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The influence of fashion on today's youth

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Abstract

Fashion significantly influences the identity, behavior, and aspirations of today's youth. This review synthesizes existing literature to examine fashion's multifaceted impact on young individuals. It explores how fashion affects self-expression, socialization, self-esteem, body image, consumption patterns, and sustainability practices among youth. Through analysis of diverse perspectives and empirical studies, this paper discusses both positive and negative effects of fashion on youth culture. It also considers the roles of media, technology, peer influence, and socio-cultural factors in shaping contemporary fashion trends and their consequences on youth. The review concludes with implications for fostering a more conscious and responsible fashion culture among today's youth.

Keywords: Fashion, youth culture, self-expression, socialization, self-esteem, body image, consumption patterns, sustainability

1. Introduction

Youth are extremely aware of their appearance, often obsessing over details that adults disregard. Our clothing choices are a reflection of our mood and style. Youth are probably the most fashion-conscious people on earth. A youth's lifestyle is highly influenced by fashion and image. Youth have different personalities so there are clothes in different styles, sizes, colors and materials. Fashion is a way for teens to express themselves, connect to their peers, and gain social status. Youth express themselves through their clothes. In the meantime, with a wide selection of clothing and good suggestion, like from a fashion blogger or social influencer Youth can be made to choose their dress. Youth are quick to follow fast fashion to fit in the society. There are some group Youth are care so much about fashion.

Youth having peer pressure on them as a result they fear losing their friends if they dress inappropriately. Others around them influence teenagers because they believe that they need to fit in somehow in the fashionable world. By coping the fashion trends around them they can feel like they belong to the world. Youth use fashion to hold friendships. Youth girls are most affected by this issue. Media and magazines have an impact in some way on a girl's physical appearance and women clothing. The internet also plays a role in a Youth body image problem. Comparing yourself to what you see on the internet as a social media influencer can negatively affect body image, which is closely related to fashion and style.

Youth will idolize the celebrities that they love. They look up to them for some fashion inspiration. When the Youth sees their favourite celebrity dressed in something that they love, they will go and buy the exact same outfit just to look like them. They will then show off the clothes to their friends. The rise of social media has brought with it fashion influencers across the globe as they share their selfies on Instagram and other image-sharing sites. Some trendsetters are existing celebrities, others have become fashion celebrities through the social media platform.

Magazines and media provide teens with information regarding upcoming trends to know what to buy and what not to buy. Youth lifestyle and sense of style are heavily influenced by these fashion shows and magazines since most Youth buy clothes after perusing the latest magazines. Magazines play a larger part in how Youth choose their clothes. Youth especially girls are the target audience for most fashion magazines. A fashion influencer wearing fancy clothes on their covers to attract young girls. To find how much the teenager are following the trends of fashion and how the fashion sense impact their life.

Nothing is constant except for change!' Fashion is nothing but a constantly changing trend.

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This term is associated with clothes and accessories majority of the times. People relate fashion to what they wear. Though fashion is a wider concept, it has narrowed down to fabric, apparel, and accessories in modern times.

2. The following factors affects / influences the Trends

1) Social norm 2) Fashion education, 3) Mass media, 4) Peer groups, 5) Social criticism 6) Environment 7) Customs, traditions, 8) Religion, 9) Work, 10) Leisure activities 11) Wealth or change in income, 12) Inspiration by friends, 13) Changing trends and Values, 14) Influence by family members, 15) Education, 16) Age.

However, there is limited literature on fashion trends of India and little emphasis is placed on the impacts of these trends on society on the above parameters. Parul Bhatnagar (2012) professed in her book traditional Indian costumes and textiles that, it is "Costume" which establishes his/ her individual identity in society and which also links up with social hierarchy.

Indian costume is outcome of nearly four thousand years of history wrought with significant political, economic, social and cultural upheavals and influences. The costumes which form an integral part of any historical dominant culture in India also underwent several crucial transformations. Clothes help to make us self- confident, jolly, free, or they make us self-conscious, shy, sensitive and restrained. They determine how much we go into society, the places we go to, exercise we take. Fashion Design says that inevitably, constant exposure to different cultures and the way people interprets fashions around the world influences fashion trends ^[1]. To understand the present scenario of fashion apparel trends in India and their impacts in context of the history of clothing, descriptive and case study approach has been there in the study to reveal the degree of impact on future. This research consists of application of secondary data. The secondary data has been collected from the reports, journal, previous studies, books, websites etc.

