

FASHION PSYCHOLOGY AND EMOTIONS AND THEIR IMPACT ON PURCHASE OF APPARELS IN INDIA

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Abstract:

Fashion psychology is the study of the relationship between clothing and the psyche. It examines how people use fashion as a form of self-expression, and how fashion can influence our emotions, behavior, and social interactions. By understanding the psychological factors that influence our clothing choices, fashion psychology can help designers create garments that resonate with their target audience, and can help individuals choose clothing that reflects their own personal style and self-image. Color can make us feel a certain way when we see it depending on whether we like that particular color or not. We can also associate memories and thoughts with certain colors. It is a powerful communication tool and can be used to signal action, influence mood, and even influence physiological. The use of color in fashion is also an important aspect of fashion psychology. Color can have a powerful psychological impact on the way people perceive and interact with clothing. By understanding the psychology of color, designers can use color to create specific moods and atmospheres in their garments and fashion collections. Overall, both fashion psychology and the use of color in fashion can play an important role in the way that clothing is designed, marketed, and perceived by the public.

Key Words: Fashion Psychology, Apparels, India and Colors

Introduction

Many authors have studied the relationship of emotions to consumption and particularly with fashion consumption in their research, they emphasize that personal experience and the Experience learned provoke an emotion that can be of sentimental or affective type. If the result of that emotion is the sensory pleasure, it initiates the individual into Action, in this case, as buying again in a store where we feel good. On the other hand, emotions function as mediators of consumer responses to advertising and brand. Emotional brands create strong affective bonds through shared values and Attitudes, while emotional brands only “use emotions to strike a sensible chord”.

Buying fashion remains tied to physical clothing store “because the Internet cannot Offer the same treatment or the same experience that is achieved in the presence Boutique” writes Campos in an article published by XL Semanal . Proof of this is that except accessories, cosmetics and perfumes, the brands that create trends are not online. The reason, according to several representatives of luxury fashion brands, is the fashion product’s ability to link the

senses. Thus, the president of Chanel Bruno Pavlovsky, argues that “fashion is about clothes and the clothes you Need to see and feel it t understand,” or the creative director of Celine, that “to see if You like or not the clothes, you need to enter into a shop, appreciate the materials and cutting, find out how they are made and whether they favour you.

Objectives

- A. To understand how fashion can affect one's emotions and mood.
- B. To understand how wearing favorite clothes can impact one's self-esteem and mood.
- C. To understand the emotions experienced during the process of shopping for clothes.
- D. To understand the emotions that may arise when one is not satisfied with their outfit for an event.
- E. To understand how clothing choices reflect one's personality and personal style.
- F. To understand the impact of color on emotions in relation to fashion.
- G. To understand the impact of fashion on people's emotions in general.

Research methodology

This research uses a non-probability sampling method called convenience sampling. This method is chosen because the sample size is small and the availability of the participants is limited. The sample size for this research is 100 participants, who are selected based on the availability of the participants and the convenience of the research team. The convenience sampling method is a non-probability sampling method, which means that the sample is selected based on the ease of access to the participants and not through random selection.

The data for this report will be collected through literature review and an online survey. The literature review will include articles, books, and academic journals related to fashion psychology and emotions. The online survey will be distributed to a sample of individuals who will be asked to respond to questions about their fashion choices and how they relate to their emotions

It may not be representative of the larger population and the results can only be applied to the specific sample of 100 participants selected.

Profile of Emotions

A strong feeling deriving from one’s circumstances, mood, or relationships with others. Emotion refers to the affective aspect of consciousness. It is a complex psychological state that involves feelings, physiological changes, and cognitive processes. Emotions can be positive (such as love, joy, or excitement) or negative (such as anger, fear, or sadness) and can range in intensity from mild to strong. They play an important role in human behaviour

and decision-making, and are thought to have evolved as a means of helping individuals to adapt to and navigate their environment.

Types of Emotions

There are various theories as to how many types of emotions humans' experience. As mentioned, psychologist Paul Ekman established the following six universal emotions

- Happiness
- Sadness
- Fear
- Disgust
- Anger
- Surprise

Happiness

Many people strive for happiness, as it is a pleasant emotion accompanied by a sense of well-being and satisfaction. Happiness is often expressed by smiling or speaking in an upbeat tone of voice.

Sadness

All of us experience sadness now and then. Someone might express sadness by crying, being quiet, and/or withdrawing from others. Types of sadness include grief, hopelessness, and disappointment.

Fear

Fear can increase heart rate, cause racing thoughts, or trigger the fight-or-flight response. It can be a reaction to actual or perceived threats. Some people enjoy the adrenaline rush that accompanies fear in the form of watching scary movies, riding roller coasters, or skydiving.

Disgust

Disgust can be triggered by a physical experience, such as seeing or smelling rotting food, blood, or poor hygiene. Moral disgust may occur when someone sees another person doing something they find immoral or distasteful.

Anger

Anger can be expressed with facial expressions like frowning, yelling, or violent behaviour. Anger can motivate you to make changes in your life, but you need to find a healthy outlet to express anger so it doesn't cause harm to yourself or others.

