

Bollywood impact on Fashion Trends & consumers

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Abstract

Everyone has followed fashion trends, creates own fashion, or rebelled against the trends. Throughout the years we have experienced different trends that are still here today, and those that need not be remembered. We all have experienced clothes being picked out for us, clothes that we picked out for ourselves, and clothes that we need to wear that conforms to an occasion.

Trends are a never ending flow of styles and a representation of fashion, innovation and styling.

The consumers of India with time are looking for new styling and experimentation with their outfits. Consumers, especially the youth segment are the ones which are in a constant chase for being "trendy" in terms of what they wear. The age categories of 19 yrs to 24 yrs are the ones which are willing to spend on their needs, be it on superficial aspect, on their requirements and to all the products that provide them with convenience and independence. Indian market is growing rapidly and wants to be part of fashion trends which are very much evident in bollywood.

The research would provide a clearer picture on the impact of bollywood-fashion trends on consumers with their needs and requirements and to understand their psychology.

KEYWORDS: Bollywood, consumers, trends, fashion trends

Introduction

Fashion and fashion trends mainly refers to anything which is popular in a culture at any given time. Fashion trends often change rapidly, and "fashion" is often used to describe the latest version of these trends.

The terms "fashionable" and "unfashionable" are used to illustrate whether or not someone or something fits in with the current fashion trend or even a certain type of popular mode of expression. The term "fashion" is often used in a positively as a synonym for style, glamour and beauty. However the term "fashion" can have negative connotations of fads and trends, and materialism. Popular fashion trend centres include New York, London, Milan and Paris.

A fashion trend include trends with colour, fabric, styling, accessorizing, silhouette, techniques etc and is associated with an individual season. A trend can be based on icon or an event or a cause. Fashion trends govern the latest garments and accessories

available at a particular season. There are various fashion trend websites that give the information on present and future updates in fashion trends.

Over the years fashion has played a very essential role in our everyday life as it not only deals with “self representation” but also deals with innovation.

There can be various moods, inspirations or concepts that can lead to a fashion trend. Many a times an event becomes the reason for fashion trend. For example, “recycle event” lead to products made through recycling concept or any war or art movement etc. Fashion trends once developed get into a cycle of chained events that lead to Classic fashion trend, fad trends etc that is linked through retail sector to the consumers.

BOLLYWOOD:

“Bollywood” is an informal word for Hindi-cinemas/ film industry based in Mumbai, Maharashtra. Bollywood is the face of Indian cinemas that represents artists from all regions of India. Bollywood is the largest film producing industry in the country and also in the world. Unlike “Hollywood” bollywood is not based on a place but The term Bollywood was created by conflating Bombay (the city now called Mumbai). More than 800 movies are produced in the bollywood film industry in different languages. It caters not only Hindi cinemas but also other regional language cinemas like Bhojpuri, kannada, bangali, Marathi etc.

Bollywood's film production centre is a government-owned studio facility known as "Film City" in the northern suburbs of Mumbai. Bollywood traces its start to 1911 when the first silent Indian feature film was released by D.P. Phalke. The industry boomed and today there are over 250 theatres in Mumbai alone.

Bollywood movies are more of melodrama and more of musical feel. There is a lot of mixture of emotions that create a entertainment for the viewers. They frequently employ formulaic ingredients such as star-crossed lovers, corrupt politicians, twins separated at birth, conniving villains, angry parents, courtesans with hearts of gold, dramatic reversals of fortune, and convenient coincidences. Music plays a very essential role in bollywood cinemas. Music is the integral part of bollywood movies. A movie with less of story and with an average star cast also do well if the music is good. Hence a bollywood movie comprises of not only story and emotional factors but also music and dance sequences.

Since the movie involves a lot of drama, music, story essence... it leads to versatility in terms of clothing and styling of the actors.

With the increasing number of actors in this field the glitz and glamour of this field has also increased majorly that has **attracted consumers on a very large scale.**

OBJECTIVE OF THE STUDY:

- Bollywood influence on consumer buying behaviour and preferences.

SCOPE OF THE RESEARCH

The research study aims only at urban woman of age category 19yrs to 24yrs residing in Delhi. The research is in correspondence to the spring summer 10-11 trends with the bollywood `10-11.

OUTCOME OF THE RESEARCH

The research will result in, developing a depth understanding in consumer psychographic. By understanding the impact of bollywood on the consumers, designers will get a wider scope of experimentation in their collection. Consumer awareness with fashion trends by developing blogs or webs.

