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A Systematic Review and Research Agenda of Body Image and Fashion Trends

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ABSTRACT

Purpose: *Fashion is an important aspect of day-to-day life. There are various factors influencing fashion trends such as social, cultural, political, environmental, and psychological factors. A bigger interest in fashion has developed at present. This study is conducted to prove the importance of fashion trends to understand and develop the dynamic capacities to guarantee long-term Success the fashion. In clothing and apparel products, the aesthetic sphere is socially and culturally grounded. All groups have their likes and dislikes. This study explores clothing practices and personality traits among young college students. Daily choices of clothing depend on social, economic, and psychological reasons. Social recognition is a major part of an individual's identity, attitude, and self-evaluation. Hence this article synthesizes many scholarly research articles on wearer perception, published in a few of the globally familiar journals.*

Design: *The study was able to identify the key influencing variables and essential constituent aspects of the young adolescent's fashion consciousness. This paper pertaining to the research agenda of body image and fashion trends, extensively evaluated personality traits of young adolescents for this study.*

Findings/ Results: *This literature synthesis establishes that the concept of body image and clothing is highly interrelated. This study focuses on depicting the correlation between fashion adoption and personality traits. The researchers have found that the drive for a well-dressed fashionable presentation is highlighted among men and women. Social comparison and objectification together determine their confidence. Some expressed that they used to dress to confirm their selves young. Here we want to explore that fashionable clothing, accessories, makeover are the main means to meet their needs to be fashionable. Through clothing self-descriptions of a person can be presented. Discussion of the concept of self-presentation is included in this research taking into consideration of individual behavior according to their clothing, personal values, interest, religion, culture, and customs.*

Originality/ Value: *Clothing practices reflect one's standard. Sociology is being used to study clothing and human confidence after being well-dressed. This review of literature focuses on the relationship between human behavior and fashion. Information in this review will be useful for the referrer to understand the social psychology of fashion. Body makeover illustrates the impact of changing standards of attractiveness on appearance in the presentation of one's self.*

Paper Type: *Literature Review*

Keywords: *Fashion Trends, Colour psychology, Body image, Standard of Living, Age, Gender, Social Identity, ABCD Analysis.*

1. INTRODUCTION :

We live with fashion. Everyone is interested in wearing trendy dresses, popular designs of a particular time known as fashion trends. Fashion is a sign f status in society often used to communicate one's image and social position. The wearer is undeniably an important part of the fashion system. The fashion industry is an enterprise devoted to the business, which deals with multibillion dollars globally. Many

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designers laid footprints after their contribution to the fashion field. By adapting their styles, and trends customers have got an identity in their respective professions. There are incredible designers and industry professionals all across the globe. The customer might be interested in a high street fashion which consists of the brands. Elite fashion and expensive celebrity fashion are generally more abstract. And looking at the industry's global scale a large proportion of customers are developing, taken towards the brand. Celebrities set the rule on the dressing. They promote certain fashion trends. Because of celebrities people dress a certain way and style. Both Hollywood and Bollywood influence fashion by creating trends. It is agreed that celebrities tend to have more knowledge about fashion trends than common people. Clothing or fashion is one of the easiest ways to follow when it comes to celebrities and trends. Some fashion trends have been in and out of style for the last couple of years. We followed the trend people say because we want the same reaction as people respond to celebrities. Brand identity in fashion trends provides repeat purchase behavior and commitment. Customers continue to purchase from the same brand over and over again, purchasing from the same brand and feeling positive toward the same brand. Customer loyalty can be heart loyalty, head loyalty, and hand loyalty [1].

<u>Sociology in fashion:</u> Clothes are the basic identity of an individual in society. During ancient times clothing represents the community and reveals social status. Differences in their social surrounding, who are highly motivated to fit into a particular group will need fashion awareness. Through self-identity, social identity can be proved. Concentrating on individual and social values, implying that the individual's behavioral intention is shaped by attitudes, norms, and perceived control. In society a person uses fashion products that represent his image and everyone in society has different expectations. Social identity can be diverted into buying intention. It has a significant norm. Self-individuality is found to have a significant effect on attitude and control of behavior. Individuals behave according to social acceptance. Self-identity has a strong impact on consumers' attitudes, which would reflect their social status in society Different fashion products reflect an individual's image. According to culture, religion, and economical status social identity can be proved through fashionable products. When social identity applies to people who belong to a certain community, gender classes are more likely to buy fashion products. Buying behavior of a person depends on social factors [2].

<u>Fashion Trends</u>: Clothing accessories, Lifestyle, posture, and gesture is an important part of civilization. Fashion changes are based on social, cultural, economical, and religious reasons. It is also regulated by strong desire. It was expected for people to be dressed according to their gender, social status, and profession. At present fashion is observed more rapidly. Western imperialism deliberately placed them in a superior place. It tends to progress in the presentation of one's own identity. Additionally, fashion is promoting business and is increasingly commercialized. Though different textiles, colors, and patterns change from year to year the cut and style change over several centuries. Dressmakers are responsible for innovations and textile industries led new trends. Fashion houses continued to adhere to standards such as fashion designers expanding more broadly the sense of good presentation. Emphasis on youth allowed for the freedom to experiment with style and trends. Fashion may change considerably within a society according to age, social class, gender, profession, generation, time, and geography [3]. Fashion applies to the way of dressing, behaving, and presenting. Fashion is a powerful instrument to express, and communicate among individuals and communities. Fashion is an essential part of our life. Fashion is lived by all through choice or status.

2. OBJECTIVE OF THE REVIEW PAPER :

This in-depth study helps to understand the trends and trend-setting factors in the fashion industry.
1. To understand the role of clothing in day-to-day life.
2. To describe fashion trends.
3. To know about fashion consumers and their behavior.
4. To study the fashion industry, using ABCD Analysis.
5. To understand the impact of fashion on consumer minds

3. RESEARCH METHODOLOGY OF LITERATURE REVIEW :

Various data sources have been searched and studied such as Google scholar, Academia, and Cross Reference to compile relevant articles, research work, and a thesis related to the subject of the study. Further several e-books, articles, and personal group interviews were carried on with young college students to study their perception of fashion and its impact on their confidence level.

