

Study on Individual Differences and Preferred Behaviors of High School Students' Clothing

-- A Case Study of the Comparison between Chinese and Canadian

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ABSTRACT

Three high school students living in different places absorb a variety of different cultures, which enlightens us about what individual differences lead to differences in high school students and some preferences and behaviors about clothing styles. Previous research has primarily compared consumers with different personalities and values regarding brand preferences or gender-based brand preferences. Still, they have not yet studied the style preferences of a specific generation group. In this study, we will elaborate on how cultural differences affect the consumer preferences of Canadian and Chinese high school students. Two surveys for Chinese and Canadian high school students were performed to obtain the public's answer, form the data analysis, and improve our final data. Some people with characteristics or behaviors were investigated by asking helpful questions. Examining experimental reports or research data allows us to set up survey questions better. The survey data shows that high school students who care about dressing account for a large proportion. Specifically speaking, young generations will usually choose lower-priced clothes, usually with modern designs, instead of high-quality products and high selling prices. Also, according to the survey, most girls pay more attention to the style of clothing than boys, and they will try different colors of clothes and buy clothes more frequently because their pursuit of beauty is much higher than boys.

Keywords: *High School students, Clothing style, Chinese, Canadian, Consumer behavior*

1. INTRODUCTION

1.1 Research background

Because the three members of our group are all high school students, and we are in different places to absorb other cultures. There are significant differences in dressing styles. As high school students, we often think about conveying, which inspires us. This is our suddenly curious style, what difference will bring high school students' differences, and some preference and behavior are different. Because many people have their style, everyone's style is not the same; why would people choose this way of message, including whether it can represent the real personality or is through the style of dress, or do colors represent behavior? In China, we and Canada, we all wear the same style, or different style, the impact on

people the same or different? For example, red is said to be confident, warm, and outgoing, and yellow, while sunny black is moody and withdrawn. Whether or not these claims are true is a form of business psychology, and when we have enough data to back them up, we can judge a person's psychology based on style and color. To get to know a person in advance without having to contact them.

1.2 Literature review

The author studied the relevant papers published in Hotze, Mary Louise, in her paper *An Examination of Difference In Italian And American Fashion Culture* focused on the influence of political and cultural events on fashion design, Italian and American fashion in a global context. Moreover, the interaction and mutual influence of Italian and American fashion cultures on a worldwide

scale, and the prediction of the fur fashion industry's future. This dissertation provides fashion psychologists with a better understanding of American behavior in the fashion world, such as consumption habits, appearance influences, and aesthetic expression. Comprehensive knowledge of fashion culture will enable fashion leaders to collaborate with consumers better [1]. In *Predicting brand preferences*, Riza Casidy Mulyanegara and Yelena Tsarenko focus on comparing the extent to which consumers with different personalities and values care about brands [2]. Khafid badaouzi, Anne-Marie Lebrun, Patrick Bouchet in *Clothing Style, Music, and Media Influences on Adolescents' Brand Consumption Behavior* focused on the effect of clothing style on adolescents' clothing brand consumption behavior. The results show that adolescents' preferred clothing brands depend on the clothing styles they identify with. The group identity of adolescents varies depending on their dressing style [3]. yiI-Ling Ling, in her paper *An Attribution Model of Adolescents' Uniqueness-Seeking Behaviors in Dressing*, discusses how to use adolescent consumers' need for uniqueness to understand better the needs of adolescents and consumer behavior [4].

1.3 Research Gap

Most literature mainly compared consumers with different personalities and values regarding brand preferences or price preference differences based on gender. However, they have not been researched the style preference of a specific generation group. Therefore, the research aims to enhance the understanding of individual differences in consumer preference of high school students in different social contexts and cultural backgrounds-- particularly in Canada and China based on valid survey data.

1.4 Research Framework

This topic will elucidate detailed research on how cultural differences would affect high school students' consumer preferences in Canada and China.

To begin with, we will ask questions about multiple aspects and collect valid data by making up the survey which involves the entire survey project and the overview of the steps to take while conducting the survey.

In addition, we will analyze the collected data from our statistical survey by calculating the survey result from our top research question. Also, we have to compare data from different survey results to understand how culture influences high school students' dressing styles in these two countries.

