

## The Psychological Impacts of Latest Fashion on Teenagers

P. Sharma<sup>1\*</sup>, S. Pandey<sup>2</sup>, S. Sharma<sup>3</sup>

<sup>1,2</sup>Department of fashion Communication, NIFT, Kangra, India

<sup>3</sup>Department of Mechanical Engg, IKGPTU, Kapurthala, India

\*Corresponding Author: [purnendu.sharma@nift.ac.in](mailto:purnendu.sharma@nift.ac.in)

Available online at: [www.isroset.org](http://www.isroset.org)

Received: 25/Jul/2019, Accepted: 14/Aug/2019, Online: 31/Aug/2019

**Abstract** - Fashion is a distinctive and often constant trend in the style in which people present themselves. Young generation has tendency to imitate and follow anything which appears 'hip' or 'in'. They are quick to relate and to follow what appears fashionable. Fashion is something that teens wish to fit in which makes them struggle in their everyday life. In the present study an investigation has been conducted among teenagers to find out their behavior and physiological impact while purchasing clothes.

**Keywords:** Fashion, Teenagers.

### I. INTRODUCTION

Today most of the young generation running behind fashion. One, who doesn't carry it, might face less importance over fashionable. Fashion is well understood by people and experienced mostly in outfits, outdoor accessories and footwear. It refers to latest trend in terms of dresses or outdoor outfits. Fashion will be dynamic thing as it announce creativity in public. Fashion statement in the world of glamour transforms according to season. Therefore, teenagers also make a variation in their wardrobe. Now a days mostly teenagers provide preference and adopting to existing fashion and style but earlier, community of high standards or elite class, business tycoons generally used to embrace recent trends. But despite of the status of the people every one follows and maintains the current fashion.

Teenagers go through all the fashion magazines and watch many fashion related television shows. They look up to each and every idol they see on television and in their favorite fashion magazines. Media and magazines inspire many teenage girls. Magazines have a huge impact on dressing sense and the way teens try to look. When a teenager sees their favorite celebrity or model wearing something they love they will try to wear that same type of style just to be like them. Media has this same affect on teens. Teens watch all kind of crazy reality shows these days to live up to the celebrities they watch on television. Teens do not realize how much media and fashion magazines are affecting their style and lifestyles.

### II. LITERATURE REVIEW

Osmud Rehman (2011) has conducted a study on a topic Consumer perceptions & behavior and has entitled the research paper as, "UNDERSTANDING CONSUMERS PERCEPTIONS AND BEHAVIOURS: IMPLICATIONS FOR DENIM JEANS DESIGN". The objective of the study was to gain a deeper understanding of which intrinsic cues are strongly linked to the body type and jeans choice. Consumers depend on a wide array of product cues to guide their judgment on product quality and to justify their purchasing. According to the study, product cues can be categorized as intrinsic and extrinsic, and consumers tend to use both cues concurrently while judging a product. Intrinsic cues involve physical characteristics (e.g. fit, fabric, colour, and style), whereas extrinsic cues involve product-related characteristics (e.g. price, brand name, and country of origin). Among the extrinsic cues, price and brand name are most used for evaluation. The researcher concluded that creating and delivering products with desirable values is essential to sustain market competitiveness as well as to build favourable long-term relationships with customers. The more attention the fashion practitioners pay to the relationship between product cues, body type, and usage appropriateness, the more likely the product is to be accepted.

Reham Abdelbaset Sanad (2015) has conducted a research on the behaviour pattern of buyers and entitled the research paper as, "CONSUMERS ATTITUDE AND PURCHASE DECISIONS TOWARDS TEXTILES AND APPAREL PRODUCTS". The main objective of the research was to study and review the factors affecting purchases decisions towards apparel and textile products. Different factors impacting on marketing of textile products were also reviewed. The research included the factors like culture, social, personal, psychological and environmental factors. The research revolves around two major factors namely, Market dominating variables and consumer dominating variables and a further divided into sub-factors. It was found that the working age group focused mainly on solid colors and fixed to more functional clothing whereas teenagers are more attracted to the clothing that gives them the 'Cool Factor'. Also, it showed that the marketing of fashion plays a big role in buying decisions. The conclusion was made that the consumer buying behaviour is not independent of these factors. Products' visual and physical characteristics have a great impact on buying decisions.