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To find the research gap and to carry out the research in this regard a four-step process was followed:

(1) Keywords related to fashion and its impact on the psychological behavior of people were searched to find out various articles that are written and published through various search engines like Google Scholar, Academia, and Cross Reference.

(2) Out of several articles searched only the ones relating to or having input towards the area to be researched were selected and studied.

(3) The topics or areas suitable for use in this research study were filtered and sorted, through a process of screening.

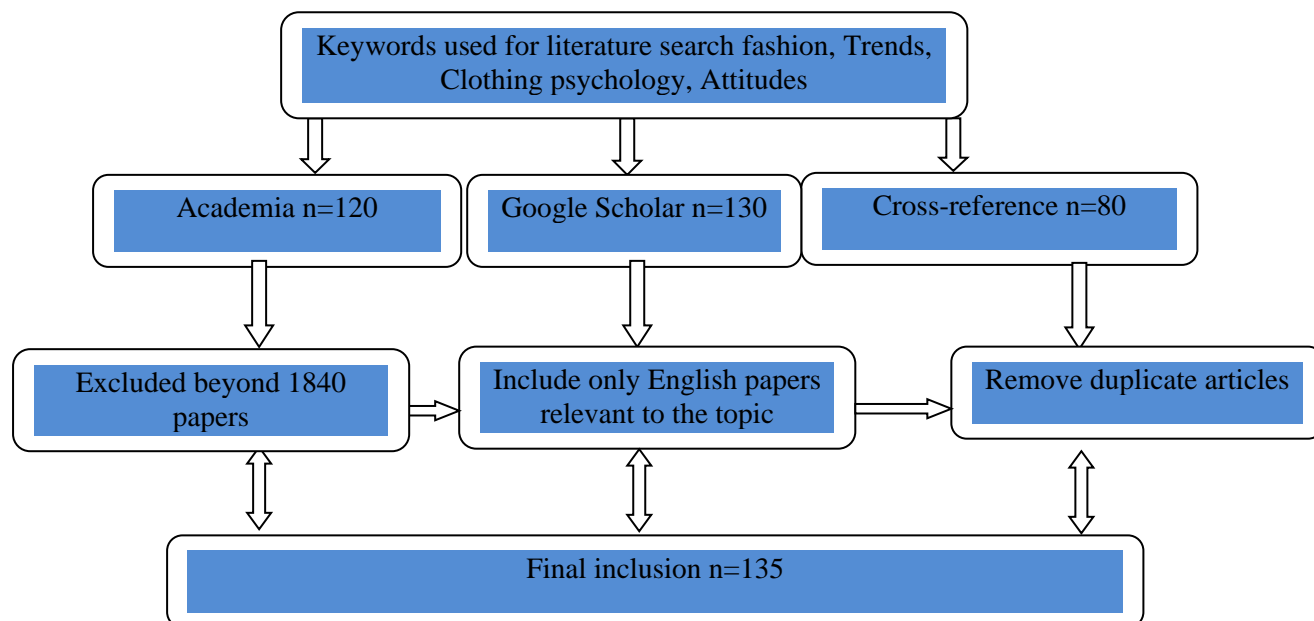 (4) Finally the collected articles were presented in a finely synthesized framework to be presented in the study.

Fig. 1: Summary of literature review steps Source: Author

4. RELATED RESEARCH WORK :

Social identity: Fashion encompasses our work, social life, and self-identity. Fashion is important because it reflects the socio-cultural identity of a person. Fashion provides an opportunity to get recognition in the society. Fashion influences how others react to us, our confidence, and our esteem. In a specific context fashion is a form of social identity at a particular period, according to the adoption of styles. It will reflect, enhancing our personality, impressing and facilitating social change. Fashion is a social identity the way we present, ourselves can send a message about how we view ourselves. Dressing well can unlock doors for all personally and professionally. Color, comfort, and style affect the position and standard of the wearer. High-quality well designed fashion clothing and accessories, allowing us to take on social challenges.

Fashion is a medium that conveys visual appearance and social class dress can reflect our perception. Clothing is a reflection of culture and society tends to be inseparable from society because it exists in society and influences the norms of societal customs. The clothing people choose to wear becomes the sign that reflects who they are and their standards and dignity. Fashion communicates information about one's self social position and social values, their place in society. Modesty, recognition, class, appearance, and the culture we belong to can be identified through the fashion adapted by the people [4].

Luxury fashion: Everything will be designed and manufactured to a high standard. The fashion brands will be attracted by the clients because of their quality and identity. Luxury fashion is a sense of accomplishment and some people use luxury fashion spending a high budget. Accessories such as jewelry, high-end watch cell phones. The global fashion market is concentrating on luxury fashion

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products. Good comfort, stress-free, happy life is the result of the high-end use of products. Lifestyle, western influence, and demands for a rich look, to maintain status is demanding luxury fashion. In India, ancient clothing design and tradition are followed by the majority of people. A luxury mindset is a decision to make a luxury standard in life. A person addicted to luxury fashion pleasures of the senses. Luxury brands have the following values;- Superior performance, exclusivity, sophistication, design aesthetic, relevance, and heritage. Here consumers see the value in high cost. Comfort is never sacrificed. Luxury fashion is often futuristic and pleasing. People buy luxury clothing, accessories because it is a matter of pride and dignity, and a sense of accomplishment. The younger generation beteen18-26 years old are a big chunk of luxury fashion.

Prestige and status are the 2 important reasons that make people buy luxury fashion. Luxurious experiences can increase emotions such as pride, and contentment. However, a luxury lifestyle costs money to maintain. Designers specialized in the luxury goods market of clothing, and accessories. Gucci, Dior, and CocoChannel are some examples of luxury brands [5].

