

A Study On Influence Of Different Factors On Adolescent Girls In Selection Of Dresses

Jhansirani. Vipparla¹, Devi. Thokala²,

¹Department of Home Science, Sri Padmavati Mahila Visvavidyalayam, Tirupati

²Department of Home Science, Sri Padmavati Mahila Visvavidyalayam, Tirupati

ABSTRACT

Clothes can affect our physically, emotionally and psychologically in our daily lives. A dress can show the self-confidence, changes in behavior, its attracts the others and personality of the individual wearer. Each adolescent girl want to dress up in different manner compare with others and they want to show their self-confidence and personality through their dress. Due to this reason adolescent girls are very particular in selection of their dresses. Particularly they will consider and different factors influence on adolescent girls decision making on selecting and purchasing of dresses. Most of the adolescent girls are fashion conscious and aware of different brands. The present study was conducted on 150 adolescent girls aged between 17 to 19 years randomly selected from different colleges in Tirupati. For collecting the data questionnaire method was used. The results are showing that 75.5 percent of adolescent girls influenced while selecting their dresses and 47.4 percent of the respondents are influenced by all factors respectively peer group, Actresses, Fashion, Movies, Relatives, Online shopping. And the finding are showing in the present study 76.5 percent respondents thinking that in their group if any person purchase a new dress they also want to purchase a same type of dress. Further the results shows that 66 percent of adolescent girls selecting their dresses according to quality of the fabric design of the fabric, suitability of their personality and cost of the dress.

KEYWORDS: Brand, Dress, Design, Fashion, Fabric.

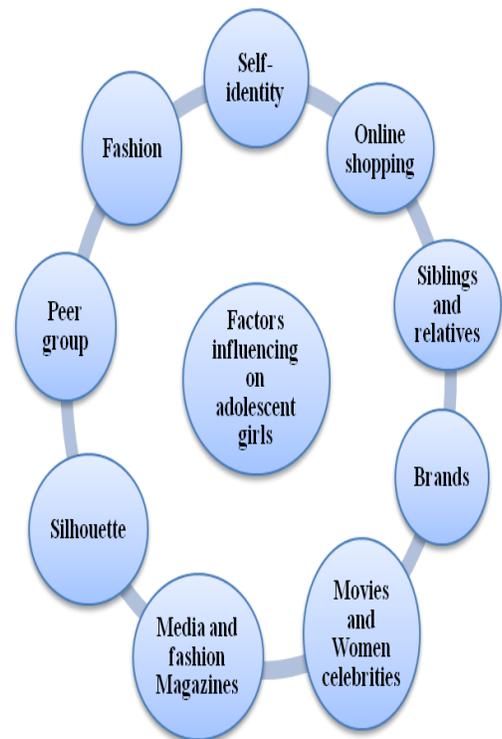
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INTRODUCTION

Adolescent girls are more anxious about their outer personality and every time they will observe other peer girls how they are dressing up and getting ready compare to adults. Always they want to show to the others their dressing sense is in unique manner and they have attractive personality. Most of the adolescent girls are attention seekers through their dress. If they are not looking well in a particular dress and other peer girl's comment about that dress negatively then that particular girl feels emotionally and psychologically and not even they can't concentrate on any work. In this adolescence age girls have more interest in purchasing clothes because at this time they are developing emotionally, physically, mentally and socially (Kulshrestha and Kshyap, 2007). There are many factors that influencing adolescent girls while selecting their dresses because they are very particular about their dress, color combinations, design, whether it is according to present trend are not, brand. Factors that influencing on adolescent girls are self-identity, peer group, fashion, movies, actresses, online shopping, media and magazines, relatives and siblings etc.,

Factors influencing on adolescent girls

Figure 1 Factors influencing on adolescent girls



1. Self-identity

Adolescents are always wants to set trends through their dress because they are more conscious about fashion. Trend and personality go hand in hand and both are influencing more on life styles of adolescents. Fashion is more important in adult's life because through the fashion they want to prove themselves to the society what they are and what they want to become. A well Dress improve self-dignity, status, respect and inner and outer personality of the wearer exactly what they are in the society. Due to this reason every one want to wear differently and satisfactory manner particularly most adolescents have different feeling about their clothing selection such as styles, sizes, colors, designs etc.,

2. Influence of Fashion

Fashion changes very quickly night to night and based on season also it will change. That's why most of the adolescence frequently change their dressing style and fill their wardrobes with new fashionable trendy cloths in order to suit their personality. And present younger generation "pick and wear" everything selectively.

