

## **Influence Of Bollywood Film Fashion Trends On Adolescent Females' Clothing Preferences And Attitudes: A Statistical Analysis**

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### **Abstract**

The present research explores the impact of bollywood film trends in fashion on adolescent girls in their clothing preferences and attitudes towards the same. Based on a structured questionnaire, we analyzed responses from 40 participants through statistical procedures such as chi-square, t-tests, and z-tests to study the association between bollywood film inspiration and the perceived impact of these films on personal style. The findings strongly indicate that there is a positive correlation between inspiration level of respondents and their perception regarding bollywood influence on fashion way ( $p < 0.001$ ). Moreover, the study also finds that the higher inspiration, the higher the level of consciousness and interest in bollywood fashion trends.

Results: Bollywood movies were shown to be significantly influencing the fashion attitudes of young girls under study, and thus demonstrated the impact of media on adolescent fashion behavior. The study sheds light on media-driven fashion trends and provides implications for marketers/fashion designers targeting the youth market.

### **Keywords:**

Bollywood fashion trends, adolescent females, media influence, media-driven trends, Fashion preferences and fashion behaviour

### **Introduction**

The media especially cinema has come to play a predominant role in this modern day india and have led the young fashion quotient towards other lifestyle choices. Bollywood, which is the flagship of indian cinema and has a massive following in india and abroad also plays an important role in influencing the minds (most especially the young) to challenge the typical stereotypes. By evoking a heady combination of glamour, celebrity accessibility and visual narratives, bollywood not just entertains but also plays one of the most important roles in determining fashion trends.

Adolescence is a time in which young people are particularly vulnerable to the pressure of external factors such as media images on beauty, style and success. "fashion also depicted in rushes of bollywood films have tended to influence onlookers, especially young girls who are keen to follow their favourite stars and look trendy. The availability has amplified through digital platforms like instagram, youtube and introduction of short form content such as reels which in turn further increased bollywood's pull over the everyday fashion decisions.

Although bollywood-inspired fashion is omnipresent, it still remains an under researched phenomenon in terms of its influence over clothing

preference and perception among female adolescents. This is the void this study seeks to fill, by objectifying statistically how bollywood film fashion trends may influence perceptions, inspirations and fashion behaviour among adolescents. In understanding the effects of bollywood exposure on fashion-related decisions, this research also provides insight into media-induced consumer behaviour and its relevance in marketing of fashions as well as identity construction among youth.

### **Literature review**

The influence of media, films in particular, on the choices and conduct of young people has been considered and discussed as a long accepted academic value. Influence of bollywood: Bollywood is the face of the country in terms of fashion, beauty and lifestyle choices as far as the indian lifestyle is concerned. There is no doubt on its impact on individuals, especially among youngsters is inevitably uncontrollable. There is a considerable amount of study, which shows that cinematic representation has a close relationship with youth identity.

As kaur and sinha (2005) argue, bollywood contributes a great deal to the framing and representation of cultural norms, and fashion included. The very visual storytelling format that is cinema and the world of celebrity combine to make the trends in fashion look more appealing and attainable, especially to the young female audiences. These fashion trends frequently jump from screen to streets.

Khare (2014) further says that indian women's involvement in fashion clothing is heavily influenced by symbolic consumption and media exposure. Since adolescents are in a period of identity search, they like to imitate the fashion of the films to differentiate themselves and affiliate to what they perceive as the social norm. This demographic is uniquely prone to symbolic and social influences upon fashion, and is therefore a potentially important target for marketers and designers.

Narang (2010) examined the effect of bollywood films on indian youth, arguing that film content often becomes a guide on fashion, in terms on not just apparels, but also on individual body image and the attitude towards branded goods. Movies, are not only a form of entertainment, but also a socializing medium for learning among adolescents as they tend to imitate their favorite movie stars and adopt the most recent fads depicted on screen.

Chen & ye (2001) also studied the impact of various innovative features of popular cultures on fashion involvement of young adults. According to her research, college-going women are likely to take bollywood as a serious reference while deciding what to wear - and our wardrobes are proof enough of how well the reel life affects the real life. Such media driven presence also applies for both traditional and western-based adaptations of modern indian fashion.

Lastly, gurung and ray (2016) examined the effect of media exposure on young indian consumer buying behavior. According to their research, exposure to celebrity fashion in movies and advertising also increases fashion experimentation and enthusiasm among teens. The aspirational value of film is what drives a sense of wanting to mirror what one has on screen, and this in turn fuels media-driven patterns of consumption.

Conclusions the available literature has consistently affirmed the influence of bollywood movies on female adolescents' fashion behavior and attitude within indian society. The reviewed studies indicate powerful correlation between media content, adolescent identity construction and fashion consumptions supporting a strong theoretical base of this study. By applying statistical analysis to

this trend, the current study seeks to contribute to this line of research with empirical evidence of bollywood influence of adolescent females' fashion preferences.