Fashion Forecasting: Determining trends and choosing merchandise appropriate for the manufacturer can be set after forecasting or predicting the trend. There are several steps involved in fashion forecasting such as targeting customers' profiles, preparing information, determining trends, vision of the business. Forecasting is important for the following reasons. Fresh ideas are provided to the designers when they think about future market segmentation]. Studying market conditions, keeping observation of the lifestyles of people, evaluating designer's collections, and researching sales volumes are the most important aspects involved in fashion forecasting. Designers, trend analysis firms, and manufacturers are the one who uses fashion forecasting to improve their business. Trend forecasts strengthen the manufacturer and promoters

Forecasting involves future predictions, to identify trends. To get valuable insight forecasting gives real-time data to predict future demand and can avoid mistakes. One can analyze the social and economical cultural contributions of the past and make relevant fashion products and services for the future. Magazines newspapers electronic media such as the internet and televisions are used to forecast fashion. Industrial experts try their best to contribute to the field of fashion through their experience and observation. The easy and simplest method of forecasting is the straight-line method. Brands adapt to the latest developments, and unsold product inventory is some of the impacts of fashion forecasting. The forecast is for the future based on past and present analysis [6].

Color: Color is a major element in fashion. To unify, Harmonize, contrast, emphasis, and leave a long-lasting impression the medium used is color. To develop fashion products fashion designers should process a good sense of color. Red, blue green are the primary colors. With practice and knowledge, one can buy clothes and accessories. The color of the product is the first property to grab attention. Design gets enhanced because of color application. At a time 3 colors should not be combined according to the color rule. Black and white is an exception because these colors are technically out of color. These colors are known as colors without color or achromatic colors. Color can make you feel passionate, and confident, and evoke your self-esteem.

Color is a stress fighter, for example, blue and blue-green if used accordingly. Color can convey different emotions to a certain audience. Color influence psychological variables like increasing metabolism, and blood pressure. Color has different meanings through different cultures, health, and emotions such as courage, anger, love, etc. color is so powerful because. To communicate about the product the designer always prefers to use the best suitable color. Some color represents luxury which creates customers feels rich and luxurious Example: Gold and orange Colour.

Table 1: A Record of exemplary publications by scholars related to Fashion and its impact on society

S. No.	Research Area	Focus Area	References Google Scholar (1957-2022)
1	Fashion	Fashion is an art form used to present oneself in front of society. Fashion is universally adopted by a	Simmel, (2020). [7]

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		majority of people for several reasons.	
2	International Fashion	There are several international fashion centers in the world such as New York. Mass fashion trends are introduced here, and later become popular worldwide.	Rantisi, (2004). [8]
3	Adolescent Consumers	Teenagers play a vital role in popularizing fashion trends. Adolescent consumer's decision-making widely depends on certain variables such as social media, television, and celebrities	Shim, (1996). [9]
4	Fashion Followers	Fashion followers are the people who adapt to fashion trends dictated by fashion leaders. These followers have attributes similar to fashion leaders.	Beaudoin (1998). [10]
5	Clothing and Social Identity	Many people use clothing as a means to define and communicate their social identities. Cloth carries a certain value in it depending on the wearer, his mindset, and present social requirements.	Feinberg, Mataro., & Burroughs, (1992). [11] Akdemir, (2018). [12]
6	Brand loyalty	Customers continue to purchase from the same brand repeatedly and feel positive about that brand.	Abrar, Baig. & Hussain, (2020). [13]
7	Uniqueness in clothing	The unique appearance is the sole usage of products and services. In clothing the quality of being unequal, incomparable identity.	Matthews, Rothenberg, & Gopalakrishnan (2019). [14]
8	Luxury fashion	Luxury fashion brands being different from mass production focus on high quality and high prices.	Matthews, Rothenberg, & Gopalakrishnan, (2019). [15])
9	Fashion Cycle	The fashion cycle depicts stages of introduction, growth, and decline that influence fashion.	Acerbi, Ghirlanda, & Enquist, (2012). [16] Sproles, (1981). [17]
10	Demand Forecasting	Future estimation about customer demand over a specific period considers analytical information to predict more accurately.	Nenni, Giustiniano, & Pirolo, L. (2013). [18]
11	Fashion Trends	Fashion trends help us to choose the proper style at a specific time and situation.	Jackson, (2007). [19] Campos, & Wolf (2018). [20]
12	Fashion Forecasting	Fashion forecasting constantly provides fresh ideas to designers and manufacturers.	Gaimster, J. (2012).[21]
13	Colour trend analysis	The color trend analysis deals with researching emerging colors. It is an integral part of overall fashion forecasting.	Han, Kim & Ahn, (2022). [22] King. (2012). [23]

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14	Fashion Predictors	Fashion predictor analyses and develops new trends to help determine future trends.	King, (2012). [24]
15	Innovators of Fashion	The one who adopts new fashion or the first buyer of new innovative clothing and accessories.	Goldsmith & Stith, (1993). [25] Stanforth, (1995). [26]
16	Fashion Influencers	A fashion influencer is a famous personality that has huge followers and the power to influence the buying behaviors of their followers.	Sudha, & Sheena, (2017). [27]
17	Fashion Victims	Fashion victims are least bothered to spend money on clothing and fashion accessories without intention.	Schiermer,. (2010). [28]
18	Fashion Branding	Fashion branding encourages realizing fashion with other industries. There are several types of branding such as personal brands, product, and service brands.	Kim, & Sullivan (2019). [29]
19	Fashion Orientation	Other than apparel and accessories, fashion influence lifestyle according to cultural and social conditions.	Trautmann-Attmann, & Johnson, (2009). [30]
20	Fashion Industry	The fashion industry consists of consist of many other interdependent smaller sectors such as production, design, retailing, marketing, and merchandising.	Čiarnienė, & Vienažindienė, (2014). [31]
21	History of fashion	The earliest clothing during ancient times was leaves, grass, and animal skin, unstitched and draped around the body. Clothing was a symbol of status.	Polese & Blaszczyk, (2012). [32]
22	Fashion Adoption Theories	There are several theories proposed to studythe process by which a new style introduced into the market is adopted by the consumers such as trickle-up, trickle- down and trickle -across theory.	Forsythe, Butler, & Kim, (1991). [33] Mohr Fuxman, & Mahmoud, (2021). [34]
23	Street Fashion	Associated with youth culture and most often seen in urban centers. It is a casual fashion style inspired by hip-hop culture.	Chang, Cheng, Wu& Hua, (2017, October). [35]
24	Celebrity Fashion	Popular fashion is followed by celebrities and receives popularity from fashion followers.	Barron, (2021). [36]
25	Haute Couture	Haute couture is an exclusive creation of custom-fitted high-end fashion. It is the heart of fashion's ecosystem.	Bourdieu, (2020). [37] Mazza, & Alvarez, (2000). [38]

