International Journal of Recent Development in Engineering and Technology
Website: www.ijrdet.com (ISSN 2347-6435 (Online) Volume 15, Issue 10, October 2026)

Impact of Fast Fashion Purchasing Habits on Stress and Self-Image among Female Youth

Merlin M Reji[1], Vijaya Barathi[2], K. Lydia Vasanthakumari[3], Sabasty Sylvia[4], Yoshitha[5]
[1]*Ganga College of Nursing, Coimbatore, Tamil Nadu, India.*
[2]*Professor/HOD, Ganga College of Nursing, Coimbatore, Tamil Nadu, India.*
[3,4,5]*Nursing Tutor, Ganga College of Nursing, Coimbatore, Tamil Nadu, India.*

Abstract--

Background: **Fast fashion offers frequent access to affordable clothing influenced by rapidly changing trends. Social media exposure, peer influence, and appearance-related comparison may be associated with stress and self-image concerns among young women.**

Aim: **To assess fast fashion purchasing habits, stress, and self-image among female youth and examine the relationships between purchasing habits and these psychological variables.**

Methods: **A quantitative descriptive-correlational study was conducted among 30 female students at Ganga College of Nursing, Coimbatore, selected through non-probability convenience sampling. A structured questionnaire covered demographic characteristics, fast fashion purchasing habits, stress, and self-image. Frequencies, percentages, and Pearson correlation coefficients were reported.**

Results: **Moderate purchasing habits were reported by 18 participants (60.0%); 6 (20.0%) had low and 6 (20.0%) high scores. Moderate stress was reported by 17 (56.6%), high stress by 8 (26.6%), and low stress by 5 (16.6%). Self-image was neutral in 12 (40.0%), positive in 10 (33.3%), and negative in 8 (26.6%). Reported correlations were positive between purchasing habits and stress ($r = 0.62$, $p < 0.05$) and negative between purchasing habits and self-image ($r = -0.48$, $p < 0.05$).**

Conclusion: **In this small, single-institution sample, purchasing-habit scores were associated with stress and self-image scores. The correlational design does not establish causation. Larger studies with clearly described measures are recommended.**

Keywords-- **Fast Fashion, Female Youth, Nursing Students, Purchasing Habits, Self-Image, Stress,.**

I. Introduction

Youth and early adulthood are important periods for identity formation, social belonging, and the development of self-perception. Clothing can support self-expression; however, frequent exposure to changing fashion trends may create pressure to purchase new items or maintain a particular appearance.

Social media and peer groups may reinforce comparisons between personal appearance and idealized images.

Fast fashion refers to clothing produced and marketed in response to rapidly changing trends, often at relatively affordable prices. Fashion participation may be enjoyable, but repeated purchasing and comparison may also coincide with financial concerns, pressure to keep up with trends, or dissatisfaction with appearance. These possible relationships are relevant to student well-being and health education.

Need for the study

The fashion industry has experienced substantial growth over the past decade, with young consumers forming a major segment of the market. The availability of affordable clothing, online shopping applications, and promotional marketing strategies has made frequent purchasing more common among youth. Surveys conducted in various settings indicate that young women are more likely than other groups to engage in trend-based clothing purchases influenced by social media exposure.

At the same time, reports on youth mental health highlight increasing concerns related to stress, anxiety, body dissatisfaction, and low self-esteem. Exposure to idealized images and societal expectations has been associated with negative emotional outcomes in several research findings. Continuous comparison and the pressure to appear fashionable may contribute to psychological strain, particularly among female youth who are navigating identity formation and social acceptance.

Statement of the problem

"A study to assess the impact of fast fashion purchasing habits on stress and self-image among female youth."

Objectives:

1. To assess the nature and frequency of fast fashion purchasing habits among female youth.
2. To determine the level of stress among female youth.
3. To evaluate the level of self-image among female youth.

International Journal of Recent Development in Engineering and Technology
Website: www.ijrdet.com (ISSN 2347-6435 (Online) Volume 15, Issue 10, October 2026)

4. To analyze the relationship between fast fashion purchasing habits and stress.
5. To analyze the relationship between fast fashion purchasing habits and self-image.

Hypotheses

H1: There is a statistically significant relationship between fast fashion purchasing habits and stress among female youth.

H2: There is a statistically significant relationship between fast fashion purchasing habits and self-image among female youth.

H3: There is a statistically significant association between fast fashion purchasing habits and selected demographic variables.

Assumptions

1. Female youth are influenced by contemporary fashion trends and digital media.
2. Frequent purchasing of fashion items may influence emotional well-being.
3. Self-image among female youth can be affected by external comparison and consumer behavior.
4. Participants will provide accurate and honest responses during data collection.

Delimitations

1. The study is restricted to female youth between 15 and 24 years of age.
2. The study is conducted in selected institutions/areas only.
3. Only participants who consent to participate are included.
4. The findings are limited to the data collected within the specified study period.