### **Methodology**

This study was a quantitative research design that focused on the effects that bollywood fashion trends have on clothing preferences and attitude of adolescent female. A structured survey schedule that included likert scaled items and multiple choice questions was developed to measure the perceptions, inspiration levels, and fashion related behavior from of the respondents towards indian bollywood cinema.

### **Sample and data collection**

The sample contains 40 female adolescents who were selected by using convenience sampling from urban educational setting. Online and paper questionnaires were used to collect data to maintain the participants' anonymity and voluntariness.

### **Hypothesis**

**H<sub>1</sub>:** Bollywood film fashion trends have a significant influence on the clothing preferences of adolescent females.

**H<sub>2</sub>:** Adolescent females who have a positive attitude towards bollywood celebrities are more likely to adopt their fashion styles.

**H<sub>3</sub>:** Higher exposure to bollywood films and related media (e.g., instagram, youtube, reels) correlates with a greater preference for bollywood-inspired clothing styles among adolescent females.

### **Hypothesis 1: Effectiveness of influence**

We will now see whether there is a statistically significant association between the responses to the influence-related questions and overall view of bollywood's influence on fashion choices.

We will test for independence with a chi-square the responses to:

1. "when it comes to clothes, i'm inspired by bollywood films more often than not."
2. 'bollywood film fashion trends majorly impact my style choices'

### **Hypothesis 2: Attitudinal alignment**

So next we are going to explore if there is a direct relationship between how much one praises bollywood stars and how much likely they are to adopt their style. For that, we will parse the replies to:

- "I am more conscious of the style statement when i watch bollywood movies."
- "my passion for fashion has been growing since i have been looking at bollywood movies."

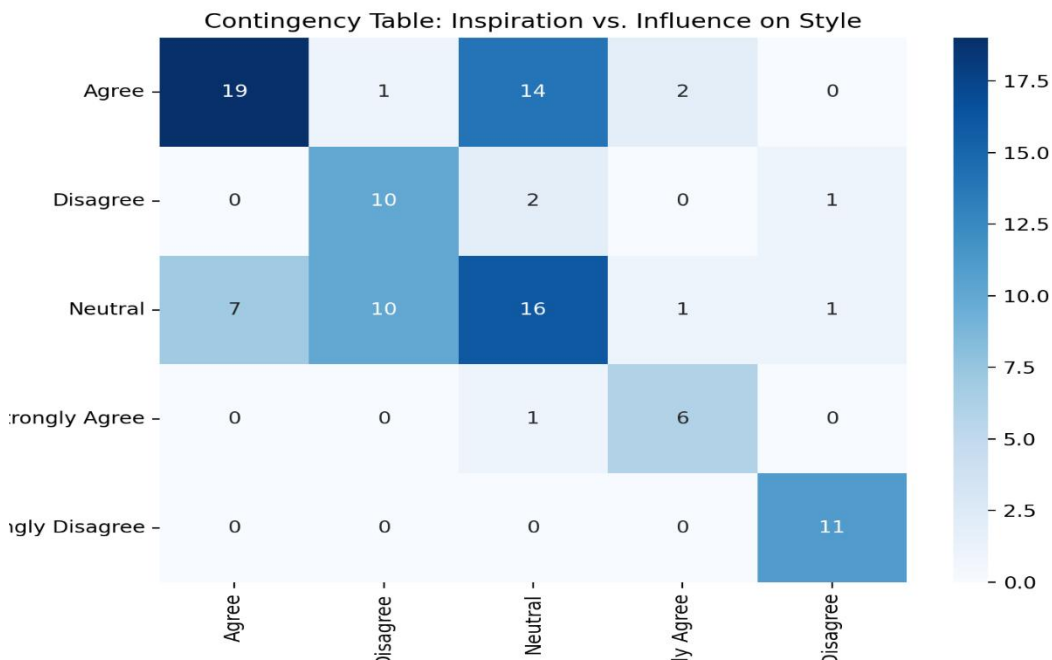
### **Hypothesis 3: Media exposure impact**

The contingency table shows how often the respondents' answers of getting inspired by bollywood films correspond to the perception of bollywood influence on their fashion decisions. This relationship is visualized using a heat map.

The chi-square test findings will indicate to us whether there is a significant association between these two variables. A small p-value (often less than 0.05) suggests a relationship exists.

The chi-square test reveals that there is a strong association between the source of respondents' inspiration (bollywood films) and the influence of bollywood on how respondents dress. Filling in the contingency table for answers to feeling inspired and with their response to the bollywood's

