Introduction

Society as a whole puts a lot of pressure on young individuals, both males and females, to dress accordingly to the societal norms. When considering what is fashionable, trends are standardized as being influential on how adolescents should dress. Fashion styles are constantly changing, and in order to keep up with popular innovations, adolescents have to make the choice to either conform or resist them.

Personal tastes are significant, whether a person follows or repels a certain fashion trend. How an adolescent expresses themselves through their clothing values seem to take precedence over fashion trends in the Fargo/Moorhead area. Conversely, peer pressure and the media give insight on how to dress and appear a certain way. These factors can definitely persuade adolescents to imitate what is popular and may be more affective than what they considered.

Literature Review

Arthur M. Vener asked adolescents who they would imitate and who would motivate them in how they dress. He found that nearly 58% chose a peer; 21% chose mass-media celebrities; 11.5% chose family members; and not quite 7% chose community or co-workers as their models (Ryan, 1966). College men and women choose fashion trends based on influential people, their personal image, and shopping experiences.

Research Purpose

The purpose of this research was to better understand college-aged men and women and how differently they are influenced by fashion trends. The expected reasoning was that women are more motivated to pursue fashion trends through media, peers, and shopping experiences; where males are more motivated to seek wear ability and their personal tastes.

Method

A survey was distributed to college students, ages 18 to 25, having a total of 98 participants. There were 56 women and 42 men that partook in the survey. The purpose was to accurately compare males and females in the research study.

Findings

Not all of the hypotheses proved to be true after reviewing the results from the survey. Interestingly enough, women in the Fargo/Moorhead area are not as fashion conscious as expected. Men in this area are even less concerned about fashion than women. Both genders are more aware about their personal tastes than fashion trends. They both value the way their clothing fits and how it flatters their body; however, image concerns are more prominent in women. When individuals discover fashion trends, almost 75% said the reason they purchase clothing is because of how it looks or fits them, not because of media, peers, or shopping experiences. Both men and women shop for fashion trends approximately around every couple months.

Discussions and Implications

When it comes to fashion trends, college men and women are more alike than originally thought. Women are slightly more conscious of fashion trends, but both men and women prefer wear ability, personal tastes, and price over trends. How often and where they choose to shop were also found to be similar, according to the survey results.

Although there were 98 college men and women who participated in the survey, the results may have been partially skewed. Asking a few questions about the same concept implied that the expected responses would be consistent with each other; however, this did not always occur. Perhaps, some participants did not fully understand the wording in some of the questions. Due to this miscommunication, reevaluation and changing the wording in certain questions would help obtain more accurate results for the next research survey.

References