Last but not least, come up with the conclusion of what can companies do to promote the development of the garment industry based on the survey.

2. METHOD

2.1 Survey

Since this topic requires many surveys to obtain the public's answers, from the data analysis, and improve our final data, the most direct way is to do the study. Our results will come from many ages, countries, and cultures because we don't have time to ask the students their personal questions one by one. So if we want to get dozens or even hundreds of answers, we have to think about a wide range of answers like this. This research can quickly obtain information from many people through investigation, which makes a good preparation for our future data analysis. Getting a good answer from the survey will lay a good foundation for this paper's data analysis. At the same time, the quality of the equipment used in the study will affect the accuracy of the final data obtained. That will cause much trouble for our later analysis, so we must ask some helpful questions to help us understand the person doing the survey well. Of course, this does not mean that we do not need to do interviews, but we should not do too many interviews because it will be very time-consuming and inefficient, but interviews are important. We can use interviews to investigate some people with characteristics or behaviors with characteristics. Since proper understanding is not an easy question, you can ask specific questions during the interview. For example, Japanese people like to wear clothes or strange colors. Through these functions, different respondents can be better investigated. Of course, there is no need for an interview for some people who usually behave or dress in line with the public [5-10].

2.2 Research reports

Investigating some experimental reports or research data will be very helpful to our overall progress. Because we can tell by analyzing the data, some experts or speculations, and finally we can even compare it with some other data. And, at the beginning of the survey, it also allows us to better-set survey questions and helps us better improve Siri, using its data as a critical point so we can ask similar questions and get answers around its data.

3. RESULTS

3.1 Statistics of research results based on the Canadian market

According to the data from the survey, it is evident that there is a considerable proportion of high school students who care about dressing up. Specifically, 61 percent of the 103 students were more likely to choose the fabric style over the quality of the fabric.

In addition, 75 percent of Canadian students responded that they have their style. They want to keep

their style rather than follow it, but 49.51 percent of Chinese students tend to follow it. In addition, students' preferences on clothing color, value, style, learning trajectory, and other aspects also differ, reflecting the individual differences of respondents. According to the survey, 68 percent of Canadians and 56.31 percent of Chinese prefer plain colors, reflecting that high school students dress casually. Survey data prove that high school students like to wear comfortable, casual, but aesthetically pleasing clothes. Forty-eight percent of Canadian students and 29.13 percent of Chinese students said beauty is what they value most when buying clothes, while 36 percent of Canadian students and 19.42 percent of Chinese students like physical comfort most when shopping. But surprisingly, 34.95 percent of Chinese students valued the situation most. It is not difficult to see from the data that both Canadian and Chinese high school students prefer leisure and sports styles in terms of clothing styles. 38% of Canadian students and 68.93% of Chinese students said they prefer to wear casual clothes most of the time. Twenty percent of Canadians and 41.75 percent of Chinese like to wear sportswear.

And it seems to be unreasonable somehow, from a middle-aged people's view, they will choose for the quality of the clothes for 100% and our parents always buy products with high-cost performance. But according to the data, teenagers prefer to have cool clothes instead of good qualities. As a result, my question comes out with "why do high school students nowadays tend to care more about the style of clothes instead of the quality of clothes"?

3.2 Analysis of research results based on Canadian market

It is necessary to understand what high school students think to answer this question. To be more specific, they are at the age of puberty. It is normal to start focusing on dress-up and self-appearances. In biology, this can be interpreted as self-love or attraction to the opposite sex caused by puberty. So it is not that hard to understand why teenagers always want to have a fancy and beautiful dress up to make them look good. Especially nowadays, technologies are proliferating, automated production encourages more producers to produce clothes. It is expected that the small brands will use fewer quality materials because they don't have that much money to support them purchase suitable quality materials to earn profit. Compared with the big and famous brands, the brands usually use high-quality materials and sell at high prices. There is no reason for high school students to use their parents' salary only to satisfy themselves with appearance, and not every family could offer it. Correspondingly, young generations will usually choose lower-priced clothes with modern designs instead of high-quality products and high selling prices.