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26	Prêt-e-Porter	Taking into consideration mass production using standard sizes, giving attention to fabric, silhouette, and detailing.	Romano, (2022). [39]
27	Knock Off Fashion	Replica of a famous fashion brand sold at a lower price than the original. It is an illegal brand implication.	Kim, Oh& Kim, (2001). [40]
28	Avant Garde	Avant-garde is a forward-looking creation by an innovative designer, who dares design experimental clothing that has never been used in past.	Crane, (1997). [41]
29	Elements of Fashion	The elements of fashion styling are line, shape, form, color, and texture. The elements of design can be used to create illusion and alter the appearance of the wearer.	Vaccaro, Shivakumar, Ding, Karahalios, & Kumar, (2016, October). [42]
30	Fashion Communication	Design, branding for a fashion label, fashion journalism public relations, and visual merchandising are the medium for fashion communication.	Kosowska-Ślusarczyk,. (2014). [43]
31	Clothing Psychology	Clothing psychology refers to the influence our behavior, self-confidence, and other aspects of the human experience have on our clothing style.	Hutton, (1984). [44]
32	Dress and Identity	Clothing can be used as an identification tool, to reveal cultural and social identity.	Davis, (1984). [45] Roach-Higgins, & Eicher (1992). [46]
33	Body type and Silhouette	There are different types of the body, in general, they are rectangular, pear-apple, square, and inverted triangle shapes. The silhouette is the outer shape of the garment. Incorporating the body type and silhouette to complement each other can be useful to enhance the look of the wearer.	Collins, Gross, R., & Shi, (2002, May). [47]
34	Appearance and Body Satisfaction	Satisfaction with body image is an effective way to boost self-confidence.	Kodžoman, (2019). [48] Venkatesh, Joy, Sherry Jr, & Deschenes, (2010). [49]
35	Self Concept of Fashion	Unique characteristics of behaviors, and abilities about one's self. The mental image of self.	McNeill, (2018). [50]
36	Demographics	Nationality, linguistic background, location, occupation, and other information about the person.	Behling, (1985). [51]
37	Clothing Attitudes	Perspective about clothing is created by thoughts. Feeling toward the clothing and its standard.	Solomon, & Schopler, (1982). [52]

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38	Fashion Consumer	A fashion consumer is a person that purchases clothing and fashion products according to their preferences or personal choice.	Workman& Cho, (2012). [53]
39	Customer Perception	Customers' reviews, information, and interpretation after and before purchase.	Ma, Shi, Chen, & Luo, (2012).[54]
40	Buying Behavior	Consumers buying decisions and understanding purchasing tendencies.	Collett, Cluver, & Chen (2013). [55]
41	Fashion Market Dynamics	In the fashion market price, and demand change due to utility, availability, supply, and demand.	Evans (1989). [56]
42	Changing Scenario in Fashion	Digital technology and automation sustainability are the factors evolving scenario in fashion.	Bikhchandani, Hirshleifer, & Welch, (1992). [57]
43	Ethical Fashion	Ethical fashion educates consumers; reduces environmental damage, and humanity consideration.	Shen, Wanglo & Shum, (2012). [58]
44	Sustainability	Keeping ecological integrity, reusing, recycling, and reducing product usage.	Fletcher, & Lynes, (2015). [59]
45	Liner and circular models in fashion	From material extraction to sale, the fashion industry deals with a straight line in the linear model. The circular models help to upcycle and resell.	Gupta, Kushwaha, Dave, & Mahanta (2022). [60]
46	Eco fashion	Environmental friendly, organic, and natural materials, promote the eco-friendly use of fewer products.	Niinimäki,. (2009). [61]
47	Slow fashion	Using organic materials, minimizing water, and chemical usage. Better quality durable products for mindful customers.	Cataldi, Dickson,. & Grover, (2017). [62]
48	Fast Fashion	Negative impact on the environment, cheap and less durable, promoting a disposable mentality, other side it is affordable because of its cheap price.	Bhardwaj, & Fairhurst, (2010). [63]
49	Fashion Stylist	Fashion advice provider, co-coordinating outfits for the clients for shoots, creating aesthetic looks.	Pöllänen, Parkko, & Kaipainen, (2019). [64]
50	Fashion Designer	Designing, and creating clothing and accessories .using principles and elements, needs skills like creativity, and interpersonal skills.	Malem (2008), [65]
51	Style Guides	A style guide encompasses a document of rules and guidelines. Visual identity icons elements, headings.	Godart, (2018). [66]
52	Fashion Show	Fashion designers' latest trends are showcased to grab the attention of clients. Fashion show provides a platform to commercialize clothing and accessories.	Skov, Skjold, Moeran, Larsen, & Csaba, (2009). [67]

