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The Impact of Contemporary Fashion on Indian Youth of Age Group (15 to 25) Years

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Abstract: ***Contemporary fashion change at a faster rate in this age of technology and social media. The fashion choices of India youth have undergone a significant transformation in recent years. Contemporary fashion stands for high quality modern clothing and accessories that are currently in trend, which are also accessible and attainable. Some brands also focus on the environmental factor. The rise of social media and global influence, India youth has been exposed to a wider range of fashion styles, which has led to a change in their traditional fashion preferences. Contemporary fashion come and go; meanwhile a society's values are established and evolving characteristic to their beliefs and culture. The own business starts seeking for a solution to reduce this dissonance or it aspires to get better. Comprehensive analysis of changing contemporary fashion and choices of India youth, and the role that family approval and disapproval play in shaping their decisions. The youth are increasing the embracing global contemporary fashion, they are still deeply rooted in their cultural traditions and values and therefore the approval and support from their families comprehensive of the changing fashion landscape in India by highlighting the importance of understanding the interplay between cultural , family dynamics, and personal choices, in shaping the fashion preferences of young people in India .as an expression of their feelings today's youth endeavor to understand the contemporary fashion and adopt the clothing style suits their value and traits. Besides the traditional social schedule of contemporary fashion, it is the attitude of the generation that has set forth the trend of anonymous style and self-expression. Having transcended from a precapitalist feudal social structure to a postmodern social structure, today's behavior is marked by self-image and self-expression paving the way for uniqueness. The study adopted a qualitative research methodology "the impact of contemporary fashion on India youth" using charts, graphs, and numbers. The findings are related to google questionnaire team.***

Keywords: Contemporary Fashion, India Youth, social media, Family dynamics.

I. INTRODUCTION

Contemporary fashion is a clothing style that is happening now but happened before. Fashion and style have always been a significant aspect of human culture and history. It has been a means of self-expression, a reflection of the times, and an indicator of social status. In India, fashion has a rich history. It dates back thousands of years, and it has evolved over time to reflect the changing cultural, economic, and political conditions. In modern era reasons of fashion might have changed but the medium is same. In India fashion is universal and adopted by majority of people for several reasons. Because of social, cultural, economical and political reasons, people in the country tend to present themselves in different ways:

A. Boutiques

Another aspect seen in the changing face of India garment industry is the increasing popularity of 'Boutiques'. A boutique is a small shop or departmental store selling designer, unique and trendy products. A wide range of it can be displayed in a boutique like watches, lingerie, evening wear, sportswear, t-shirts, tuxedos, etc.

B. Factors Influencing Fashion Choices of India Youth

1) *Culture and Family:* India youth are increasingly embracing global fashion trends, but at the same time, they are still deeply rooted in their cultural traditions and values. Family approval and disapproval play a significant role in shaping the fashion choices of young people, with many young people seeking support and guidance from their families in making decisions about their appearance. The results also show that cultural norms and values play a significant role in shaping the fashion preferences of young people in India, with traditional attire and modest dressing being highly valued in many families.

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2) *Cinema:* At the same time, the India film industry has played a major role in shaping the fashion choices of young people, with many taking inspiration from the latest fashion trends seen on their favorite actors and actresses.
3) *Richer Middle Class:* One of the key factors contributing to the changing fashion trends among the youth is the rise of the India middle class. This growing demographic has more disposable income, and as a result, they are able to invest in new, trendy, and fashionable clothing. With the increasing exposure to global fashion and lifestyle brands, the India youth are becoming more aware of new fashion trends and are eager to experiment with them.
4) *Social Media:* Another factor contributing to the changing fashion trends among the youth is the impact of social media. Social media platforms such as Instagram and Facebook have made it easier for young people to follow and keep up with fashion trends globally. They are able to view and connect with fashion influencers, bloggers, and models, showcase the latest fashion styles and trends. Additionally, social media platforms have also made it easier for young people to share their fashion choices with friends and followers, which has helped to spur the growth of new fashion trends in India.
5) *Family Approval and Disapproval:* In many India families, conflicts often arise between parents and youth over what to wear and what not to wear. This is due to the difference in beliefs and attitudes towards clothing, and the desire for independence and self-expression among the youth. On one hand, parents in India have strong cultural and traditional beliefs about clothing. They believe that modesty and conservative dress is essential for maintaining one's dignity and respect, especially for women. For example, they may expect their daughters to wear traditional India attire such as saris or salwar, kameez and avoid wearing western-style clothing like jeans or shorts. On the other hand, youth in India, like in any other part of the world, are eager to express their individuality and independence through their clothing choices. They are often influenced by global fashion trends and view certain types of clothing as a symbol of modernity and progressiveness. This leads them to want to wear clothing that their parents may consider inappropriate or immodest. These conflicting beliefs and attitudes often lead to heated debates and disagreements between parents and youth over what is acceptable to wear. For parents, it can be difficult to reconcile their traditional values with their children's desire for independence and self-expression. For youth, it can be frustrating to feel constrained by their parents' dress codes and not be able to express themselves fully. It is important to note that these conflicts are not unique to India, but are a common challenge faced by families across the world. However, in India, the added cultural and traditional complexities make these conflicts even more pronounced. Both sides must find a way to reconcile their differences and come to a mutually acceptable agreement. This may require open and honest communication, a willingness to compromise, and an understanding that each person has their own unique perspective. However, a balance is eventually achieved in the end.