3. Impact of Fashion on Youth

Fashion has taken up the lives of a Youth so much that most of them are more concerned about their style statement at an age where they should be more concerned about their grades. Youth of the present times have involved themselves so much with fashion that they don't get sufficient time for any other work; time that they should be spending mostly on their studies is being wasted checking out new fashion styles and thronging markets and malls to find something like that. Instead of reading textbooks youngsters these days prefer to read fashion magazines and try hard to imitate the models or celebrities so as to resemble them. Though fashion at this age is quite an important part and they should be conscious of their looks, but not at the expense of other important activities like studying, sports and relaxing ^[2].

Most part of the Youth time should be spent on studies, but there are few who spend most of their time watching programmes on TV, reading fashion articles or finding the recent trendy clothes on the web. This has led to a lot of changes in Youth behaviour. Unlike earlier, now the Youth do not go out with their parents on weekends, rather they plan their outings with their friends. Earlier parents used to buy clothes for their kids which have been replaced by children themselves going out shopping. The prime zones for outings have now become malls for most of them because they can do a lot of shopping there apart from having fun. Fashion consciousness has changed the environment and there is a

completely different scenario that has both advantages as well as disadvantages in the life of students ^[3].

4. Positive Effects of Fashion on Youth.

Nowadays most students mainly follow fashion trends to get a sense of identity and belonging out of it. The way you dress gives an insight into your personality. Dressing in a "hip-hop fashion" for instance conveys a certain type of personality that differs from other fashion trends, and categorizes you in a certain group of people. It is very obvious that a person who dresses this way draws an identity from it, he will most likely also adjust his behaviour or personality more to fit into it; and as a result of this person often becomes more accepted by others who are taking on the same identity "template" and follow the same fashion trend. Also, fashion is a way you communicate visually about yourself. Youth is the part of life when everyone wants to look colourful and the best. No one wants to compromise with their personality at this age. Positive effects of fashion on youth include:

- Following your own fashion statement gives you a sense of free-thinking and you tend to become more of an independent thinker.
- Whatever you wear, if you think that you are looking best; it gives you a great sense of confidence.
- Helps you connect with people of the same interests.
- Fashion seems like a magical fix for many problems like bullying and connecting with peers. It has been observed that those dressed up smartly are always low on the target of bullies as they think that a person with great fashion sense must be high on fashion and general abilities and may retaliate and prove out to be a threat for them.
- Leads to an attractive personality and bonding with like-minded people
- It is a way of colourful living and exploring the diversity of life.
- Following their fashion at an early age tends to make them independent.
- Having a greater fashion sense can also land them into a job in the fashion industry.

5. Negative Effects of Fashion on Youth

Besides the positive effects, there are also a lot of negative effects that are associated with the fashion rage among the students. It is believed that fashion is corrupting the young minds and they are constantly thinking about the new fashion trends and ways to get those trendy clothing and accessories. It is obvious that the main task of the students is to study, and these days they spend more time on fashion and hence are left out with limited time to study and also fashion distracts them away from their studies. Things have changed a lot, earlier children used to dream of becoming Scientists, Doctors or Engineers or even teachers, but the priority and taste of the children of these days have changed a lot and most of them desire to enter into the glamour world. A lot of youngsters these days find the fashion world better than any other job and also think that it's very easy to be a model or an actor and they can earn some huge money as well as fame in this profession. In fact, it is a shame that one who is not fashion conscious these days don't get much importance. These days one who looks trendy in the first appearance takes away all the limelight. However other negative effects of fashion on students include:

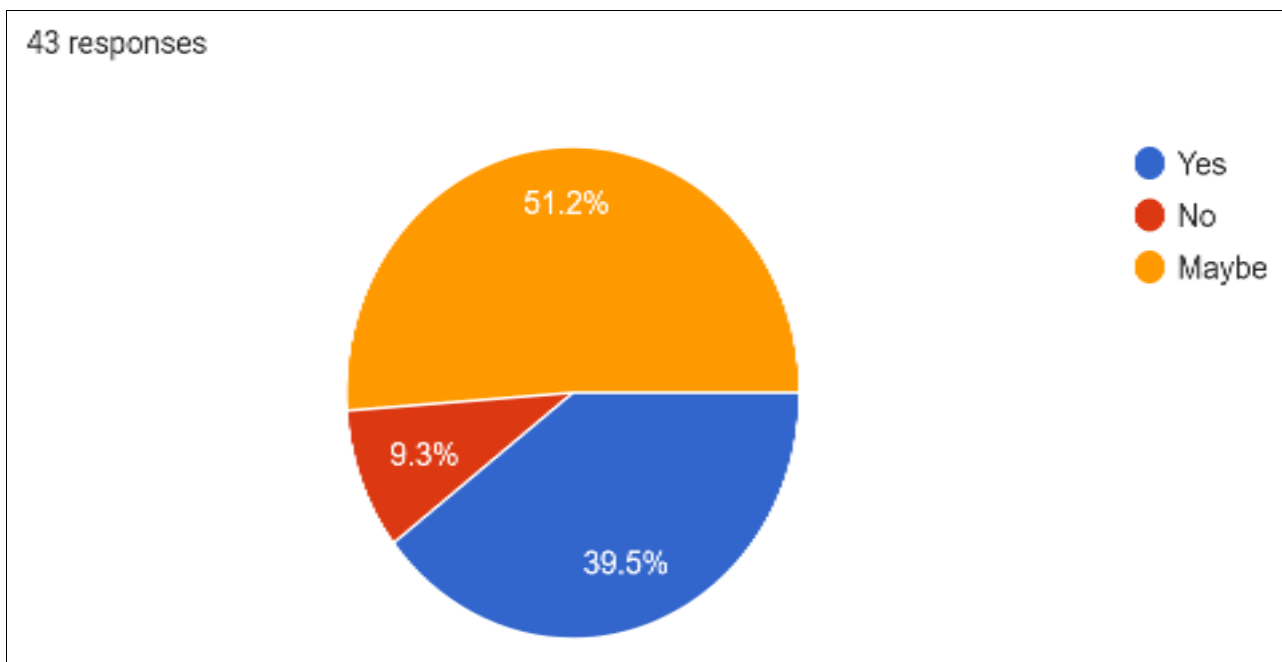
- These days' youth are becoming so obsessed with fashion that whole day they think only about fashion and waste most part of their time and money on fashion, useful time

which they should be spending on studies.

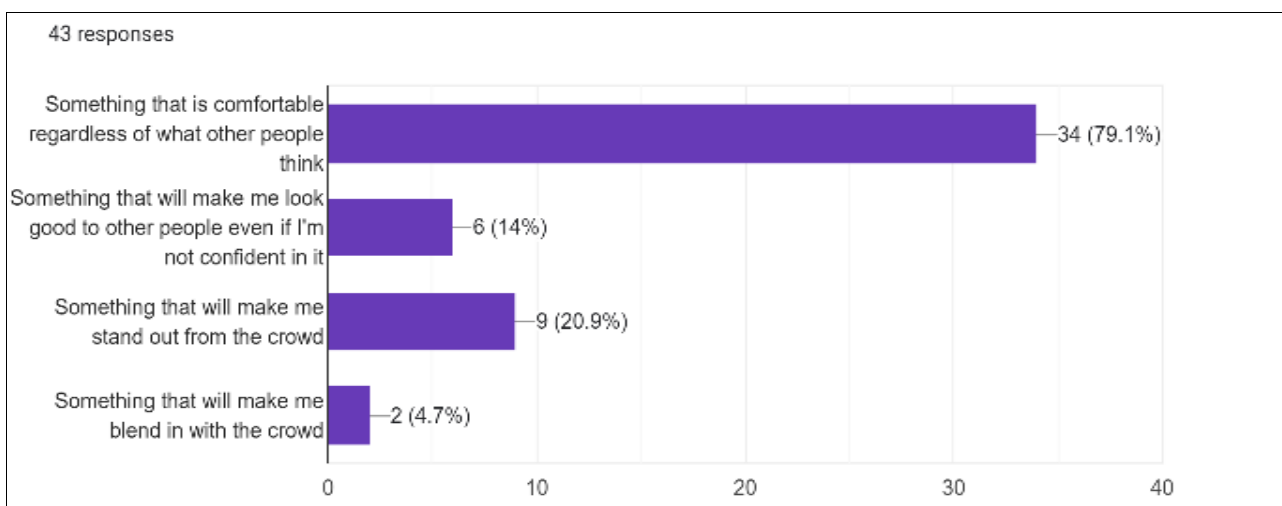
- At study place also most of the time students spend checking out each other’s dresses and are not able to study well.
- Fashion policing in school often leads to groups.
- In order to follow the style statement of their celebs, teenagers often pick up their smoking styles also.
- As well as the financial repercussions of getting too involved in fashion, a student who spends his or her time worrying about the latest trends and styles are being distracted from the primary objective of a student: To study.
- Students try to buy almost all new fashionable products as a result of keeping their good image on others. However, such a big loss of the money leads to a heavy

financial burden on the parents. Even some people who do not afford to supply the basic needs prefer buying such expensive products.

