



ORIGINAL RESEARCH PAPER

Home Science

THE PSYCHOLOGICAL ASSESSMENT OF FASHION'S IMPACT ON TEENAGERS IN DAY-TO-DAY LIFE IN AMRITSAR

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ABSTRACT

The study highlights the complex and delicate relationship that exists between identity, fashion, and self-expression. Teenagers may express their individuality, show off their personalities, and build relationships through fashion in addition to using it as an aspect of beautification. The survey shows that functionality and comfort are important factors when choosing clothes, and that peer pressure and social media have a big influence on fashion choices. Fashion is considered a form of self-expression and should be fun, not stressful. Everyone should be able to express themselves through fashion without fear of judgment or criticism. Fashion's impact on my life is both positive and negative, but ultimately, it's up to me to make it a positive force. Fashion as a Social Identity Influence of Social Media and Celebrities Spending Patterns and Financial Implications Fashion as a Means of Social Inclusion Parental Influence and Self-Expression Furthermore, family resources and socio-economic status have an impact on fashion preferences and availability, which contributes to an appearance of uniqueness, & elite in the industry. Teens that are unable to afford the newest trends may feel inadequate and have a negative self-image as a result. Negative body image and body dissatisfaction can also result from the media's and advertising's constant barrage of idealized beauty standards. The study explores the psychological impact of fashion for Amritsar teenagers, especially self-image, appearance, and social relationships. Fashion can be positive and negative, emphasizing the importance of appropriate fashion behaviors and media knowledge for adolescents. However, fashion has capacity to encourage and motivate teens by giving an opportunity for self-expression and creativity. When teenagers have the capacity to express themselves authentically via fashion, they develop confidence and self-esteem. According to the study, fashion educational materials that emphasize sustainability, cultural awareness, and mental health can contribute to a more positive and accepting fashion culture. After analyzing the various factors that influence teenagers' fashion choices, it is evident that there are several factors at effect. Teenagers must navigate an intricate framework of trends and styles which involve media and peer pressure, as well as cultural influences.

INTRODUCTION

Adolescence

Adolescence, transitional phase of growth and development between childhood and adulthood. The World Health Organization (WHO) defines an adolescent as any person between ages 10 and 19. This age range falls within WHO's definition of young people, which refers to individuals between ages 10 and 24. In many societies, however, adolescence is narrowly equated with puberty and the cycle of physical changes culminating in reproductive maturity. In other societies adolescence is understood in broader terms that encompass psychological, social, and moral terrain as well as the strictly physical aspects of maturation. In these societies the term adolescence typically refers to the period between ages 12 and 20 and is roughly equivalent to the word teens.

During adolescence, issues of emotional (if not physical) separation from parents arise. While this sense of separation is a necessary step in the establishment of personal values, the transition to self-sufficiency forces an array of adjustments upon many adolescents. Furthermore, teenagers seldom have clear roles of their own in society but instead occupy an ambiguous period between childhood and adulthood. These issues most often define adolescence in Western cultures, and the response to them partly determines the nature of an individual's adult years. Also during adolescence, the individual experiences an upsurge of sexual feelings following the latent sexuality of childhood. It is during adolescence that the individual learns to control and direct sexual urges.

The fashion impulse is a highly influential and potent social phenomenon owing to its pervasive and expeditious character, its capacity to influence an individual's conduct, and its close association with the societal and economic fabric of a nation.

Fashion

The term 'fashion' originates from the Latin word 'Facere,' which means to make,' and describes the manufacturing, mixing, and wearing of outfits adorned with specific cultural aesthetics, patterns, motifs, shapes, and cuts, allowing people to showcase their group belonging, values, meanings, beliefs, and ways of life. Given the rise in mass production of commodities and clothing at lower prices and global reach, reducing fashion's environmental impact and improving sustainability has become an urgent issue among politicians, brands, and consumers.

Fashion is defined in a number of different ways, and its application can be sometimes unclear. Though the term fashion connotes difference, as in "the new fashions of the season", it can also connote sameness, for example in reference to "the fashions of the 1960s", implying a general uniformity. Fashion can signify the latest trends, but may often reference fashions of a previous era, leading to the reappearance of fashions from a different time period. While what is fashionable can be defined by a relatively insular, esteemed and often rich aesthetic elite who make a look exclusive, such as fashion houses and haute couturiers, this 'look' is often designed by pulling references from subcultures and social groups who are not considered elite, and are thus excluded from making the distinction of what is fashion themselves.

Fashion Psychology

It is important to acknowledge the significance of clothing choices, irrespective of gender. Fashion choices can have a profound impact on self-perception, the image a person projects to others, and consequently, the way people interact. In fact, they can influence a wide range of scenarios, from the result of a sporting event to how an interviewer perceives capability to perform well in a job role.