3.3 Statistics of research results based on Chinese market

Through the survey, It is really obvious that most students would refer to fashion bloggers' matching rather than dressing software and live streaming when they wear clothes. And 80% of high school students do not spend more than 500.00 per month on clothing. There are also many similarities and differences between genders regarding clothing matching. First, boys and girls focus more on the completeness of the ensemble rather than on individual items such as tops, pants (skirts), and shoes. Among them, 79% of girls focus more on the whole.

Similarly, 68.89% of boys focus more on the overall matching. Secondly, through the survey of boys and girls dressing style, it is easy to see from the data that both boys and girls prefer casual style in the choice of clothing style, of which 66.67% of boys and 70.69% of girls prefer the casual style. And through the survey, the author found that most students choose a fixed dressing style. Finally, it is worth the author's attention that boys and girls have completely different clothing qualities and styles among the subjects of this survey. Male students attach almost the same importance to clothing style, and quality, 48.89%, and 51.11%, respectively, completely different from female students, 68.97% of whom are more concerned about clothing style. At the same time, only 18 of them are more worried about the quality of clothing. The same phenomenon is a big difference in clothing color between girls and boys. The 58 female students surveyed made almost the same choice in terms of bright colors and dark colors, 30 and 28 respectively. But boys were more inclined to choose darker colors for their clothing, with 30 of the 45 male respondents.

3.4 Analysis of research results based on the Chinese market

For the emergence of this phenomenon, the author believes that the environment and education caused the differences in clothing choices of the opposite sex. Students' current focus is still on their studies, but some high school students have begun to produce their preliminary aesthetic exploration. Exploring and imitation stage students pay more attention to wearing an excellent blogger for reference and study and is toward a more inclusive and comfortable clothing style. One of the more than personal characteristics tests temperament and appearance of the sweet and hot wind level, the integrity of toward a stronger. At the same time, convenient students collocation can also meet the requirements of the students to wear beautiful. No wonder it's easier to win the students' favor. Moreover, most students do not have enough time to match clothes in high school, and they pay more attention to exams and courses. Therefore, students will be more fixed when they find clothes that suit them. The author believes that most girls pay more attention to

the style of clothing than boys, and they will try different colors of clothes and buy clothes more frequently because their pursuit of beauty is much higher than boys. As a result, boys pay more attention to the quality and comfort of clothes and choose dull colors, while girls prefer style over quality.

Apparel companies need to respond to the differences mentioned above and similarities in clothing preferences between the genders of this particular group of high school students. Today, many companies cannot pinpoint the clothing styles and behavioral preferences of high school students, thus failing to gain a foothold in the high school clothing market. For example, lolita, JK, and hanbok have emerged with very distinctive clothing in recent years. Although JK has more sophisticated craftsmanship and unique designs, their popularity and number of buyers are not very significant compared to sweatshirts, jeans, and T-shirts. JK is only prevalent in small circles, but casual clothing such as sweatshirts is in almost every high school's closet. And students need to spend more time matching their clothes, which is very much out of line with the reality of high school students. Therefore, JK, Lolita, Hanbok, and other personalized clothes cannot enter every high school student's closet like casual clothes. This has a lot to do with the fact that clothing companies are wrong in predicting high school students' clothing styles and behavioral preferences.

4. DISCUSSION

4.1 Problem identification

To solve this promotion of people, one of the biggest problems is to solve money. Some students are not willing to spend a thousand RMB for only a cloth or a pair of shoes. Sometimes it is the cause of their preferences, but imagine, if you are holding millions of money, how can you not buy luxuries that you even cannot imagine before? Boys might buy technologies or even cars. Girls might buy make-up or more clothes. So to figure out this problem, one solution could be having a part-time job for high school students. High school students, who are about to become adults, will undoubtedly be a useful experience to contact the social environment in advance. In addition, high school students can earn their first bucket of gold during the learning experience, which is undoubtedly a memorable event. But with financial gain, they can not only experience what it is like to spend their hard-earned money but also experience how hard it is to earn money, understand their parents' hardships and promote their own values. At the same time, too much preference for clothing styles may not be a good thing. If students spend too much time on daily clothes, it may affect their study time, thus reducing their study efficiency and getting lower grades. As a high school student, paying special attention to any behavior that may affect your grades is reasonable. Therefore, there should be specific management and

