $P=0.027$) and easy cleaning ($U=2772$, $P=0.001$) considerably differ in men and women.

Table 6. Dress Types and Their Frequency Degrees in which Problems Occurred due to Physical Changes in the Body

	Always		Frequently		Occasionally		Rarely		Never	
	f	%	f	%	f	%	f	%	f	%
Shirt	38	21.7	27	15.4	31	17.7	35	20	44	25.1
Blouse	13	7.4	17	9.7	26	14.9	32	18.3	87	49.7
T-shirt	18	10.3	20	11.4	22	12.6	26	14.9	89	50.9
Jumper	17	9.7	21	12	26	14.9	45	25.7	66	37.7
Cardigan	12	6.9	8	4.6	31	17.7	48	27.4	76	43.4
Waistcoat	8	4.6	10	5.7	39	22.3	29	16.6	89	50.9
Jacket	29	16.6	17	9.7	42	24	30	17.1	57	32.6
Dress	11	6.3	4	2.3	15	8.6	40	22.9	105	60
Suit	35	20	14	8	19	10.9	25	14.3	82	46.9
Coat-Reefer Jacket	22	12.6	7	4	36	20.6	40	22.9	70	40
Topcoat	27	15.4	9	5.1	22	12.6	23	13.1	94	53.7
Pants	31	17.7	20	11.4	44	25.1	21	12	59	33.7
Sweatsuit	16	9.1	14	8	30	17.1	40	22.9	75	42.9
Pajamas	23	13.1	10	5.7	22	12.6	35	20	85	48.6

When the dress types in which problems occurred due to the physical changes in the body were examined, the results indicate that there is generally no problem. But when the other rates are taken into consideration, it should not be ignored that 21.7% of consumers had a problem with shirt, 20% with suit always, occasionally with waistcoat (22.3%) and pants (25.1%), rarely with jumper (25.7%), cardigan (27.4%), dress (22.9%), coat-reefer jacket (22.9%) and sweatsuit (22.9%). When the evaluation was made by taking the gender factor into consideration, it has been found that women had a problem with shirt (27.6%), blouse (28.6%) and dress (37.8%) rarely, and on the other hand men had a problem with shirt (27.3%) always, with pants (27.3%) rarely.

According to Mann Whitney U Test made to determine whether the frequency degree and dress types in which problem had due to physical changes in the body differ based on gender factor or not, it has found that the options of shirt ($U=3062$, $P=0.029$), blouse ($U=1469$, $P=0.000$), cardigan ($U=3153$, $P=0.048$), waistcoat ($U=2819$, $P=0.002$), dress ($U=1796$, $P=0.000$), topcoat

($U=2148$, $P=0.000$), pants ($U=2948$, $P=0.010$) and sweatsuit ($U=3024$, $P=0.018$) differed considerably in men and women.

Table 7. Dress Sizes and Their Frequency Degrees in which Problem Occurred due to Physical Changes in the Body

	Always		Frequently		Occasionally		Rarely		Never	
	f	%	f	%	f	%	f	%	f	%
Waist girth	44	25.1	43	24.6	23	13.1	25	14.3	40	22.9
Beam	26	14.9	31	17.7	23	13.1	39	22.3	56	32
Body width	31	17.7	31	17.7	32	18.3	44	25.1	37	21.1
Neck	21	12	25	14.3	24	13.7	37	21.1	68	38.9
Shoulder	23	13.1	23	13.1	37	21.1	29	16.6	63	36
Arm's length	23	13.1	24	13.7	30	17.1	36	20.6	62	35.4
Pants length	30	17.1	33	18.9	22	12.6	31	17.7	59	33.7
Skirt length	22	12.6	17	9.7	14	8	18	10.3	104	59.4

When Table 7 including dress sizes and frequency degrees in which problem occurs as a result of physical changes in the body was examined, it has been found that problems occurred in waist width in 25.1% of consumers always, 25.1% in body width rarely, 32% in beam, 38.9% in neck, 36% in shoulder, 35.4% in arm's length, 33.7% in pants length and 59.4% in skirt length, no problem was occurred. When the problems occurred in dresses were evaluated according to frequency degrees, it has been seen that 24.7% of women had problem with width girth always, 23.5% with beam frequently and rarely, 27.6% with body width, 23.5% with dress length. Men had never a problem with all dress sizes with the highest rates.