II. Methodology

- *Research approach*

A quantitative research approach was adopted for the study to assess the impact of fast fashion purchasing habits on stress and self-image among female youth.

- *Research design*

A descriptive correlational research design was used in this study.

- *Variables*

Independent variable: fast fashion purchasing habits dependent variables: stress and self-image

Research variables: impact of fast fashion on psychological factors

Demographic variables: age, year of study, family income, residence, and source of fashion influence

- *Population*

The population included all female nursing students of ganga college of nursing. The total population was approximately 120 students.

- *Sample size and sample technique*

Sample size: 30 female youth

Sampling technique: non-probability convenience sampling

Rationale: convenience sampling was used because it was easy, time-saving, and suitable for selecting participants

- *Criteria for sample selection*

Inclusion criteria
Female students studying at ganga college of nursing age group between 18–25 years
Willing to participate in the study
Exclusion criteria
Students who were absent during data collection
Students not willing to participate

- *Tool*

A structured questionnaire was used for data collection.
Tool description

Section a: demographic variables
Section b: fast fashion purchasing habits scale
section c: stress assessment scale
Section d: self-image scale

- *Reliability and validity*

Reliability of the tool was tested using appropriate statistical methods and found to be reliable. Validity was ensured through expert evaluation.

- *Data collection procedure*

Permission was obtained from institutional authorities informed consent was taken from participants

Data was collected using a structured questionnaire

Time taken for each participant was approximately 15–20 minutes

III. Data Analysis And Interpretation

Section a: Demographic variables Year of study

Section b: Fast Fashion Purchasing Habits

International Journal of Recent Development in Engineering and Technology
Website: www.ijrdet.com (ISSN 2347-6435 (Online) Volume 15, Issue 10, October 2026)

Table 1: distribution of participants based on age (n = 30)

Age (years)	Frequency	Percentage
18-20	12	40%
21-23	14	46.6%
24-25	4	13.3%

Section C: Level Of Stress

Section d: Self-Image Level

Distribution of self-image levels (n = 30)

Self-image level	Frequency	Percentage
Positive	10	33.3%
Neutral	12	40%
Negative	8	26.6%

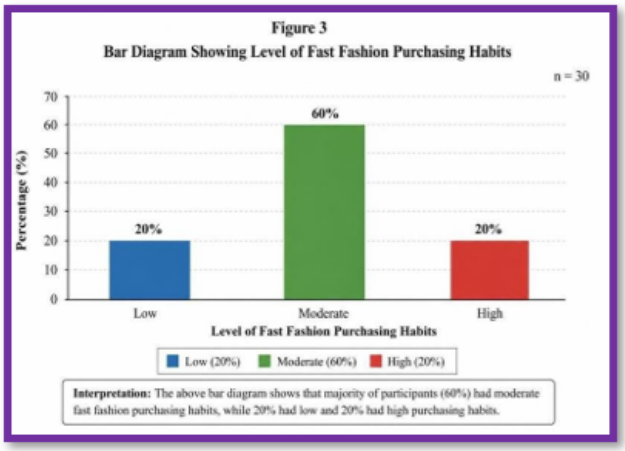
Table 2: level of fast fashion purchasing habits (n = 30)

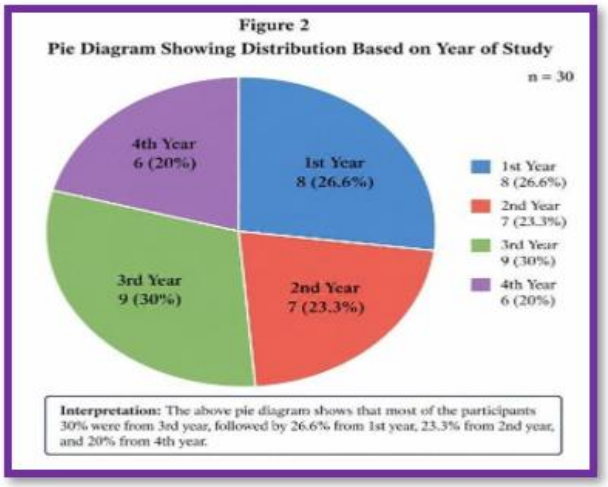
Level	Frequency	Percentage
Low	6	20%
Moderate	18	60%
High	6	20%