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53	Digital Transformation in Fashion Industry	Modernization of the fashion industry is linked with digital advancement. 3-D body scanning and virtual sampling become more effective in the fashion business. Digital fashion is sustainable.	Shi, Chussid, Yang, Jia, Dyk Lewis, & Cao, (2021). [68] Ponis, & Lada (2021). [69]
54	Fashion Revolution	Calling for a fair, safer, cleaner, and transparent global movement is called as fashion revolution. Encourage ethical, sustainable fashion for the future this promotes dynamic change.	Fernandes, Hona & Cruchinho, (2020). [70]
55	Inspirational Fashion	The object gives an idea, grabbing the attention of fashion designers to create a new design. Such as nature, pictures, etc.	Payne (2016). [71]
56	Minimalist Fashion	Reducing the unnecessary usage of fashion products. In the modern lifestyle, people try to live an ideal life by decreasing the size of their wardrobe.	Lee, (2021). [72]
57	Fashion Retailers	Purchasing fashion products from the manufacturer or wholesaler and selling directly to the customer. Managing promotional activities, displaying items, and serving the customer. Fashion retailing is a cyclical business.	Cheng, Hines, & Grime, I. (2008). [73]
58	Subcultures of Fashion	Through cultural influences like music, art fashion popularized from generation.	Crane, (1999). [74]
59	Impact of Social Media on Fashion	Brand image and awareness can be built among fashion consumers easily with the help of social media marketing techniques. Digital marketing tools reach a wider range of young fashion followers.	Mohr, (2013). [75]
60	Global trends in the fashion industry	The fashion industry is currently facing cost pressure and geopolitical and economic challenges globally.	Scheffer, (2009). [76]
61	Androgynous Fashion	Androgynous fashion emphasizes personal style and comfort. It includes clothing that ignores gender binaries and embraces both feminine and masculine qualities.	Seo, (2011). [77]
62	Everyday Fashion	Fashion that includes relaxed, comfortable, budgeted clothing.	Buckley, & Clark, (2012). [78]
63	Fashion Buying	In fashion retailing, buyers pick and choose the products to be sold at their outlets every season, which is known as fashion buying. The buyers identify the consumer demands and market trends while	Entwistle, (2006). [79]

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		carrying out the fashion buying process.	
64	Upcycling Fashion	The amount of waste produced by the fashion industry is considerably high. Upcycling is a new trend that is depopulating the fashion industry, where the clothes old, worn out, or damaged are repurposed into new products.	Marques, Moreira, Cunha& Moreira, (2019). [80]
65	Brand Sustainability	A brand that undertakes sustainable practices in all aspects of its business is called a sustainable brand. Nowadays this is a decisive buying criterion and helps in building customer perception towards a brand.	Mandarić, Hunjet, & Vuković, (2022). [81]
66	Waste Management in Fashion	The waste generated through various activities in the fashion industry is thrown away or discarded in landfills. An efficient waste management system with the latest technologies and best practices needs to be implemented in the industry.	Carrico, & Kim, (2014). [82]
67	Recycling Technology	Recyclable waste materials are reprocessed into saleable products using recycling technologies.	Townsend, & Mills, (2013). [83]
68	Challenges in Fashion Industry	Competition, production difficulties, technological issues, social economic, cultural, environmental, and psychological factors.	Damayanti, Wulandari, Bagaskoro, Rianjanu, & Wu, (2021). [84]
69	Modest Fashion	Religion, faith, social and cultural norms, and personal preference are the main reasons behind the modesty of fashion.	Todeschini, Cortimiglia, Callegaro-de-Menezes, & Ghezzi, (2017). [85] Lewis, (2015). [86]
70	CSR in Fashion Industry	Enhanced brand recognition, public perception, and economic and environmental sustainability are important corporate social responsibilities of the fashion industry.	Busalim, Fox, & Lynn, (2022). [87]
71	Fashion Marketing	Advertising, public relations, developing potential customers, and trend research are tools of fashion marketing.	Brooksworth, Mogaji, & Bosah, (2022). [88]
72	Fashion Merchandising	Promoting fashion products and services, presenting fashion products to the right audience.	Winakor,. (1988). [89]
73	Management in Fashion	Managing fashion brands and labels, understanding fashion marketing, and ensuring the buyers about the availability of fashion products according to their requirements.	Abrahamson, (1996). [90]

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		Fashion management helps the industry to perform business smoothly,organizing, planning, and co-coordinating manufacturers, retailer, and end users.	
74	Fashion Consumption	Based on social, economical, emotional, and personal values. The pleasure of using new clothes, accessories, and cosmetics.	Dabas, & Whang, (2022). [91]
75	E-commerce in Fashion	Online buying is highly competitive. B2B, C2B, and D2C are models of Ecommerce.	Guercini, S., Bernal. & Prentice, (2018). [92]
76	Problems faced in Fashion Industry	Changing desires, talent deficit, environmental challenges, high production cost, increasing competition, difficulties managing inventory synchronization, and technological challenges.	Hilton, Choi, & Chen, (2004). [93]
77	Cultural Perspectives on Fashion	According to the cultural influence of a particular region clothing the clothing and fashion choices of people vary from place to place.	Hansen, (2004). [94]
78	Clothing Behavior	The entire spectrum related to clothing interests, consumer behavior, and appearance and clothing practices is regarded as the clothing behavior of an individual.	Jain, Singh & Rankawat (2011). [95]
79	Clothing as a means of communication	People use clothing as a means of a non-verbal system of communication to signify their age, gender, culture, and economic status. For ages, fashion has been used to communicate a person's thought process and ideals.	Rosenfeld & Plax, (1977). [96]
80	Personality Traits of Frequent Buyers	A person who is consciously making buying decisions is well-motivated, intuitive, and making repeat purchases may be regarded as a frequent buyer.	Goldsmith, (2002). [97]
81	Dressing for Personal Identity	Our dressing sense and the colors we choose reflect our mood, style, and personality and affect the way others perceive us. Fashion helps us shape our identity.	Gillani, Haider, & Jan, (2016). [98]
82	Personal values and Clothing	Personal values influence the purchase intention of a fashion consumer. The clothing an individual opts for is believed to be governed by his attitudes and values.	Hines, & O'Neal, (1995). [99]
83	Sociology of Clothing	Fashion and clothing are social phenomena- it reflects the cultural values, lifestyles, beliefs, and ethics of the wearer. Clothing is a social product that carries social meanings.	Crane & Bovone, (2006). [100]

