

Views of Adolescent girls about adolescent girls.

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OBJECTIVES

- To find out the respondents' perspectives regarding fashion and the extent to which they conform to fashion.
- To evaluate what persuades adolescent girls to adopt fashion

ABSTRACT

The research study was aimed to find out the views of fashion amongst the adolescent girls and to find out what persuades them to conform to fashion tactics. The research was conducted through a convenient sample of 100 adolescent girls. Several aspects regarding adolescent girls were examined which comprises of their abstract idea of fashion, their views regarding fashionable clothing, their extent of conforming fashion and more importantly the persuasive factors by which they attire fashion. The results revealed that adolescents stated their personal style as their definition of fashion, conceptualizing short shirts and patiyalaz as today's fashionable clothing and adopting every latest fashion so as to give an impact of being stylish.

Key words: Fashion, Adolescent girls, Conforming trends