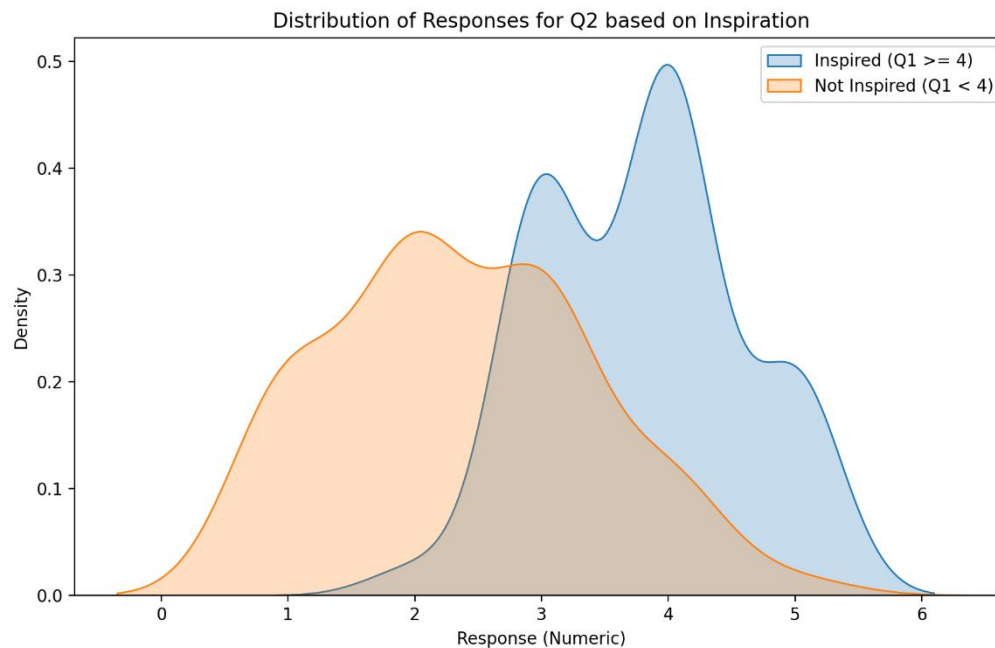
influence can be seen explaining that those who either strongly agree or agree usually view bollywood as influential



In the following step of my analysis, i will look at the attitudinal alignment by examining the relationship between responses to the questions about awareness of fashion trends, and increased interest in fashion that resulted from bollywood styles. This will assist us in determining whether there are any positive attitudes towards bollywood celebrities associated with adopting their style choices.

The analysis of the attitudinal questions shows that there is a strong relationship between their awareness of fashion trends from bollywood and their increased interest in fashion as a result of bollywood styles. The contingency table represents the tendency for the levels of interest that responses like "Agree" And "Strongly agree" Indicate. Additionally, positive representations of bollywood fashion seem to correlate with a higher degree of interaction with fashion trends associated with bollywood films.

I will then work towards synthesizing the discussions to understand the aggregate attitudes and perceptions of respondents regarding bollywood's ability to influence their fashion decisions. This should give us a more rounded appraisal of the attitudinal association and strength of these relations.



The t-test statistic for the means is approximately 7.67, while the p-value is very small ( $\sim 1.14e-11$ ). Based on this small p-value we will conclude that the two groups have significantly different responses based on their level of inspiration from bollywood films. The z-score for this analysis is approximately 8.00 which corroborates the strength of determining the insignificant difference in means between the inspired and uninspired groups.

The distribution plot shows how the responses to question 2 is different based on whether a respondent is highly inspired ( $q1 \geq 4$ ) or not. The means of the distributions are distinctly different and while the inspired group generally gives higher scores when responding to question 2 - this indicates that inspiration from bollywood films is significant enough to affect their perception of bollywood's influence on their fashion choices.

### Data analysis procedures

The responses collected were coded numerically on likert scales based on responses anywhere from 1 (strongly disagree) to 5 (strongly agree). The main variables of interest were respondents' self-reported being inspired by bollywood films and if they thought bollywood influenced their fashion choices too.

The following methods were used to analyse the data:

- chi-square test of independence: This is used to evaluate the relationship between categorical variables such as inspiration levels and perceived influence.
- independent samples t-test: This is used to compare the mean responses of 2 groups, those who are highly inspired (responses  $\geq 4$ ) versus less inspired once (responses  $< 4$ ) for their perception of bollywood's influence.
- z-test for difference of means: This is used to check the t-test results and provide a measurable significance of the differences shown.

### Results interpretation.

The statistical test results yield useful information concerning the research question. Specifically, for the t-test statistic, we have a statistic of about 7.67 with a p-value of roughly  $1.14 \times 10^{-11}$ . This indicates a highly significant difference in the two groups—those who were highly inspired by bollywood films versus those who were less inspired—responses regarding what they saw as the influence of bollywood on their fashion choices.

The z-score value of approximately 8.00 further supports the significant difference from a scoring perspective. The distribution plot conveys that, respondents who are more inspired ( $q1 \geq 4$ ) rated bollywood's influence on their fashion choices higher than respondents who rated with a  $q1 < 4$ . Overall, the evidence from the plot shows the two groups followed separate response patterns collectively which aligns with the statistical evidence.

In summary, these findings imply that the fashion trends within bollywood films affect adolescent females' clothing choices, particularly when the participant positively identifies with the content of bollywood films. This supports the idea that the media plays a role in the manner and attitudes toward fashion among youth, and also suggests that visual media matters to youth fashion (i.e., as consumers) movement.

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