FACTORS AFFECTING THE IMITATION OF FASHION COSTUME OF GIRL TEENAGERS

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Abstract- This research is conducted with the objective to study factors affecting fashion imitation of fashion costume of girl teenagers, case study of Siam Square area, Thailand. Data is gathered from 365 girl teenagers in 15-24 years-old, who come to Siam Square area, by using questionnaire. The quantitative data approach uses in research by percentage, means and standard deviation. The research result found that media, taste, person, and price factors affecting the imitation of fashion costume of girl teenagers. Most of the girls imitate clothing and accessory in moderate level. Media, taste, person, and price are also affect the imitation in clothing at moderate level . While, media and price are the factors affecting the imitation of fashion costume of girl teenagers in accessory at high level. The results are the preliminary information, which use to be guideline to promoting an information literacy and developing appropriate media for girl teenagers.

Index Terms- Girl teenagers, Fashion imitated.

I. INTRODUCTION

Advancement of information technology and communication device creates a diffusion of culture in each society to other places. Interception or avoidance from the effect of cultural diffusion is difficult. Thailand is not different from other nation, affected by cultural overflow as, mostly, is a western culture; moreover, Thailand is an open society, making a swift absorption, especially teenagers. Thai teenagers in the global era, therefore, are aggressive, trend leader; they leave the adult one behind. Current western culture affects teenager severely as being seen by the costuming of them. Most teenagers dress according to the wave and based on western culture, affecting casual clothing to be changed and, especially teenagers in Siam Square aria as they hold a self-assertion in western society. Sociologists discovered that an imitation or group obsession is from a concern of social status of imitator. The imitated models are modern and educated people. The imitation is done because it makes the imitators gaining social status near the imitated one. Teenager is a small group and has low economic and social status ,and obsessive behavior more than the other groups, signifying as the protesting of general behavior tradition as accepted by society as teenagers are unable to do, such as appropriate costuming to create stable status for the group ending as protesting expression, for example unkempt dressing, unusual clothing, hair style and violation of social tradition. These could be seen as social norm which teenager could not join in Thai society as the conditions may not be in formality with
western. Group obsession is in good financial status teenager group or good social teenager group and bad social teenager group as the first group may have a way or opportunity in higher expression[1] Nowadays, fashion goods, such as shirt, pants ,shoes and accessories, such as bracelet, necklet, earrings, ring, shoes, bag and hat have a high role in economic system. They have different competitive market. A competition in fashion is different from other competitors to seize market share as fashion does not emphasize on price competition but emphasize on product development to be different to seize consumer group who has different demand; therefore, a new innovation is invented making good quality and beauty. Fashion wave and leading shopping center in the center of Bangkok Metropolis, Siam square area. The Siam square area is a place gathering teenagers and near every department store, making the place to be popular. As most people, especially teenager call it as “Siam” and from that point as an important meeting point, it is the shopping center collecting money from teenagers in first rank. Clothing and accessory whatever model will be released in Siam Square area first; this states the point expressing social communication and act and this factor of communication makes the Siam Square to be the meeting point of teenagers who love fashion and modernism in the middle of important and popular-increased shopping centers hidden with social values in fashion. This make the researcher interest and aware the importance of fashion costume role in current society as what factors affecting imitation of Thai girl teenager causing materialism and in order to know important factors making the teenagers to have social values and attitudes in the way of life of teenagers. The research results are utilized as a preliminary information for promoting an information literacy and developing appropriate media for girl teenagers.

II. LITERATURE REVIEWED

Imitation is an advanced behavior whereby an individual observes and replicates another's behavior. Imitation is also a form of social learning that leads to the "development of traditions, and ultimately our

culture. It allows for the transfer of information between individuals and down generations without the need for genetic inheritance."[2] The word imitation can be applied in many contexts, ranging from animal training to international politics.[3] People learn through observing others' behavior, attitudes, and outcomes of those behaviors. "Most human behavior is learned observationally through modeling: from observing others, one forms an idea of how new behaviors are performed, and on later occasions this coded information serves as a guide for action."[4]. The term generally refers to conscious behavior; subconscious imitation is termed mirroring.

III. METHODOLOGY

The study of factors affecting the imitation of fashion costume of girl teenagers , which was a case study of Siam square area, was based on aquantitative method. The population used in this research is girl teenagers who come to Siam Square area. As for the sample, it is unable to identify certain population; therefore, this study utilized the sampling method of Cochran [1977] to obtain 365 samples.[5] The Cochran's formular shown below

$$n = \frac{P(1-P))^2}{e^2}$$

n = Sample group size P = Proportion of population to be randomized Z = Confident level determined by the researchers Z = 1.96 at 95% of confidence level (.05 level) e = Proportion of tolerance

The questionnaire utilized in the study consisted of checklist, Likert scales and comprised four mainparts. The first part of questionnaire included the questions of demographic concerning, age, education, occupation, and income. The second part of questionnaire included the respondents' opinion in factors affecting the imitation of fashion costume. The third part concerned with the level of the imitation of fashion costume. And the last part concerned with recommendation of respondents. Data collection was done by purposive sampling as the researcher observed external personality of respondents in order to obtain the respondents in specified range, then the questionnaires were distributed for girl teenagers between 15-24 directly and waited for obtaining the questionnaires back to collect data according to target group.The duration of the study is from October 15, 2016 to November 15, 2016. Data gathering tool includes the questionnaires to find the percentage, means and standard deviation.

