PSYCHOLOGICAL & SOCIAL IMPACT OF FASHION ON YOUNG ADOLESCENTS- A CASE STUDY

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ABSTRACT

Purpose: The fashion industry is playing a major role in the making of personality. Over the years, the concept of fashion grabbing more attention from youngsters. Youngsters are attracted by trendy outfits to look fashionable and to grab the attention of onlookers. Fashion is a field that is under rapid growth and changing the shape of individual standards and values. The way we dress tells a lot about our personality, our likes, and dislikes, culture, and religion. This paper reviews recent research on fashion and its influence on young adolescents. The research areas are style statements, taste, satisfaction, and current trends. The study recognizes the fashion requisites of young clients. In this paper, I have described the mental status and reaction of youth in different environments.

Design/ Methodology/ Approach: Everyone likes to track everyday fashion. Youth get a chance to be independent individuals with their requirements. Fashion boosts the confidence of the wearer. Here I am trying to prove the factors behind the psychological impact of the wearer (young adolescents).

Findings and Results: This study is being conducted for the sake of understanding the underlying current trends in the minds of people and to understand. The psychological impact fashion has on youth is dependent on variables such as cultural, economic, social, environmental, gender, and social media.

Originality: This is a unique study to understand fashion and fashion varies from country to country, region to region along with different styles. Fashion is the truth in the world of fashion transmitted from generation to generation within society. The age group between18-22 is subjected to a study to get accurate results regarding the factors affecting the dressing of young adolescents.

Paper Type: A case study on the understanding influence of on young adolescents.

Keywords: Young Adolescents, Fashion, Buying Behavior, Psychological And Social Impact, Self-Confidence.

I.   INTRODUCTION

Fashion is a statement. A statement of mind and body of an individual is contagious, it spreads and creates a great impact on the minds of people. Fashion industries contribute all around a person to reform, perform and transform. Lifestyles of an individual because of clothing can be highlighted. Developing the personality based on the attire and accessorisation is observed targeting young adolescents under the age group 18-22. The personal identity reflects carrying the dress according to social, cultural, and religious influence. It is in general believed that fashion can change the culture and culture can change the way we live feel and progress. Fashion can create huge business opportunities cutting across nations and cultures. Millennials have their own choice to play with the color, cut, and clarity of a fabric. Fabric can be changed into an art piece. Food and fashion go hand in hand. There is an impact on the psychology and the sociology of young adolescents.

II.   REVIEW OF LITERATURE

Society recognizes the role of clothing as a communicator of information during social interaction and as an aid in the establishment of self-identity. As an adolescent builds self-identity, self-esteem, and use of clothing to affect its enhancement become important aspects of his/her development. This study sought to (1) determine if there were differences in the importance of clothing comfort in three situations (social, school, and leisure) among adolescents in a metropolitan city (500,000 SMSA), and (2) to determine if there was a relationship between the rating on the importance of clothing comfort and the level of self-esteem in social, school, and leisure situations. The importance of clothing comfort was measured using the Clothing Comfort Dimensions, Importance by Situation, and self-esteem was measured using the Sliding Person Test of Self-Esteem. One hundred ninety-seven female junior high students from a metropolitan city responded to a self-administered questionnaire. Statistically significant interactions were found among the three situations (social, school, and

leisure) in each of the three dimensions (physical, social, and psychological) for the importance of clothing comfort. Adolescents acknowledge clothing comfort as being more important in social and school situations than in leisure, and they reflect limited differences in the importance of clothing comfort in social or school situations. No significant differences were found among self-esteem scores across the five groups of individuals who placed the level of clothing comfort in importance. For this group of adolescents, self-esteem was not related to situational clothing comfort.

III.   OBJECTIVES OF THE STUDY

This in-depth study leads to helping other organizations in the same field, which could also indicate the research gap through a perception study of the fashion industry. The document can be used for future reference and the development of fashion organizations.

1. To study the demographic profile of the respondents.

2. To know the social impact on young adolescents while choosing the attire.

3. To understand the economic influence and psychological impact on buying behavior of young adolescents towards fashion products.

IV.   RESEARCH GAP AND RESEARCH AGENDA

The study is descriptive and empirical in nature. Both Primary and secondary data collected for the study. Primary data are collected from 100 respondents through a structured questionnaire. The structured questionnaire is prepared in individual contact and communication. Respondents were selected based on a random sampling technique. Secondary data are collected from various journals, articles and experts of same area.

