



IMPACT OF UNDERWEAR EDUCATIONAL INTERVENTION PROGRAMME ON KAP OF EXPERIMENTAL AND CONTROL GROUPS

T. Devi¹, R. Sujatha² and N. Rajani³

1. T. Devi, Academic Consultant, Department of Home Science, Sri Padmavati Mahila Visvavidyalayam, Tirupati, A.P, India

2. R.Sujatha, Research Scholar, Department of Home Science, Sri Padmavati Mahila Visvavidyalayam, Tirupati, A.P, India

3. N. Rajani, Associate Professor, Department of Home Science, Sri Padmavati Mahila Visvavidyalayam, Tirupati, A.P, India

Abstract:

Undergarments commonly worn by women today include brassieres and panties (also known as knickers), while men often wear briefs, boxer shorts, and boxer briefs. The outerwear for women have undergone a tremendous change in the recent past – from salwar- kameez and saris to denims and t-shirts and feminine tops, especially in the urban areas of India. An increasing number of female demography is entering professional lives where they need different outerwear for office, parties and recreation, as a result of which, they opt for innerwear that matches the outerwear. The women are getting more conscious of their health and physique – a phenomenon increasingly witnessed with the sprawling gymnasiums in the neighborhood basements. It is the fitness factor which has given rise to the sales of sports brassieres and briefs that suit the sporting activities of women. Special occasions like marriage ceremonies and social gatherings call for a different outerwear and matching innerwear. Today, underwear is regularly connected with the suggestive, particularly in films or in promoting, and clothing and under wear assumes a basic job today in making bodies female, just as decently pleasant and attractive. This isn't completely a female issue, yet it is essential for what is here and there called our advanced "body work": "the exemplified ordinary work that people attempt to change and 'improve' their bodies" (Tsaousi 2013, Wood 2016).

Key words: Underwear types, Underwear brands, Underwear market, Intimate wear.

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1. Introduction:

Reproductive health is define as a “state of complete physical, mental and social well being and not just the absence of disease or ill-health in all matters related to the reproductive system and its function and process”. With the changing global conditions and rising concepts, Adolescent health is

gaining greater significance to form an essential module of the reproductive health.

Ladies act of and talk about undergarments buy is 'socially comprised' at that point based upon an attention to a scope of various retail conditions and sorts of shopping with various sexual and taste undertones. Purchasing and wearing under



wear requires some degree of commitment with the mainstream visual portrayals of undergarments that are elevated to ladies through marking, inventories and promoting. Various researchers have embraced examination of the portrayal of gentility in the visual culture of underwear.

Wearing the under wear of incorrect size, poor selection of material and design of under wear leads to health problems in the long run. Wearing improper under wear is identified as one of the risk factors contributing to breast cancer. So, bearing this in mind, the report details out the proposition to address the needs mentioned. Fitness of under wear is an essential factor to ensure all adolescent girls have the opportunity to comfortably participate in, and therefore reap the health benefits associated with regular day to day activities. Unfortunately, the Indian girls are unaware of correct usage of brasseries to support the breast in position without negatively affecting physical performance or causing discomfort to the bra wearer. There is a bare need to educate the adolescent girls on under wear usage and healthy practices. In this background the present study is aimed at assessing the knowledge, attitude and practice of adolescent girls on under wear selection, healthy usage, taking care of under wear maintenance and development of a need based educational intervention programme.

2. Methodology:

The intervention study was conducted a sample of 100 adolescent girls aged between 13 to 15 years studying 8th class to 10th class in Tirupati district. Around 50 adolescent girls were selected from Government girls high school and 50 adolescent girls were selected from private high school in Tirupati.

3. Results and Discussion:

The educational intervention programme on under wear for 50 adolescent girls of experimental group in one high school was conducted for 45 days using the Under wear Educational Intervention Programme (UEIP) manual developed for the purpose. This potential experimental study was mainly focused to improve knowledge, change attitude and improve practice related to under wear selection and usage of experimental group. The study adopted a pretest-posttest research design with experimental and control group model. To assess the impact of intervention programme and also to study the effectiveness of UEIP manual in promoting the KAP of experimental group .The pre and post test results were compared using relevant statistical techniques, the results were presented and discussed as follows;

3.1. The pretest and posttest knowledge of the adolescent girls before and after UEIP

The levels of knowledge on under wear among the experimental and control groups was examined using the under wear selection and usage knowledge scale.