RESEARCH METHODOLOGY:

1. **Type of Data:** Primary data is collected by observation, preparing structured questionnaire; secondary data is used from published sources such as books, magazines, websites, blogs.
2. **Method of Research:** Quantitative research
3. **Sample size: random sampling,** 100 Respondents of Delhi woman aging from 19-25years.
4. **Sampling Method:** Convenient sampling method is adopted for the study.
5. **Research Tool:** Structured questionnaire is used for collecting the data.
6. **Statistical tool:** Percentage method is used for analysis of data.

Fashion trends by Bollywood and its Influence in the Past

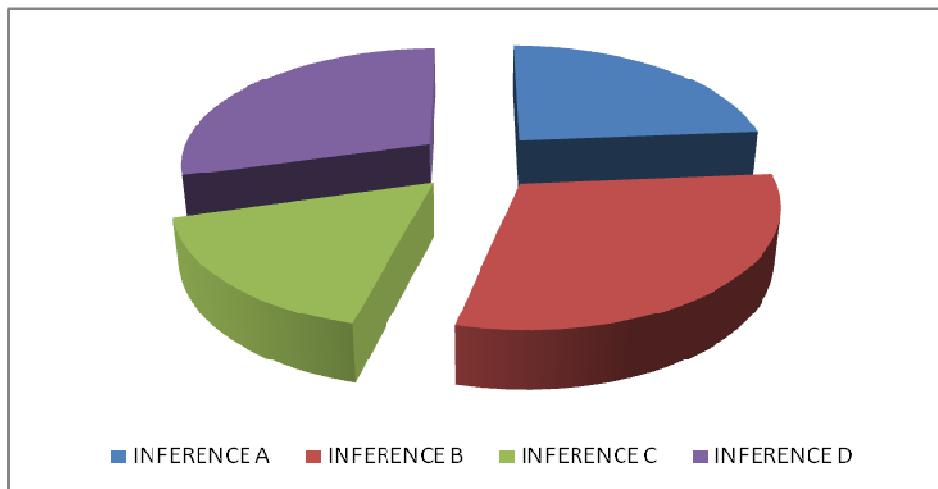
- Asha Parekhs: skin-fit churidars, until Sadhna decided to give them a break with the frock-style salwar kameez. Then there was the 'Bobby print' which a young Dimple Kapadia sported way back in 1973. Even now, many refuse to acknowledge the polka dot by any other name.
- Bhagyashree might have disappeared now, but that white appliquéd-work dress of *Maine Pyar Kiya* (of *Kabootar ja, ja, ja*) became a sort of uniform for girls across the country.
- Then *Hum Apke Hain Kaun* arrived. While every saree store started stocking *Hum Apke Hain Kaun* Sarees (the purple one that featured in *Didi tera devar deewana*),
- Then came *Dil to Pagal Hai* which gave new insight by Manish Malhotra, introducing traditional Indian pants with the gathered ends.
- Now, designers the world over have made the churidar a part of the collections, teaming it with everything from trench coats to angarakhas, jackets and summer dresses.
- No one would have thought the A-line frocks that Kajol wore in *Dilwale Dulhaniya Le Jayenge* would become a rage among every girl between 15 and 25. They did, to a point that people decided they've had enough, considering the number of A-liners floating around everywhere.

- Librarian glasses were that last thing anyone would have expected to become a fashion rage. *Kal Ho Naa Ho* and Preity Zinta changed things. The zero-power frames started selling like hot cakes.
- Coming to hairstyles, nothing can be as iconic as the Sadhna fringe. What had slipped into oblivion along with the actress who popularised it is now the hottest thing ever.
- Kajol's look in *Kuch Kuch Hota Hai* (cloth hairband, et al) became every wannabe tomboy's style mantra.
- Recently, Kareena Kapoor showed us how to wear patialas with T-shirts and spaghetti tops with Arabian pants in *Jab we met*.
- Sister Karisma changed the Bollywood leading lady's make-up palette with *Raja Hindustani*.