J. TURCINKOVA, & J. MOISIDIS (2011) has been conducted a study to analyze consumer behavior of Czech youth while purchasing clothing and also consider factors affecting their behavior, with emphasis on reference groups. The main purpose of investigation was to propose recommendations for clothing producers for brand forming and marketing strategies with Czech consumers in age group 13 to 19 years. The target group (consumers 13–19 years old) was preferred because it's often been disregarded in past marketing researches. On study basis, it can be concluded that marketing strategies should be focused on teenager's parents as they plays important role for their shopping. Suggestions for marketing communication tools are: TV commercials, social media, mail order catalogues, leaflets. The best approach is to create positive word-of-mouth among parents.

HAREEM ZEB, KASHIF RASHID, AND M. BILAL JAVEED (2011) has been conducted a study to see Pakistan's female consumers behavior and to interpret important factors of branded clothing that affects female consumer's connection towards latest trendy branded clothing. An inspection was conducted on female consumers having age between 20-35 to get empirical results by using questionnaire and statistical techniques. On the basis of study, outcomes indicated the status branding, brand attitude, paying premium for branded clothing, self-concept and reference groups were found to have positive effects on female consumer buying behavior while increasing consumer involvement in fashion clothing.

QIU Chunyan HU Yue, (2014), has been conducted a study among students of 'Fashion Institute Shanghai University of Engineering Science, Shanghai China'. The main objective of the study is to assess the research and development of future fashion design among students of fashion institutions. Outcomes of the study indicated that entering into new era of science and technology and fashion design should be based on the "people- oriented" principle. It develops forward to meeting people's psychological and physiological needs. Nowadays, multicultural, environmental protection and intelligent digitization have become theme of the fashion design. Technology drives the rapid development of clothing art.

### **OBJECTIVES**

- To examine an impact of latest fashion trend on teenagers.
- To realize the peer pressure on teenagers for being latest fashion conscious.
- To analyze the decision of teenagers while purchasing clothing.

### **HYPOTHESIS**

The research paper revolves around the topic "The Psychological impact of fashion on teenagers in Kangra".

Following hypothesis have been made on the basis of the study of the previous works and trends being followed and observations done:

- Female teenagers are more fascinated with the term fashion and adopt fashion more.
- Fashion has compelled the teenagers to take on what is served in platter.
- To fit in the peer group teenagers are pushing themselves in the fashion which they themselves do not like.
- Fashion industry is portraying the perfect body concept and teenagers are the target and hence fashion is revolution bringing revolution.
- Teenagers are spending more money on their looks and making and setting fashion statement.
- Adoption of fashion has decreased the knowledge of tradition and traditional clothes among teenagers.

### **III. METHODOLOGY**

In the process of sampling we selected the unit "Teenagers" (13-19years) from the population of Kangra, Himachal Pradesh,

so that by studying the sample we fairly generalise our results back to the population from which they were chosen. The population of Kangra is 10,671(calculated on the basis of census 2011 with gradual increase of 12%) and teenager population is 4,268, out of which we have taken the sample of 150 teenagers to generalise the teenage population of Kangra city. Data has been collected through survey by the means of In-person device questionnaire and Mail questionnaire.

**In-Person Survey.** For this type of questionnaire, we visited respondents in their schools and colleges with our pre-saved questionnaires in devices. The advantage of in-person survey is that more focus towards the questions can be gained from respondents.