system for the school's dressing. For example, let the students wear a uniform without wasting much time wearing it. So it certainly does students no harm to tilt the trend towards comfort. The most likely cause of psychological comparisons is the quality and style of clothes, as students pick up children from various backgrounds at school. Perhaps their family is financially superior to provide their children with luxuries or expensive clothes of high quality and a beautiful appearance. Undoubtedly, this has caused some psychological influence and burden to some children whose family income is less than theirs. I am puzzled why my parents do not buy these clothes for me, thus forming psychological diseases and affecting their lives. Although the trend toward fashion among students is increasing, many unstable factors can still affect high school students to be considered.

4.2 Optimization and improvement strategies

The author offers some optimization and improvement strategies in response to the problem that some apparel companies are not positioned concerning students' clothing styles and behavioral preferences. Clothing companies should plan different design priorities for clothing of different genders. First of all, the clothing for male high school students should pay more attention to the quality of clothing and darker colors so that the clothing will be more durable and more in line with the clothing needs of boys. In contrast, the clothing for girls needs to pay more attention to the style, and colors need to be more diverse. Girls' clothing is changed more frequently, so their quality requirements for clothing will be relatively low. Secondly, because most students choose a fixed clothing style, popular trends also have a larger share of the clothing market than personalized clothing. Still, personalized clothing is more selective and has more significant risks. Therefore, clothing companies can continue to focus on the more popular clothing styles in the high school student clothing market as the future direction of clothing design. Clothing companies should also make relevant adjustments in marketing to better match the behavioral preferences of high school students' clothing. First of all, in the price positioning should set the appropriate price of goods, high school students have limited consumption level, the students who spend less than 500 per month accounted for 80% of the survey respondents. In order to expand the number of clothing purchases, the company should adjust a price positioning that is more acceptable to high school students. Secondly, the clothing company should pay more attention to the overall nature of the clothing in the marketing process and give away related accessories to attract more students who have higher requirements for clothing matching. Compared with unique clothing items, clothing with harmonious integrity will be more popular among students. Finally, the company can focus the publicity of the clothing on looking for wearing bloggers who have

particular popularity for wearing recommendations. Instead of focusing on developing wearing software, making students more intuitive to see the effect of wearing clothes and overall matching scheme, wearing bloggers are more influential in the high school students' group than wearing software and living with goods.

5. CONCLUSION

It is obvious to see from the data that both Canadian and Chinese high school students prefer casual and athletic clothing styles. It accords with the characteristics of people studying in high school. Although students' current focus is still on academics, some high school students have begun to produce their preliminary aesthetic exploration. Teenagers always want to have a fancy and beautiful dress-up to ensure they look good. This behavior can explain as self-love or attraction to the opposite sex caused by adolescence. Most girls pay more attention to the style of clothing than boys, and they are more willing to try different colors of clothes and buy clothes more frequently because their desire for aesthetics is much stronger than that of boys. Therefore, to gain a foothold in the high school clothing market, companies have to target high school students' clothing styles and behavioral preferences.

This study presents individual differences in high school students' preferences and behavior differences in clothing style. By comparing the two statistical surveys offered by this research, there will be an expansion on the current understanding of the firms on market positions and high school students' clothing styles preferences.

The findings of this study have to be viewed in light of some limitations. There were 103 Chinese high school students and 50 Canadian high school students who participated in the survey. Each person may give an individual result, but it does not mean that the same outcome belongs to the entire population in China and Canada due to the sample size limitation. Another limitation is the gender imbalance of statistical data. There is an apparent gap of respondents' amount between male, female, and no-binary people from the data. The gaps also provide an opportunity to describe a need for future research based on designing a different method for different gender, which would benefit from further analysis. An in-depth exploration of how does gender identities affect consumer preferences of Canadian and Chinese high school students would be constructive. Developing research methods by taking more interviews and carrying out a greater size statistical data of different gender involved non-binary people of consumer preferences through hanging out larger numbers of the targeted survey in the study would be beneficial.

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