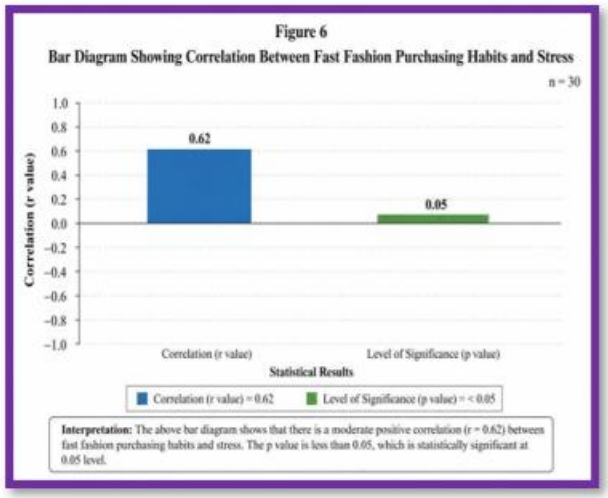
Section d: Self-Image Level

Distribution of self-image levels (n = 30)

Self-image level	Frequency	Percentage
Positive	10	33.3%
Neutral	12	40%
Negative	8	26.6%







IV. Results And Discussion

Demographic Variables and Fast Fashion Purchasing Patterns

The demographic findings revealed that the majority of participants belonged to the age group of 21–23 years and most were 3rd year students. Social media was identified as the major source of fashion influence among participants.

Levels of Stress and Self-Image Among Female Youth

The present study found that the majority of participants had moderate levels of stress and neutral self-image. Some participants also showed negative self-image associated with increased fashion involvement.

International Journal of Recent Development in Engineering and Technology
Website: www.ijrdet.com (ISSN 2347-6435 (Online) Volume 15, Issue 10, October 2026)

Association Between Fast Fashion Purchasing Habits and Stress

The study identified a positive correlation between fast fashion purchasing habits and stress ($r = 0.62$, $p < 0.05$). This indicates that increased involvement in fast fashion purchasing is associated with higher stress levels among female youth.

Association Between Fast Fashion Purchasing Habits and Self-Image

The present study revealed a negative correlation between fast fashion purchasing habits and self-image ($r = -0.48$, $p < 0.05$). This suggests that excessive dependence on fashion may negatively influence self-image among female youth.

Association Between Demographic Variables and Study Variables

The study findings indicated that demographic variables such as age, year of study, and source of fashion influence had an effect on fast fashion purchasing habits, stress, and self-image. Participants who were more exposed to social media and peer influence showed higher involvement in fast fashion purchasing.

V. Conclusion

The present study concluded that fast fashion purchasing habits have a significant impact on stress and self-image among female youth at Ganga College of Nursing. Increased involvement in fast fashion purchasing was associated with increased stress and changes in self-image. The findings highlight the psychological influence of fashion-related behaviors among nursing students. Therefore, awareness regarding healthy self-image, emotional well-being, and responsible consumer behavior is essential among female youth.

VI. Nursing Implications

Nursing Practice

- Nurses should provide psychological support and counseling to students experiencing stress related to appearance and social comparison.
- Mental health awareness programs can be organized to promote positive self-image among youth.
- Nurses can educate students regarding healthy coping mechanisms instead of emotional shopping behavior.
- Nursing professionals should encourage self-acceptance and emotional well-being among adolescents and young adults.

Nursing Education

- Educational sessions on stress management and body positivity can be included in nursing curriculum.
- Nursing students should be educated about the psychological effects of social media and fast fashion trends.
- Workshops and awareness programs can help students develop confidence and healthy self-esteem.
- Nurse educators can motivate students to focus on personality development rather than appearance-based validation.

Nursing Administration

- Nursing administrators should organize mental health promotion activities within colleges.
- Counseling services and student wellness programs should be strengthened in educational institutions.
- Institutional policies can support healthy student lifestyle practices and emotional wellbeing.
- Awareness campaigns regarding responsible consumer behavior and self-image should be encouraged.

REFERENCES

BOOK REFERENCES

[1] Burns, N., & Grove, S. K. (2019). Understanding nursing research: Building an evidence-based practice (7th ed.). Elsevier.

[2] Kothari, C. R. (2019). Research methodology: Methods and techniques (4th ed.). New Age International Publishers.

[3] Polit, D. F., & Beck, C. T. (2021). Nursing research: Generating and assessing evidence for nursing practice (11th ed.). Wolters Kluwer.

[4] Sharma, S. K. (2021). Nursing research and statistics (4th ed.). Elsevier.

[5] Taylor, C., Lynn, P., & Bartlett, J. (2022). Fundamentals of nursing: The art and science of person-centered care (10th ed.). Wolters Kluwer

JOURNAL REFERENCES

[6] Becker-Leifhold, C., & Iran, S. (2018). Collaborative fashion consumption drivers, barriers and future pathways. Journal of Fashion Marketing and Management, 22(2), 189–208.

[7] McNeill, L., & Moore, R. (2015). Sustainable fashion consumption and the fast fashion conundrum. International Journal of Consumer Studies, 39(3), 212–222.

[8] Morgan, L. R., & Birtwistle, G. (2009). An investigation of young fashion consumers' disposal habits. International Journal of Consumer Studies, 33(2), 190–198.