Fashion psychology holds significant relevance for marketers as they strive to comprehend the variables that enhance the likelihood of a product's adoption by a consumer group. Additionally, marketers must predict the duration for which

the product remains fashionable. Hence, a segment of fashion psychology is dedicated to analyzing the shifts in acceptance of fashion trends over time.

Positive Impacts Of Fashion Trends On Society

The changing fashion trends create a healthy and competitive environment that inspires the next generation of fashion designers and other related people to work hard and create meaningful and creative new designs.

- Fashion shows the personality so if you think that you are looking good It gives you a great confidence.
- Fashion helps to connect with people in any communication.
- Fashion leads to an attractive manner.
- Fashion is the way of living and exploring the world.
- Most important having a great fashion sense can also help into a job in the fashion industry.
- It creates new employment opportunities for many upcoming students (of fashion studies).
- The new and trendy formal fashion designed clothes enhance the look of the wearer and also give him or her confidence to perform
- Efficiently, especially in an interview.
- The new fashion trend makes even an ordinary person into a special person.
- It gives an identity to the wearer, or else people get unnoticed.
- Last but not the least, it is an opportunity to amalgamate different cultures and traditions.

Negative Impacts Of Fashion Trends On Society

Because of excessive orientation towards the new fashion trends, traditional design and associated culture are being lost.

- Youth are becoming so much obsessed with fashion they spending their time and money into it and they.
- To fit into skin- tight dresses, girls often start dieting or over dieting and after sometimes they facing health issues weakness etc.
- Youth follow the lifestyle of celebs and fashion leaders so they pick up their bad habit styles also like smoking.
- To look fashionable girls apply makeup or too much make up on their faces and then after facing problems like inching pimples etc. by chemical products.
- In simple language, it is a shame that one who is not fashionable these days don't get much attention and importance.
- The younger generations are much more influenced by western fashion culture.
- The new fashion trends, especially influenced by western culture and Bollywood movies, create nuisance in young generations' minds and, as a result of this, many of them indulge in unsocial activities.
- Such new fashion trends also affect the psychology of younger generations, and hence, if they do not get it, then it badly affects their minds and (likely) they become victims of psychological disorders such as eating disorders, mental illness, stress, etc.

This is unquestionably true that today's generations want to be seen as modern people, and since this is the demand of circumstance, there is nothing wrong with it. But while making one-self modern, if we forget our own ethics and integrity, it is wrong. Therefore, now it is up to you what you want to be look like and how you want to shape your future.

The Psychology Behind Clothing Is Classified Into 3 Thematic Categories:

- The meaning of colors in clothing psychology:
- The socio-psychological impact of clothing; and
- Gender (in) equality regarding clothing.

Factors Affecting Teenagers Sense of Fashion

One of the biggest influences on teenagers fashion sense is

undoubtedly their peers. Teenagers are highly social creatures, constantly seeking validation and acceptance from their friends and classmates. As a result, they often look to their peers for inspiration and guidance when it comes to fashion. Whether it's the latest sneakers, the coolest band t-shirts, or the most sought-after designer brands, teenagers strive to fit in and be part of the fashion trends that dominate their social circles.

Teenagers fashion sense is influenced by various factors. Firstly, peer pressure plays a significant role as teenagers often seek acceptance and want to fit in with their social group. Media, including celebrities, fashion magazines, and social media platforms, also have a strong impact on their fashion choices. Additionally, cultural and societal norms, family influence, and personal preferences contribute to teenagers' fashion sense. It is a combination of these influences that shape their individual style and fashion preferences. Teenagers are often at the forefront of fashion trends, constantly seeking to express their individuality and fit in with their peers. But what exactly influences their fashion sense? From social media to celebrities and cultural movements, there are several factors that shape the way teenagers dress and present themselves. In this article, we will explore the various influences that impact teenagers' fashion choices and how they contribute to the ever-evolving world of teenage fashion. (<https://officialsocialstar.com/blogs/blog/what-influence-teenagers-fashion-sense>)

The Influence Of Fashion On Teenagers

Over time, fashion has been associated with teenagers, but that might not be entirely true. Fashion defines all of us and it has the power to make a difference between people. Fashion does not mean wearing what you see on TV or in Magazines, fashion means adapting. The influence of fashion on teenagers was always huge. It is intriguing what kind of influence has fashion over teenagers and how easily they copy anything. Besides clothing and looks, fashion can also mean a type of behavior or a lifestyle that people adopt. Not a long time ago, the "EMO" style was very popular among teenagers and we can all agree that it wasn't a beneficial thing. A simple decision, insignificant at first sight, can radically change their attitude, and the way they think, feel, and act. Clothing defines all of us in a positive or negative way. It depends on us.

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