Table 1: The pretest knowledge of control and experimental group

Levels of knowledge on Under wear	Frequency and percentage	Adolescent girls		Total
		Control Group	Experimental Group	
Low Knowledge	N	43	42	85
	%	86	84	85
Moderate	N	5	6	11



Knowledge	%	10	12	11
High Knowledge	N	2	2	4
	%	4	4	4
Total	N	50	50	100
	%	100	100	100

The table 1 reveals that majority of the sample; control group (86%) and experimental group (84%) had low knowledge and only a small percent of sample had moderate and

high knowledge prior to UEIP. It also indicates the need for the intervention programme to enhance the awareness among young girls on under wear.

Table 2: The posttest knowledge of control and experimental group

Levels of knowledge on Under wear	Frequency and percentage	Group		Total
		Control Group	Experimental Group	
Low Knowledge	N	39	6	45
	%	78	12	45
Moderate Knowledge	N	7	13	20
	%	14	26	20
High Knowledge	N	4	31	35
	%	8	62	35
Total	N	50	50	100
	%	100	100	100

The post test knowledge of the sample after the UEIP shows (see table 2) that majority (62%) of the girls had high knowledge, followed by 26 percent of girls with moderate knowledge and a 12 percent of the sample with low knowledge among the experimental group indicating increase in knowledge among the intervention group. There was very slight change in the knowledge scores of control

group after the UEIP, though they did not receive any inputs on under wear. This may be recognized to general curiosity on the topic created due to the data collection and exploration of various sources for knowing the information. According to Shalindra Fernando (2015) a widely quoted international statistic is that in India eight (or seven) out of ten women wear the wrong size bra. Reasons could be



many. Without a proper bra fitting it's hard to know one's exact size. Choosing the wrong bra size can lead to posture issues with strain on neck and back. The wrong bra size will not give

the consumer any confidence, it will result in poor shape and silhouette and a poor self-image.

Table 3: Distribution of adolescent girls according to their knowledge in control and experimental group before and after intervention

Levels of knowledge on under wear	Frequency and percentage	Before intervention		Total	After intervention		Total
		Control Group	Experimental Group		Control Group	Experimental Group	
Low Knowledge	N	43	42	85	39	6	45
	%	86	84	85	78	12	45
Moderate Knowledge	N	5	6	11	7	13	20
	%	10	12	11	14	26	20
High Knowledge	N	2	2	4	4	31	35
	%	4	4	4	8	62	35
Total	N	50	50	100	50	50	100
	%	100	100	100	100	100	100

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The table 3 clearly indicates the change in the experimental group knowledge scores after the intervention, which explains that the UEIP had an impact on the sample and the UEIP manual was effective in imparting knowledge on under wear to the adolescent girls in experimental group.

3.2. The pretest and posttest attitude of the adolescent girls before and after UEIP:

Under garments are a group of apparel that gets us down to the bare bones of ourselves. It relates to our body, comfort, sense of self, sex appeal and underpinning. Inner wear are worn next to the skin, inside a person's outer clothing. Underwear is worn for

practicality and comfort by both genders, while lingerie is typically worn by women because it is attractive. Regular underwear is usually less expensive than lingerie, and it has been around much longer (Datta and Agrawal, 2018). The attitude of the adolescent girls on lingerie fitting, selection and other aspects was tested using a attitude questionnaire developed and standardized for the present study. The pretest results indicate (table 4) that the attitude of the sample before the intervention programme was low for majority of the sample; control group (82%) and Experimental Group (80%). A small percent of sample had moderate to high attitude scores on under wear prior to UEIP.

Table 4: The pretest attitude scores of adolescent girls before UEIP

Levels of attitude on	Frequency	Group	
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under wear	and percentage	Control Group	Experimental Group	Total
Low Attitude	N	41	40	81
	%	82	80	81
Medium Attitude	N	6	8	14
	%	12	16	14
High Attitude	N	3	2	5
	%	6	4	5
Total	N	50	50	100
	%	100	100	100

Table 5: The posttest attitude scores of adolescent girls after UEIP

Levels of attitude on under wear	Frequency and percentage	Group		Total
		Control Group	Experimental Group	
Low Attitude	N	32	5	37
	%	64	10	37
Moderate Attitude	N	11	9	20
	%	22	18	20
High Attitude	N	7	36	43
	%	14	72	43
Total	N	50	50	100
	%	100	100	100

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The post test attitude scores (see table 5) of sample reflects that the experimental group has improved considerably after UEIP, in their attitude towards under wear selection and usage as majority had high scores (72%)

followed by moderate (18%) and low (10%) attitude towards under wear. There is not much improvement in attitude scores of control group, who did not receive any intervention.