As man gets older, one of the remarkable changes is shortening of body. Shortening in the length is an aging feature of women. Shortening and flexion of backbone and curvature in the head are caused by involution of skeleton (Tyagi and Goel, 2013, 309). In the study made by Gürşahbaz and colleagues (2009), it has been concluded that majority of elder women make frequent modifications in ready-to-wear products sold and they always modify trouser leg mostly, and they sometimes modify width girth, beam, arm's length and body width.

According to Mann Whitney U Test made to determine whether the frequency degree and dress sizes in which problem had due to physical changes in the body differ based on gender factor or not, the options of beam ($U=2842$, $P=0.004$) and skirt length ($U=1561$, $P=0.000$) differed considerably in men and women.

Table 8. Places and Their Importance Degrees in Dresses in which Problems Occurred due to Physical Changes in the Body

	Important		Partially important		Unimportant	
	f	%	f	%	f	%
Size is tight	64	36.6	71	40.6	40	22.9
Size is large	48	27.4	66	37.7	61	34.9
Waist is tight	70	40	48	27.4	57	32.6
Waist is large	41	23.4	70	40	64	36.6
Waist is low	53	30.3	51	29.1	71	40.6
Waist is high	28	16	65	37.1	82	46.9
Hip is tight	56	32	62	35.4	57	32.6
Hip is large	39	22.3	61	34.9	75	42.9
Neck is tight	49	28	65	37.1	61	34.9
Neck is large	31	17.7	64	36.6	80	45.7
Shoulder is tight	62	35.4	53	30.3	60	34.3
Shoulder is large	39	22.3	65	37.1	71	40.6
Dress length is short	58	33.1	55	31.4	62	35.4
Dress length is long	60	34.3	57	32.6	58	33.1
Arms are tight	58	33.1	56	32	61	34.9
Arms are large	52	29.7	46	26.3	77	44
Arm's length is short	42	24	58	33.1	75	42.9
Arm's length is long	66	37.7	43	24.6	66	37.7
Crotch is tight	47	26.9	59	33.7	69	39.4
Crotch is large	36	20.6	51	29.1	88	50.3
Crotch is low	29	16.6	54	30.9	92	52.6
Crotch is high	42	24	53	30.3	80	45.7
Pants length is short	27	15.4	63	36	85	48.6
Pants length is long	51	29.1	50	28.6	74	42.3

When the places in dress in which problem is occurred due to physical changes in the body and their importance degrees were examined, the options of tight waist (40%), tight shoulder (35.4%), long dress (34.3%) and long arm's length (37.7%) were considered significant, tight size (40.6%), large size (37.7%), large waist (40%), tight hip (35.4%) and tight neck (37.1%) were considered partially significant, the options of low waist (40.6%), high waist (46.9%), large hip (42.9%), large neck (45.7%), large shoulder (40.6%), short dress length (35.4%), tight arms (34.9%), large arms (44%), short arm's length (42.9%), long arm's length (37.7%), tight crotch (39.4%), large crotch (50.3%), low crotch (52.6%), high crotch (45.7%), short pants length (48.6%) and long pants length (42.3%) have been considered insignificant.

According to Mann Whitney U Test made to determine whether the places in dresses in which problems occurred due to physical changes in the body and their frequency degrees differ based on gender factor or not, it has been found that the options of long dress length (U=2970, P=0.010) and low crotch (U=2864, P=0.003) have differed in men and women considerably.

4. Conclusions

This study has been executed to determine the dress preferences and problems of consumers at 65 and plus. People can experience problems related with fabric, model and sizes of dresses sold, due to anatomical and physical changes occurred in the body during the old age period that is one

of the inevitable processes of life. Besides, the preferences change as the man gets older. It is important to determine the problems and preferences and to actualize the production to solve these problems.