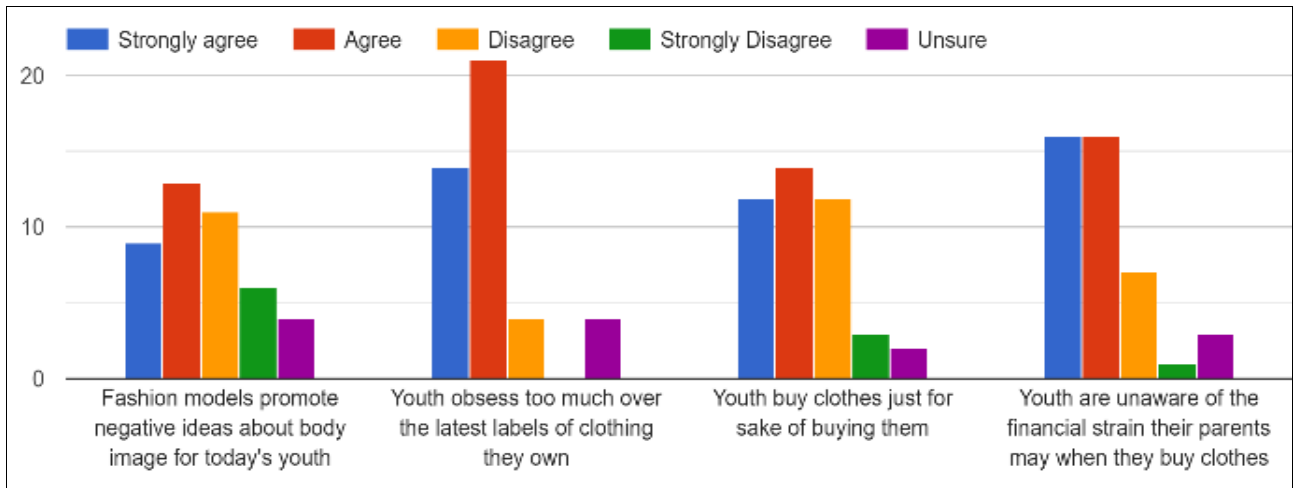
- To fit into skin-tight dresses, girls often start dieting which can distract them away from studies [4].
- Students are not well known to the side effects of some chemical products like hair colour and bleach and a lot of time use then which led to allergic reactions that can cause pimples or some severe reactions.
- The desire to look nice can take over life and money.
- If you become really obsessed with fashion clothing then it is also possible that you may feel anxiety, depression or eating disorders when you are not dressed up to the mark [5].



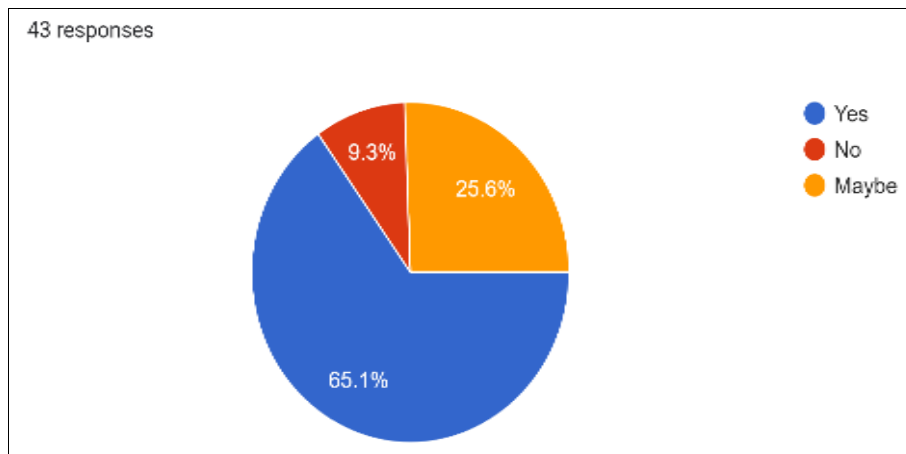
1. Do you follow current fashion trends?



