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A SOCIOLOGICAL STUDY OF THE INFLUENCE OF FASHION TRENDS ON YOUNG LIFE

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The fashion industry serves an important function in the development of individual identities. Young people have been more fascinated by the notion of fashion in recent years. Young lives want to follow the latest fashion trends so that they may feel and appear cool. The world of fashion is one that is always evolving and expanding. How one's own set of norms and values has taken form. The clothes we choose to wear reveal a great deal about who we are, what we value, and how we feel about the world, distastes, cultural norms, and religious beliefs. Current studies on the effects of clothing trends on young lives are discussed. Statements of style, flavour, contentment, and recent developments are the focus of the studies. In the study is aware of the needs of its younger customers in terms of style. Herein, I have detailed the emotional state and response for young people in various settings. Trend monitoring is a popular pastime. Young people are given the opportunity to fulfil their own needs as whole people. The wearer benefits from a confidence boost thanks to the power of fashion.

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In this article, I argue that the wearer's mental state is affected by a number of things. The researcher is doing this analysis because he is interested in learning why individuals have recently adopted certain attitudes. Cultural, Economic, Social, Environmental, Sex and Media factors all play a role in how young people process fashion's emotional influence on them. This is a first-of-its-kind investigation on how clothing trends in various countries, regions, and eras are shaped by cultural and geographical factors. The truth about fashion is something that is passed down from generation to generation in every community. In order to acquire reliable information on the elements that influence young lives' fashion choices, research was conducted with participants aged 18 to 25 years.

KEY WORDS: Young Life, Fashion Trends, Buying Behaviour, Psychological & Social Impact, Self-Confidence.

INTRODUCTION:

Fashion is a kind of self-expression through which a person's mental & physical declarations have a profound effect on others around them. The fashion industry is crucial in a person's all-around development as a reformer, performer & transformer. The way a person dresses might serve as a window into their way of life. Youths aged 18-25 are the primary demographic for fashion-forward campaigns that aim to shape their identities by what they wear and how they accessories. The way one dresses is a reflection of one's social, cultural, and religious beliefs. It's often held that shifts in both fashion and culture may have profound effects on people's day-to-day experiences and future prospects. Big money may be made in the fashion industry, and it transcends borders and cultures. The millennial generation is free to experiment with a fabric's hue, cut, and transparency as they see fit. We can transform cloth into a work of art. There is a natural affinity between food and fashion. The psychological and social development of preteens and young lives are affected.

In modish age, all the Metro and Mega cities young lives attention on the importance of clothing comfort differently across physical, social & psychological settings. The Clothing Comfort Dimensions, Importance by Situation was used to gauge the significance of clothing comfort, while the sliding person test of self-esteem was used to gauge levels of confidence. Clothing has long been acknowledged for its function as a social signalling mechanism and identity construction tool. Young life places a premium on self-identity, self-esteem, and the improvement of both via dress. A perfect cause for any researcher to study and identify the

correlation between young lives' ratings of the importance of clothing comfort and their levels of self-esteem across physical, social & psychological settings. The researcher points out the importance of the study and states that, in-depth analysis may be used to aid related organizations and may also reveal a lack of study by illuminating the fashion industry's perception gap. This record may be utilised for research and the growth of fashion groups in the future. For young people to be aware of the repercussions of their clothing choices on their social standing and help to identify the socio-economic and psychological factors that affect young life consumers' preferences for fashion goods.

A FRAMEWORK OF CONCEPTS:

For any kind of social research, it is basic act to describe, clarify and define or redefine the keywords or concepts in specific context of the study. In this term, many social scientists agree that researchers can formulate tentative conceptualization of concepts that are relevant to their study or accept definition proposed by others. Here, some important concepts used by researched for the study are 'Youth' and 'Fashion'. Both the concepts were purposefully defined or redefined by researcher in the context of study.

According to United Nations, *those persons between the ages of 15 to 24 years* called Youth. As per National Youth Policy of India 2014, *those persons between the aged of 15 to 29 years* recognise as Youth. This definition accepted by researcher and selected sample (respondents) from the age group of 18 to 25 years as youth. Fashion is defined in diverse and different ways, and its application from time to time indistinct. Fashion is a form of self-expression, independent and autonomy at a specific time, place and in a specific context of dresses, lifestyle, makeup-hairstyle and body attitude. For this study researcher was defined Fashion as, the style of our dressing or behaving that is the most popular at a particular period and the way we do something.

OBJECTIVES OF THE STUDY:

The fundamental objective of social research is to increase the knowledge. All social research is different from one another in respect of their perspectives. Some social research is correlated to get the knowledge about social life, and others are in order to bring improvement in the Human life. Following were objectives for present study:

1. To study the socio-economic background of the respondents.

2. To examine the awareness of the repercussions of their clothing choices on their social standing.
3. To know the socio-economic and psychological factors that affect young life consumers' preferences for fashion goods.

METHODOLOGY:

Social Science research follows definite methodology, which is comprised of a set of research procedures, methods and tools for data-collection and analysis. The respondents of the study were chosen at random and surveyed in order to get primary data by using the structured questionnaire. Secondary information that is publicly accessible from places like the web, E-books, research papers, and some trade publications. Following methodology was adopted by researcher for the study.

SAMPLE:

This study is aimed in special context of Youth in and around Urban area of Gujarat state. The researcher selected total 200 numbers of respondents living in Ahmedabad & surround by random sampling technique. All the respondents were selected from 18 to 25 age group.

