

## Comparative Study of Effective Factors on Students' Interests in Fashion at Islamic Azad University Arak Unit and South Tehran Unit Academic Year 2010-2011

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### Abstract

This paper intends to provide a comparative study of effective factors on students' interests in fashion at Faculty of Human Sciences – Islamic Azad University – Arak unit and also Islamic Azad University- South Tehran Unit through academic year 2010- 2011. According to the findings, it is obvious that fashion and any interests in fashion changed into a great social problem among university students. This paper used any thoughts of different specialists including Siemel and Veblen as the highlighted persons in the field of sociology. Then upon providing a theoretical framework with presenting different questions and theories, it has benefiting from measuring method as the major process as well. Then a questionnaire is used as the other technique as well.

**Keywords:** Fashion, West-struck, Alienation, Students, Islamic Azad University

### Introduction and Discussion

*Fashion* is a phenomenon with a considerable development in today world. But it is an important and daily problem in growing society of Iran. It is possible to evaluate this problem from different ideological, social, political, cultural and mental aspects. There are different viewpoints about it as well. Some of Iranian sociologists consider it as a sign of growth and civilization of society. But in contrast some others seriously disagree and consider it as a sign of alienation. Fashion means distribution of non-necessary products with special designs, colors and signs and not included in fundamental needs. It is a world process of today in most societies at different parts of the world. Fashion scope is as wide as human life including all aspects of it. Generally when we speak about beauty aspects of a case, fashion is present there as well. But because fashion includes total scope of life, therefore clothing and make up methods are the specific fashionable products accordingly. But cultural issues are usually the most important aspects for specialists and researchers. Any following up of non-native fashions includes a foreign culture even if fashion is based upon society culture. Then little by little it may join current culture and traditions of society. We cannot reject fashion absolutely.

On the other hand, it is not correct to accept it completely as well. The importance of any discussion about fashion is due to the wide scope of its effects in society. This is because all producing industries are spending their production power for manufacturing of useless products instead of fundamental affairs. Secondly most people are spending their capital and power for purchasing of luxury products instead of useful and necessary works. Therefore following up the fashion may cause some disorders in such a damaged cycle of society and further progress of society (Sadri, 2008:1). this paper intends to find a suitable reply for this problem accompanied with a comparative study about effective factors on fashion and also any affects of which on students at Arak University and South Tehran Unit.

## **Literature**

\*Morteza Begheri Nejad: As a Master of Science student in Sociology at Shahid Bahonar University- Kerman province, he has a research under the title of "Sociological Evaluation of Fashion Effects on 2<sup>nd</sup> and 3<sup>rd</sup> grades students" at boys' high schools of Kerman city by the use of measuring method.

\*Mahnaz Beheshtian, (1999) made her Bachelor of Science Thesis under the title of "Interest rates of University Students in Fashion and Its Effective Factors" at Islamic Azad University- Azad Shahr unit.

\*Mehrdad Nikzad Farrokhi" (2003), made his Master of Science Thesis under the title of "Any relations among clothing consumption pattern and social identity among 18-30 years old youths at Rasht city. He made it by the help of Mr. "Farough Kharabi", professor of social sciences group at Gilan University.

\*Ahmad Reza Masoudi Far made a research in 1993 under the title of "Effective factors on 15-18 years old adolescences' interests in foreign culture at Mashad high schools".

\*Mohammad Reza Rahim Zadeh, (2005) prepared a research under the title of "Pathological evaluation of clothing and make up fashions on 20-24 years old adolescences as the students of French Translation and Art fields of study at Islamic Azad University- Arak unit.

\*Khadijeh Abedi, (1990), provided her thesis under the title of "Evaluation the attitude of students in fashion and its effective factors" at Islamic Azad University- Azad Shahr Unit.

\*Samuel Hantington, (2004) has a paper about Ideology of any contacts among Civilizations in a journal. He has defined a new paradigm for better understanding of any policies in today and future world which named as "Culture". Culture and civilization, from Hantington's viewpoint, are the most important criteria for definition and classification of human societies in near future. Also they are the most important political factors in international relations.

\*Smith Joant, 1986, published an essay under the title of "Different discussions about old modes and thinking ability of efficient students. He has defined different discussions in one of the high schools at Pennsylvania in order to show how fashion issues may increase the intelligence of students as well.