3. Effect of Peer group

Adolescent age is a time of susceptibility to peer pressure (Dotson & Hyatt, 2005).

Peer group influence is more in adolescence age mainly on younger girls in their daily life choices like selection of dress, fashion, style, frequency of shopping, selection of friends and academic performance etc., either good or bad. They feel that if they don't dress in proper manner their friends will and consider in low range. For this reason most of the adolescent girls taking advises of other peer girls related to fashion and how to dress up. And if two friends are their means they both want dress up in same manner and they look like "twins" and they want to produce that image in their groups. If anyone purchases a new dress in the group others also think that they also want to purchase, that type peer influence have on adolescent girls. Some girls think if don't have that type their image will damage in the group. They will take its prestige and can't concentrate on anything. Peer can influence psychologically and emotionally also.

4. Silhouette

Body image is shows more impact on adolescent girls because they think if they are shout they cant wear all types dresses and others comments negatively on their body image. Lawrence (1991) found that third grade girls desired to be slimmer and engaged in dieting behaviors significantly compare with the boys of the same age. That's why most of the teenage girls follow the un healthy diet plans, exercises without any knowledge about that for maintain proper body. Because of that some of are getting eating disorders. Some young girls will do anything for getting slim personality. Mostly influenced by models and

heroines. In this issue the young girl's main aim is to suit and fit their personality for all types of dress. And they want to attract others with their dress and personality.

5. Media and fashion Magazines

Adolescent girls regularly follow media, magazines and internet for updating themselves about present fashion and evaluating upcoming trends are so that they may know exactly what to buy, how to buy, where they can get and what not to suit for them. Fashion shows ,magazines and internet play a crucial role in girls life style and most of them select dresses after go through it. Because media and magazines promotes fashion through women celebrities. Adolescent girls getting knowledge on fashion by media magazines and internet.

6. Movies and Women celebrities

Always adolescent girls want to follow their favorite women celebrities like how there are dressing up and hair styling etc. For that they watch all types of shows movies to aware that what their loved women celebs wear, in the same manner young girls also dress up and proudly show to the others in their groups. In these stage women celebs are plays important role and more influence the adolescent girls. Some of them are blindly follow their loved celebs fashion out fits. And immediately go for purchase it. And they behave like celebrities only in the group of peers.

7. Brands

Most of them want to buy branded clothes. In front of others they feel great if they have one branded item. Like that brands are affect adolescents. If one girl purchase new designer outfit, others don't have money to purchase not even one designer dress they get stressed. They feel that they can't afford the clothes, will not look good and in front of friends feels like disgrace. And sometimes it will affect psychologically also.

8. Siblings and relatives

Siblings and relatives are directly and indirectly influence on adolescent girls. How means adolescent girls want to create special image in front of siblings and relatives. For that they also observe their siblings and relatives way of dressing, choices in selection of dresses, tastes, colors, how they are following fashion, how much spending and how frequently they are go for shopping etc. And are follow their loved sisters and relatives dressing styles. They will take advises while going for shopping.

9. Online shopping

Now a days most of the adolescents girls are preferring online shopping. Due to more offers and discounts in online, plenty of designs, different types of fabric, colour combinations and more overly with less cost and they can purchase fashionable, good and suitable dresses. And their favorite celebrities’ dresses like imitation out fits also they can get easily with less cost. Young girls are frequently using online shopping for getting knowledge on current fashion.