Ready-to-wear clothing industry tends to design dresses for young consumers and it ignores consumers at 65 and plus. Since elder population increases more than young population, to take the needs and preferences of elders into consideration creates awareness in both marketing and people's problems (Lee et. al., 2012:102-103). Due to the aging of population, businesses will have to take elder people's consuming needs into consideration and to respond to expectations of elder people in the market (Turan and Çolakoğlu, 2009: 280). One of the expectations of elder consumers is that dresses they bought should have features that meet their requests and needs.

According to findings of research, it has been found that elders pay attention into the features is comfort, suitability, practicability, being economical and durable. It has been understood that they always use shirt and pajamas, and they use waistcoat, jumper and cardigan frequently. When the difference in use frequency between men and women, it has been seen that women always use blouse, waistcoat, dress and pajamas, and on the other hand men always use shirt, jacket, pants and pajamas. It has been determined that majority of consumers preferred models with pocket and rubber, on the other hand women preferred models with shirring and cup. It has been seen that elder consumers always preferred cotton, silky and combed cotton fabrics. However women preferred combed cotton unlike men. All features of fabric have been evaluated as significant by the majority.

Although majority of elders mentioned that they had no problem caused by physical changes, it has come out that a group had a problem with body and waist width. In addition, elders faced with problems such as tight sizes in waist, hip, body and neck and long dress and arm's length as a result of physical changes occurred in the body.

While elder women experienced difficulties in finding proper ready-to-wear products due to the changes occurred in the body shapes, men generally had less difficulties in finding proper dresses, since men wear dresses consisting of pants and shirts those have more flexible size system (Dillard and Feather, 1988:120). In the study made by Lee and colleagues (2012), elder women stated that there is no standard size system in existing ready-to-wear clothing industry and changes in body shapes during aging process are not taken into consideration by the businesses. Target market with a special situation and differences makes the requirement to meet the expectations from design made more important. Especially in dress designs for elder individuals, taking the functionality into consideration will increase the life quality and the satisfaction from products used (Kışoğlu et. al., 2005: 139).

As a result of improvements experienced in contemporary medicine and medical technology, decreases in birth and death rates increase the age average of world population (Marangoz, 2000: 35). Thus the population at 65 and plus that is accepted as the beginning of old age in developed countries has significantly increased within general population (Öz, 2002: 18). According to data of United Nations, while the total number of people at 60 and plus in 2002 worldwide was 629 million (10% of total population), it is foreseen that this number will increase to 1.964 million in 2050 (21% of total population) (Hu et. al., 2007: 303). A demographical change is experienced in both world and our country, population gets older day by day (Marangoz, 2006: 117). Due to the

increase in average life expectancy in Turkey and decrease in birth rates, rate of population at 65 and plus continuously increases (Yılmaz et. al., 2012: 144). According to results of 2003 Turkish Population and Health Research, population at 65 and plus constitutes 7% of whole population and it is estimated that this rate will increase to 10% in 2025 (Akdemir et. al., 2008: 69).

To determine the preferences of elder population with an increasing rate in whole population in purchasing and the problems experienced by them with dresses purchased is so important with regards to the responds given by producers to their requests and needs. Thus researches should constantly be made for dresses that will be produced and the results provided in dress design should be taken into consideration, the elements those will meet their requests and needs should be taken into account. In designs made for elders, changing features such as balance loss, cognitive (about cognition and comprehension) impairment, visual and hearing disorders, force loss should be taken into consideration, required arrangements should be considered at the beginning as direct sun light, air flow and sensitivity to cold increase (Kalınkara, 2010: 56). Continuous market researches should be made for cloth production proper to elders. Problems should be determined for cloths suitable for elders' physical features, the aspects that they prefer to make them feel comfortable and happy should be determined. The results of this research aim to shed light to businesses acting in ready-to-wear sector in this subject. Different clothing models can be designed and some evaluations can be made with regards to physical comfort in further researches.

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