Table 6: Attitude scores of sample in control and experimental group before and after intervention



Variable	Frequency and percentage	Before intervention		Total	After intervention		Total
		Control Group	Experimental Group		Control Group	Experimental Group	
Low Attitude	N	41	40	81	32	5	37
	%	82	80	81	64	10	37
Medium Attitude	N	6	8	14	11	9	20
	%	12	16	14	22	18	20
High Attitude	N	3	2	5	7	36	43
	%	6	4	5	14	72	43
Total	N	50	50	100	50	50	100
	%	100	100	100	100	100	100

The table 6 depicts the attitude scores of both control and experimental groups before and after the intervention, which clearly indicates increase in levels of attitude of experimental group after the intervention. Furthermore, there is not much change in attitude scores of the control group, implying that the UEIP had an impact on the sample and the UEIP manual was effective in bringing favorable change in attitude of adolescent girls in experimental group on under wear.

3.3. The pretest and posttest practice scores of the adolescent girls before and after UEIP:

The table 7 reveals that majority of the sample; control group (82%) and experimental group (78%) had low practice scores and a small percent of sample had moderate and high

The innerwear industry has been producing and selling the garments that looked sexy for years, even if they were necessarily comfortable or functional. Many under wear brands seem to design products form, it is for someone else’s pleasure, not necessarily the person wearing. The definition of what is sexy has changed steadily, It is not about the shape - it is about the way one feels. It is now about women feeling comfortable in their own clothes, as opposed to impressing and pleasing someone else (Datta and Agarwal, 2018).

practice scores before the intervention. The low level of practice stresses the need for necessary skills in under wear fitting, selection and usage.

Table 7: The pretest practice scores of adolescent girls before UEIP

Levels of practice on lingerie	Frequency and percentage	Group		Total
		Control Group	Experimental Group	
Low Practice	N	41	39	80
	%	82	78	80



Medium Practice	N	6	7	13
	%	12	14	13
High Practice	N	3	4	7
	%	6	8	7
Total	N	50	50	100
	%	100	100	100

Table 8: The posttest practice scores of adolescent girls after LEIP

Levels of practice on lingerie	Frequency and percentage	Group		Total
		Control Group	Experimental Group	
Low Practice	N	33	6	39
	%	66	12	39
Medium Practice	N	11	14	25
	%	22	28	25
High Practice	N	6	30	36
	%	12	60	36
Total	N	50	50	100
	%	100	100	100

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The posttest practice scores of the sample after the intervention programme indicated (see table 8) that majority (60%) of the girls had high practice, followed by 28 percent of girls with moderate practice and a 12 percent of the sample with low practice among the experimental group indicating increase in

practice scores after UEIP. A slight change in the practice scores of control group in posttest was observed, though they did not receive any inputs on lingerie practice. The sample while responding to the questions in pretest may have been provoked to think about the questions and acquired awareness on the topic.

Table 9: Levels of practice on lingerie among the control and experimental groups before and after intervention

Variable	Frequency and percentage	Before intervention		Total	After intervention		Total
		Control Group	Experimental Group		Control Group	Experimental Group	



Low Practice	N	41	39	80	33	6	39
	%	82	78	80	66	12	39
Medium Practice	N	6	7	13	11	14	25
	%	12	14	13	22	28	25
High Practice	N	3	4		6	30	36
	%	6	8	7	12	60	36
Total	N	50	50	100	50	50	100
	%	100	100	100	100	100	100

The table 9 illustrates the practice scores of both control and experimental groups before and after the intervention. These results showed that before the intervention both the control and experimental groups had low practice scores prior to intervention, which clearly indicates increase in levels of practice of experimental group after the intervention. Moreover, there is not much change in practice scores of the control group, indicating that the UEIP had an impact on the sample and the UEIP manual was effective in bringing change in practice on under wear of adolescent girls in experimental group.

Conclusion:

The research reveals there was no significant difference with in control group with regard to the pretest and posttest KAP scores. There was significant difference between pretest and posttest KAP scores of experimental group before and after the intervention. The results permit to conclude that the Lingerie Educational Intervention Programme (LEIP) was effective as the experimental group of girls improved in their KAP significantly after the intervention at 0.01 level.

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