METHODOLOGY

The study was conducted on 150 adolescent girl’s aged between 17 to 19 years in Tirupati. The sample randomly selected from different colleges in Tirupati to explore “**A study on influence of different factors on adolescent girls in selection of dresses**” and questionnaire method was used for collecting the data. The data was tabulated and discussed below:

RESULTS AND DISCUSSION:

Glaser, Shelton & Bree, 2010 founded that friendship is the one factor that influence of peer group. Which adolescents maintain with their peer group: if friends are close they have a greater influence on the other’s behaviors in good or bad manner.

Distribution of the adolescent girls parents according to their occupation and monthly income

Generally these age group children are economically depends on their parents. Some of the adolescents are economically low also their self-esteems are high in level due to peer group influence. If parents not providing sufficient money for fulfilling their needs these age children are feels depressed and they think negatively. Because in this stage their expectations are very high and always they to reach that expectations.

The table 1 depicts that 35.4 percent of the girl’s parents were employed, 19.4 were daily wage workers, 17.4 were doing business, 16.7 were engaged in agricultural works and 11.1 percent were self-employed. And 30.3 percent of the adolescent girls parents had a less than Rs.10000, a 30.3 percent belong to the parents having a monthly income between Rs. 10001-20000, a 21.8 percent of were getting monthly income between Rs. 20001-30000 and a 17.6 percent had a monthly income above Rs. 30000.

Table 1 Distribution of the adolescent girls parents according to their occupation and monthly income

S. No	Particulars		Percentage
1	Occupation	Employee	35.4
		Self-employee	11.1
		Business	17.4
		Agriculture	16.7
		Daily wage worker	19.4

2	Monthly income	<10,000/-	30.3
		10,001 to 20,000/-	30.3
		20,001 to 30,000/-	21.8
		>30,000/-	17.6

Percentage Distribution of the sample according to their selection of dresses

Figure 2 shows that 66 percent of the adolescent girls were selected their dresses according to quality of the fabric, design of the fabric, suitability to their personality and cost of the dress. A 13.2 were selected based on suitability, a 9 percent preferred quality of the fabric and a few percent of the girls preferred design of the fabric and cost.

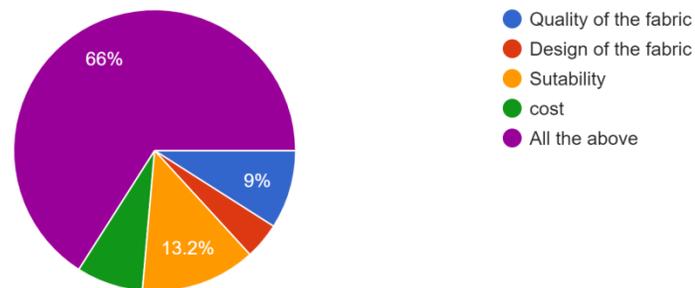


Figure 2 Distribution of the sample according to their selection of dresses

Percentage distribution of frequency of shopping and going with whom

Hayko and Baker (2004) said that compare to adults adolescent girls are more frequently go for shopping. They spend more money on purchasing dress than other products and approximately three times per week they for shopping. Adolescent girls use clothing for not only to express their self identity but also to determine who like them in order to form new friendships through their dressing.

The table 2 indicates that a notable percent (33.8%) of the sample occasionally go for shopping, 26.8 percent some times go for shopping, 20.4 percent of the girls frequently go for shopping and only 19 percent of them rarely shopping. Majority of the population occasionally go for shopping. And 63.2 percent were preferred to go shopping with their parents, only 13.2 were interested go with siblings, 12.5 percent like to go with friends and only 11.1 percent like to go individually. Most of the adolescent girls preferred their parents for shopping.

Table 2 Percentage distribution of frequency of shopping and going with whom

S.	Particulars	Percentage
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No			
1	Frequency of shopping	Mostly	20.4
		Rarely	19
		Occasionally	33.8
		Some times	26.8
2	Going with whom	Friends	12.5
		Siblings	13.2
		Parents	63.2
		Individual	11.1

Preference of adolescent girls to the brands

Figure 3 shows that most of the percent (74.8%) preferred branded dresses and only 25.2 percent of the adolescent girls were not bother about branded items.