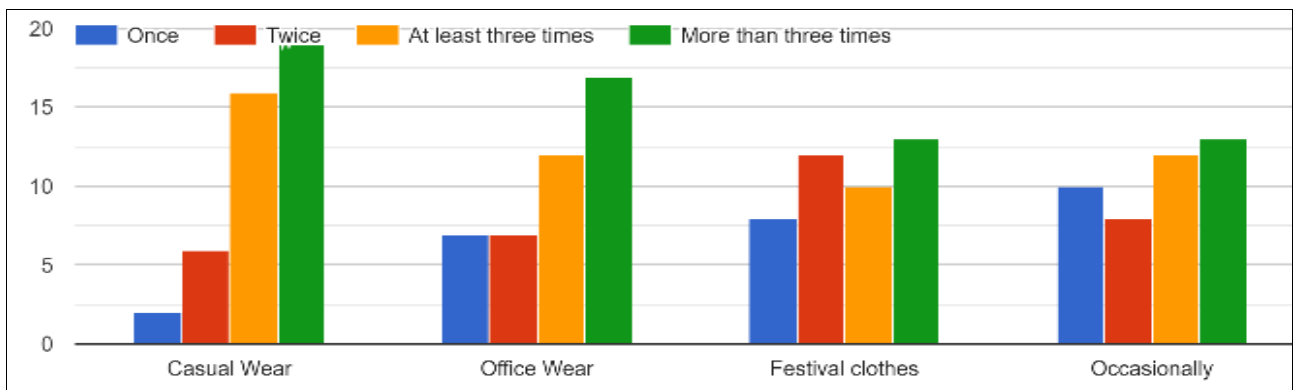
2. Select which option you would like wear to go out



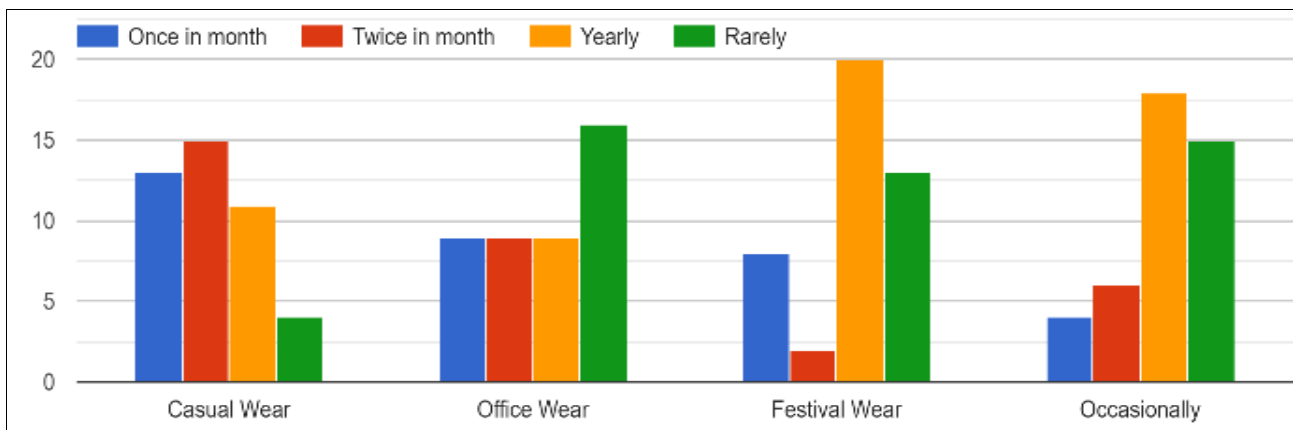
3. To what extend do you agree with the following statement



