

Fashion Trendings (Attitudes) Among Undergraduates (Reference to University of Kelaniya)

D. D. W. N. Gunarathna¹, H. P. C. N. Herath, H. A. N. D. Hettiarachchi, S. G. L. O. Hansini, D. D. Y. N. Gunarathna

ABSTRACT

Fashion is a communicational product. In easphepips, fashion has been defined as it is a collection of uppredicapevly (beautiful) ideas and according to history, fashion is a center of alter social trending, through the history. In the literature review, it was highlighted that many of the surveys have been based on women. There is a limited number of surveys which considered university students as the research field. Therefore, research problem is what is the opinion of the undergraduates in university of Kelaniya, towards the fashion trending. Is there any influence on the fashion selections, by the educational background of the undergraduates and does it vary between the various economic levels and fashion trending? Key objective is to finding out the social, economic and educational impact on the fashion trending of undergraduates. 80 undergraduates selected form the faculty of Social Sciences, Humanities, Commerce and Management and Science using stratified sampling method used. Collecting data for Primary data is selected to using a questionnaire and secondary data obtained from the ICCMS and Academic Division. In order to present and analyze data the specified statistics soft wares such as SPSS, Excel and Minitab used. Several data analysis methods were used to present data analysis. Therefore, mean comparison test, multiple response cross tabulation table, correlation, regression analysis and chi square testing. It was possible to get a lot of findings on the data analysis. Many of undergraduates select clothes, Shoes and cosmetics as their fashion types. Few of undergraduates select bags and salon as their fashion types. There is a weak positive correlation between the monthly income and the expenditure on fashion. There is no relationship between time for fashion and time for education of undergraduates. Friends and the culture are the most external factors on focusing for fashion. 65% of undergraduates use technology for their fashion. There is no significant relationship between faculty & taste of fashions of undergraduates. We suggest organizing programs to improve the awareness of undergraduates on how important fashions in accordance with personality development and the undergraduates should be led to participate in the programs held by cultural centers in the university.

Key words: *Clothes, Fashions, University, Student*

¹ Department of Social Statistics, University of Kelaniya, wathsalaniromi@gmail.com