II. OBJECTIVE

This research aims to investigate contemporary fashion, specifically focusing on Western wear. The study involves analyzing challenges that society, particularly the youth at Saveetha College, encounters due to fashion trends. Additionally, it explores the preferences and aversions of the youth towards current garment trends. The research extends its scope to understand the broader apparel trends in India. Furthermore, it seeks to examine the various factors influencing fashion choices made by the youth in India. Through a comprehensive exploration of these aspects, the research aims to contribute valuable insights into the dynamic and impactful nature of contemporary fashion on the youth culture at Saveetha College and within the broader Indian context.

III. LITERTURE REVIEW

Fashion industry is playing a major role in the making of personality. Over the years, the country has experienced & specialized in fashion products and services to the people [1]. Fashion is a field that is under rapid growth and changing the shape of individual standards and values. India costumes are nearly four thousand years old and have seen significant political, economic, social, and cultural upheavals and influences. Costumes are an integral part of India historical culture which has undergone regular and intensive transformations. Fashion and clothing either make us self- confident, jolly and free, or self-conscious, shy, sensitive and restrained [2]. Media has always played a role in shaping fashion trends. Youth is quick to adopt new changes. Fast communication has swept the globe and made easy contact with distant and exotic cultures making them part of the fashion world. Tate (2021) in the book ‘Inside fashion design’ says that inevitably fashion is influenced by constant exposure to different cultures and the way people interpret fashion around the world influences fashion trends. [3] Globalization, internet connectivity, online trading has influenced fashion all over the world. India clothing style are moving towards an amalgamation of traditional and the cosmopolitan look. Strong western influence on India culture is paving a way for a difference in style. The future of India fashion will be very different from its past.

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India fashion today is more about change, price, brand, confidence, and position [4]. Enumerates that garment depict personality is a well-established fact. The corollary is also true, that garments also have an impact on the society. Shende has done an exhaustive study on this and identified factors which influence fashion trends. The research concludes that social norms, fashion education, mass media, peer groups, social criticism, environment, customs, traditions, religion, work, and leisure activities, wealth or change in income, inspiration by friends, changing trends and values, influence by family members, education, and age are all influencing factors [5].

Fashion is like a mold of the contemporary culture, which can combine the individual and society. Fashion has always been multi-dimensional. It not only changes but sets trends also. By combining style, it portrays the spirit of times and is a complete expression of post-modern industrial culture, which finds its path through the field of designing [6] . The validity of customer perception of youth towards branded fashion apparels in Jalandhar city and observed that the India customer has undergone a remarkable transformation.

A few decades ago, Indian believed more in savings, purchased bare necessities, and rarely indulged themselves. With an exposure to the western shopping culture of higher income and credit cards, along with a desire to improve standard of living, the spending trends are unprecedented [7].

The retail sales for clothing depends on fashion forecasting, which now-a-days is based on delivering the latest designs within a short period of three to six weeks. This is referred to as Fast Fashion which aims at instant consumer satisfaction and maximizing profits with increased sales.

The youth have a major role to play in this. The 1970s t0 2000 there was a move towards non-gendered clothing, and large sizes were more acceptable, and the clothing industry included older and large sized women in their size charts, with designing moves towards intricacy.

