

Adolescence and Fashion: A Psychological Perspective”

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Abstract

Fashion is a reflection of society's social, cultural and economic environment, particularly among teenagers who are navigating the critical phases of identity formation and social development.

This study examines the psychological effects of fashion on teens in Amritsar, a city known for its vibrant fashion scene and rich cultural legacy. The purpose of the study is to determine how teens' daily life, sense of self, interactions with others, and academic achievement are influenced by fashion. Using a mixed-method approach comprising qualitative interviews and quantitative surveys, the study offers a thorough examination of the influence of fashion on Amritsar's teenage population's psychological environment.

A standardized questionnaire is used in the study's quantitative component, and it is given to 300 teenagers, ages 13 to 19, from different Amritsar schools and colleges. Important elements like fashion consciousness, peer pressure, self-esteem, and academic performance are evaluated in this poll. Thirty participants were interviewed in-depth for the qualitative component, which offers deeper, more nuanced insights into their individual experiences and perspectives on fashion.

The results of the quantitative survey show that fashion trends have a big impact on the majority of youngsters in Amritsar. About 70% of participants indicated that they regularly monitor fashion trends, with social media serving as their main informational resource on the subject. Peer pressure and this high level of fashion consciousness are strongly related; according to 65% of participants, they feel under pressure to wear a certain way in order to blend in with their friends. This kind of pressure frequently results in a demand for name-

brand apparel and accessories, which can strain families financially and widen the socioeconomic divide among youngsters.

The influence of fashion on self-worth is complex. The findings suggest that teenagers' perceptions of themselves can be influenced by fashion in both good and negative ways. Some people find that dressing stylishly boosts their self-esteem and confidence, giving them a sense of acceptability and belonging among their peer groups. The increase in self-esteem is especially noticeable for individuals who can purchase branded goods and stay up to date with current trends.

Teens who fall behind on fashion trends, on the other hand, frequently feel inadequate and have poorer self-esteem. This contradiction highlights how fashion can be both a positive and negative influence on youngsters' lives.

The qualitative interviews provide a more in-depth understanding of the significance of fashion in teenage social relationships. Many participants stated that wearing appropriately is critical to make a good impression and being accepted by their peers. Fashion is frequently utilized as a means of social signaling, showing group affiliation and personal identification. For example, teenagers may adopt certain styles to fit in with specific social groups, such as athletes, artists, or academically inclined friends. However, a focus on fashion can lead to judgment and exclusion based on looks, exacerbating social divisions and bullying. Several interviewees described being teased or stigmatized for not following established dress conventions, emphasizing the social consequences associated with nonconformity.

The effect of fashion on academic achievement is also investigated in this study. The results imply that the impact of fashion in this domain is multifaceted and individualistic. While some students said that fashion had little bearing on their academic performance, others said that the time and effort required to maintain a fashionable appearance could divert attention from homework. For example, the pressure to seem fashionable at social events or school functions can result in more stress and less concentration on academic tasks. Higher stress levels and poorer academic performance might arise from this distraction, especially for those who find it difficult to reconcile their passion for fashion with their academic responsibilities.

Apart from these fundamental domains, the research delves into the wider sociological and cultural elements that influence the fashion choices of teenagers and their psychological consequences. Amritsar has a distinct fashion scene because of the way that contemporary fashion trends blend with traditional attire and cultural heritage. Adolescents frequently juggle these influences, mixing traditional and modern fashions. Their ability to blend two cultures can enhance their sense of style, but it can also provide difficulties as they navigate their identities in the face of peer and familial pressure.

Teenagers' experiences are also greatly influenced by their parents' views on fashion. According to the survey, parents' attitudes on fashion might be anything from encouraging to constrictive. Some parents, who see fashion as a means of creativity and self-expression, urge their kids to express themselves via it. Some, on the other hand, are worried about the

cost and possible drawbacks of following fashion trends. The psychological pressures that teens experience in relation to fashion might be lessened or increased by this parental influence.