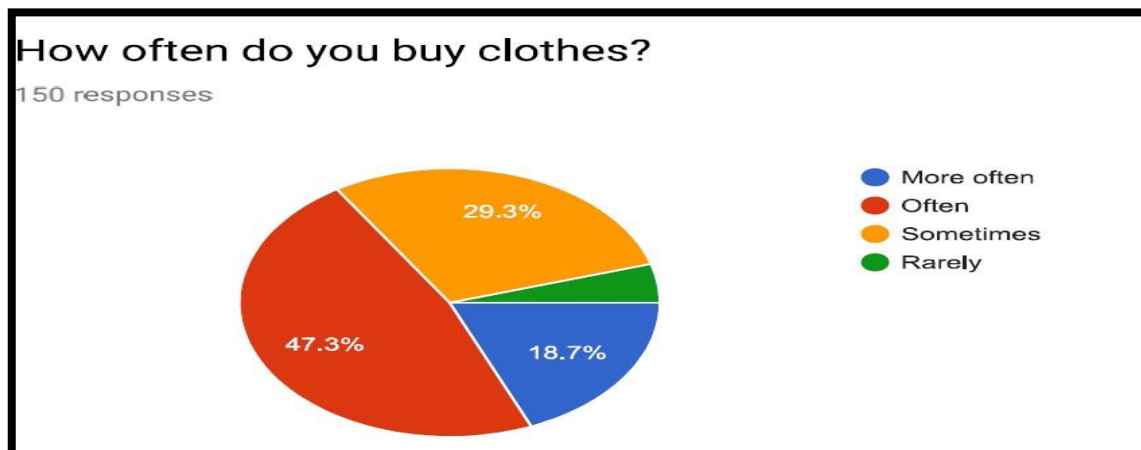
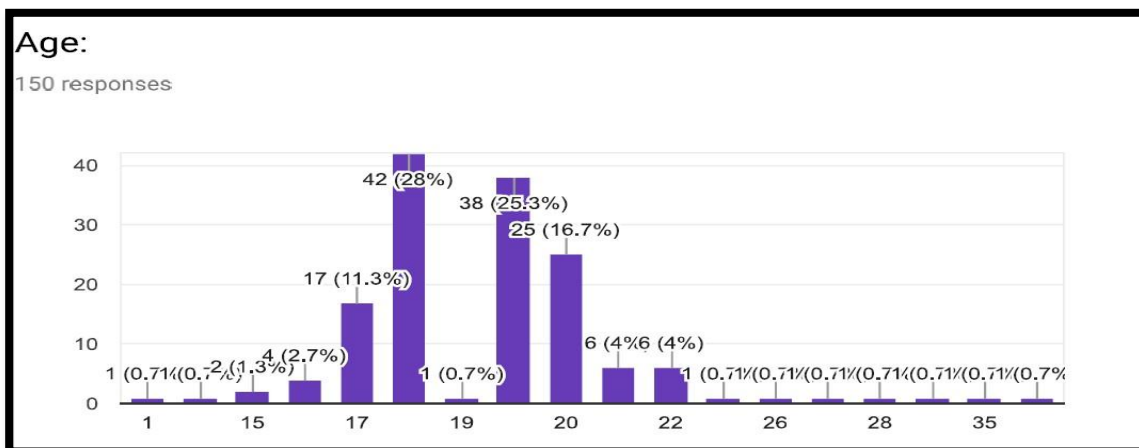
**Mail Questionnaire.** For this type of questionnaire, we sent the questionnaire list to respondents through mail. Mail questionnaires have an advantage of providing more accurate answer, because respondents can answer the questionnaire in their spare time.

The questionnaire consisted of 21 questions for the data collection purpose. there were four general information questions like name, age, gender and family background out of which three questions were mandatory to be filled. All the 17 questions for data collection purpose were mandatory to be filled and were of different types: open ended questions, multiple choice questions and dichotomous questions. The questionnaire consisted of three open ended questions, eleven mark only one option type questions and three multiple selection type questions.