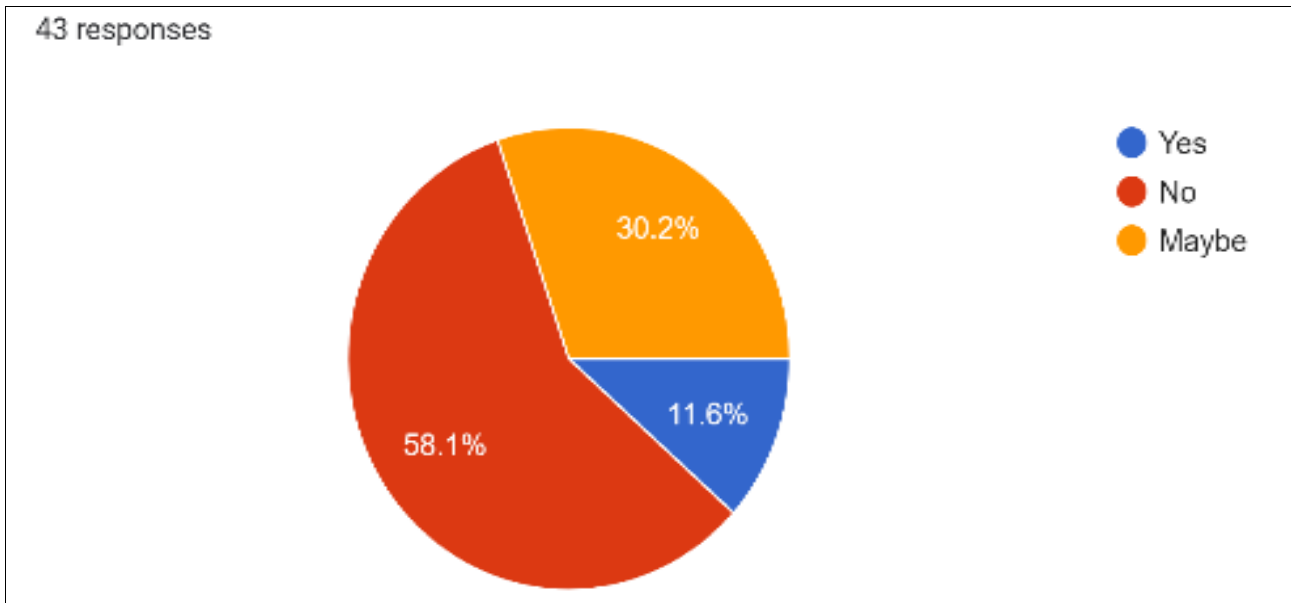
4. Do you think people judge you on your appearance



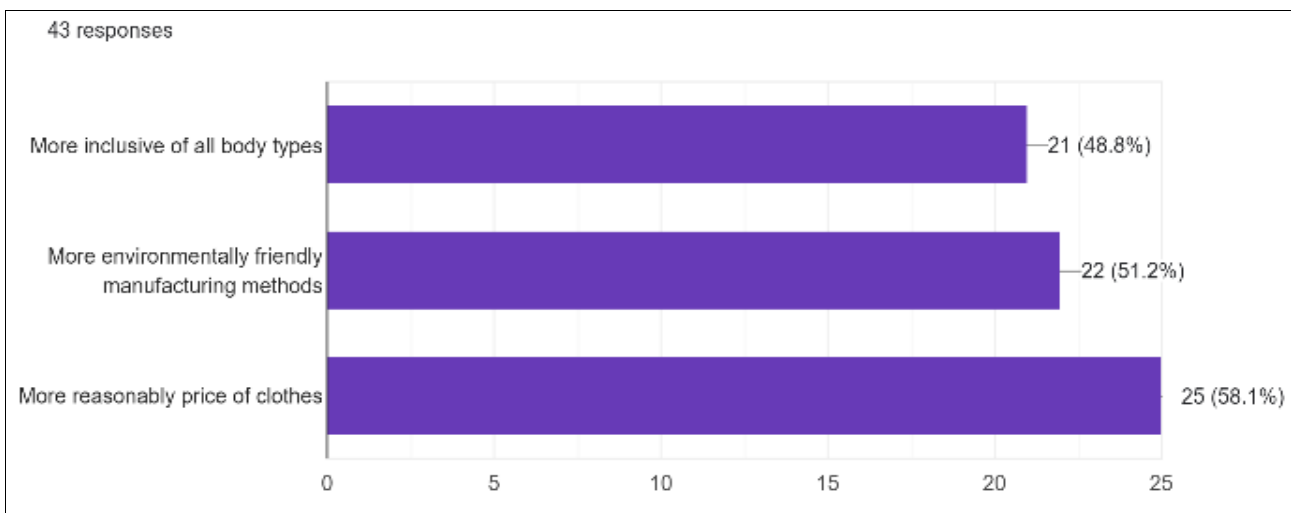
5. How many time you repeat your clothes