IV. METHOD AND METHODOLOGY

The study adopted a qualitative research methodology “the impact of contemporary fashion on India youth” using charts, graphs, and numbers.

The findings are related to Google questionnaire team with 17 responses. Questionnaire method filled from youngsters having age group 18-35 years of age.

The sources of secondary data are a valuable approach with websites, newspaper, Journal. Gathering data specifying the time and sources of the information about the survey is done.

V. DISCUSSION AND FINDING

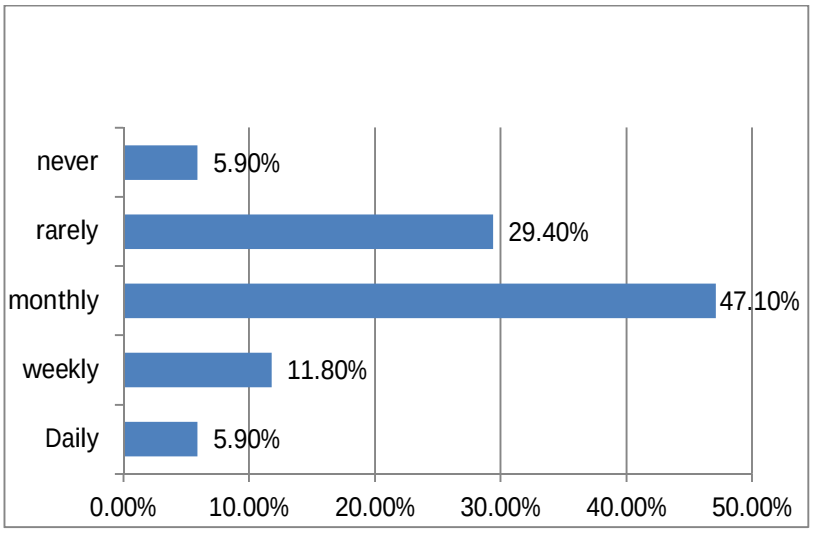

Fig 1. The above histogram represents that the engaged people on contemporary western fashion trends monthly are of 47.1%. The 29.4% is rarely engaged with contemporary fashion.11.8% is weekly engaged and 5.9% are daily and never engaged with contemporary western fashion trends.

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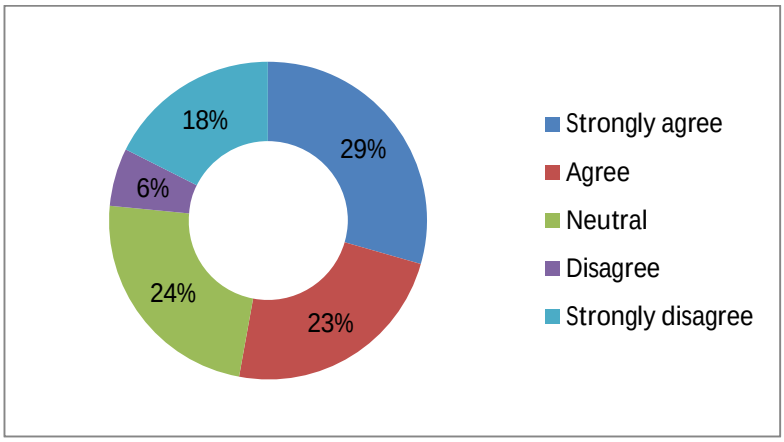

Fig 2. The above pie chart represents that the societal pressure to follow fashion trends has significant impact on the youth based is 29.4% is strongly agree.23.5% is agreed and neutral.17.6% is strongly disagree. 5.9% is disagree.