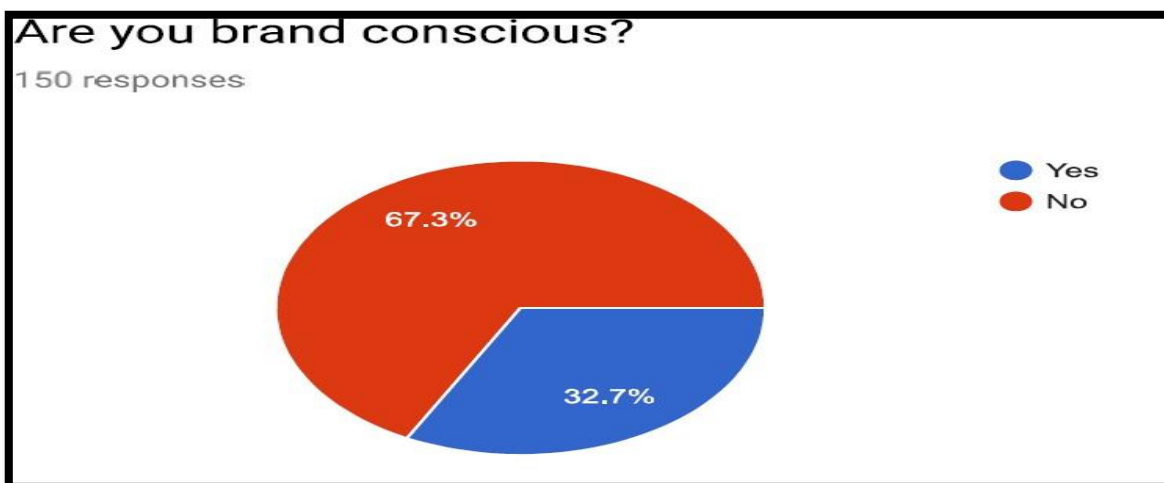
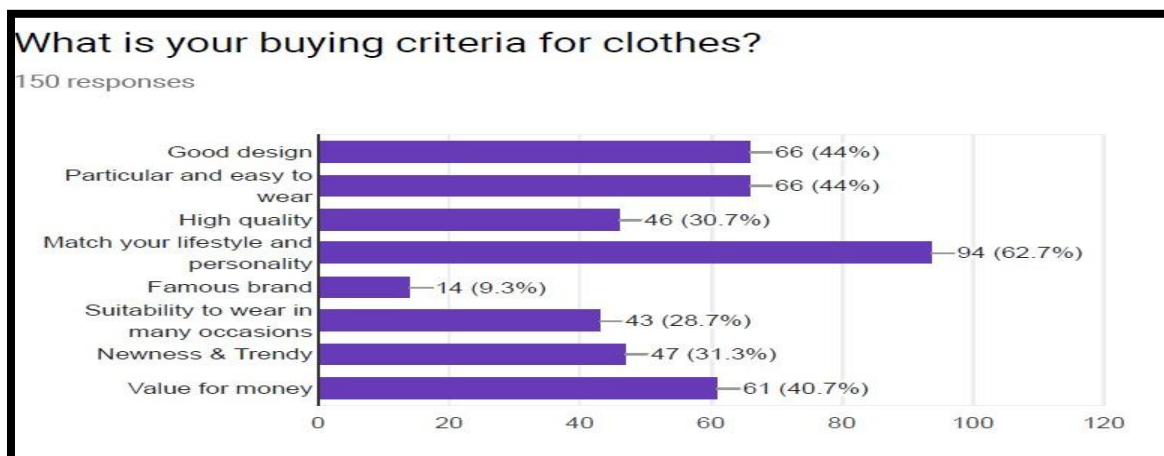
**DATA COLLECTION**

The data was collected on the basis of the questionnaire prepared which consisted of 21 questions that fairly gave the idea of the choices of the teenagers of the Kangra city. 150 teenagers from the national institute of fashion technology, GAV public school and MCM DAV college has filled the questionnaire to make the data collection possible.