The study also emphasizes how media and advertising influence teens' awareness of fashion. Ads, fashion publications, and social networking sites inundate teens with pictures of perfected beauty and style. These media portrayals frequently impose unattainable ideals, which can cause problems with body image and an obsession with perfection. According to the interviews, a lot of youngsters feel pressure to look like influencers and celebrities, frequently at the sacrifice of their self-worth and financial security. This competitive and consumerism-driven fashion culture is fuelled by the media and might have long-term psychological repercussions.

The study also emphasizes how significant peer pressure is in the world of fashion. Teenagers frequently emulate the fashion trends of their friends, with peer groups acting as their main sources of fashion inspiration. This peer-driven fashion dynamic has the potential to reinforce social cohesiveness and a sense of belonging, but it can also reinforce exclusion and conformity. Significant tension and anxiety can result from the pressure to fit in with the group, especially for those who find it difficult to live up to the expectations. The study concludes that teens' self-esteem and general psychological health are greatly influenced by peer approval.

To sum up, this research offers a thorough evaluation of the psychological effects of fashion on teenagers in Amritsar. Their academic achievement, social interactions, and sense of self are all greatly impacted by fashion, both positively and negatively. The results show how intricate interactions among social, cultural, and individual elements shape teenagers' fashion experiences and psychological consequences. The study emphasizes the importance of taking a balanced approach to fashion and raising parents' and teens' awareness of any possible psychological repercussions. These findings should be taken into account by educators and legislators in order to establish conditions that promote positive self-image and lessen the detrimental effects of pressures associated with fashion.

A number of suggestions are made in order to remedy the issues that the investigation found. First and foremost, it is important for educational institutions to include conversations about fashion and self-worth in their curricula in order to encourage students' critical thinking and resilience. These initiatives can support teens in forming positive relationships with fashion by motivating them to view it as a means of self-expression rather than a cause of rivalry or stress. Second, parents ought to be urged to have candid conversations with their kids regarding fashion and how it affects their lives. Parents can lessen the harmful impacts of peer pressure and media influences by getting to know their children's viewpoints and offering counsel. Programs for financial literacy can also be advantageous, assisting youngsters in making wise decisions about their fashion expenditures without jeopardizing their financial stability.

Thirdly, media literacy programs must be put in place to teach teens how advertising and the media shape their ideas of what constitutes beauty and fashion. With the help of these programs, teenagers can learn to assess media messages critically and cultivate a more positive and realistic self-image. By working together, media outlets, parents, and schools may increase the impact of these programs and help create a more informed and encouraging environment for teenagers. Furthermore, teens' positive body image and self-esteem can be fostered by fashion companies and merchants. Brands may celebrate a greater range of body shapes and styles and challenge unattainable beauty standards by showcasing diverse models and inclusive fashion campaigns. Collaborations between fashion labels and academic institutions can also support seminars and activities that inspire teens' creativity and self-assurance. Ultimately, additional investigation is required to examine the enduring psychological consequences of fashion impacts on adolescents. In-depth understanding of how fashion affects a person's development over time can be gained through longitudinal studies, which can help build support systems and therapies that are more successful. A more comprehensive knowledge of this complicated problem can be achieved through collaborative research projects that incorporate viewpoints from the fields of education, psychology, sociology, and fashion studies.

In conclusion, this study sheds light on the significant psychological influence that fashion has on Amritsar-based teens, highlighting both the positive and negative aspects of fashion in their life. We can assist teenagers in navigating the complexity of fashion and creating strong, self-assured identities by raising awareness, encouraging critical thinking, and creating supportive surroundings. The knowledge gathered from this study can be used to improve teen wellbeing policies and practices, making sure that fashion is a source of unity and positivity rather than conflict or anxiety.

Keywords- "Fashion, fashion psychology, fashion on teens, fashion trends, psychological effects of fashion"

Introduction:

"Teenager" is mainly an English word, as many foreign languages do not include a suffix in their translations of the numbers 13 to 19. In non-English speaking countries, people between these ages may be called adolescents, youths, young adults, or just children, depending on the culture.

