

A Research on Attitude of Teenage Girls Regarding Casual Wear at Guru Nanak College, Sri Muktsar Sahib

Ms. Rupinder Kaur

Assistant Professor, Guru Nanak College, Sri Muktsar Sahib

ABSTRACT:

It's jeans and sneakers or khakis with a polo shirt, chances are college teenagers made it cool. Fashion tendency on adolescents is well documented in this research paper. Teenagers are very precise about their casual sense they are wearing their attire according to the current trend. They are more influenced by social media and internet reach they know the about brands, the strategies and the design language of the brands. Therefore, the purpose of the present study was to investigate the attitude of teenage girls toward casual wears. In this study findings teenager's show how confident they are about their selection of the clothes they are wearing and how to fuse the one fashion trend with other they seem very creative. On the basic of these aspects, conquer the study and the sense of the casual wears in the teenager girls.

Keywords: Teenage girls, casual wear, brands, attitude

INTRODUCTION

Casual wear is a western dress code that is relaxed, accessional, spontaneous and suited for everyday use. Casual wear became popular in the western world following the counterculture of the 1960s. When emphasising casual wear's comfort, it may be referred to as a leisurewear or lounge wear.

While casual is "informal in the sense of not formal", informal where traditionally refers to a western dress code associated with the suits-a step below semi formal where thus being more formal than casual attire. Teenage girls are very particular about their style, their comfort and brands regarding casual wears as they are more conscious about current trends, their tastes transformed according to fashion, style, trends.

Clothing is a product has a social and symbolic impact. Teenagers influence each other in numerous ways by adopting each other's behaviour talking to each other and thereby exchanging information via casual conversation. They also seek and give opinion which researchers recognise as opinion leadership and opinion seeking. The last form of interpersonal all communication is word of mouth, which is one of the most significant influence effective product sales and brand choices. Fashion in a new era does not focus on only on a traditional Indian costume like saree ghagra lehnga choli or salwar kameez but has switched over to the casual wear a full stop in India woman costumes is known for their attractiveness delicacy and smartness.

OBJECTIVES

- To know about the teenager's personal style of clothing and comfortable feel.
- To know about the tendency of teenagers regarding shopping.

- To know about the taste of teenagers regarding casual wears.

RESEARCH METHODOLOGY

To conduct the study 30 students of Guru Nanak College of Sri Muktsar Sahib were selected randomly for survey. To assess the knowledge regarding casual wears among teenage girls various questions were formulated in questionnaire to collect responses of respondents. The results were tabulated and analysed by using frequency and percentage score of respondents.

RESEARCH FINDINGS AND DISCUSSIONS

The results from the survey study are discussed below-

Table 1 exhibit that 43.33% respondents wear casuals on every day basis, however 3.3% respondents prefer to wear casual rarely. Equal no of respondents 26.66% wear casual almost every day and often.

Table 1-Distribution of respondents according to preference of wearing casuals			
n=30			
S.No.	Preferred Casual	Respondents	
		F	%
1	Every day	13	43.33%
2	Almost Everyday	8	26.66%
3	Often	8	26.66%
4	Rarely	1	3.33%

Table 2 reveals that most of respondents 50% love to wear suit as compare to Cotton shirts which are preferred by just 6.66%. T-shirts are highly preferred by 16.66% respondents. As far as jeans preferred by 20% respondents, casual shirts and kurtas are concerned equal no. of respondent show their love 3.33%.

Table 2 Distribution of respondents as kind of casuals they wear			
n=30			
S.No.	Kind of Casual	Respondents	
		F	%
1	Jeans	6	20%
2	T Shirts	5	16.66%
3	Casual Shirt	1	3.33%
4	Cotton Shirt	2	6.66%
5	Suits	15	50%
6	Kurtas	1	3.33%

Table 3 reveals that 93.33% respondents preferred branded clothes whereas 6.66% respondents do not show their high preference to branded clothing for casual wears.

Table 3 Distribution of respondents as preference to branded clothes in casual wears			
n=30			
S.No.	Branded Clothes	Respondents	
		F	%

1	Yes	28	93.33%
2	No	2	6.66%

Table 4 illustrates that 26.66% respondents think brands give them value of money while 3.33% believes that it gives social acceptability. More respondents believing brands give satisfaction in contrast to getting praise from friends noticed to be 30% & 13.33% accordingly. Moreover 6.66% respondents believe brands give them recognition. 20% respondents have any other reason to go for brands.

Table 4 Distribution of respondents according to reason of preference of brands n=30			
S.No.	Preference of brands	Respondents	
		F	%
1	Recognition	2	6.66%
2	Satisfaction	9	30%
3	Value of money	8	26.66%
4	Praise from friends	4	13.33%
5	Social acceptability	1	3.33%
6	Any other	6	20%

Table 5 represents that highest number of respondents 63.33% considered brand as important factor in casual wears. However, 16.66% respondents consider brands least important. Respondents who believe brands are very important observed to be 6.66%. Furthermore, its surprising to notice that 13.33% consider brands worthless, not at all important.

Table 5-Distribution of respondents as importance of brands in casual wears n=30			
S.No.	Preferred brands in Casual wears	Respondents	
		F	%
1	Very important	2	6.66%
2	Important	19	63.33%
3	Least important	5	16.66%
4	Not at all Important	4	13.33%

Table 6 illustrates that maximum respondents purchase casuals once in a 2month recorded to be 50% whereas 46.66% respondents preferred to buy once in a month. Minimal percentage 3.33% respondents buy during sales discounts.