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84	Fashion Consumption	Fashion consumption has three key phases: purchase, use, and disposal. Global apparel consumption rates have grown substantially over the years.	O'cass, (2004). [101]
85	Self-confidence and Fashion Choices	High clothing satisfaction has been said to affect the sociability of a person. Clothes that are well-tailored and flaunt the body of the wearer elevate self-confidence.	Jeon, (2007). [102]
86	BrandAffinity	Buyers tend to prefer branded clothes because it represents their social standard. Luxury branded clothes tend to increase self-esteem and provide a sense of belonging.	Manohari, (2021[103]
87	Adolescent Fashion	Teenagers turn to celebrities as their fashion role models. Adolescents use clothing to obtain social approval and acceptance; hence they look for vibrant and fashionable clothing to create their identity.	Dey, (2018). [104]
88	Brand Sensitivity among Youth	Among adolescents, brand sensitivity is related to peer influence.	Beaudoin, & Lachance, (2006). [105]
89	Importance of Body Image among Youth	A positive body image encourages focusing ontheir profession. Body image complements mental and physical health. Negative body image lowers self-esteem.	Oliver, (1999). [106]
90	Changing identities of Clothing	Clothing reflects the identity of the wearer. The taste and lifestyle of a person are the mirror image of their taste in clothing.	Twigg (2007). [107]
91	Fashion and its Social Agendas	It promotes decent work conditions. Good dressing sense gives confidence to the wearer in society. Novelty and conformity are also important factors in being a social animal.	Marwick (2001). [108]
92	Negative Impact of Fashion	Some of the negative effects of fashion are environmental pollution, impulsive buying, wastage of resources, and poor labor practices.	Gadhavi & Sahni, (2020). [109]
93	Current trends in the fashion industry	The fashion industry is experiencing some futuristic trends in business and products such as growing E-commerce, Androgynous fashion, ethical and sustainable clothing, and digitalization of production processes.	Pani & Sharma, (2012). [110]
94	Change in Textile Industry	Automation with increased workforce efficiency, and higher production outputs are the biggest	Tudor (2018). [111]

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		changes that the textile industry is witnessing.	
95	Futuristic Fashion	This style of fashion includes silhouettes, textures, and colors that reflect momentum and speed.	Ariyatum, Holland, Harrison & Kazi (2005). [112]
96	Cultural appropriation in fashion	Cultural appropriation is mostly observed in fashion when the designers incorporate traditional attire in a way that hurts the sentiment of belonging to a certain race or ethnicity.	Lee (2019). [113]
97	Gender Fluidity in Fashion	Gender-fluid fashion has always existed in fashion. Here the outfits or colors are not restricted for use b any one particular gender where as the fashion is regarded as unisex.	Chon, (2014). [114]
98	Controversial fashion	There have been several controversial fashions that are criticized by several social groups of interest. Some of the most controversial fashion trends are low-rise pants, exaggerated platforms, slouchy handbags, and micro miniskirts.	De Klerk, Kearns, & Redwood, (2019). [115]
99	Fashion consciousness among youth	Fashion consciousness is regarded as a person's interest in dressing and styling. Youth generally have high fashion consciousness as compared to any other age group due to the physical, mental, and sociological changes that they undergo during adolescence.	Stephen Parker, Hermans, & Schaefer, (2004). [116]
100	Fashion Innovativeness	It refers to an individual's degree of willingness to try on a new fashion trend.	Goldsmith, Moore & Beaudoin, (1999). [117]
101	Virtual Fashion	Virtual fashion is 3D clothing that is designed using special computer programs. It is a blend of fantasy and reality.	Crewe (2013). [118]
102	Social Values in Fashion	A person's social values such s modesty, decency, and dignity are depicted through the fashion opted by them.	Goldsmith & Stith (1993). [119]
103	Impact of Globalization on Fashion	The effects of globalization on fashion have both pros and cons. Due to the effect of globalization fast changing fashion is affordable at cheaper prices to the commoners, but this fast fashion is proven to be hazardous to biodiversity.	Jaafar Syafril Anwar, & Hakim (2019). [120]

Source: Author

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4.1 Summary of the Review:

After analyzing a large number; of research papers, the current status identified the following factors Psychological, social, cultural, personal needs, economic, and technological influencing on the wearer. The tendency to buy fashion products is mainly because of identity and social recognition in society. The same is summarized below:

(1) There is an impact on the population and their behavior, due to the influence; of various reasons. Such as the urge for buying, modesty, and dignity.

(2) Fashion consciousness to a large extent, and hence the buyer needs to incorporate within their economic limit.

(3) In a corporate environment, body image complements mental and physical health and boosts the worker to be more productive. Clothes and fashion are always important for all generations to prove themselves in society.

(4) Fashion trends always keep the person alive and support to be in the scene. Customization is practically an advantage for a competitive wearer which helps to hide body flaws. Hence fashion grabs the attention of youngsters, and causes anxiety, depression, and inferiority when it is not fulfilled.

(5) Brand sensitivity among adolescents influences highly and they look for vibrating fashion. Androgynous fashion emphasizes personal style and comfort. It ignores gender bias and embraces both masculine and feminine qualities.

(6) Advanced technology increases workforce efficiency, E-Commerce, and digitalization improve the business of fashion. Futuristic styles- texture, color, and silhouette, reflect the quality of production.

(7) Negative impacts are resource management without proper plans, poor labor practices, waste management, sustainability level, and conflicts between the manufacturer and consumer due to mi matching, highly-priced fashion products. Social and ethical ignorance is also considerably affecting the fashion business.

5. IDENTIFIED ISSUES IN TREND :

Based on the literature review, eight areas are identified that influence consumer behavior trend-setting in fashion. Following are such factors observed - Psychological, regional, religious, Social, Cultural, Personal, Economic, and Technological vectors, independent and interdependent. All these vectors mentioned have an impact in terms of technology the wearer uses in response to a new trend and engages the customer. Coupled with these, it also has the sub-categories like gender and educational levels, financial status, and region.

6. IDEAL SOLUTION AND PRESENT STATUS :

The Ideal solutions that need to be for better trend-setting and better perception would be as follows:

 (1) The designer can set themselves new popularization fashion products. Tune in to upcoming designs.

 (2) Pay attention to current runway fashion. Design according to changing desires of the client.

(3) The trend analysis needs to create a visual impact in terms of visual merchandising and better sourcing.

(4) Change the brand's message to reach people effectively buying the fashion products. Efficiency and demand for good quality at lower priceneed to be given importance. Buyer's tie-ups and customer service are also considered when deciding the trends.

(5) The customer benefits like the styles they want faster than the competitors. Differentiation and affordability facilities need to be taken care of.

(6) Quantities to enhance stock availability to the customer, differentiation, and exclusivity is visible through the attention of each group of customer. Deciding the color, and texture look for the upcoming season is very important to attract the buyer to new trends.

