

Asian Resonance

Affect of Fashion on Our Society



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Abstract

There is probably no sphere of human activity in which our values lifestyles are reflected more vividly than they are in the clothes that we choose to wear . Fashion is not something that exists in dresses only. Fashion is in the sky, in the street, fashion has to do with ideas, that way we live, what is happening. Fashion is like a clear, still pond . It reflects a way of life. Fashion does not just happen, without a reason. It is a response to many things: a feeling, an era, a crisis, an action, an enthusiasm. Fashion refers to a distinctive and often habitual trend in the style with which a person dresses, as well as to prevailing styles in behavior.

The dress of an individual is a kind of sign language that communicate a complex set of information and is usually the basis on which immediate impression are formed. Clothing is a symbol of crucial social and psychological importance to man and women. As such, it serves to communicate to others an impression of ones social, occupation, role, self confidence & other personality characteristics.

Today, clothes make on the basis of fashion and comfort .Our film industry and high society magazines are also responsible to increase fashion on our society. Everybody wants a different look with the help of different types of clothes and their variety of colours.

Keywords: Fashion, society, consumer

Introduction

What is fashion:- “ The styles that are accepted and used by a particular group of people at a given time. It’s what designers create for a select population which later becomes a trend. “

Who is consumer:-“ A person or organization that uses a commodity or service called consumer .”

What is society:- “ An organized group of person associated together for religious , benevolent ,cultural ,scientific , political, patriotic or other purposes.”

Changes in fashion are direct reflection of life styles . This phenomenon of fashion has reflection is a mirror of social changes, economic success or failure, political strife or its absence, technological advancement, psychological implication and current events. The reflection is called fashion. People change jobs ,houses ,hair coloring ,make up ,facial features and auto mobiles. Every day is different, people change their clothes when they can’t change their life. Fashion brings changes in the life style and living conditions whether inside the house or outside.

In the earlier years, people mainly wore clothes to protect their bodies from the weather. During the earliest age men & women walked naked or semi-naked. The style of dress kept on changing from period to period . In current years, the reasons that people choose to wear clothes range from it being a life necessity to an escape for personal individuality. “Fashion is one of the world’s oldest fountains of youth,” as “with every new garment, one discovers a new self” (Duchter, 2002, p. 29-30).

Fashion can affect & change the human body & all modes of its impression , Fashion should not be limited to clothing or personal adornment. Clothing can be considered an active expression of the fashion of a particular period but clothing is only a small part of the entire fashion concept. Fashion is a general term for a popular style or practice, especially in clothing , footwear , accessories , makeup , body piercing.

The increase in communication, progress in science & technology has also affected the style of costume. consumers are becoming more & more aware of their surroundings . One can get a better understanding of how to dress appropriately for work. How an individual is

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perceived can significantly impact one's effectiveness. The way one dresses plays a major role in how one is perceived. According to the Fairchild County Business Journal (2005), true professionals know instinctively that in order to be taken seriously, professional dress is required. They dress to impress and promote respect, enhance their authority, and assist in gaining advancement opportunities.

A survey of the Bureau of Advertising revealed that working women spend an average of 34% more on personal clothing than women stay at home. Another research done on American Consumers showed, "on men's and children's clothing account for about 46% of all the money spent by American Consumers for items of apparel, shoes jewelry and accessories. Today leisure wear and sports clothes account for a large portion of the modern women's wardrobe.[Horn j. Marilyn]

Research objective

Based on the purpose of the study and survey of the literature the following Research objectives were set up:

1. To determine the fashion involvement of consumers from Jabalpur [M.P.] city of India.
2. To describe method of keeping in touch with latest fashion trends.
3. To identify the consumer preference for fabric type.
4. To know the consumer's taste/ choice of colours in clothes.

Hypothesis

Based on the above objectives of the study and literature review the following hypothesis were proposed:

1. There will be no significant relationship between fashion involvement and media usage by consumers.
2. There will be no significant relationship between fashion and type of fabrics.
3. There will be no significant relationship between fashion and colours of fabrics.

Method

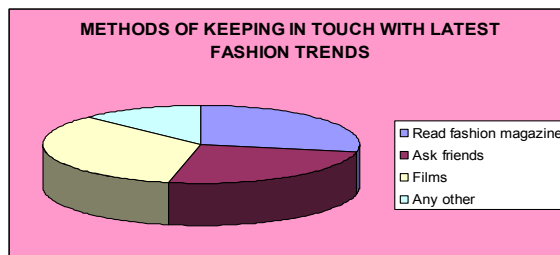
This research work has been undertaken to find out the "Affect of Fashion on our Society". Sampling method of investigation was used to select the respondents. A random sample of 80 consumers over the age of 20 covering Jabalpur city {M.P.}India were selected.

After selecting the required number of respondents, framed questionnaires were distributed to them. A time of two days was given for filling of questionnaires. After collecting the data, analysis was conducted..