4.1 RESEARCH METHODOLOGY:

The Research methodology includes primary data collection and secondary data collection. The secondary data involves the tabulated data that is readily available through sources such as the internet, E-books, research paper, and some industrial magazines. For this study secondary data was collected mainly by referring to websites, journals, and scholarly articles. The data got through these sources were then tabulated, analyzed, and presented in the form of inferences. The primary data collection was conducted through a structured questionnaire method. A random sample of 100 students aging 18-22 was selected from colleges around Mangalore. The selected respondents were called for a one-to-one interview, wherein the interviewer recorded responses of the sample population by asking several open and close-ended questions. The recorded responses were documented for future analysis purposes. Analysis of primary data is done based on variables such as demography, gender, social, culture, and economy of the respondent.

V.   SAMPLE DESIGN

Primary data are collected from 100 respondents through a structured questionnaire. The structured questionnaire is prepared mainly in the form of five points Likert scale. Respondents were selected based on a random sampling technique.

VI.   ANALYSIS OF DATA

Table No. 1: Demographic Details of the Respondents

VARIABLES	FREQUENCY	PERCENTAGE
AGE		
18- 20	68	68%
20- 22	20	20%
Above 22	12	12%
Total	100	100%
SEX		
Male	22	22%

Female	78	78%
Total	100	100%
ECONOMIC STATUS		
Rich	12	12%
High Middle class	30	30%
Middle class	58	58%
Total	100	100%
LOCALITY		
Rural	64	64%
Urban	36	36%
Total	100	100%

Source: Author

Table No. 2: Social Impact On Young Adolescents While Choosing The Attire.

VARIABLES	STRONGLY DISAGREE	DISAGREE	NEUTRAL	AGREE	STRONGLY AGREE
Family	12	10	8	30	40
Culture	44	28	12	14	02
Religion	27	22	16	22	12
Friends	10	08	02	20	60
Social Media	05	02	00	20	73

Source: Author

Table No. 3: Economic Influence On Buying Behavior Of Young Adolescents Towards Fashion Products.

VARIABLES	FREQUENCY	PERCENTAGE
To a greater extent	63	63%
Some what	27	27%
Very little	09	09%
Not at all	00	00%
Total	100	100%

Source: Author

Table No. 4: Psychological Impact On Buying Behavior Of Young Adolescents Towards Fashion Products.

VARIABLES	STRONGLY DISAGREE	DISAGREE	NEUTRAL	AGREE	STRONGLY AGREE
Colour	08	12	00	23	57
Texture	06	08	06	38	42
Brand	09	11	06	34	30
Style	04	04	12	36	44
Comfort	30	31	10	12	17
Attitude	28	32	13	15	12
Emotions	40	41	02	09	08

Source: Author

VII.   RESULTS

• Table No. 1, is used to depict the demographic characteristics of the sample population, such as their age group, gender, economic status, and locality. A total of 100 respondents were subjected to the study of which 68% belonged to 18-20 age group, 20% belong to 20-22 age group, and 12% belong to the above 22 age group. Among the sample population, 22% are females and 78% are male. The economic status of the respondents is as follows 12% are rich, 30% are high middle class and 58% belong to middle-class strata. Among the individuals taken for study, 64% of them belong to rural localities and the remaining 36% come from urban localities.

• Table 2 results show the impact of social attributes such as family, culture, religion, friends, and social media on the dressing of young adolescents. The analysis of survey data tells us that family, friends, and social media have a major impact on the dressing choices of young adolescents, as compared to the other two variables of culture and religion.

• The data in Table 3 reveals the impact of the economic condition on the buying behavior of young adolescents regarding fashion products. The majority of respondents that is 63% strongly agree to economic factors have an impact on buying decisions of youngsters.

• Table 4 gives us data regarding the psychological impact on buying behavior of young adolescents. The results f the data reveal that the majority of respondents found variables such as color, texture, brand, and style to be bearing a psychological impact on the buying behavior of youngsters. Other variables such as comfort, attitude, and emotions comparatively have a lesser impact on buying decisions of young adolescents.

The overall analysis of the study results depicts social variables such as family, friends, and social media, economic status, and psychological variables of the product such as color, texture, brand, and style have a major impact on the dressing style and purchasing behavior of young adolescents.

VIII.   CONCLUSION

People around the teenagers are majorly influencing teenagers because youngsters feel that they need to look good and belong to the present trend prevailing around them. Adolescents like to dress alike because they are longing to be a part of similar groups. Dressing fashionably gives a sense of confidence. Teenagers are conscious of their looks and self-consciousness generates drawing attention. The clothes which they wear affect their presentation. For young adolescents, fashion is important because they want to be unique. To gain social status and importance and to express their adolescence they wear good dresses in different styles, colors, and brands. Following factors such as economic, social, cultural, gender and family background and social media have a strong bearing on the dressing styles of youth. Teenagers will follow celebrities and idolize them. The dressing style of a person tells a lot about their personality. The image of a person greatly depends on their way of dressing. Fashion is important because it reflects their lifestyle and it makes their life colorful and changes their presence.

IX.   REFERENCES

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