The life of a teenager seems to change daily. Constantly exposed to new ideas, social situations and people, teenagers work to develop their personalities and interests during this time of great change. Before their teenage years, these adolescents are focused on school, play, and gaining approval from their parents. (Huet M. & Savary C., 1995).

Definition of fashion

Fashion is the head-to-toe representation of art, wearable art, ready to wear art, economic production of clothing, hair styles, make up, body markings, accessories, foot coverings and accessories, head coverings, visual expressions of any type worn on or near the body, and clothing of any kind made of any material. Clothing and dress both refer to a wearable body covering usually created from a textile, but can be fashioned and held in place by any material or substance. Nonverbal language in this article refers to the nonverbal language of a person's fashion.

Fashion holds different meaning for different people. For some it may merely mean to cover themselves up, for some it may mean what's comfortable for them, while for some it may mean the way they express themselves.

The Psychology of Fashion

"Fashion is very important. It is life-enhancing and, like everything that gives pleasure, it is worth doing well." — Vivienne Westwood

We select clothes that we're purchasing and wearing according to the meaning we believe them to have, or the messages we believe them to send. But what are psychological consequences of clothing, and how does clothing express something about the user? To assess the state of knowledge about the communicative nature of fashion, the aim of this review was to provide a concise and succinct literature overview of over twenty empirical studies of the above-mentioned concept.

The psychology behind clothing is classified into 3 thematic categories in this paper:

- a) the meaning of colours in clothing psychology;
- b) the socio-psychological impact of clothing; and
- c) gender (in) equality regarding clothing.

Finally the last chapter brings a concise study of a few recent fashion shows, brands and trends. It is doubtless that both clothing and appearance serve as an important socializing influence and a form of communication. Dujé Kodzoman (The psychology of clothing: meaning of Colors, Body Image and Gender Expression in Fashion, February 2019)

The psychology of clothing is complex and taps into culture, symbolism, neuroscience, sexuality and many more aspects of the human experience. Fashion and clothing influences behaviour in multiple ways: That's our perception of us, how others react to us, our confidence and self-esteem.

The adolescence phase is marked by the search for a personal identity and what adolescents wear plays a huge role in forging that identity. Teenagers express themselves through clothes and hairstyles. What a teenager chooses to wear is a way of individuating themselves and demonstrating how they want the world to see them. However, with pleasant alternatives and good choice of wardrobe, teenagers can be made to choose their clothing wisely.

Factors Affecting Teenagers Sense of Fashion

The young generation tends to imitate anything they see others wear as long as it looks "hip" or "in style". Teenagers are quick to follow fashionable trends in order for them to fit in. Fashion changes with seasons and so do most teenagers' wardrobes. The factors affecting their sense of fashion:

1. Peer Pressure
2. Body Image
3. Media and Magazines
4. Celebrities
5. Designer Brands

When teenagers do not have the money to shop at the high-end stores for designer clothes, they get stressed up. They feel that since they cannot afford the clothes they will not look good, and they will not fit in.

The study explores research the psychological impact of fashion on the self-image, social relationships, and psychological wellness of teens in Amritsar, Punjab. The research investigation intends to investigate how adolescents in Amritsar's personal identities self-esteem and perceptions of themselves are shaped by fashion.

REVIEW OF LITERATURE

Fashion keeps you up to date, it boosts your confidence, it makes you feels good and stand out from the crowd, it gives you a sense of belonging, & being stylish shows off your personality. (<https://www.worldnewstweet.com/2022/05/5-reasons-why-fashion-is-important-for.html>)

Today most of the young generation running behind fashion. One of the basic needs of humans, i.e., clothes has now become a way to flaunt high status in society. Also nowadays, almost every child has a role model who is a celebrity and they tend to follow their style and fashion, which would be costlier to attain at a young age. Highly influenced by these famous personalities, youngsters try to follow in their footsteps to gain fame and status by buying expensive items Such as clothes, watches, and smartphones.

