

Effect of Mass Media on Fashion Awareness Among Male Adolescents

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Abstract

"Adolescence, the period from roughly age 12 through the late teens, is a time of dramatic and far-reaching change". The emergence of fashion industry affects consistently the personal development of adolescents and their habits. The psychology of adolescents is more vulnerable to the fashion industry than psychology of an adult. This is why the message adolescents receive from the fashion industry is very important. Now-a-days men are getting more and more fashion conscious and mass media has enhanced this process. Fashion means the style or styles of clothing and accessories prevailing at a particular time. Fashion is a reflection of a life style, so there must be certain factors which influence it. Mass media is one of the factors and plays the important role in creating the awareness among students. At present, adolescents are very conscious about the dress which they desire to be in line with the latest trends in fashion. In order to explore the fashion awareness among the male adolescents, we need to study the influence of mass media on fashion consciousness among the male students of the professional colleges. Present study was conducted in Delhi among students of professional colleges. Questionnaire-cum-interview schedule was prepared and information regarding fashion was collected from the respondents. From the results it was observed

that 49% respondents buy their clothes from departmental stores. Influence of fashion on the purchasing habits of the respondents was somewhat in between the leaders and legwards which was 64.5%. The best selected media for the selection of design were friends i.e. 44% then come magazines 36.5% and one's own choice 32%. While window display 20.5% and T.V. 20% play the secondary role. Film 8% and fashion shows 5% played a very minor role. Magazines played a critical role in adoption of any fashion 81.5% while 18.5% did not feel the same. Magazines played the role of most powerful media in spreading the fashion awareness among the male adolescents.

Introduction

"Adolescence, the period from roughly age 12 through the late teens, is a time of dramatic and far-reaching change" (DeHard, Sroufel, & Cooper, 2000, p. 456). The emergence of fashion industry affects consistently the personal development of adolescents and their habits. The psychology of adolescents is more vulnerable to the fashion industry than psychology of an adult. This is why the message adolescents receive from the fashion industry is very important.

Now-a-days men are getting more and more fashion conscious and mass media has enhanced this process. Fashion is as old as the time and as new as tomorrow. Fashion means the style or styles of clothing and accessories prevailing at a particular time. Fashion is a reflection of a life style, so there must be certain factors which influence it. Mass media is one of the factors and plays the important role in creating the awareness among students. In India fashion accessories have grown tremendously over the last few years. At present, adolescents are very conscious about the dress which they desire to be in line with the latest trends in fashion. In order to explore the

fashion awareness among the male adolescents, we need to study the influence of mass media on fashion consciousness among the male students of the professional colleges.

Methodology

Present study was conducted in Delhi among students of professional colleges. Four colleges were selected and 50 students were taken from each college. Survey method was used to carry out the study. Questionnaire-cum-interview schedule was prepared and information regarding fashion was collected from the respondents. Pre-testing was done by investigator in order to face the realities and to bring any modification required in the schedule. Data was collected and analysed using appropriate statistical tool. Frequencies and percentages were drawn to draw the meaningful inferences.

Results and discussions

Table-1. Distribution of respondents on the basis of preference for quality clothes

Qualities	Frequency	Percentage
Comfort	31	15.5
Durability	11	5.5
Finishing	12	6
Price	33	16.5
All the above	113	56.5

The above data reveals that majority of respondents 56.5% look for all the qualities like comfort, durability, finishing and price. Only 16.5% of respondents felt price effect on selection of clothes. While 15.5% went only for comfort, few of the respondents (6%) went for finishing, 5.5% for durability.

From the above table it can be concluded that majority of the respondents go for all the qualities mentioned above as they feel all these qualities effect on their selection of clothes. While for some respondents price factor dominates as they have limited income to spend on clothes. While other go only for comfort as they says the clothes in which you are comfortable are the best clothes. While very few go for durability and finishing's as they did not contain much knowledge about it.

Table-2 distribution of respondents on the basis of type of dress wear

Dress Wear	Frequency	Percentage
Traditional	14	7
Western	36	18
According to occasion & time	100	50
Nothing in particular	50	25

The above data reveals that more of the people i.e. 50% like to dress up according to the occasion while 25% of the respondents prefer nothing in particular and only 18% of the respondents like to dress-up in western look. While very few of them i.e. 7% like to dress up traditionally.