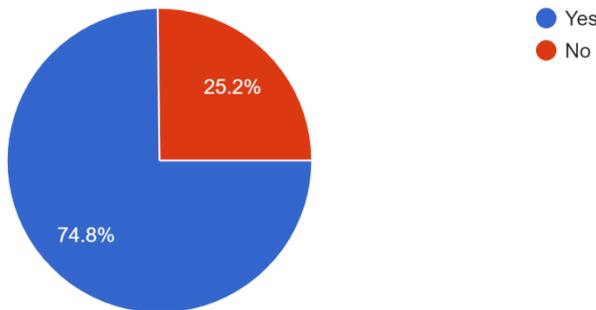


Figure 3 Preference of adolescent girls to the brands

Interests of adolescent girl's

The table 3 shows that the 91.7 percent of the adolescent girls follows fashion and only 8.3 percent were not follow the fashion. 75.5 percent of the sample has influences on them while selecting dresses, 24.5 percent not influenced by any one. And a 76.5 percent girls want to purchase new dress if anyone have in their group, only few percent (23.5%) were not like buy.

Table 3 Interests of adolescent girl's

S. No	Questions	Percentage	
1	Do you follow the fashion	Yes	91.7
		No	8.3
2	If there any influence on you while selecting the dresses	Yes	75.5
		No	24.5
3	In you are group if one person purchase a new dress do you think you also have that dress	Yes	76.5
		No	23.5

Influence of different factors on adolescent girls while selecting dresses

Figure 4 indicates that the majority percent (47.4%) of the adolescent girls influenced by peer group, actress, fashion, movies, relatives and online shopping, 28.9 percent of them influenced by fashion, 8.9 percent has peer group influence, 5.2 percent has influenced by online and very few of them influenced by actress, movies and relatives.

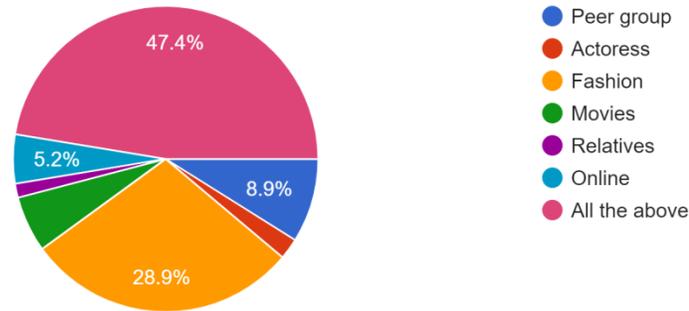


Figure 4 Influence of different factors on adolescent girls while selecting dresses

Distribution of sample spending money on purchase of dress

Figure 5 shows that the 52.1 percent of the adolescent girls want spend Rs. 501- 1000 on purchasing a dress, 30.6 percent have interest to spend Rs.1001-2000 on each dress, a 9.7 percent want spend more than Rs. 2000 on buying of each dress. Only few percent want spend less than Rs. 500 due to their economic conditions.

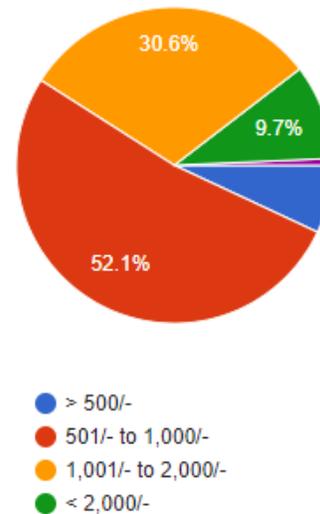


Figure 5 distribution of sample spending money on purchase of dress

CONCLUSION

One interesting finding that would be concluded was majority of the adolescent girls preferred to go for shopping with their parents only. They preferred to purchase branded items; high preference was given for quality, design and stability of the Dresses.

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