

An Analysis Of Factors Affecting Females For Opting A Career In Fashion/Modelling In India

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ABSTRACT -

Modelling in India has been considered as a wrong career option by the majority of the people in India. Girls are not free to choose to model as a career option. Females aspire to become a famous model are not supported by their family members and face a lot of challenges to pursue modelling. Through this research, it is found that the majority of the families in India have misconceptions and wrong perception towards the field of fashion/glamour/modelling. According to the responses we found that the problem can be resolved to some extent by increasing the awareness and knowledge among the people/families. Also, women in India need self-empowerment so that they can be strong enough mentally to cope with the situations and challenges that they face.

Index Terms: Modelling, lack of family support, awareness and knowledge, safety and security

1. INTRODUCTION

Modelling is the art of learning how to walk, how to move and show off clothing to the best possible way to assist create a demand for it. When interested customers look at the model, they commonly imagine themselves in that outfit.

Modelling is certainly a glittering and enchanting field, which offers tremendous opportunities to take trips and meet a variety of sections of people. Moreover, once established it is a job that pays well.

Modelling is considered as one of the most sought-after career options for youngsters in India. With the growth and increase in the scope of consumerism and media, there has been a fabulous boost in the ad industry. This along with upsurge in the fashion industry have made modelling an attractive career option. It has generated a very high demand for new and undiscovered faces and personalities to launch and promote a variety of branded products or show a garment to its best advantage. (SOURCE - WebIndia123)

The London Feminist community debates in this context that rather than being empowering, beauty pageants do exactly the opposite because they deny the full humanity of women by placing them as the subject of objectification; they reinforce the idea that a woman's only purpose is to look attractive.

2. REVIEW OF LITERATURE

1. By Valeriya Safronova, Joanna Nikas and Natalia V. Osipova: Social media platforms have become part of their selling power, often included on their measurement cards. Many use these tools to express their belief that for all of its seeming glamour, the modelling industry remains overrun with problems that include labour exploitation, sexual harassment and body shaming.

2. Models.com published results from a survey in which more than two dozen models discussed unprofessional working conditions, non-payment and abuse in the industry. And in May, an Instagram post by the model Ulrike Hayler in which she accused a casting director of a Louis Vuitton cruise show of telling her to consume nothing but water for 24 hours went viral. (The day after the water edict, she was informed that she would not walk in the show).

3. Vagisha Arora in her speech says that “Besides, though modernisation occurs still then due to conservative attitude of the family members including husband and in-laws and gender discrimination, women are to face many problems in life. In the case of working women, they are often looked down upon with jealousy and suspicion by her relatives and in-laws. Women face challenges like rape, immoral trafficking, molestation, kidnapping, and abduction, dowry torture and so on in the society and also in the family”.

4. Forbes India: While the scenario has improved significantly in the last one or two decades, modelling still has a long way to go before it gets accepted into the mainstream system entirely. Instead of the career offering you a huge growth, most of the parents and people in general, do not consider it a legitimate option, or at least not a respectable one. Why?

India is a country where families still consider government jobs the best – a job that guarantees you steady hours and salary. There is no fixed paycheque that will reach your doorstep every month.

5. Article from Times Of India, 2015 says, Earlier women were facing problems like child marriage, sati-pratha, restriction to widow remarriage, widows exploitation, devadasi system, etc. However, Women are continuously facing many problems even after having self-confidence, individuality, self-respect, personality, capacity, talent, and efficiency more than men. They are facing problems in their daily life even after they are given equal rights and opportunities like men by the Constitution of India.

6. Oliver Behr in his Journal (Fashion 4.0): Triggered by digital transformation, it is very likely that the clothing industry will undergo profound changes over the next few years Also by technological and digital features, have evolved as a promising opportunity for one of the world's largest economic sectors-the fashion industry.

7. Hindustan Times: Aspiring photographer Syed Muzammil, 19, killed Mansi Dixit, a 20-year-old aspiring model, at his home in Andheri on October 15 last year because she refused to have sex with him, according to the charge sheet recently filed by the Bangor Nagar Police.