## Materials and Methodology

Simmel and Veblen thoughts are used as a theoretical framework of research in this paper. "Jorge Siemel" (1858-1918) has an important paper about citizenship and fashion under the title of "City motherand Mental Life". He intends to discuss any forces threatening and encouraging new and personal ideals. It means all people are trying to show themselves in society and try to explain themselves in a best method. Meanwhile, any job division may threat personality. It may not only destroy any analysis of specialties and single-side operations of a person but also may be profitable due to the complexity of this factor in our cultural world. But modern life style appeared in reply to such an exploited situation in new resource of personality which is in contrast with mass cultural media.

It is in itself a sign of specific personal properties and strange characters. Also it is the real reason for the acceptance of different groups like *RAP*.

He found out alienation at metro-polices. He believes that all people at mother cities intend to alienate a thing. It means a potential disorder resulted from personality and indifference of metro-police. Some nervous motivations resulted from quick and continuous changes of internal and external motions. The mental personality of metro-policies is understandable through their wisdom-sentimental specifications. On the other hand, city life is deeply relying upon feelings and excitement relations (Rioters, 1994:763). He believes that firstly upper classes of society create a fashion and inspire the same to lower levels. Therefore they are always searching for newer fashions for more separation and specialty. (Sadri, 1999:28). In 1977, he stated that:" Because of special nature of fashion, it is necessary to be applied only in a specific period of time and by a specific group of people. Therefore most people are ready just for accepting it. As a result, he believes that fashion has two separable and imitating aspects.

"George Simmel" believes that:" Fashion is an aspect of imitation. Therefore it is a form of social recognition. In fact, he could separate a special time from another and also a social group from the other. Simmel believes that fashion may satisfy integrated Interest with others and also to be different from others. By following up the fashion, a person may consider itself different from others and may be approved by majority of people who may think similarly. As a result, Fashion is a social important organization for making a balance between any interests in similarity with others and their approval from one side and any interests in excellence and to be special on the other. It is better to say that it is an exceptional accident. Recent modernity development caused more quick changes by fashion.

In fact, Simmel considered that any development of under-changing fashions will cause deeper products. Also there is a cycle life for a fashion. It means that in case of oldness of a fashion it may arise again (Fazeli, 2003:25)

Theretian Veblen (1857-1929) believes that those people with little accepted competency and ownership and also little respects among others may have shortages in respecting themselves. This is because general respect is the base of others' respect as well. Only those persons with exceptional behavior may keep their respect even in long-term and even in lack of others' respect. Therefore when the base of public respect is ownership of assets,

ownership is a required factor for further satisfaction. In a competitive culture in which human beings compare their values with others, then all people are trying to go forward than neighbors with a public rivalry fever. He believes that upon finding new benefits, it may cause a lack of satisfaction of previous values as well. Such a competency is determined by comparing the same with others' monetary power.

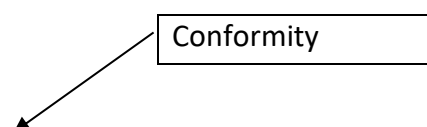
When a normal person has a bad feeling of itself against others, he/she is always suffering from serious bad feeling. But when it finds required normal financial benefits, it may find serious satisfaction and more interests to make greater distance between its own financial power and others. The peak point of this problem is when he/she makes an analysis about any available tools by which it is possible to specify a better position for finding more advantages. He believes that considerable consumption and indolence are various symbols of great position through which it is possible to have better position among neighbors. Furthermore they will consider more values for themselves accordingly. Aristocrat life methods are in compatible with indolence and considerable consumption. Consuming of expensive goods is a way for better respects for indolence aristocrats.