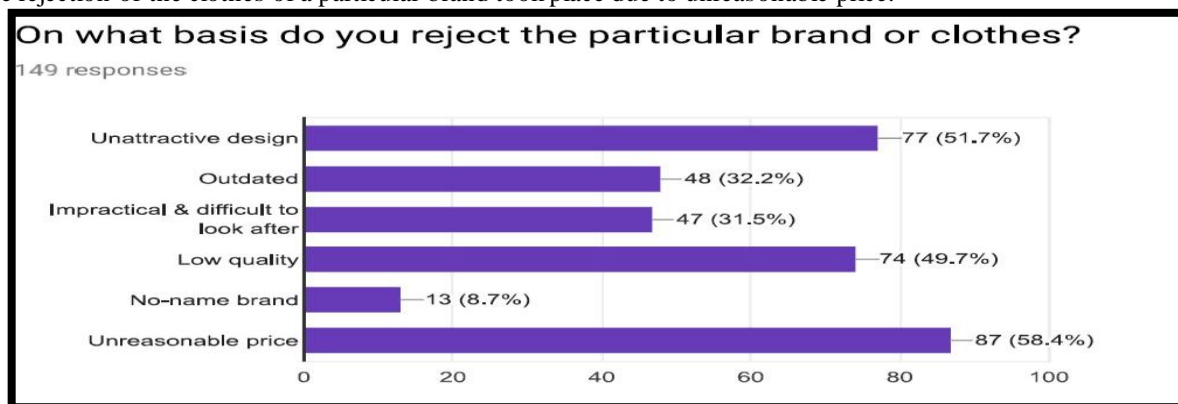
**DATA ANALYSIS**

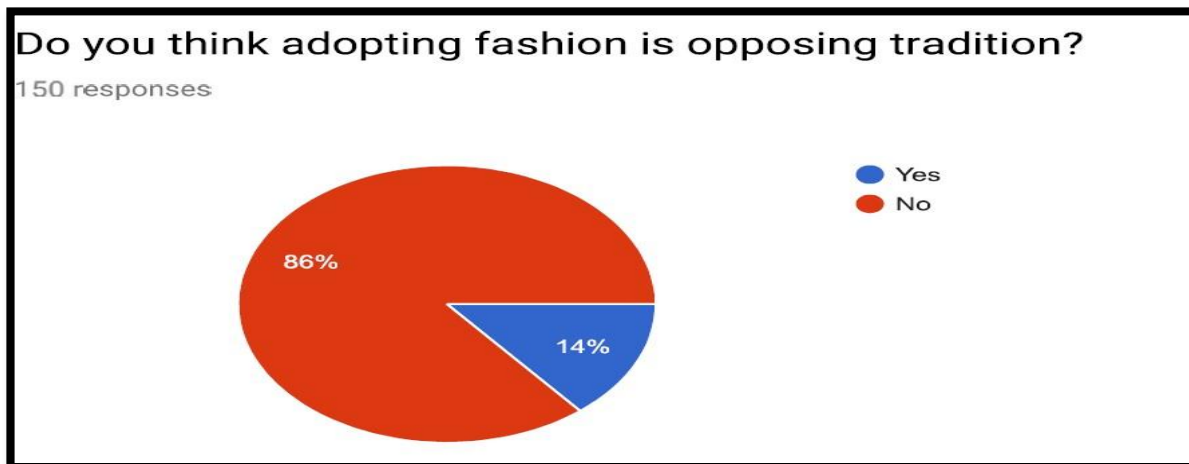
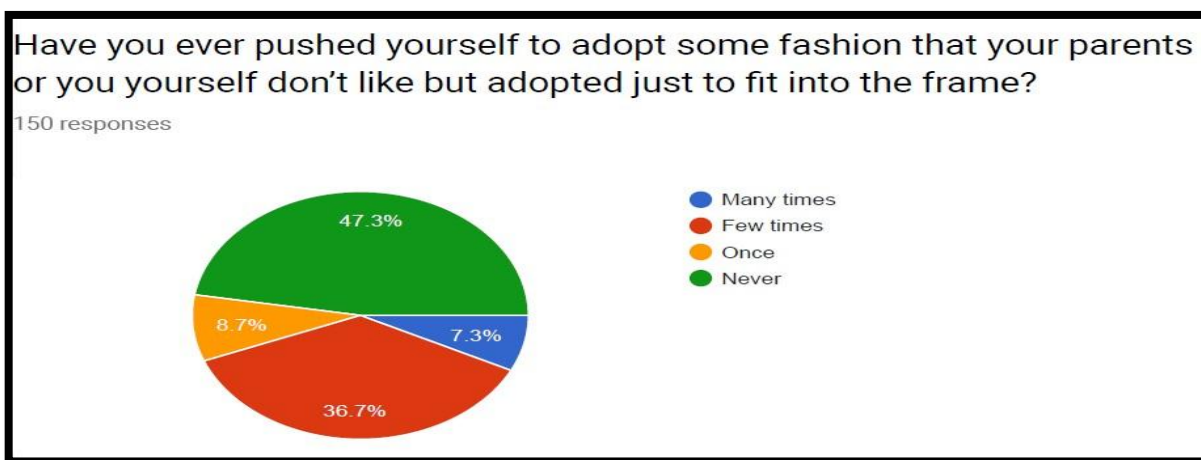
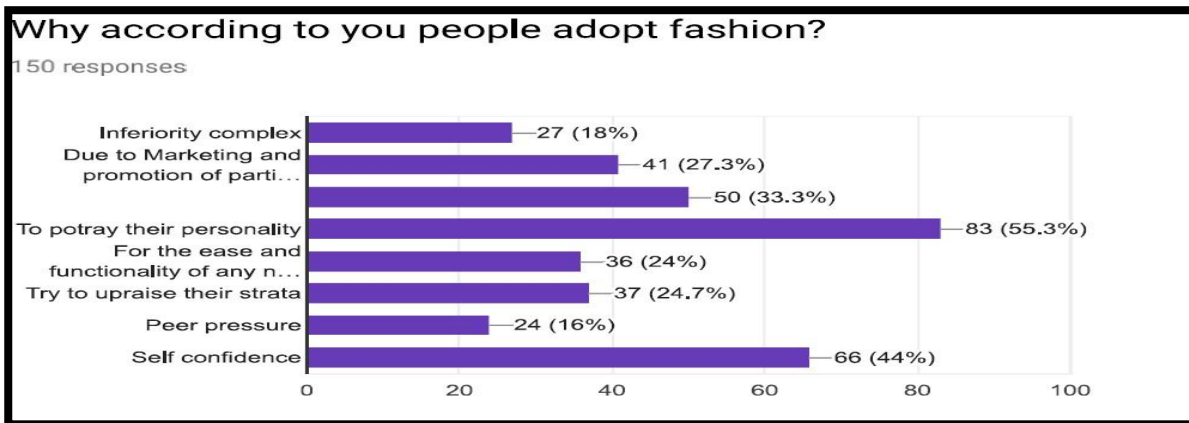