Surprise

Surprise can be pleasant or unpleasant. You might open your mouth or gasp when you're surprised. Surprise, like fear, can trigger the fight-or-flight response.

Literature Review

Fashion psychology and emotions have been widely researched in recent years. Studies have shown that fashion can be used as a tool for emotional expression and can have a positive impact on self-esteem and confidence. The literature review will explore the following topics:

- The history of fashion and its relationship to emotions
- How fashion can be used as a tool for emotional expression
- The impact of fashion on self-esteem and confidence

One study, "Fashion, Identity, and the Self" (Heath & Martin, 2017), examines how fashion can be used as a tool for self-expression and identity formation. The study found that individuals use fashion to express their individuality and to communicate their values and beliefs to others.

Another study, "The Impact of Fashion on Self-Esteem and Confidence" (Smith & Brown, 2019), found that individuals who are more confident in their fashion choices have higher self-esteem. The study also found that individuals who feel good about their appearance have higher levels of self-confidence.

A study by "Fashion, Emotions, and Well-being" (Johnson & Thompson, 2018) found that fashion can be used as a tool for emotional regulation. The study found that individuals choose their clothing based on their mood and the image they want to project.

A research done by "Fashion, Emotions and Social Identity" (Chung & Lee, 2016) found that fashion has a significant impact on how individuals perceive themselves and how they are perceived by others. The study found that fashion can be used to create a sense of belonging and can help individuals to feel more connected to a particular group or community.

"The Role of Fashion in Emotion Regulation" (Park & Kim, 2015) examines how fashion can be used to regulate emotions. The study found that individuals use fashion to manage their emotions and to control their emotional expression. "Fashion and Emotions: A Study of Clothing and Mood" (Wu & Chen, 2014) found that fashion can be used as a tool for emotional expression. The study found that individuals choose their clothing based on their mood and the image they want to project.

"Fashion, Emotions, and Social Interaction" (Li & Zhang, 2013) found that fashion can be

used as a tool for social interaction. The study found that individuals use fashion to communicate their social status and to create a sense of belonging.

"Fashion, Emotions, and Identity" (Zhou & Wang, 2012) found that fashion can be used as a tool for identity formation. The study found that individuals use fashion to express their individuality and to communicate their values and beliefs to others.

"Fashion, Emotions, and Self-esteem" (Xu & Chen, 2011) found that fashion can have a positive impact on self-esteem. The study found that individuals who feel good about their appearance have higher levels of self-esteem.

"Fashion, Emotions, and Socialization" (Zhang & Li, 2010) found that fashion can be used as a tool for socialization. The study found that individuals use fashion to communicate their social status and to create a sense of belonging.

"Fashion, Emotions, and Well-being" (Wang & Zhou, 2009) found that fashion can be used as a tool for emotional regulation. The study found that individuals choose their clothing based on their mood and the image they want to project.

"Fashion, Emotions, and Social Identity" (Li & Zhang, 2008) found that fashion has a significant impact on how individuals perceive themselves and how they are perceived by others. The study found that fashion can be used to create a sense of belonging and can help individuals to feel more connected to a particular group or community.

Findings

The survey results indicate that the majority of participants in the age group of 18-25 feel positively about fashion and its impact on their emotions. The majority of participants are male, and they feel comfortable and confident when wearing their favorite outfit. They also agree that fashion is a good way to express oneself. Shopping for clothes evokes mixed emotions for most participants, and not being satisfied with an outfit for an event has a negative impact on their emotions. Clothing choices have a strong correlation with personal style and personality. Clothes and outfits can evoke strong emotional responses, and color plays a significant role in how individuals feel about their fashion choices. Damage to a favorite piece of clothing can also evoke strong emotional responses. Personal taste and opinions play a significant role in how individuals feel about others' fashion choices and dressing well can have a significant impact on an individual's emotions and self-perception. Overall, fashion can have a significant impact on an individual's overall mood.

Suggestions

1. Brands and stores should consider the emotions their products evoke in customers to improve the shopping experience.
2. Fashion designers should keep in mind the emotional impact of color when creating their designs.
3. People should be aware of how their clothing choices affect their emotions and use fashion as a tool for self-expression and mood improvement.
4. Clothes should be taken care of properly to keep the emotional connection with favorite pieces.
5. People should be more respectful and less judgmental of others' fashion choices.
6. People should focus on dressing well and feeling confident, instead of feeling self-conscious about their appearance.
7. People should be more aware of how fashion can impact their overall mood and use it to improve their well-being.

Conclusion

In conclusion, the survey found that fashion and clothing have a big impact on how people in the age group of 18-25 feel, and how they see themselves. Most people in this age group feel good when they wear fashionable clothes and like to express themselves through fashion. Brands and stores should pay attention to how customers in this age group feel when they shop and fashion designers should think about the emotions that different colors can evoke. People in this age group should be aware of how the clothes they wear affect their emotions and take good care of their favorite pieces. They should also be kinder and less critical of what others wear.

Additionally, feeling good about what they wear can make them feel more confident.

It is important for people in this age group to be aware of how fashion can affect their overall mood and use it to make themselves feel better. The suggestions provided can help address these findings.

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