(7) Creating an environment of nurtured, valued, attributes, including evolving consumer behavior and rising adoption of new styles.

(8) Helping customers to know what they need to wear. Promoting through social media, runway fashion shows, etc.

(9) Keeping simple trends building current styles, and attracting more people to follow the trend without much complication. Unique trends will reach the client easily.

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7. RESEARCH GAP :

Clothing behavior today has shifted from global consumerism to a meaningful, personalized experience. However, the lack of empirical evidence on the contribution of transformative clothing, in changing the personal values of young adolescents is boosting confidence. Researchers have determined that awareness, authenticity, and relationship with transformative effects and fashion sense. Regardless of this several studies have focused on addressing the impact of fashion on young adults and the transformation effect. This is another critical research gap. The findings of this study suggest that the fashion consumer attitude and behavior gap requires further exploration. This review identifies a void in the current state of adolescent behavior in the present fashion scenario and provides useful information regarding the wearer and their behavior. Previous researchers studied fashion consumption and results show that consumers tend to use clothing if they were meeting consumer needs.

(1) The majority of the research that happens in India is in the area of fashion production and consumption. This paper throws light on the major factors influencing the wearer.

(2) A need for the study is to understand the influence of fashion on the wearer for several reasons. Consumer needs as well as the manufacturer for production and promotion.

(3) Changing desires of the consumer are not studied in depth. The talent deficit of the designer is also observed at the micro level. The concentration of the least considered area is the basic intention of this research paper.

(4) Also, there is insufficient data on the influence of customer perception when it comes to fashion products and the reasons behind buyers' choices and purchases.

(5) Few researchers are doing; research- in this area as the back-end operations of a retail store is the factory that makes this furniture.

(6) Few research papers concentrated on consumer conversations relating to trends. While conducting research we came across some negativity related to the fashion trend.

(7) Very few studies are available for developing strategies to create a better perception in the fashion trend retail industry.

(8) Shopping anxiety of customers is also not studied by the majority of researchers.

(9) Fashion influencers are not studied in depth in previous research papers.

8. SUMMARY OF DECISION-MAKING VARIABLES BASED ON LITERATURE REVIEW :

S. No.	Research Area	Focus Area	References
1	Celebrity styles	Beauty coverage, and dressing according to the occasion is the contribution of celebrity fashion. Fashion followers take inspiration from celebrities.	Um, Jang, (2020). [121]
2	Popular Trends	Popular fashion trends signify a specific look or clothing that is popular across the population at a particular point in time and place.	Jalil, & Shaharuddin, (2019). [122]
3	Trend Forecasting	Trend forecasting is a fashion forecasting method that uses market research data to analyze future trends and predict the styles to be popular in the forthcoming season.	Garcia, (2022). [123]
4	Trends in Fashion retail	With changing consumer expectations, the retail fashion industry has seen some changes in trends such as the growth of E-commerce platforms, the use of Artificial Intelligence tools in retail space, and the automation of retail operations.	Jin, & Shin, (2020). [124]

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5	Street Style	Street style is a fashion that does not strictly focus on current fashion trends and is more focused on demonstrating multiple individual identities.	Gaugele, (2019). [125]
6	Fashion Trends and its social agenda	The dressing trends possess a variety of agendas besides being a visual way of presenting one's self. The major social agenda of fashion is conveying one's social status, and passing on information regarding your social choices to the onlookers.	Sharan & Jha, (2019). [126]
7	Fashion Journalism	Fashion journalists play a vital role in setting popular fashion trends as they are responsible for publishing articles, write-ups, and reviews and popularizing a fashion style.	Castaldo Lundén, (2020). [127]

9. RESEARCH AGENDAS OF FASHION TRENDS INTHE MARKET IN A SPECIFIC STUDY:

Based on this literature review, the research scholar proposes the following:

(1) To investigate consumer attitudes toward fashion trends

(2) To further investigate the buying behaviors

(3) To assess the trend-setting factors

(4) To investigate; what message is impactful via digital media for better footfall

(5) To provide better information to designers and trendsetters.

(6) To ensure that analyzing the factors of the trend will benefit, those who are involved in the fashion industry.

10. FINAL RESEARCH PROPOSAL ON CHOSEN TOPIC :

10.1 Title: A comprehensive study on young adolescent'sperception of appearance and body satisfaction

10.2 Purpose: The learning cum study will bring out and highlight youngsters' perception and confidence in Mangalore and Dakshina Kannada (DK) district, especially, college-going youth we have experienced the changes that have happened in the buying capacity of individuals in terms of their product preferencessuch as expensive, branded clothing and accessories to the changes in their social, cultural economic reasons in general.This research focuses on young adolescents' perceptions and behavior regarding fashion adoption. The study encompasses some important; factors such as appearance and body satisfaction, and changing scenarios in fashion.

10.3 Research and investigative Objective: The subsequent; objectives of the study are below mentioned-

(1) To examine young adolescents' perceptions of body image and confidence.

(2) To compare buying fashion products for different reasons.

(3) To analyze the factors that impacts the buying behavior of youth.

(4) To analyze the impact of media, and changing scenarios in fashion.

(5) To explore fashion trends and activities in fashion.

10.4 Proposed methodology:

Study population: The people under study consist of young fashion consumers (college students of various institutions), studying under different streams in Mangalore and D.K.

Study sample: A sample population; of male and female students under the age group of 18-24 will be chosen; among the different colleges in Mangalore and Dakshina Kannada districts.

Study Instruments: A well-structured, prearranged questionnaire would be used for the study. This questionnaire will be pre-meditated in the Likert scale setup. The primary part of the questionnaire will be based, on respondents' demographic profiles, while the second section will focus on the factors that affect young adolescents' perceptions and behavior toward new fashion products.

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Study procedure: The information gathered would be primary, using a validated questionnaire, and the secondary data collected from various sources such as published books, journals, scholarly and researched articles, opinions blogs, books, websites, research news, reports, and other related projects. Examination and explanation from the Leaning: The in-sequence data gathered; from main- sources will be put; to test using the app and statistical package test.