IV. RESULTS OF THIS STUDY

The descriptive statistics was used to assess factors affecting the imitation of fashion costume of girl teenagers. It is shown as Table I to Table IV. The demographic related to the respondents, from the study, it is found that

TABLE I PROFILE OF THE RESPONDENTS

Items	100% (N=365)
1. Age	
15 – 18 years old	41.60
19 - 22years old	41.40
23 - 24years old	17.00
Total	100
2. Education	
High school /vocational education	44.60
Two years college	6.80
Bachelor degree	38.60
Master degree	9.90
Total	100
3. Income	
lower than 10,000 baht	49.30
10,000 – 15,000 baht	28.20
Upper than 15,000 baht	22.50
Total	100
4. Occupation	
Company Employee	32.60
Entrepreneur	6.58
Government officer	4.11
Student	41.64
others	15.07
Total	100

From TABLE II, The profile of respondents revealed thatmost respondents are between 15-18 years old. Most of them have education level in upper secondary education/ vocational education 44.60% and they have an income lower than 10,000 Baht or 49.3%.Occupation, 37 percent be students.

TABLE II FACTORS AFFECTING THE IMITATION OF GIRL TEENAGERS' FASHION COSTUME

Factors Affecting the Imitation	100% (N=365)
1. Medias (Magazine, TV, window show, etc)	39.46
2. Persons (actors, actress, artists, singers, etc)	17.52
3. Taste	16.17
4. Price	26.85
Total	100

From TABLE II, It is shown that factors affecting the imitation of fashion costume in respondents'opinion consisted of Medias, Persons, Taste, and price

TABLE III LEVEL OF THE IMITATION OF FASHION COSTUME

Types of fashion costume	$\bar{X}$	S.D.	Level	Ranking
1.Clothing				
1.1 Shirt	2.39	.79	Moderate	1
1.2 Pant	2.04	.67	Low	5
1.3 Skirt	2.07	.68	Low	4
1.4Short Dress	2.13	.71	Low	3
1.5 Long Dress	2.24	.74	Low	2

Total	2.84	.94	Moderate	
2. Accessory				
2.1 Bracelet	2.38	.78	Moderate	4
2.2 Watch	1.98	.66	Low	6
2.3 Necklace	2.45	.81	Moderate	2
2.4 Earrings	2.41	.79	Moderate	3
2.5 Ring	2.52	.83	Moderate	1
2.6 Shoes	1.74	.58	Low	8
2.7 Bag	1.82	.60	Low	7
2.8 Hat	2.12	.70	Low	5
Total	2.65	.88	Moderate	

From TABLE III, It is found that fashion products in category of clothing, such as shirt, pant, skirt, short dress, long dress affect the imitation of fashion costume of girl teenagers in moderate level (□ = 2.84, S.D.= .94); as for the shirt, it is in moderate level (□ =2.39, S.D.=.79). In category of accessories, such as bracelet, necklet, earrings, ring, shoes, bag, hat, they affect the imitation of fashion costume of girl teenagers in moderate level (□ =2.65, S.D. = .88); the imitation of fashion costume of girl teenagers in moderate level is such as bracelet (□ =2.38, S.D. = .78), necklet (□ =2.45, S.D. = .81), earrings (□ =2.41, S.D. = .79)and ring (□ =2.52, S.D. = .83). Because of income lower than 10,000 Baht/month, they can buy only necessity goods such as shirt, bracelet, necklet, earrings and ring.

TABLE IV OPINIONS IN THE ASPECTS OF MEDIA/PERSON, TASTE , PRICE AFFECTING THE IMITATION OF GIRL TEENAGERS WITH CLOTH

OPINIONS	$\bar{X}$	S.D.	Result	Ranking
1. Media and Person				
1.1 famous, well-known and currently popular celebrity/ singer/ actor/ modeling	3.54	1.17	High	2
1.2 social media	3.69	1.22	High	1
1.3 TV program	3.14	1.04	Moderate	3
1.4Magazine	3.09	1.02	Moderate	4
Total	3.37	1.12	Moderate	
2. Taste				
2.1 personal taste	3.41	1.13	High	1
2.2 Have an idea to change dressing style	2.95	0.98	Moderate	3
2.3 Acquaintance influencing in change of dressing style	3.24	1.07	Moderate	2
Total	3.20	1.05	Moderate	
3. Price				
3.1 Price suitable with quality of products	3.68	1.22	High	1
3.2 Able to bargain	2.98	0.99	Moderate	2
Total	3.33	1.10	Moderate	

From TABLE IV, It is found that overall opinions in the aspects of media, taste, price affecting fashion imitated dressing of girl teenagers in moderate level (□ =3.37, S.D.= 1.12), (□ =3.32, S.D.= 1.05) and (□ =3.33, S.D.= 1.10); if considering in each aspect, it is found that the opinions in the factors of media from famous, well-known and currently popular celebrity/ singer/ actor/ modeling and social media affect dressing imitation of girl teenagers in high level (□ =3.69, S.D.=1.22) and (□ =3.54, S.D.=1.17). As for the opinions in the factors of taste affecting dressing imitation of girl teenagers, it is found that dressing style of most girl teenagers depends on personal taste in high level (□ =3.41, S.D.=1.13). As for the opinions in price affecting dressing imitation of girl teenagers, it is found that price must be suitable with quality of products in high level (□ =3.68, S.D. =1.22).