Table 6-Distribution of respondents according to frequency of purchasing casuals n=30			
S.No.	Frequency	Respondents	
		F	%
1	Once in a month	14	46.66%
2	Once in a 2 month	15	50%
3	During sales discounts	1	3.33%

4	Any other	0	0
---	-----------	---	---

Table 7 depicts that 40% respondents prefer casualwear due to popularity and current trends, Due to image and availability, 6.66% & 10% accordingly purchase casual wear whereas 3.33% select branded casuals for the sake of brand name.

Table 7-Distribution of respondents according to preference of selecting casuals wear n=30			
S.No.	Preferred Casual	Respondents	
		F	%
1	Popularity	12	40%
2	Brand name	1	3.33%
3	image	2	6.66%
4	Current trends	12	40%
5	Availability	3	10%

Table 8 reveals that 76.66% teenagers prefer to do shopping with their family, while with their friends just 13.33% respondents prefer. Moreover, there are only 3.33% respondents who are interested to do shopping alone. As far as doing shopping with opposite sex in concerned, it is observed to be 6.66%.

Table 8-Distribution of respondents according to shopping partner n=30			
S.No.	Shopping Partner	Respondents	
		F	%
1	Alone	1	3.33%
2	With friends	4	13.33%
3	With family	23	76.66%
4	With members of opposite sex	2	6.66%

Table 9 depicts that 53.33% respondents prefer colour and fabric during purchasing casual wears, while 20% and 16% of respondents influenced by quality and family members simultaneously. In terms of price 6.66% respondents give preference to make a purchase decision. Least no of respondents influenced by friends i.e. 3.33%.

Table 9- Distribution of respondents according to preference of influencer while make a purchase decision n=30			
S.No.	Influencer	Respondents	
		F	%
1	Family members	5	16.66
2	Friends	1	3.33
3	Price	2	6.66
4	Quality	6	20
5	Colour, Fabric	16	53.33
6	Any other	0	0

Table 10 elucidates that maximum respondents influenced advertisements to know about latest trend noticed to be 33.33%. However, 6.66 respondents influenced by television. Equal no. of respondents influenced by films & television 3.33%. Moreover 26.66% respondents get to know about trend by just looking around. Some ratio of respondents reported in case of any other source.

Table 10-Distribution of respondents according to getting knowledge about current trends in casual wears			
			n=30
S.No.	Source of knowledge	Respondents	
		F	%
1	Television	2	6.66
2	Films	1	3.33
3	Friends	1	3.33
4	Just by looking around	8	26.66
5	Advertisements	10	33.33
6	Any Other	8	26.66

Table 11 exhibits that 36.66% teenagers purchased casual just because of design of the products, while price factor effect the preference of teenagers in least number 3.33%. More ratio of teenagers gets effected by the style as compared to Brand name (16.66) observed to be 30.33% teenagers buy casuals due to products, whereas not a single person is recorded to purchase casuals because of its colour.

Table 11: Distribution of respondents as key motivators during purchase casuals			
			n=30
S.No.	Key motivators	Respondents	
		F	%
1	Products	4	13.33
2	Style	9	30
3	Design	11	36.66
4	Colour	0	0
5	Brand name	5	16.66
6	Price	1	3.33

CONCLUSION

It is very important to study the need of teenagers before designing new apparel designs because with the changing lifestyle, teenager girls are more inclined towards casual wear. Therefore, this study would be beneficial for the designers to create new designs in dresses which meet the requirements of the teenagers. Wearing lovely casual designs will allow them to attend casual situations. Dresses come in a variety of styles that they can wear for various events.

To more precise, it's observed that teenage girls are now no more hankering after quantity but they are seeking quality as they are preferring more comfortable clothing. In a highly tech world, they are making the best use of technology to approach the trending outfit surprisingly, designing hit their minds mostly avoiding even brand name. Most of the teenage girls prefer to wear casual suits on everyday basis. They also prefer branded cloths for the sake of their satisfaction. Teenage girls are influenced by fabric, colour and motifs of the casual attire.

REFERENCES

1. American Film Institute. (n.d.). AFI's 100 years...100 stars. Retrieved January 9, 2019, from Benaim, L., & Müller, F. (2015). Dior the new look revolution. New York: Rizzoli.
2. Betts, K. (2011). Everyday icon: Michelle Obama and the power of style. New York, NY: Clarkson Potter.
3. Bratskeir, A. (2017, January 16). Michelle Obama's top fashion moments as First Lady. Newsday.
4. Clemente, D. (2015, August 05). Fashion: Why and when did Americans begin to dress so casually? Retrieved from <http://time.com/3984690/american-casual-dressing/> Condra, J. (Ed.). (2008). The Greenwood encyclopedia of clothing through world history (Vol. 3). Westport, CT: Greenwood Press.
5. Fitzgerald, T., & Taylor, A. (2014). 1000 dresses: The fashion design resource.
6. Hauppauge, NY: Barron's Educational Services Inc.
7. Fogle, A. (2019, January 10). These pictures of Kate Middleton prove that fairy tales are real. Retrieved from Fraser-Cavassoni, N. (2014). Monsieur Dior: Once upon a time. New York: Pointed Leaf Press.
8. Friedman, M. (2018, November 01). Kate Middleton is even more influential than Meghan Markle.
9. <https://www.harpersbazaar.com/celebrity/latest/a24521606/kate-middleton-meghan-markle-fashion-influencers/>
10. Friedman, V. (2017, January 14). What Michelle Obama wore and why it mattered.
11. Retrieved from <https://www.nytimes.com/2017/01/14/fashion/michelle-obama-first-lady-fashion.html>