Teenagers go through all the fashion magazines and watch many fashions related television shows. They look up to each and every idol they see on television and in their favourite fashion magazines. Media and magazines inspire many teenage girls. Magazines have a huge impact on dressing sense and the way teens try to look. When a teenager sees

their favourite celebrity or model wearing something they love they will try to wear that same type of style just to be

like them. Media has this same effect on teens. Teens watch all kind of crazy reality shows these days to live up to the celebrities they watch on television. Teens do not realize how much media and fashion magazines are affecting their style and lifestyles.

Students today are more aware than their studies of fashion. The teens now look trendier than adults. In reality, they can be successful trendsetters themselves. Fashion is still moving like the wind, making it hard for an average person to keep up with the latest trend, but fashion is the icon for today's young people, and so many young people are developing their styles and trying to be a symbol in their communities.

Impact of Peer Pressure in Fashion

According to Kratz, fashion can be defined as a cultural phenomenon as it is concerned with meanings and symbols, thus is an instantaneous mode of direct, visual communication. Fashion enables us to make statements about ourselves and our identities, with the use of clothes, accessories and/or other physical items, enabling us to visually communicate who we are, who we'd like to be, and what kind of social group we belong to and who we are most likely not to be associated with. "Fashion also has to do with hair styles, make up, accessories and can include items that have nothing at all to do with clothes"

Alicia Kennedy & Emily Banerjee Stoecker with Jay Calderin (2013), Today the manufacturing of fashion clothing has been affected by technological advances. The abilities of the high-tech fabrics to stretch to over-whelming sizes or change their structure according to temperatures inspire clothing designers and blur the lines between fashion and industrial design. The Italian firm Corrado Nove has designed a shirt woven with titanium that reacts to shifts in temperature. Wrinkles in the fabric are released when the shirt is exposed to hot air. The changing face of communications is also influencing trends & styles of the future.

Social agenda of fashion trends

Fashion is nonverbal communication that transmits a great deal about your personality. Previously, fashion was only seen in the wealthiest class of citizens. However, times have now changed. The class nowadays is irrelevant on the road to trendy growth. Currently, all these days are trendy. The way you wear and the way you dress impacts a lot. Your actions also play a significant role. In the functioning, you perform; fashion not only involves clothing or making but also, in a wider sense. Fashion and the fashion industry, especially students, can be important and inspiring for people throughout their life.

The new trend is easy to adopt and to look attractive. On the other hand, it is a simple risk to get too interested in fashion and clothing when your time is better spent learning. Therefore, you have to balance yourself.

Laver (1968). Clothes are never a frivolity; they are always an expression of the fundamental social and economic pressures of the time. WGSN Executive Vice President Leticia Abraham also shares the same view that fashion is one of the most evident and prolific places for individual and social expression and is a means of communication but not a revolution in itself. Another example is the rise of street style which proves fashion is an essential mode of self-expression. (www.wgsn.com/blogs/trends-and-fashion-theyre-not-dead-and-never-will-be)

The attitude of youth towards fashion trends

Attitudes serving a value-expressive function (i.e., value-expressive attitudes) help people communicate their central beliefs, attitudes, and values to others through their possessions. When a particular style of dress comes in vogue or used by film stars and models, it is blindly followed by college students.

Pathak (2013). Fashion trend today does not give precedence to comforts and practicality. Sometimes the dress, that goes beyond modesty and simplicity, which does not allow someone to sit or walk properly, is attracted by youth. Untidy, shabby looking hair-styles, which are trendy, attract Generation X youngsters. Rather it reflects the deconstruction style preferences prevailing in post-modern consumerist society.

Research design

A research design includes a sequence of activities that allow the researcher to solve an issue related to research. These activities are a planned and organized series of activities aimed at achieving the specific aims of the research problem. This study used a survey research descriptive approach. This method was selected to acquire personal data directly from the respondent, which was then statistically analyzed to reach relevant conclusions. This is explained by the simple reason that this design provides effective data collection on individual ideas, feelings, and points of view, as well as applicable information from an entire group.