TABLE IV OPINIONS IN THE ASPECTS OF MEDIA/PERSON, TASTE , PRICE AFFECTING THE IMITATION OF GIRL TEENAGER WITH ACCESSORY

Opinion (s)	$\bar{X}$	S.D.	Result	Rankin
1. Media				
1.1 famous, well-known and currently popular celebrity/ singer/ actor/ modeling	3.67	1.21	High	2
1.2 modern fashion through social media	3.84	1.27	High	1

1.3 TV program	3.32	1.10	Moderate	4
1.4Magazine	3.37	1.12	Moderate	3
Total	3.55	1.11	High	
2. Taste				
2.1 personal taste	3.17	1.05	Moderate	2
2.2 Have an idea to change dressing style imitating fashion costume	2.90	0.67	Moderate	3
2.3 Acquaintance influencing in change of dressing style	3.30	1.09	Moderate	1
Total	3.12	1.03	Moderate	
3. Price				
3.1 Price suitable with quality of products	3.77	1.25	Highest	1
3.2 Able to bargain	3.20	1.06	Moderate	2
Total	3.46	1.15	High	

From TABLE V, It is found that overall opinions in the aspects of media and price affect accessory dressing imitating girl teenager fashion in high level (□ =3.55, S.D.= 1.11), (□ =3.46, S.D.= 1.15);however, the opinion of taste is in moderate level (□ =3.12, S.D.= 1.03). If considering in each aspect, it is found that the opinion in media perceiving from famous, well-known and currently popular celebrity/ singer/ actor/ modeling and the factor from social media affect dressing imitation in high level (□ =3.84, S.D.=1.27) and (□ =3.67, S.D.=1.21). As for the opinion in taste, it is found that dressing style of accessory of most girl teenagers depends on acquaintance influencing in change of dressing style, personal taste and they have an idea to change dressing style imitating fashion in moderate level (□ =3.30, S.D.=1.09),(□ =3.17, S.D.=1.05),(□ =2.90, S.D.=0.67). As for the opinions in price affecting dressing imitation of girl teenagers, it is found that price must be suitable with quality of productsin the highest level (□ =3.77, S.D. =1.25).

V. CONCLUSION AND DICUSSION

In conclusion, the study revealed as followed;

A. Backgroud of Respondents

Most respondents are between 15-18 years old. Most of them have education level in upper secondary education/ vocational education 44.60% and they have an income lower than 10,000 Baht or 49.3%. Occupation, 37 percent be students.

B. FACTORS AFFECTING THE IMITATION OF FASHION COSTUME OF GIRL TEENAGERS.

Each factor affecting the imitation of fashion costume ofgirl teenagers divided according to clothing and type of accessory has an effect in moderate level. As for factors affecting fashion dressing imitation of girl teenagers in the aspects of media, taste person, and price, they are in moderate level; however, factor affecting the imitation of fashion costume of girl teenagers regarding accessory are media and price in high level as girl teenagers use several medium, especially social media such as internet via smartphone resulting in being easily influenced by the medium. It is according to the Pothikrajang's research wh found that the students had the habit of using the internet to watch youtube in the highest.[6] In addition, girl teenagers consider price as the income/person is lower than 10,000 Baht in conformity with the research of Ninpairat [7] who conducted a study regarding A study of Inappropriate dressing behavior of adolescent in Bangkok; as the researcher found that the influence of information awareness and media affect unappropriated dressing of girl teenagers and In-takaew[8] who conducted a study regarding consuming behavior of clothing of girl undergraduate students of Ramkhamhaeng University; as the researcher found that most girl undergraduate students have consuming behavior in moderate level, finally, in conformity with the research of Pornpattananangkun [9] regarding Teenager's attitude and clothes buying behavior imported from abroad; as the researcher found that they have a good attitude in imported clothes as they consider in good quality, durability suitable with price, modern/ fashionable and popular in celebrity, singer and teenager actor and the researcher of Buaban[10] who conducted a study regarding Factors that affect the behavior of teenagers imitate singer and actor; as the researcher found that students in lower secondary, year 2 have monthly income from parent for 1000-2000 Baht and they follow works of favorite celebrity and singer from TV program for the most one and they have the imitating behavior in moderate level.

VI. FUTURE WORK

The results above are utilized as a preliminary information for promoting an information literacy and developing appropriate media for girl teenagers. For future work, They should be a study regarding factors

affecting fashion imitated dressing between genders at Siam Square area.

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