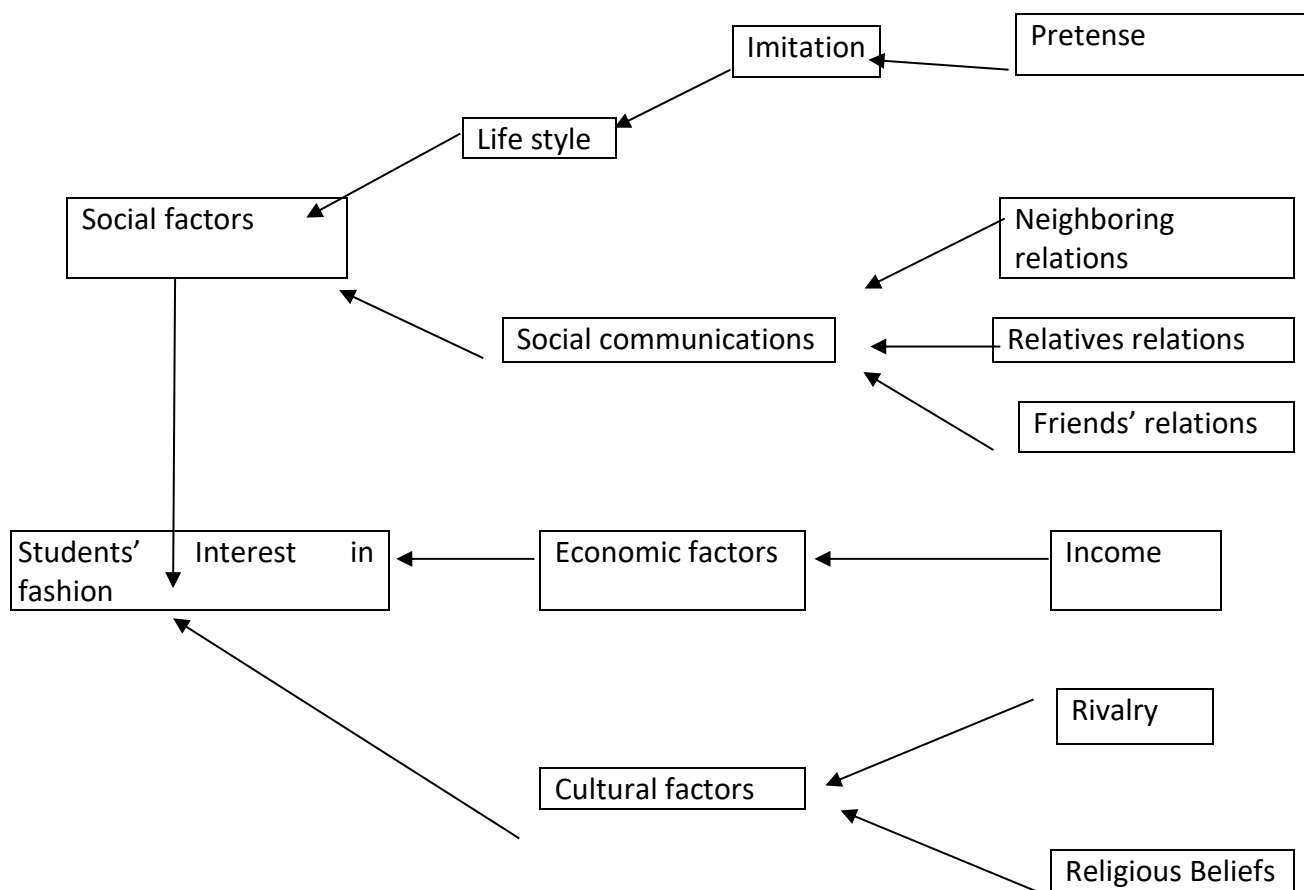
- Nobles may inherit indolence accompanied with nobility. Consumption and considerable indolence are not necessarily exclusive for special persons for further competition with others.

Such a special life style may cause the head of families to increase their levels (Koozer, 2006:387). Veblen believes that fashion may develop in two levels. One through internal innovation of higher levels with permanent new forms and secondly through imitation of lower levels of higher level behavior. According to the findings of Veblen, prior to imitation of fashion by lower levels, it may selected by a special group with a fundamental role. (Sadri, 1999 :28). Veblen believes that rich level may obtain more wealth through more power. Then it is possible to consider it as a resource of greatness. But displaying such a wealth is really honorable. Veblen believes that self-display was specific only for small groups and then it was changed into self-display consumption at citizenship step. Self-display consumption may cause a distance between a person and its origins. "Veblen" specifies the fashion by the help of social motivation for a competitive behavior. Fashion belongs to higher levels of society who prefer to show that they are not obliged to work for obtaining any income. Then it is a promotion way of fashion throughout the society. On the other hand it is imitated by lower levels of society. Again upper levels of society create newer forms of consumption patterns for maintenance their social position.

Updating is a criterion for rich level of society for reflection of their dominant position(Ibid: 22)

### **Theoretical model**





**Research theories**

- \*It seems that there is a relationship between adolescences interests in fashion and life style.
- \*It seems that there is a relationship between adolescences interests in fashion and social relations.
- \*It seems that there is a relationship between adolescences interests in fashion and imitation.
- \*It seems that there is a relationship between adolescences interests in fashion and rivalry.
- \*It seems that there is a relationship between adolescences interests in fashion and religious beliefs.
- \*It seems that there is a relationship between adolescences interests in fashion and type of housing.
- \*It seems that there is a relationship between adolescences interests in fashion and type of consumption.