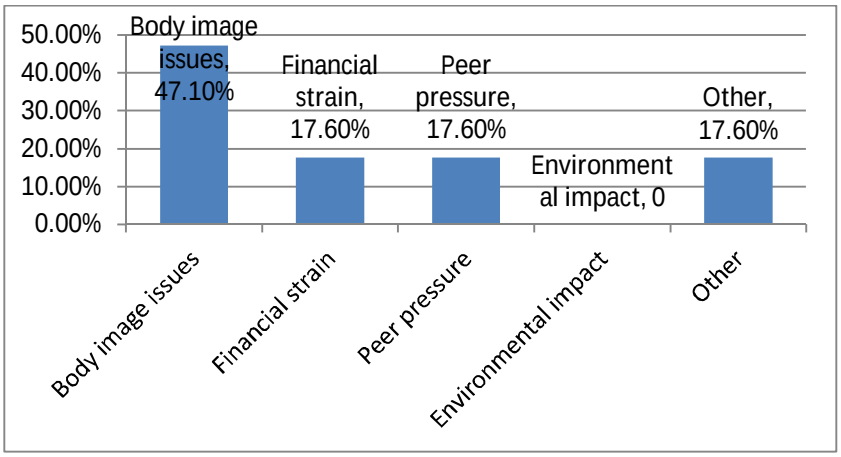

Fig 3. The above histogram represents that the challenges do people think society face due to the influence of contemporary fashion on the youth is 47.1%is body image issues and 17.6% is financial strain, Peer pressure and other challenges.

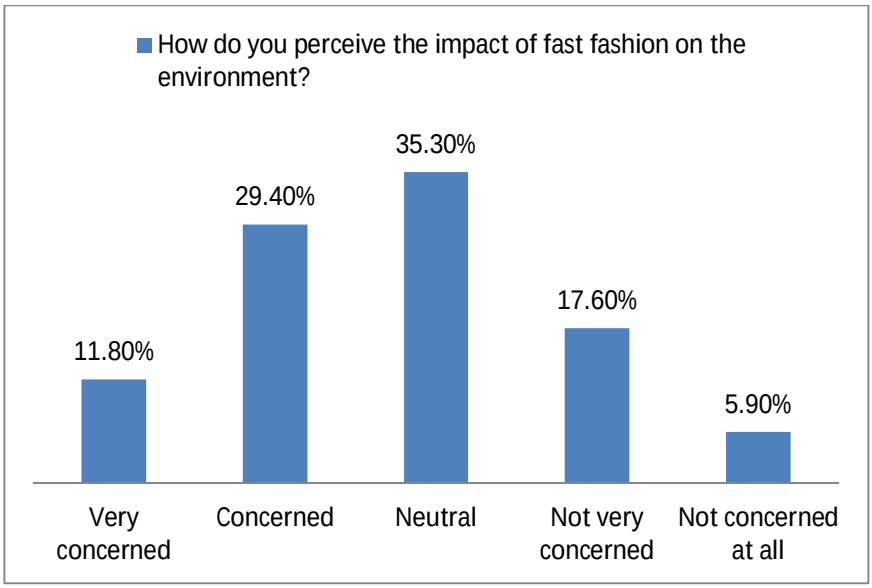

Fig 4. The above histogram represents that the impact of fast fashion on the environment, 35.3% is neutral.29.4% is concerned.17.6% is not very concerned.11.8% is very concerned and 5.9% is not concerned at all.

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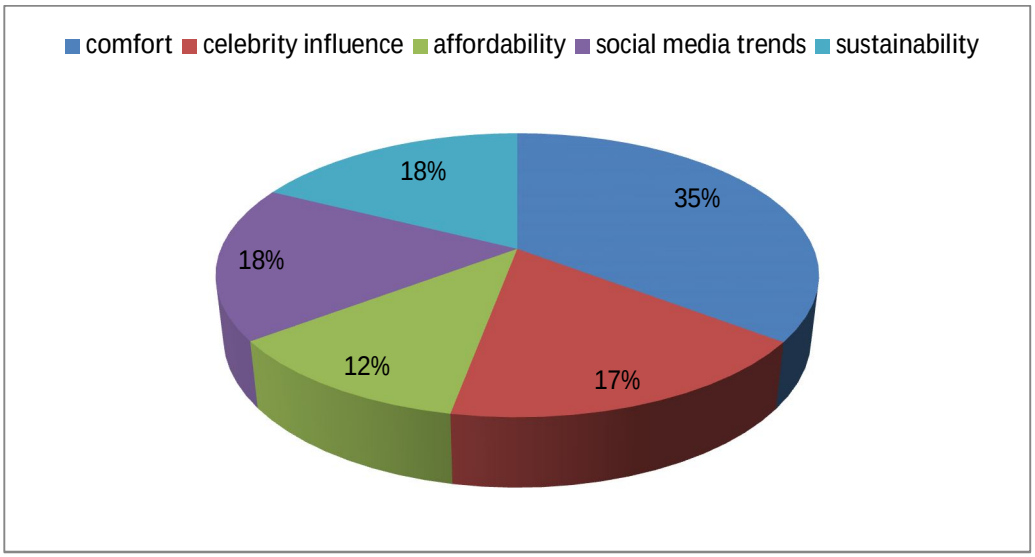

Fig 5. The above pie chart represents that the people your decision to adopt or reject a specific fashion trend 35.3% is for comfort.17.6% people are Celebrity influence, sustainability, social media trends and 11.8% is affordability.