Research Objectives

Before beginning data collection, it is essential to clearly formulate research objectives. Following objectives were:

- To identify the impact & importance of fashion trend on adolescents.
- To identify the causes of behind celebrities & brands in fashion.

- To study and analyse the impact of different factors in fashion on teenagers.
 - To identify positive & negative impact of fashion on their life.
- Objectives were determining the types of data that required to be collected. We developed research questions and tried to figure out them. The research's objective was clearly established. Research technique is a methodical and scientific approach to solving a research topic. The research procedure has been divided in the following sub heads;
- I. Locale of the study
 - II. Sample size
 - III. Data collection
 - IV. Data analysis

Locale of the study

In the process of sampling we selected the unit “Teenagers” (13-19 years) from the population of Amritsar, Punjab, so that by studying the sample we fairly generalize our results back to the population from which they were chosen.

Sample size:

The Research methodology includes primary data collection and secondary data collection. The secondary data involves the tabulated data that is readily available through sources such as the internet, E-books, research paper, and some industrial magazines. For this study secondary data was collected mainly by referring to websites, journals, and scholarly articles. The data got through these sources were then tabulated, analyzed, and presented in the form of inferences. The primary data collection was conducted through a structured questionnaire method. The structured questionnaire is prepared mainly in the form of five points Likert scale. A random sample of 200 students aging 15-21 years was selected from school & college in Amritsar, Punjab. The randomly selected 30 respondents were called for a one-to-one interview, wherein the interviewer responses of the sample population by asking several open and close-ended questions. The responses were documented for future analysis purposes. Analysis of primary data is done based on variables such as demography, gender, social, culture, and economy of the respondent.

Table: Sample size & data collection

200 students						Total sample
100 students from school				100 students from college		For each concept
Class 9th	Class 10th	Class 11th	Class 12th	Class B.A.1st year	Class B.Sc. 1st year	For each concept
25	25	25	25	50	50	For questionnaire
5	5	5	5	5	5	For interviews

Data Collection & Research Design:

We approached all students are in-between age of 13 to 19 years. 200 teenagers from the different schools & college were selected by random sampling method. Schools and college were also selected randomly; for completed the questionnaire in their classrooms at school under the guidance of the interviewers and the teachers. Data has been collected through survey by the means of In-person device questionnaire and Mail questionnaire. The common data collection instruments in research include interviews, questionnaires, documentary analysis and observation.

- **Questionnaire:** Self-administered, structured questionnaires to collect quantitative data from teenagers (ages 13-19) in Amritsar. Questionnaire adapted from existing scales measuring fashion involvement, self-esteem, body satisfaction, and social media usage.
 - **Interviews:** In-depth, semi-structured interviews with a sub sample of teenagers to gather qualitative data. 30 interviews conducted with teenagers selected through purposive sampling. Interview guide developed based on literature review and research objectives.
- The research study was descriptive research design. Data was collected through survey from Personal Interviews and Mail questionnaire & Surveys, Social media app Surveys and, Email Surveys.

Procedure

- ✓ Pilot testing of questionnaire and interview guide.
- ✓ Data collection (questionnaires and interviews).

- ✓ Data cleaning, coding, and analysis.
- ✓ Results interpretation and reporting.

Data analysis

Following Statistical techniques were used for the study:-

- Mean
- Frequency & Percentage
- Standard deviation

Interpretations would be tabled and graphical representation of data would be included for ease of understanding.

Ethical Considerations

Some ethical considerations for questionnaires and interviews in research:

- Informed consent from participants and parents/guardians.
- Confidentiality and anonymity ensured.

This methodology provides a comprehensive approach to exploring the psychological impact of fashion on teenagers in Amritsar, combining quantitative and qualitative data to gain a deeper understanding of the research objectives.