According to the data collected there were around 28% people who were at the age of 18 and most of them were females who mainly concentrating on brand and fashion trends. The demographic profile of the teenagers those who mostly showed interest in buying clothes lies between ages 16 to 21.



The main criterion of buying clothes among the teenagers was that which matches with lifestyle and personality i.e. 62.7%. The good design and the clothes which are easy to wear was their second preference i.e. 44% and only 9% were looking for famous brands while shopping clothes. Survey also further resulted that 32.7% people were not conscious about brands in clothing. The rejection of the clothes of a particular brand took place due to unreasonable price.





The most influencing factor for the rejection of brand clothing was unreasonable price. The demographic profile varying from 16-19 age groups were mostly around 47.3% do not push themselves to adopt fashion which their parents don't like to adopt. According to the fashion forecast, 86% teenagers are adopting fashion without opposing the tradition.

**Do you think parents have turned more against the fashion since the opening of fashion institute in the city? (If Yes/No, please comment)**

150 responses

According to the research we came to know that parents are not against fashion since the opening of the fashion institutes in the city. This statement is somewhat contradictory at a point where parents are not sure about the thing.

**Does the opening of fashion institute in the city has anything to do with the evaluation of fashion among teenagers in the city? (If Yes/No, please comment)**

150 responses

The evaluation of fashion among the teenagers has increased by opening of fashion institute in the city. Clearly yes, for example before the opening of NIFT in Kangra local girls used to wear salwar kurtis only and long tops and leggings but now they started wearing jeans, tops and other fashionable clothes which suits them and make them comfortable.

**What do you think about the statement, "Fashion is promoting negative ideas about body image among teenagers"?**

150 responses

Fashion is not promoting the negative ideas about body image among the teenagers because negativity is just a state of mind. Fashion is a term used to derive a person's personality regarding cloths he or she wear. So, it's not about the part which is negative. It's just the mentality of a person towards fashion.