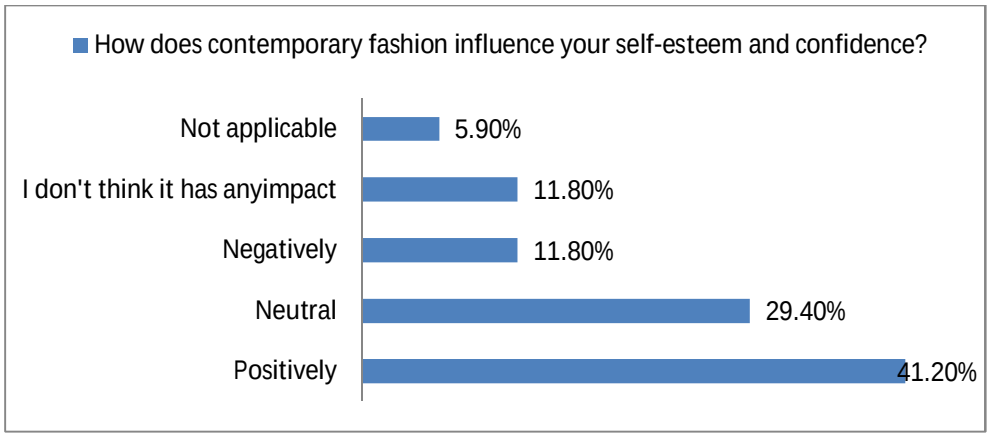

Fig 6. The above bar graph represents that the contemporary fashion influence your self-esteem and confidence,41.2% is positively,29.4% is neutral, 11.8% is negatively and don't think it has any impact and 5.9% is not applicable.

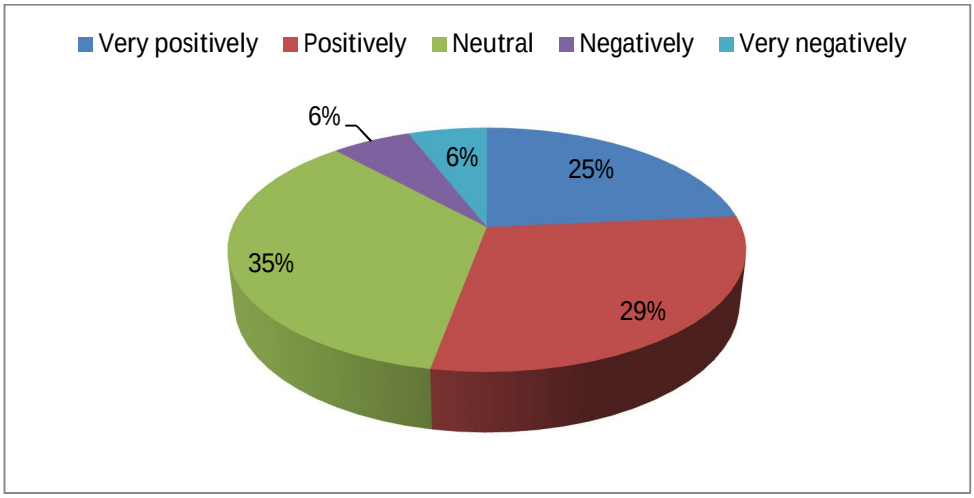

Fig 7. The above pie chart represents that the current fashion industry contributes to inclusivity and diversity, 35.3 % is neutral, 29.4% is positive,23.5% is very positive and 5.9 %is negative and very negative