Analysis & Interpretation of Data :

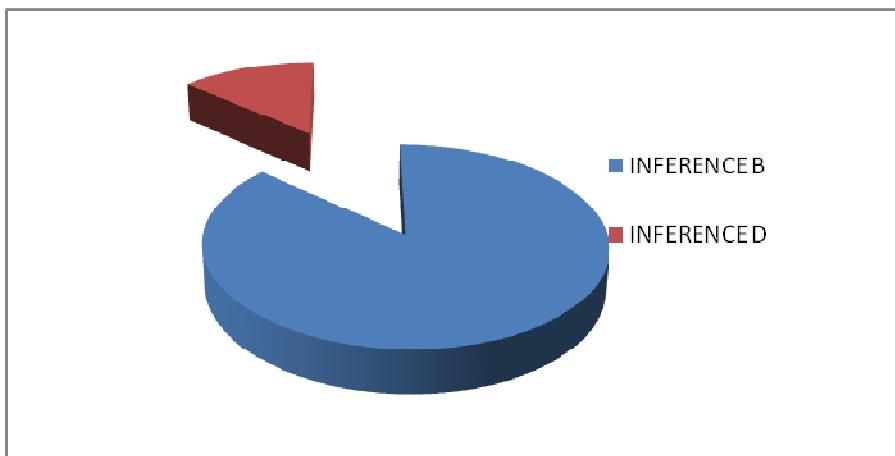
INFERENCES TAKEN-

- CONSUMERS ARE AWARE OF GLOBAL FASHION TRENDS AND CAN ASSOCIATE IT TO BOLLYWOOD HENCE BOLLYWOOD AFFECTS THEM AND GUIDES THEM.
- CONSUMERS ARE AWARE OF GLOBAL FASHION TRENDS, AT TIMES THEY CAN ASSOCIATE IT TO BOLLYWOOD, HENCE BOLLYWOOD DOES NOT AFFECT OR GUIDE THEM MAJORLY.
- CONSUMERS ARE NOT AWARE OF GLOBAL FASHION TRENDS BUT ARE FOLLOWERS OF BOLLYWOOD FASHION; HENCE BOLLYWOOD AFFECTS THEM THE MOST.
- CONSUMERS ARE NOT AWARE OF EITHER GLOBAL FASHION TRENDS OR BOLLYWOOD TRENDS AND HENCE NONE AFFECT.



INFERENCE A- BEING THE 3RD PRESUMPTION
INFERENCE B- BEING THE 1ST PRESUMPTION
INFERENCE C- BEING THE 4TH PRESUMPTION
INFERENCE D- BEING THE 2ND PRESUMPTION.

There are very close chances between **INFERENCE B** and **INFERENCE D**.



The result led to a ratio of 70:30 with inference B and inference D.
Hence, **Inference B** was more favourable in **QUANTITATIVE ANALYSIS**.

DATA ANALYSIS: QUALITATIVE ANALYSIS

Different collages of all the recent styles of actress from the bollywood movies, global fashion trends and street wear by delhi woman.



COLLAGE : BOLLYWOOD STYLES OBSERVED.



COLLAGE : GLOBAL FASHION TRENDS OBSERVED. .



COLLAGE : STREET STYLES OBSERVED DELHI WOMAN AGE-19-25YEARS.

Comparison:

1) STYLES FROM BOLLYWOOD:

- denim shorts from break ke baad
- lacey tops from kites and guzarish

- corset belts from aisha
- mix n match style from band baaja baraat
- boyish style from anjaana anjaani
- jumpsuits from aisha and break ke baad
- spaghetti tops from 3 idiots
- double breasted trench coat from no one killed jessica
- blue and orange tangy colours from break ke baad were observed.
- Metallic shimmer dresses from fashion
- Transparent tops from break ke baad and once upon time in mumbai
- Maxi style dresses from aisha
- Sailor striper scraves and balllon shorts in break ke baad
- Sling bags in no one killed jessica

2) STYLES OBSERVED FROM GLOBAL FASHION TRENDS:

- Romance of 80's
- Glitter and glam
- Transparency
- Boyfriend styling
- Sailor stripes
- Laces
- Assymetric
- Mix n match

3) STYLES OBSERVED IN STREET WEAR BY WOMAN IN DELHI:

- Tangy orange and electric blue tops
- Double breasted jackets
- Spaghetti tops
- Corset belts at waist
- Denim shorts
- Balloon shorts
- Sling bags
- Mix n match style
- Lacey and flowy dresses
- Salor stripes

Conclusion:

From the quatitative analysis, it is quiet evident that **INFERENCE B** was the most favourable thoughtit is not proving the hypothesis completely but partially.

INFERENCE B stated that,

- CONSUMERS ARE AWARE OF GLOBAL FASHION TRENDS, AT TIMES THEY CAN ASSOCIATE IT TO BOLLYWOOD, HENCE BOLLYWOOD DOES NOT AFFECT OR GUIDE THEM MAJORLY.

This inference is partially supportive of the hypothesis.

From the above observations, not all the styles were evident on the street, but a lot of inspiration was quite visible from bollywood styles. This also leads to the conclusion that global fashion trends is evident in bollywood and certain styles are evident on street.

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