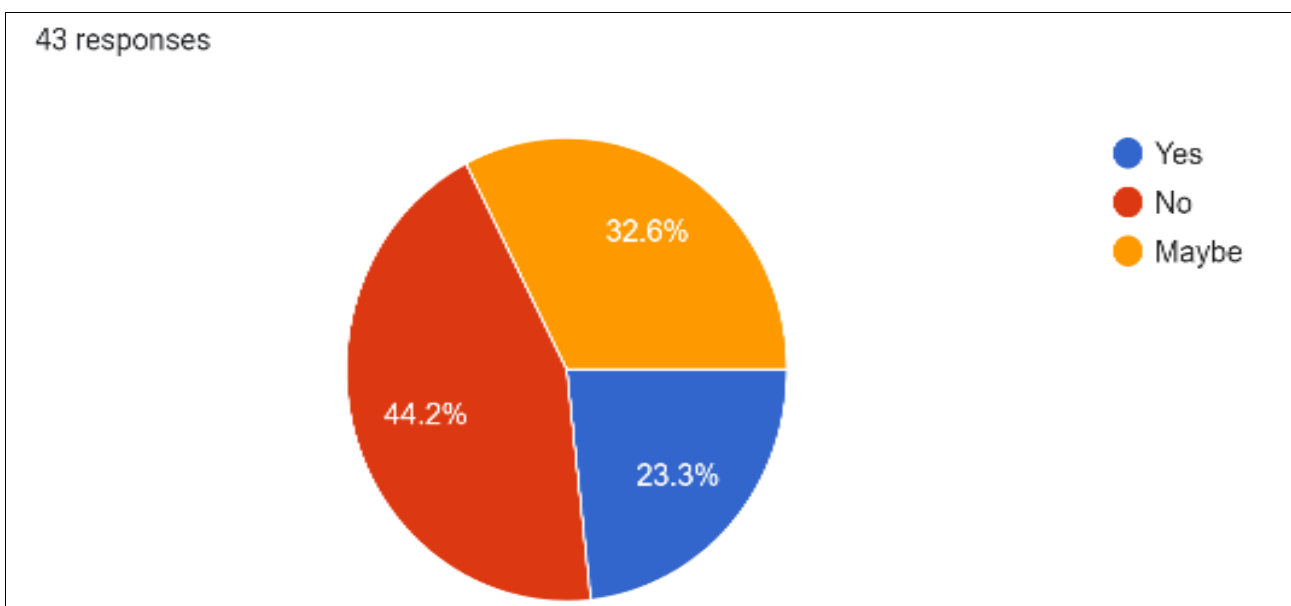
6. How often do you buy new clothes



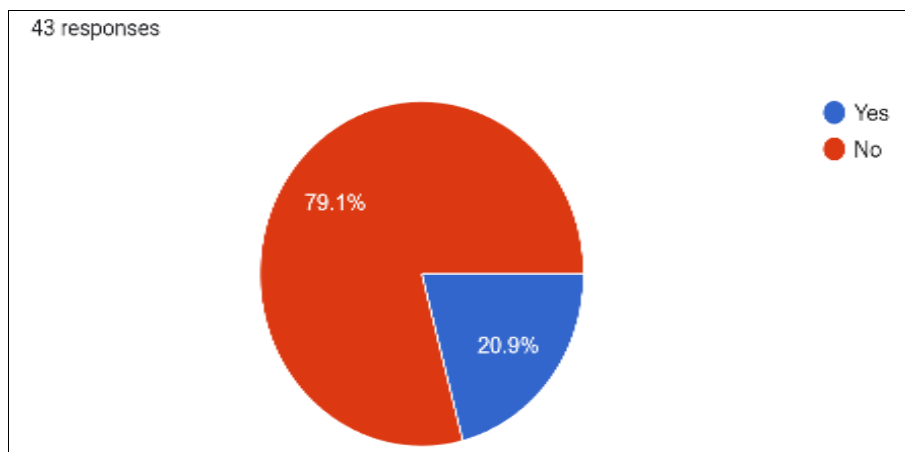
7. Do you think wearing western short dress make you more attractive in group



8. What improvement would you like to in garment industry



9. Do you think all upcoming fashion trends make you conformable



10. Do you follow any social media fashion influencer for you look

6. Conclusion

There are more youth who are likely to accept the fashion changes. Fashion industry is targeting more on youth 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. 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.

Youth 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. Youth dress to stave off humiliation and mocking from peers. Media and fashion magazines affecting youth'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 youth 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 youth buy more often than needed. Youth 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 youth 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.

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