## Research method

Regarding the nature of this research, “*Measuring methods*” is the most suitable method. This is because this method is the most common research method in social sciences for further evaluation of distribution and specifications of a statistical population. On the other hand, measuring methods are applied in a natural field with real and daily life of people.

## Statistical population of research

The real meaning of statistical population is the same major population with an obvious sample (Sarookhani, 2003:157).

Statistical population of this research includes all students at faculty of Human Sciences – Islamic Azad University located at Amir Kabir University Town- Arak Unit and also the students of Faculty of Human Sciences – Islamic Azad University- South Tehran Unit at three levels of Bachelor of Science, Master of Science and Doctrine.

## Specifying the sample volume

According to the statistical population including 8299 person, we used Kookran formula for determining the sample volume. Then we considered 117 persons for completion of questionnaires. As a result, there are 117 questionnaires for this purpose.

$$n = \frac{NT^2S^2}{Nd^2 + t^2S^2}$$

=

$$N=8200$$

$$n = \frac{8200(1.96)^2 \times 0.5 \times 0.5}{8200(0.09)^2 + (1.96)^2 \times 0.5 \times 0.5} = \frac{7875.28}{67.3804} = 117$$

## Sampling

There is a probable sampling comparative type method. Then the concerned students (Statistical Population) were selected on random basis.

## Research technique

We used questionnaire technique in this research for data collection and according to the subject and research method.

Since we used historical methods as the complementary ones, we used library as a complementary technique for further data collection.

## Data analysis (Discussion)

Upon extraction and reasoning of information, it is the time of reasoning. Therefore all collected data would be changed into findings and research consequences. It means relevant findings which are the result of data analysis and by the help of computers. Then by the use of interpretation of findings, it is possible to specify any results of studies according to the considered theoretical framework along with rejection or acceptance of theories. As a result

it is possible to find out any reasonable relationship among the variants. Followings are the brief result of all reasonable results of this research as well:

First theory: It seems that there is a significant relationship between students' interest in fashion and life style. It means that students will find higher life style with more tendencies in fashion and higher social capital.

Second theory: It seems that there is a significant relationship between students' interest in fashion and social communications. It means that students will find higher life style with more tendencies in fashion and higher social communications.

Third theory: It seems that there is a significant relationship between students' interest in fashion and imitation. It means that students will find higher life style with more tendencies in fashion and higher imitation.

Fourth theory: It seems that there is a significant relationship between students' interest in fashion and rivalry. It means that students will find more tendencies in fashion in case of more focuses on rivalry as well.

Fifth theory: It seems that there is a significant relationship between students' interest in fashion and religious beliefs. According to evaluating any interests of students in fashion, we may conclude that more focuses of students on their religious beliefs may prevent them from fashions.

Sixth theory: It seems that there is a significant relationship between students' interest in fashion and type of housing. It means that residing place of students is an effective factor in their interest in fashion.

Seventh theory: It seems that there is a significant relationship between students' interest in fashion and consumption type. It is concluded that type of consumption has a direct effect on students' interest in fashion. It means that higher consumption rate may be resulted in higher interests in fashions.

## **Proposals**

- Fashion is a tool for more beauty and self-displaying. In case of suitable conditions for a person in family and society to meet its needs, then the mentioned phenomenon has no more dangers. As a result upon educational, amusement and health facilities, it is possible to control self-display of persons.
- Non-logical reaction of society and family with fashion may not only solve no more problems but also will create disappointment feeling in adolescences. As a result, they will think that they are deprived from all their rights, therefore society should be in compatible with requirements of fashion of adolescences and instruct them about further damages through a logical and reasonable method.

- It is necessary to provide encouraging fields (not threatening of them) through media and on time informing them in a way to lead them for following up cultural patterns and determined values

Cultural managers of society are obliged to provide more facilities for youths and students for upgrading their scientific level and providing better life styles in parallel with fashion and makeup.

It is impossible to remove any fashions in societies. Furthermore, fashion is the required factor of all societies because of making varieties in life. Therefore in case of suitable usage it may cause positive effects on people.

### **Guidelines**

Fashion and fashion making are different phenomena of today world.

- Establishment of producing institutes by the use of specialists, professors and specialties of sociology, psychology and art in compliance with cultural and social conditions of society
- Benefiting from popular artists in films and serials for presenting suitable and acceptable fashion in society

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