10.5 Consequences and answers from the learning: The findings and the results will be published utilizing relative- tables, stream charts, and metamorphic depictions for educational and technical explanations.

10.6 Conclusions and implications of this learning: This conclusion will get big and more significant once the findings are assimilated; a light on the main factors of youngsters' perception and the suggestions will improve personality and image perception of the wearer and their behavior after grooming. The findings of the study will be suggested, to the Fashion industries and Fashion institutions for implementation.

11. ABCD LISTING :

ABCD framework analysis is engaged here to analyze every individual characteristic of young student perception in a fashion atmosphere. ABCD framework; will help us to understand the effectiveness of a particular process, strategy, or concept that a fashion stylist or designer introduces in the fashion industry [128]. Every research proposal has pros and cons; hence ABCD's way of analysis allows us to analyze from multiple angles; this avoids the chances of missing something in the whole gamut of doing the detailed study. It also gives us an idea of analyzing; the research proposal based on various (1) Advantages, (2) Benefits, (3) Constraints, and (4) Disadvantages of research work, on the topic of Fashion Trends and image-building perception [101] and the same is listed below:

11.1 Advantages of appearance and body satisfaction perceptional studies:

(1) The study will help us understand the fashion trends on young adolescents' perception, what drives them to buy, and what can be implemented while designing new fashion articles such as clothing, accessories, cosmetics, etc.

(2) The study will make us know the personality traits and behavior of the participant after experimenting with new trends.

(3) The study will mainly focus on personality and image building connected with the confidence level of the wearer.

(4) The study will also cover trend-setting factors as well as standalone single-store retail and multi-store retail.

11.2 Benefitsof appearance and body satisfaction perceptional studies:

(1) The study will tell us what mistakes to avoid in the process of improving personality development, buying behavior, and managing ourselves with limited resources.

(2) The benefits of this study would help retailers forecast various seasonal demands

(3) The study will help to improve the dressing and grooming habits of the young generation. Train young adolescents to look good with sustainable, reusable materials.As they identify the perceptions and overcome inferiority complex.

11.3 Constraints of appearance and body satisfaction perceptional studies:

(1) Customers visit retail outlets with families within a time frame and they may be busy in the process hence there could be a situation in which they may feel intimidated sometimes.

(2) Few retailers may restrict the movement of the researcher on their premises

(3) Few customers may also be not open to questions due to time constraints

(4) Indeed, the perception of customers while researching could also lead them to think that their data could be compromised.

11.4 Disadvantages of appearance and body satisfaction perceptional studies:

(1) Perception of youth could also be; influenced by others whom they meet in society; it could be various groups or a few known people who they meet during their daily interaction. Their influence may change the perception of a student or group of young adolescents.

(2) Since students are included and not the general public, the age group below and above 18-25, perspectives; will be missed out.

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(3) To improve self-image, an overwhelming, and confusing state of mind will contribute negative impact. Grooming policies reflect to reinforce outdated and may be disproportionately enforced against youngsters would limit their confidence.

(4) Liking and disliking trends and styles will be not constant. Due to fluctuations in mental choices, the survey won't be providing accurate data.

12. LIMITATIONS TO IMPLEMENT RESEARCH ACTIVITIES ACCORDING TO THE PROPOSAL :

(1) Parents to keep a watch over their children of wasting much of their time in grooming themselves or their studies. Parents restrict their children spending on clothing and fashion products.

(2) Too much information regarding recent trend and styles block the minds of adolescents and distract their studies.

(3) The desire to look nice can take over money and life.

(4) Fashion corrupting young minds and they constantly thinking about their appearance, that leads to negative impact in studies.

13. SUGGESTIONS TO IMPLEMENT RESEARCH ACTIVITIES ACCORDING TO THE PROPOSAL :

(1) Establish the population to study: The young adolescents to be studied are; the study inhabitants or population, which will be determined; by consulting various colleges in the DK region and consultation with the fashion designers

(2) Develop and adopt study methods and methodologies: A learning survey questionnaire will be developed; by the researcher; based on the buying and using habits of youth, and youngsters to identify their buying habits. Engaging, the Likert scale format is subject to validation or substantiation process.

(3) Carry out to collect data: After substantiation of the questionnaire that is going to be, used a: survey questionnaire to be distributed; among the sample population for primary data collection. The less important secondary facts will be composed of various websites, journals, reports, thesis books, blogs, newspapers, and magazines

(4) Execute data study: SPSS software will be engaged in analyzing the data collected and SPS will be applied to operate and assess the data composed. Every variable will be subjected to expressive statistics in the form of the incidence/ frequency with percentages and permanent variables will be subjected to mean and standard deviation. ANOVA test shall be undertaken for analyzing and evaluating various groups' similarities and student t-tests (unpaired) will also be used to compare incessant variables

(5) Result in understanding and explanation: The findings and the result will be published utilizing comparative tables, stream charts, and metamorphic representation for academic and industry explanations

(6) References and Bibliography: A range of inputs will be engaged: to take it forward: blogs, books, publications, websites, various web applications, thesis publications, and many more will be referred, to for the sake of going deeper and stronger in the chosen field.

14. CONCLUSION :

Fashion is an aesthetic expression. Age, personality, occasion, and dress are illuminated. Body image is depending on various factors pursued. Generally, clothing depends on social status, economic background, religion, and culture broadly. We know that demand for fashion products will increase due to new styles, and trends coming up all over the country, a retailer needs to be ready in terms of the demand that will be there for multiple ranges of products. This study aims to fill up the gap in the scholarly literature review on fashion trends and image building. Most of the empirical studies were to understand the customer in general. Demographic vectors of a family and the number of children and their relationship in making clothing choices to the final member especially boys and girls of the same age group were taken to study. The studies revealed that various factors in the area of study either created a positive or a negative impact on the wearer's decision making, method of buying fashion products. The studies also proposed several changes that could be done at the presenting level of one'spersonality to build self-confidence and improve self-esteem. This study also teaches us to know the needs of a customer for better living rather than feeling negative. This would bring efficiency to

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the young generation without thinking of their body image; they can concentrate on their studies and future success. There is ample scope for well-dressed people to match the situation.

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