RESULTS & DISCUSSIONS

Some key findings that can be obtained from interviews and questionnaires:

The demographic characteristics of the sample population, such as their age group, gender, economic status, and locality. A total of 200 respondents were subjected to the study of which 68% belonged to 15-21 age group, 50% belong to 19-21 age group, and 50% belong to the above 19 age group. Among the sample population, 160 are females and 40 in no. are male. The economic status of the respondents is as follows 20% are rich, 30% are high middle class and 50% belong to middle-class strata. Among the individuals taken for study, 30% of them belong to rural localities and the remaining 70% come from urban localities.

The study shows that adolescents' clothing preferences are influenced by a combination of self-expression, comfort, style and fashion. When questioned about their fashion preferences, 29.5% believe fashion is a way to express their inner self, while 20% value comfort. When it comes to fashion style, 39% describe their style casual, 25.5% trendy, and 18.5% classic.

In terms of fabrics, the clear top choice is cotton (60%), with denim/jeans coming in second (13%) and silk in third place (16%). Neutral colors are preferred by 65.5%, compared to 14% who chosen for bold colors. Popular Favourite brands such as Wills, Levi's, and Nike are opted by 65.5% of survey participants.

The findings indicate that adolescents value comfort, functionality, and fashion style when selecting their clothing, and also desiring showcase their expression, uniqueness, individuality and originality. They have a diverse of preferences with choosing from a wide range of styles, fabrics, and colors. The majority focus on comfort and functionality, but also express their individuality & unique style through fashion choices. The survey highlights the complicated nature of adolescent fashion preferences, which are influenced by multiple factors of personal expression, comfort, and style. Teenagers' fashion preferences are influenced by a blend of traditional and modern styles. A significant majority respondents (69.5%) show a strong preference for Indian fashion styles, while Western, Indio-Western, and Bohemian styles are less preferred. However, Bohemian (Mix and Match) was identified as the most disliked style, with 47.5% of respondents expressing their dislike when asked.

The internet is the primary source to stay informed about the latest fashion trends, with friends and family, magazines, shopping centers, TV programs, and ads also playing a role. Movies and newspapers have a minor impact, while some individuals are more inspired by fashion events, influencers, or social media platforms. These findings indicate that adolescents' decisions in fashion are complex, influenced by a combination of cultural, individual, and media factors. Although traditional Indian styles are preferred, fusion styles such as Bohemian are clearly not well-liked. The internet and social media networks have a major significant role on fashion decisions, highlighting the importance role of online platforms in shaping adolescent fashion preferences. Overall, the survey shows a complex comprehension of teenage fashion preferences, reflecting a combination of classic and contemporary influences.

The survey shows that adolescents' fashion preferences are influenced by a blend of traditional and modern influences factors. Most respondents of survey (69.5%) favor Indian fashion styles, with a smaller percentage favoring Western, Indio-Western, and Bohemian styles. However, Bohemian (Mix and Match) was identified as the most disliked style, with 47.5% of participants expressing their disapproval when questioned.

The internet is the top source for staying updated on the latest fashion trends, followed by friends and family, magazines, shopping centres, television programs, and ads. A majority of surveyed respondents (70%) hardly ever purchase fashion magazines, with a smaller percentage doing so sometimes (23.5%) or regularly (6.5%). 73% of respondents prioritize comfort and practicality in their fashion choices by considering their body shape when purchasing clothes. However, impulse buying are frequently observed, it is a common phenomenon, with 34.5%

allowing themselves to buying clothing on impulse and later feeling regret it. The majority of respondents (64.5%) opt to change their attire as necessary, demonstrating a practical approach to fashion style. While some respondents highlight style, most prefer a practical approach to updating their wardrobe.

39.5% of respondents valuing comfort over style when it comes to their perceptions of style and fashion, presenting a practical approach to garment purchasing. A significant ratio 41.5% of individuals appreciate smart clothing, prioritizing a balance of style and comfort over the latest fashion trends.