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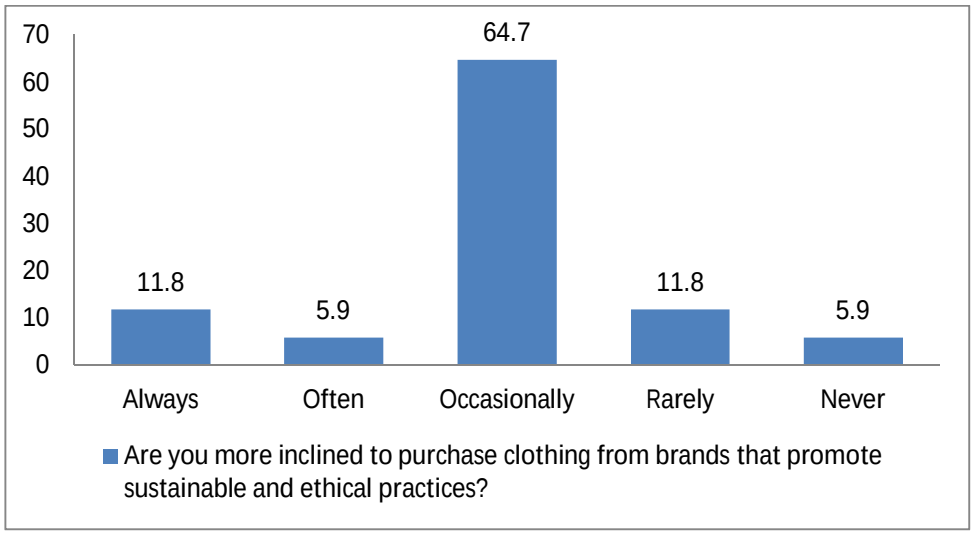

Fig 8. The above histogram represents that the majority people purchase cloth occasionally 64.7% and 11.8 % people purchase cloths always and rarely and 5.9% people never purchase cloths.

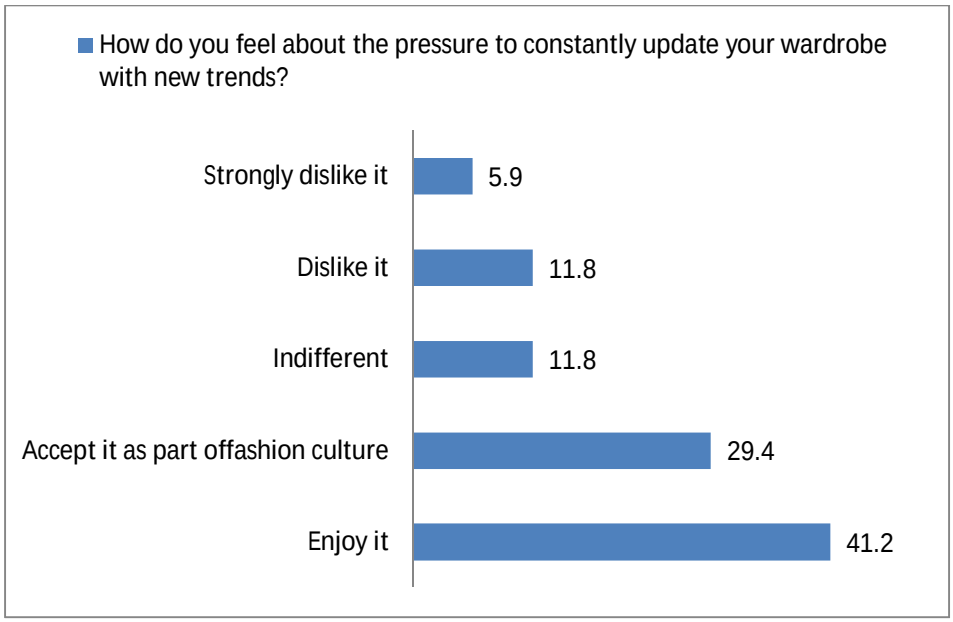

Fig 9. The above bar graph represents that pressure to constantly update your wardrobe with new trends41.2 % people are enjoy to update their wardrobe ,29.4% people are accepting it as a part of fashion culture,11.8% thinks its indifferent and 11.8% peoples don't like to update the wardrobe and 5.9 % people strongly dislike it.

