

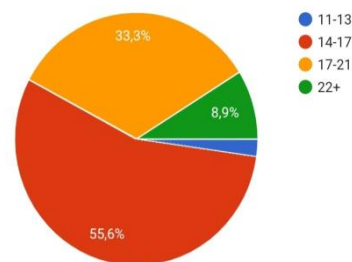
Results

Overall, there are 45 answers received from people of different age categories (11-13, 14-17, 18-21, 22+), the biggest percentage of which went to 14-17 aged people (55,6%), while the 11-13, 18-21, and 22+ aged groups accounted for 2,2%, 33,3% and 8,9% respectively (pic. 1). Misbalance between numbers of representatives of each age group might result in inaccuracy of the results. The same gap between number of respondents can be observed in gender choosing part, where more than half of those who answered are female (71,1%) and 28,9% are male (pic. 2). These factors must be taken into account when drawing conclusions.

The majority of people defined fashion trend as something that is accepted or approved by others (35,6%). Other options received almost the same amount of answers (something that everybody wears; something that often appears online and TV), what proves that trend is more of a social preference that is based on approval and acceptance rather than personal choice. This can also mean that fashion trend can barely be a way of expressing yourself and your emotions because the number one priority will always be opinion of public. 13 people claimed that on a scale from 1 to 10, they tend to follow fashion trends for 6, 18 people responded for less than 6 and 14 people consider themselves trendy for more than 6.

Age

45 answers



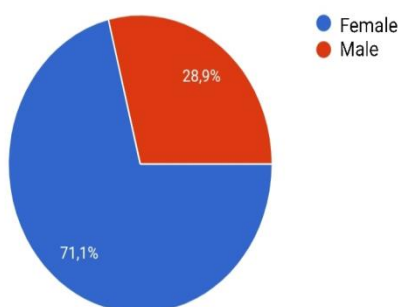
What would you define as a fashion trend?

45 answers



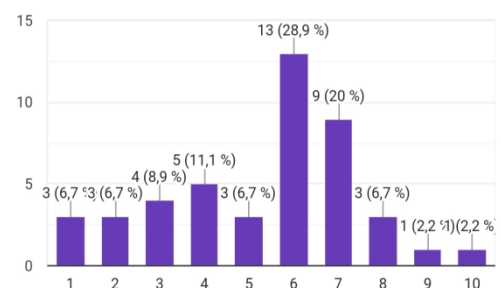
Gender

45 answers



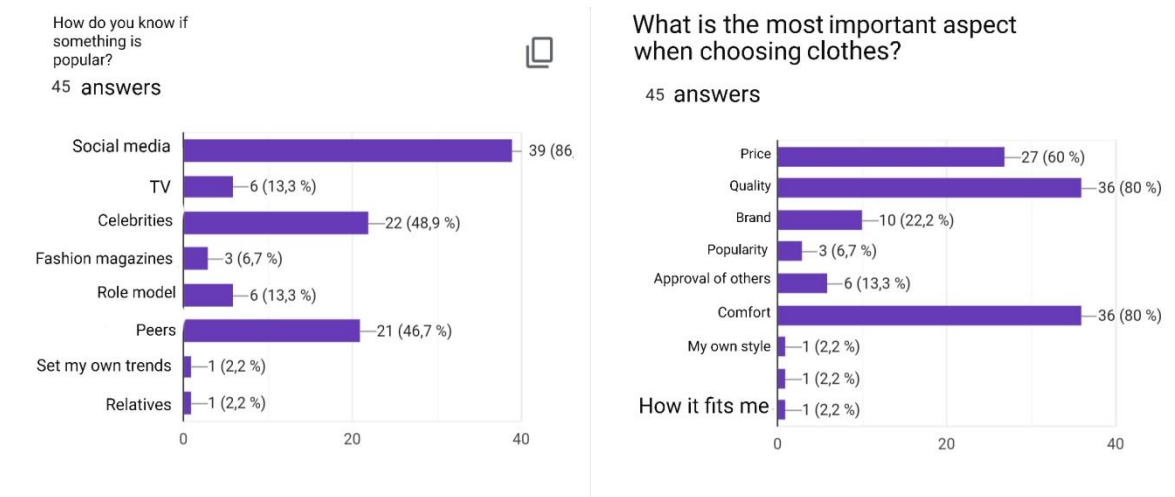
At what rate do you follow fashion trends?

45 answers



Survey showed that the main sources of fashion related ideas are social media (86,7%) and celebrities (48,9%). Based on this information, I can conclude that concept of

what is stylish and trendy is formed mostly by influencers on various social platforms, presumably Instagram or Youtube, so that it can be observed by millions of users. This supports the idea of how common fashion can get and how dependent it is on its audience.



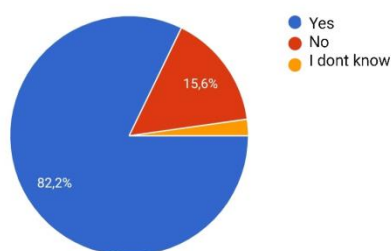
Celebrities and influencers set new trends and make them widespread thanks to their viewers and subscribers. People on the other side of the screen perceive it as something that will help them resemble these role models in certain ways, which is why they are extremely affected by it. Significance of this impact may as well be consequence of inferiority complex, forcing people to believe in power of fashion and its ability to gain sympathy of others. According to common belief, teenagers are the ones who spend the most time on social media compared to other age groups, what in case of this questionnaire turned out to be true, explaining the connection between tendency to follow a fashion trend, source and age.

In the question, asking respondents what they consider important when buying clothes, majority chose quality (80%), comfort (80%) and price (60%), meaning that the audience is mostly practical in terms of clothing.

The last question was designed specifically to estimate whether one's taste in clothes is dependent on trends or not. 37 out of 45 (82,2%) claimed that their taste in fashion is going to change over time. This particular information reveals that there are multiple factors that not only affect person's psychology, but drive fashion industry as a whole. New fashion looks are established by famous people online through social media and because of the big number of users they gain popularity, turning into a trend. People observing this process, start to integrate certain details and features into their wardrobe. As long as this cycle will continue, people will keep relying on what is set by celebrities, meaning that their taste will be constantly changing.

Do you think that your fashion taste will change in future

45 answers



Moreover, an interview with the owner of “Republic” named garment shop in Semey proved that their first priority when ordering variety of clothes is to observe how trendy they are and will they be in demand. However, when she takes a trip to Turkey and tries to find clothes conforming to these criteria, she also picks things that “look interesting and do not repeat”. She added that there are many fashion trends that are extremely popular in Turkey, but haven’t reached Kazakhstan yet, which is an alternative way of trends to become widespread. One of the main focuses of interview was that age is not always a deciding factor when it comes to buying clothes. From her observations, people of completely different age groups can buy the same piece of clothing, implying that following trends is not something suitable for teenagers only. “Sometimes it depends on external factors, like events or celebrations. People buy particular type of clothes depending on what time of the year it is: new year or prom parties”.