From the above findings it can be concluded that today men are more conscious of fashion that moving around them so they have more tendency to dress-up according to time and occasion. While for other this factor doesn't matter much. While some go distinctively for western wear as they find it more comfortable and easy to carry with them. For other respondents dressing-up traditionally is more ethnic, comfortable and one feels good in it (Kurta-Pyjama).

Table-3 Distribution of respondents on the basis of influence of fashion on the purchasing habits of the respondents

Fashion Influence	Frequency	Percentage
Do you instantly go for it	15	7.5
Wait for sometime	129	64.5
Don't go for it at all	56	28

Data of the above table depicts that majority of the respondents 64.5% wait for sometime before adopting any fashion, while 28% of the respondents did not go for it at all and very few of the respondents i.e. 7% go instantly to adopt fashion.

Majority of the students were followers as it was the safest way. Today fashion is expensive and every one cannot afford new styles and designs all the time. So majority of them follow the leaders who have enough of resources to fund their clothing desires. These people are the trend setters for the fashion industry. While there are some other groups who did not go for a change at all. They are known as legguards. The reason is that either they may not be interested, or due to lack of time and money.

Table-4 distribution of respondents on the basis of selection of media for choosing designs

Media for Selection of Designs	Frequency	Percentage
Friends	88	44
Magazines	73	36.5
Window Display	41	20.5
Films	4	2
Fashion shows	10	5
Television	40	20
Your own	64	32

The above data reveals that 44% respondents choose designs from friends and other from magazines i.e. 36.5%. While 32% create their own designs and few others from window display i.e. 20.5% and 20% got inspiration from Television. And a very few of the respondents i.e.5% followed by 2% took the designs from fashion show and films respectively.

From the above table it can be concluded that many factors played a major role in design selection. Respondents prefer designs which were once accepted by their friends and society. While other selected it from magazines they tend to create their own by putting all the ideas from all the media together while some took design from television or window display as they tend to come in contact with them quiet often. While some tend to be influenced by fashion shows and films, which were much larger than life for a common man of today's world.

Table-5 distribution of respondents on the basis of fashion adoption through magazines

Adopting fashion through Magazines	Frequency	Percentage
Yes	183	81.5
No	37	18.5

The above data reveals that majority of the respondents 81.5% feel that magazines made an impact on their selection for clothes while 18.5% respondents did not feel the same.

From the above table it can be summarised that fashion magazines made the impact on the respondents as they went through them they come to know about the latest trends designs, whom - fashion and fads that were prevalent in market, which can be adopted while few of the respondents did not think the same as they did not change with fashions around them. They are legwards who did not adopt fashion at any stage of life.

Table-6 distribution of respondents on the basis of impact of movies on clothing selection

Impact of Movies for clothing selection	Frequency	Percentage
Yes	80	40
No	120	60

The above depicts that 60% of the respondents felt that movies make an impact on them while 40% felt that movies had a great impact on them.

From the above results it can be concluded that movies did not make a great influence on the people as their fashion were expensive and were much more elaborate to be adopted by college going

adolescents while some of the young students from rich background liked to adopt new fashion which was shown on cinema, parties and social get together.

Table-7 : Distribution of respondent on the basis of influential mediawhich they prefer

Influential Media	Frequency	Percentage
Radio	10	5
Magazine	100	50
Newspaper	23	16.5
Television	77	38.5

The above data depicts that 50% of respondents get influenced by Magazines while 38.5% by Televisions and 16.5% by newspaper and a very few (5%) by Radio.

From the data it can be concluded that magazines hold a prime place in influencing respondents as it was easily available everywhere while T.V. took a second lead as every programme has fixed time. So it may be that sometimes the respondent had time and sometimes not. While newspapers were generally meant for daily news but whenever one come across on advertisement one goes through it. While Radio is an verbal way of communication which was not very influential.

Conclusion

- Majority of the respondents go for all the qualities mentioned above as they feel all these qualities effect on their selection of clothes.
- More of the adolescents have more tendencies to dress-up according to time and occasion.
- Majority of the respondents wait for sometime before adopting any fashion, while a few go instantly to adopt fashion.

- Majority of the respondents prefer designs which were once accepted by their friends and society.
- Magazines hold a prime place in influencing respondents regarding the fashion awareness.
- Magazines played the role of most powerful media in spreading the fashion awareness among the male adolescents.

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