Results

Table no. 01 Method of keeping in touch with latest fashion trends

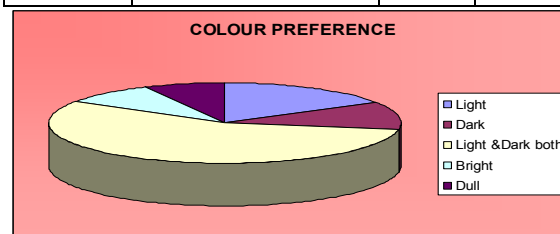
S. no.	Method	No. of respondents	%
01	Read fashion magazine	45	75
02	Ask friends	40	66.66
03	Films	54	90
04	Any other	20	33.33



The survey has revealed that consumer keep themselves in touch with the latest fashion.

Table no. 02 Colours Preference

S.No.	Colour Preference	No.	%
1	Light	13	16.25
2	Dark	09	11.25
3	Light &Dark both	45	56.25
4	Bright	07	8.75
5	Dull	06	7.5



As is evident from above 56.25% consumers proffered light and dark Colour both. Bright and dull Colour were proffered by 8.75% and 7.5% consumers respectively.

Table no. 03 Reasons of Colour preference

S.No	Reason	No.	%
1	Enhance appearance	64	80
2	Does not get dirty soon	8	10
3	Comfortable	45	56.25
4	Feel cheerful	58	72.5
5	Assist in gaining advancement opportunities	37	46.25
6	Impress and promote respect	54	67.5
7	Enhance their authority	49	61.25
8	Look sober	15	18.25

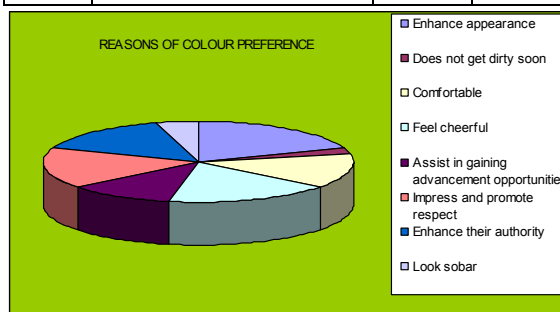


Table shows 80 % consumers enhance appearance and 72.5 % consumers feel cheerful to the reason of colour preference .

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Table no. 04 Preference for fabric type

S.No.	Type of fabric	No.	%
1	cotton	68	85
2	silk	35	43.75
3	Synthetic	50	62.5
4	Cotton Blends	65	81.25
5	natural fibers	48	60
6	denim	26	32.5
7	Others	44	55

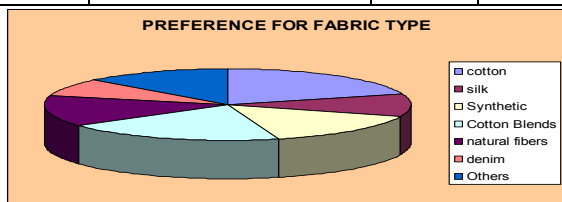
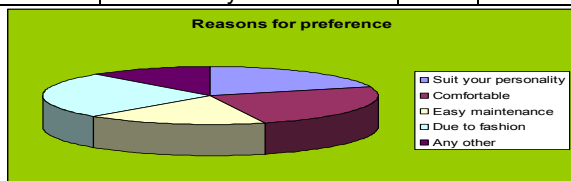


Table shows 85 % consumers prefer cotton , 81.2% consumers cotton blends and 62.5 % consumers choose synthetic also.

Table no. 05 Reasons of Preference for fabric type

S.No.	Reasons	No.	%
1	Suit your personality	54	67.5
2	Comfortable	66	82.5
3	Easy maintenance	47	58.75
4	Due to fashion	69	86.25
5	Any other	32	40



The reasons given by 86.25% consumers that it due to fashion. It shows that Impact of fashion on consumers has now become un separate part of there life. Fashion effects to our lives by getting us involved something new.

Table no. 06 Impact of fashion on family budget

Impact	No.	%
positive	50	62.5
negative	30	37.5

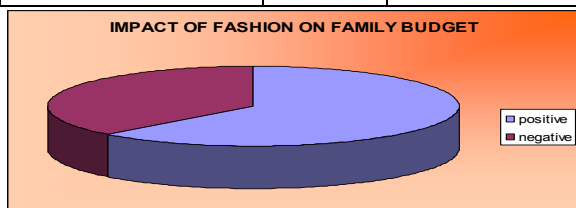


Table illustrate that 62.5% consumer agree that positive impact of fashion on family budget .

May be it depends on the weather or seasonal change. In my opinion, there are two points positive and negative effects of fashion on family budget.

Conclusion.

Now a days everybody wants to be 'fashionable'. Everyone wants to go with the latest trends. The appeal of fashion apparel will never end. Brands are trying to explore the local market and they are successful. Fashion is a general term for a popular

style or practice, especially in clothing , footwear , accessories , makeup , body piercing.

Overall, we conclude that fashion plays very important role in our life and everything wants change & where is change , there is fashion . Our society is made by consumers ,consumer can't escape on the affect of fashion on their life.

Clothing is a small part of fashion but it's effect on others is like a symbol and also form/ make a immedate impression on others. Today , consumers wants to know about modern trends of clothes ,their appearance ,their type and variety of colours , only for running with fashion .

So , we can say that rapidly fashion spreads in our society and it's work like part of their life.

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