Overall, the findings suggest that adolescents' fashion preferences are complex, influenced by a combination of cultural, individual, and media elements. Even though traditional Indian styles are preferred, fusion styles such as Bohemian are clear dislike. The internet and social media networks have significant role on shaping fashion choices among adolescents, highlighting the significance of online platforms in influencing adolescent fashion preferences.

The survey shows that adolescents' fashion preferences are influenced by a combination of traditional and modern influences. Respondents prioritize comfort, practicality, and versatility when making fashion decisions. For men, should have essential items include well-fitting jeans, a classic white shirt, comfy sneakers, and a versatile jacket. For women, Essential items include a little black dress, well-fitted jeans, a classic white blouse, and comfortable flats.

The ideal look for an adolescent boy blends comfort and fashion, emphasizing properly fitting outfits, trendy haircuts, and simple accessories. For adolescent girls, the ideal look incorporates fashion, balanced style, ease, and natural beauty, emphasizing relaxed dresses, stylish tops, and dainty accessories.

A majority of respondents (50.5%) are willing to try new styles, indicating a willingness to explore different fashion. The majority 47% of respondents rated the questionnaire a five-star rating, showing high satisfaction levels. Overall, the survey highlights the significance of comfort, functionality, versatility and adaptability in adolescent fashion choices. It also highlights the role of traditional and modern factors impact fashion preferences. The findings can be used help fashion brands, companies, marketers and advertisers understand the desires and preferences of adolescent consumers.

According to interviews

The answers according to teenagers from Amritsar, fashion is considered important in their daily life. They influenced by social media, fashion blogs, and magazines to stay updated with fashion trends. Her fashion choices are influenced by my friends, celebrities, and social media influencers. Celebrities like Alia Bhatt, Deepika Padukone, and Priyanka Chopra are admired by them for their fashion sense. Brands like Zara, H&M, and Levi's are also admired. They are considered trendy, stylish, and confident. Their styles are often recreated by me with my own twist.

Social media is used by them for fashion inspiration. Instagram, TikTok, and YouTube are the platforms they use. Pressure to present a certain image on social media is sometimes felt by them, but they try to ignore it.

Fashion has both positive and negative impacts on their body image and self-esteem. Confidence and self-expression are boosted by fashion, but comparison and negative self-talk can also occur. Negative comments or criticism about their appearance are handled by ignoring them and focusing on positive feedback.

The positive effects of fashion on their life include self-expression, confidence, and creativity. Negative effects include pressure to conform, comparison, and waste. Balancing the positive and negative impacts of fashion is done by focusing on their own style, not comparing me to others, and being mindful of their consumption habits.

In conclusion, 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.

Conclusion

The psychological assessment of fashion's impact on teenagers in day-to-day life in Amritsar 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. Furthermore, family resources and socioeconomic 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.

Finally, the psychological assessment of fashion's impact on teens in Amritsar emphasizes the significance of creating an atmosphere of support that promotes positive body image, self-esteem, and healthy interactions with fashion.

Acknowledging fashion's outstanding impact on teenagers' daily lives provides an opportunity to make efforts toward developing a more democratic and encouraged fashion culture that promotes uniqueness and self-expression.

Recommendations

- Family members, educational institutions, and specialists in mental health should be aware of fashion's psychological impact on teenagers.
- The fashion industry should encourage different and fair representation while examining fabricated beauty standards.
- Teenagers should be encouraged to develop critical thinking abilities and knowledge about media as a way to navigate fashion's impact.
- Schools should provide fashion guidance and awareness proposals.
- Social media platforms should encourage safe fashion advertising and celebrity marketing strategies.

Limitations

- Limited sample size and geographical region.
- Self-reported statistics may be biased.
- Future research should focus on long-term impacts and causal relationships.

Implications

- Fashion awareness and education activities for teenager
- Multicultural and broad fashion involvement in media and the marketplace
- Discussions between parents, children, and peers regarding the psychological impact of fashion
- Responsible Social Media Behavior and Influencer Marketing
- More research into the psychological impact of fashion on teenagers in India and globally.

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