3. RESEARCH METHODOLOGY

3.3 Statement of the problem: A problem statement is a concise description of an issue to be addressed or a condition to be improved upon. It tries to find out the difference between the current (problem) state and desired (goal) state of a process or product. Concentrating on the problem statement should be designed to address the **Five Ws**. The first step in the process of solving a problem is understanding the problem, which can be done by way of a problem statement. People (family members and society) have a wrong perception towards modelling as a career. Girls are not usually allowed to enter into this field and therefore many girls are not able to follow their passion. Also, girls who are already working in this industry face a lot of problems and challenges on a regular basis.

3.6 OBJECTIVES OF THE STUDY:

1. To determine the perception of girls of different age groups towards the fashion industry/modelling.
2. To know the problems faced by females while entering into modelling/ beauty pageants.
3. To know the current mindset of the families towards modelling/ glamour industry.

3.7 HYPOTHESIS:

H_0 = The females of different age groups are not satisfied with the safety factor in the field of modelling.

H_1 = The females of different age groups are satisfied with the safety factor in the field of modelling.

3.4 Sampling Size: Sample size is a count of individual samples or observations in any statistical setting, such as a scientific experiment or a public opinion survey. Though a relatively straightforward concept, the choice of sample size is a critical determination for a project. When the sample is small in size, it yields unreliable results, while an overly large sample demands a good deal of time and resources.

In this study, the sample size is 100. Data has been collected from 100 respondents through a questionnaire. The respondents are randomly selected from different cities of India.

3.5 Limitations Of The Study :

- a) Sample Size is restricted to 100 respondents only. The sample size may not represent the whole market.
- b) The technique of sampling used is convenient sampling.
- c) It was not easy to find the respondents related to this industry and collect data from them.
- d) There is a further scope for this research which has not been undertaken by the researcher.

4. FINDING AND INTERPRETATION

4.1 Age group of the respondents

Age	No. Of Girls	% Of Girls
15 - 20	53	53
20 - 25	42	42
25 - 30	3	3
Above 30	2	2
TOTAL	100	100
Mean Age	20	20

From the study and the responses received, it was found that the majority of the girls (53%) were from the age group (15 - 20) and

42% girls were lying in the age group (20 - 25) , 3% in the age group (25 - 30) and 2% were above 30 years of age.

4.2 Pursuing modelling as a career

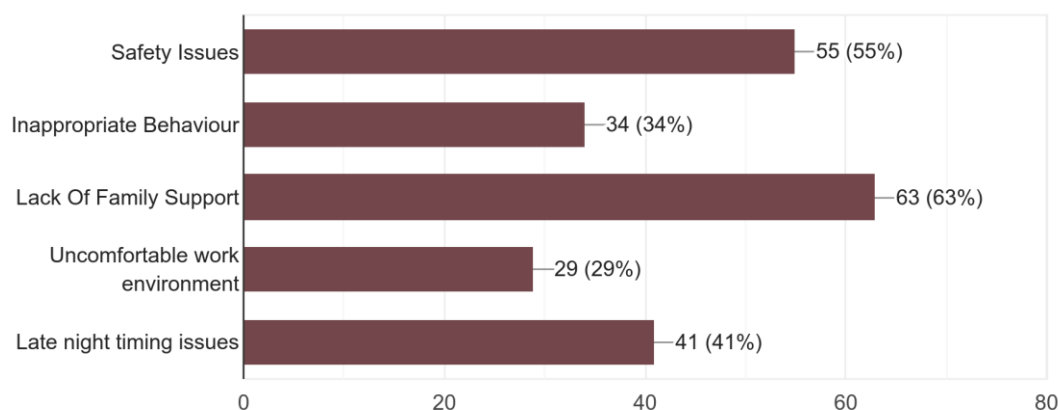
Pursuing Modelling as a career	Number	Percentage
Yes	54	54
No	17	17
Maybe	29	29
TOTAL	100	100

Observe that 52% of girls have never participated in any modelling event. This is a critical issue as out of the 54% of girls who wish to pursue modelling as a career(like mentioned above), that is, 28% have never participated in any modelling event.

4.2 Expected Problems faced/ could be faced :

What do you think are the problems that you could/have faced in this field?