DATA COLLECTION:

Primary and secondary sources of information were used in the research. The tabulated information that is secondary sources, such as books, journals, and academic papers were extensively mined for information in this research. Inferences were drawn from the data collated, evaluated, and presented from various resources. Primary data were collected from respondents through a structured questionnaire. The structured questionnaire is prepared mainly in the form of five points Likert scale. Primary data is analysed using the respondent's demographic, sex, social, cultural, and economic characteristics. In a nutshell, the research is descriptive and empirical. The research drew on a variety of sources, both primary and secondary.

ANALYSIS OF DATA:

**TABLE NO. 1:
SOCIO-ECONOMIC BACKGROUND OF RESPONDENTS**

VARIABLES	FREQUENCY	PERCENTAGE
AGE		
18-20	123	61.50 %
20- 22	46	23.00 %
Above 22	31	15.50 %
Total	200	100%
SEX		
Boys	48	24.00%
Girls	152	76.00%
Total	200	100%
MARRITAL STATUS		
Single	153	76.50 %
Engaged	31	15.50 %
Married	16	08.00 %
Total	200	100 %
RELIGION		
Hindu	142	71.00 %
Islam	34	17.00 %
Jain	13	06.50 %
Christian	07	03.50 %
Sikh	04	02.00 %
Total	200	100 %
ECONOMIC STATUS		
Rich	24	12.00%
High Middle class	60	30.00%
Middle class	116	58.00%
Total	200	100%
LOCALITY		
Urban	138	69.00%
Rural	62	31.00%
Total	200	100%
NATURE OF FAMILY		
Nuclear Family	143	71.50 %
Joint Family	57	28.50 %
Total	200	100 %

TABLE NO. 2:
SOCIAL IMPACT ON YOUNG LIVES WHILE CHOOSING THE ATTIRE

VARIABLES	STRONGLY DISAGREE	DISAGREE	NEUTRAL	AGREE	STRONGLY AGREE
Family	24	20	16	60	80
Culture	88	56	24	28	04
Religion	54	49	29	44	24
Friends	21	16	03	40	120
Social Media	08	07	05	47	133

TABLE NO. 3:
ECONOMIC INFLUENCE ON BUYING BEHAVIOUR OF YOUNG LIVES
TOWARDS FASHION PRODUCTS

VARIABLES	FREQUENCY	PERCENTAGE
To a greater extent	133	66.50 %
Some what	49	24.50 %
Very little	18	09.00 %
Total	200	100%

TABLE NO. 4:
PSYCHOLOGICAL IMPACT ON BUYING BEHAVIOUR OF YOUNG LIVES
TOWARDS FASHION PRODUCTS

VARIABLES	STRONGLY DISAGREE	DISAGREE	NEUTRAL	AGREE	STRONGLY AGREE
Colour	16	24	00	43	117
Texture	11	19	09	72	89
Brand	18	27	21	68	66
Style	08	08	24	73	87
Convenience	60	63	19	24	34
Attitude	55	64	26	31	24
Emotions	79	82	04	18	17

RESULTS:

- The examination of the socio-economic background of respondents indicates that how the sample population is distributed across age, gender, marital status, religion, economic class, geographic region and nature of family in Table No. 1. Most of the respondents (61.5%) were between the ages of 18 to 20, around 23% respondents were between the ages of 20 to 22 and 15.5% respondents were between the age above 22. By gender, only 24% of the people in the sample are boys, whereas 76% are girls. Marital status of respondents shows only 23.5% were married or engaged, whereas majority (76.5%) respondent were single. By religion, most of the (71%) respondents were Hindu and other 29 % respondents from minority like Islam, Jain, Christian and Sikh. Following is a breakdown of the respondents' economic standing: 12% are very wealthy, 30% are upper middle class, and 58% are middle class. By locality of the people surveyed, 69% are from urban areas, while 31% are from rural areas. Most of the respondents (71.5%) lived in Nuclear family and other (28.5%) reported that they lived in Joint family.
- The effects of social factors on young lives' fashion choices are shown in Table 2. These factors include family, culture, religion, friends, and social media. According to the results of a recent survey research, young lives' clothing preferences are influenced more by their immediate social networks than by their cultural or religious backgrounds.
- The fashion-buying habits of young lives have been shown to be affected by the current economic climate, as seen in Table 3. 63% of those polled strongly think that economic issues influence young people's purchasing choices.
- Table 4 provides information on how young lives' emotions influence their purchasing decisions. The statistics show that most respondents think that factors like colour, texture, brand, and style have an emotional influence on the purchasing decisions of young people. Young lives place less weight on factors like convenience, attitude & emotions while making purchases.

Overall, the study's findings show that social factors like family, friends & social media; economic factors like income and education level; and psychological product factors like colour, texture, brand & style all play a significant role in shaping the fashion preferences and shopping habits of young lives.

CONCLUSION:

Young lives are greatly influenced by the people around them because they are pressured to fit in with the current fashion and to project a certain image to the world. Young lives' shared desire to belong to cohesive communities may explain their penchant for uniform clothes. Putting effort into one's appearance might boost one's self-esteem. Young lives worry about how they appear, and this worry often leads to unwanted attention. Their demeanour is affected by the clothing they wear. Young lives give fashion a high priority since they are striving for individuality. Young life girls dress well in a variety of fashionable designs, colours, and labels in order to impress others and make a statement about who they are as individuals. Young lives fashion choices are heavily influenced by the following factors: socio-economic status; cultural norms; gender; family structure; and the prevalence of social media. Young lives have a tendency to look up to and emulate celebrities. A person's sense of style reveals a lot about who they are as a person. How one dress sends a strong message about their character? The fashion a person dresses says a lot about their personality and values, not to mention how much fun they have living in this world.

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