VI. CONCLUSION

Youth which forms roughly 22 percent of the India population is an important section which influences the clothing industry from all angles. In fact, he movement of the market is largely dependent on the like and dislikes of the youth. This area of study is relatively unexplored and needs to be discovered, surveyed, and discussed. The word 'youth' according to the National youth policy 2014, Government of India the word 'youth' refers to people between 15 and 29 years of age. The youth are engaged with contemporary once a month and societal pressure to follow fashion trend. Youth are facing challenges [Body image issues] the youth are perceiving the impact of fast fashion on the environment neutrally. The youth choose their outfits by comfort and contemporary fashion influence youth are more inclined to purchase clothing from brands that promote sustainable and ethical practices. Youths enjoys to update their wardrobe with new trends.

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VII. ACKNOWLEDGEMENT

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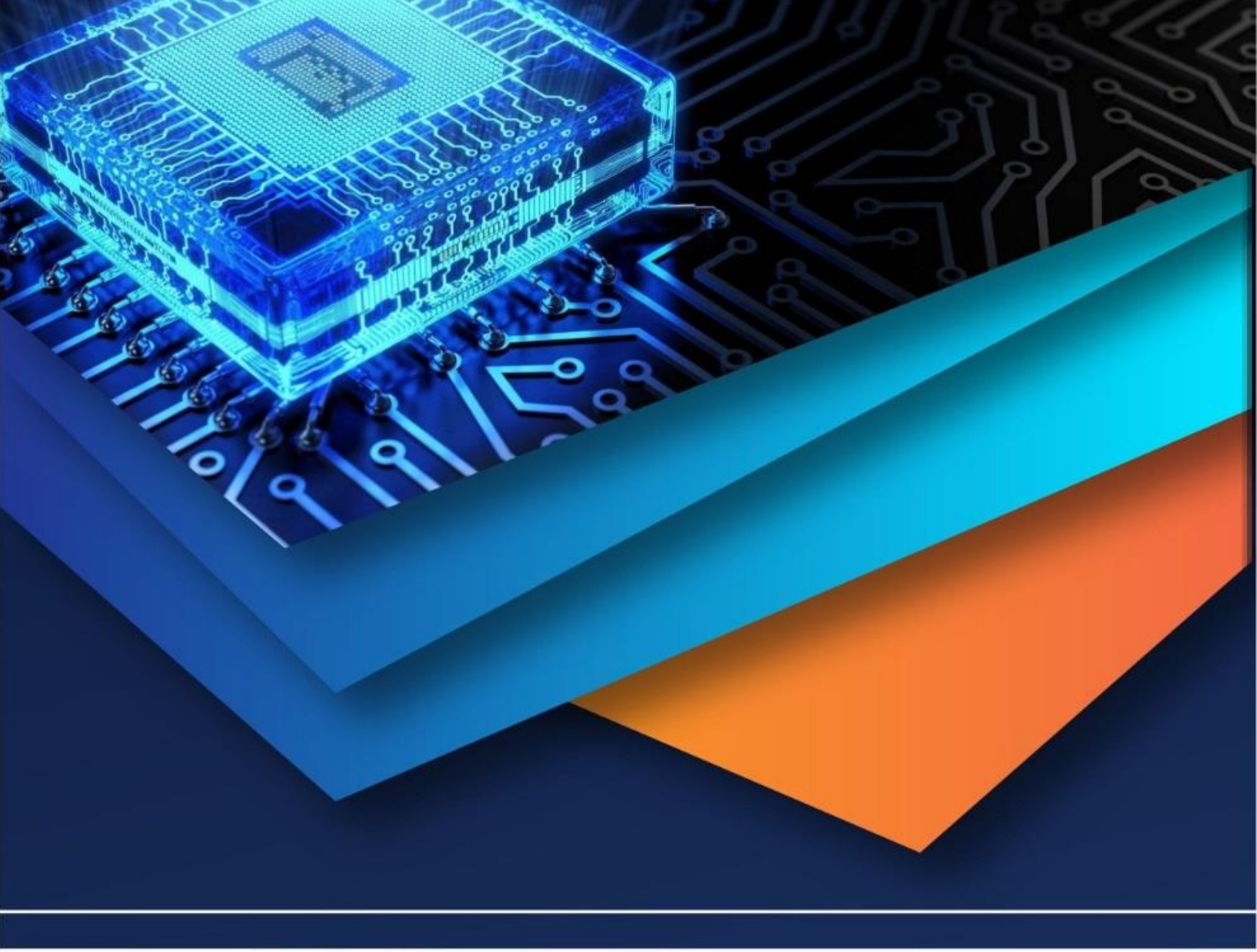

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