100 responses



Observe that the major problem faced by girls is the lack of family support among all other problems. 63% of girls are suffering from family support issues. 55% of girls themselves consider modelling

as unsafe and as a result, hesitate to go for the same. 34% of girls think that there exist some behavioural issues on workplace.

4.10 Family support for pursuing modelling as a career

Family Support	Number	Percentage
Yes	21	21
No	40	40
Partially	29	29
I don't want to go into this career	10	10
TOTAL	100	100

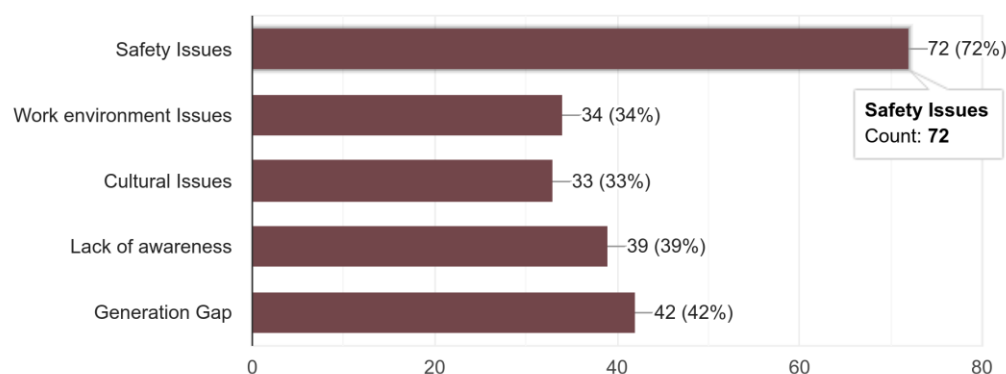
From the above data, we analyse that 40% of girls are not supported by their families. Not only this but out of the 29% who are partially supported, some also face the same issue. 10% of girls don't want to pursue modelling as a career.

4.11 Reasons for a family, not supporting children with this career

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What according to you are the reasons for a family, not supporting children with this career?

100 responses

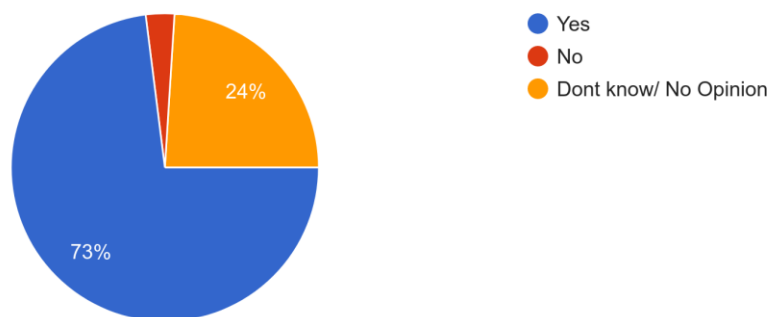


The data shows that families are most concerned about the safety of their children. They believe that there are safety issues in modelling. This majority is as high as 72%. Others include cultural issues, lack of awareness, work environment issues and the generation gap. They all fall between 30-40%.