Maybe yes because teenagers are becoming more conscious about their body type. Instead of focusing on their careers they are focusing on their body type and how to look more attractive which is wasting their majority of time.

#### IV. SUGGESTIONS AND RECOMMENDATIONS

On the basis of the hypothesis made and data analysis there are few suggestions for the problem arising related to the psychological impacts of fashion on the teenagers. The problem identified here that teens are getting more prone to the mental health and facing issues in adjusting their peer groups. They also are facing issues like body shaming which has given the concept of body image. Teenagers try to maintain their body image if they fail they suffer psychological problems.

As teenagers are school going kids, the school curriculum may introduce a new subject like "human behaviour on fashion" and "fashion and personality" that will give them a brief but mandatory knowledge about fashion and themselves.

- Use media as weapon to promote fashion in good sense and to eliminate body shaming.
- Parents should set limits and stick to them when they find out that their teenager kids' choices are inappropriate, too revealing, or too expensive.
- Schools must hire counsellor for periodical counselling sessions for those who need attention and those who try to express themselves very harshly in fashion

#### Scope of further studies:

- Some ends of the study need to be examined again on a larger scale or in various cities or countries. In every place there are teenagers who are suffering the same/worse psychological impact of fashion.
- Parental psychology on fashion can also be studied and further can be compiled with the previous studies done.
- Buying decisions and psychological impact can be studied together.

#### V. CONCLUSIONS

According to the hypothesis made and data collected, the conclusion is mostly relatable to the hypothesis. There are more teenagers who are likely to accept the fashion changes. Fashion industry is targeting more on teenagers as to bring the revolution in fashion world. People are more likely to shift their interests from traditional and ethnic to western and modern outlook of the dressing sense. According to the research and the hypothesis prepared teenagers are more into fashion world also because of the peer pressure and pushing themselves towards a modern look and are somewhat forgetting the values and importance of traditional clothing.

Teenagers feel uncomfortable/ shy when they are with fashionable people so they are tending to buy the fashion which is sometimes not suitable on them or makes them depressed when cannot meet the raised standard of the fashion class. Teenagers dress to stave off humiliation and mocking from peers. Media and fashion magazines affecting teenager's lifestyle. In one or the other the fashion magazines and media is playing with the minds of the youngsters and they manipulate the buying decisions with their lucrative promotional activities and advertisements. Frequency of shopping among teenagers has also got a tremendous boost with the promotional activities of the fashion industries as well as the strong urge to fit into the peer group the teenagers buy more often than needed. Teenagers who evaluate what is in fashion before going shopping, this gives the hint that fashion holds a special position in their lives. often there are cases when Teenagers Have same Clothes Which Their Favourite Celebrity Have. According to them being stylish also protects them from being bullied around. They hide their actual image behind these outfits. Also, there are males in large number who are more into the fashion world and making their mark in their respected fields. According to the questionnaire prepared, population of males is as equal so to the females. Males are also playing the same role in building up the brand conscious customers.

#### REFERENCES

- [1] osmud rahman, "Uderstanding consumers perceptions and Behaviors: implications for denim jeans design". <http://ojs.cnr.ncsu.edu/index.php/jtatm/article/view/845>
- [2] Reham Abdelbaset Sanad (2015), "Consumers Attitude and Purchase Decisions towards Textiles and Apparel Products". <http://ojs.cnr.ncsu.edu/index.php/jtatm/article/view/845>
- [3] J. Turcinkova, & J. Moisisidis (2011), "Impact of reference groups on the teenagers" [https://acta.mendelu.cz/media/pdf/actaun\\_2011059070489.pdf](https://acta.mendelu.cz/media/pdf/actaun_2011059070489.pdf)
- [4] Hareem Zeb, kashif Rashid and M. Bilal Javeed (2011) <http://www.ijtef.org/papers/107-f504.pdf>
- [5] Qiu Chunyan Huyue,(2014), "The research and Development of the Future Fashion Design". [http://aijcrnet.com/journals/vol\\_4\\_no\\_12\\_december\\_2014/12.pdf](http://aijcrnet.com/journals/vol_4_no_12_december_2014/12.pdf)