4.12 Misconceptions towards modelling :

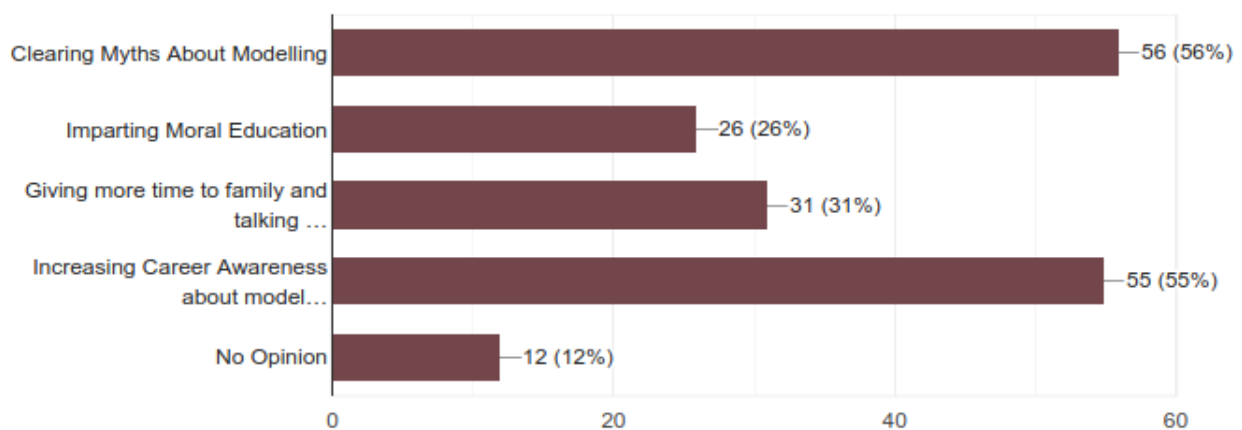
Do you think people have misconceptions about modelling?

100 responses



A gigantic 73% of girls believe that there are a lot of misconceptions about modelling in the general public. This directly affects the family support available to them.

4.13 The solution to this problem (lack of family support) :



According to the responses, there is a wide variety of solutions believed by the respondents to work in favour of solving modelling related problems. Among these, clearing the myths and creating awareness about the same has been the top solution as believed by the respondents to be true.

5. Data Analysis Through Chi-Square Test:

4.14 Association of girls of different age group with “Safety” as the most important factor in the field.

Table: Observation (safety)

Age Group	Strongly Satisfied	Satisfied	NS/ND	Dissatisfied	Strongly Dissatisfied	TOTAL
15 -20	3	6	20	11	10	50
20 - 25	1	13	14	8	10	46
25 - 30	0	0	0	2	1	3
Above 30	0	0	0	1	0	1
TOTAL	4	19	34	22	21	100

H_0 = The females of different age groups are not satisfied with the safety factor in the field of modelling.

H_1 = The females of different age groups are satisfied with the safety factor in the field of modelling.

CONCLUSION OF THE TEST: Since the calculated value (0.52) is less than the table value (21.026),

Null Hypothesis is accepted which means that -

The females of different age groups are not satisfied with the safety factor in the field of modelling.

6. Discussion:

After the analysis and interpretation of the responses, we find that the majority of the females who aspire to be a model or want to establish themselves in a fashion/glamour field are not supported by their family members/ society. Through this analysis, we also found that there are a lot of other problems related to modelling. As per the responses, more than 70% female say that people have misconceptions about modelling. Also, from their responses we can observe that other than family support, females are also dissatisfied about the safety and work environment in the field of modelling. More than 70% of the respondents say that safety issues are the reasons for their families, not supporting them. We say that modernisation is taking place, the mindset of people have been changed and parents are adaptable with the new environment. The statement might be true, but those families are rare to be found. People have a variety of misconceptions about modelling like - It costs a lot, to be a model one needs to be exceptionally beautiful, girls from middle-class families cannot be a model, one needs to be skinny to become a model, modelling is not a safe career, one can be misused in this field, wearing extra short clothes is compulsory in modelling, etc. Indian society needs to change!

7. Problems And Suggestions:

After the analysis of the responses and reviewing the literature. The problems broadly highlighted are -

- ☐ Lack of family/ social support
- ☐ Safety Issues
- ☐ Misconceptions among people about modelling

Therefore, on the basis of the study, some suggestions related to these issues can be -

- ☐ Increasing awareness about modelling as a good career option.

- Highlighting its scope and building trust among people.
- Promoting “Self-Empowerment” among females.
- Ensuring the safety and security of females.

8. Conclusion:

There are a lot of problems faced by females for opting a fashion career/ modelling in India. From Family support to women's safety, women are not free to even choose a career like this unfortunately because of increasing social crimes against females directly resulting to increase of fear amongst family members for their daughters, sisters and wives. On the other hand, due to a lot of reasons like lack of education, traditional/narrow thinking of the majority of the Indian society/ male dominance etc, some undiscovered and some discovered reasons. It is a matter of concern. Women in India are still suffering from a lot of problems that really need to be changed.

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