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### Dress to Express: Investigating the Impact of Clothing Preferences on Self-Identity Development

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#### Abstract

This study examines the relationship between fashion and self-identity, particularly among students in Noveleta, Cavite. It explores how clothing choices influence self-perception and self-esteem among adolescents and young adults. A quantitative research design was applied, utilizing surveys, focus group discussions, and observational data to analyze the correlation between clothing preferences, self-

esteem, and identity development. The findings reveal that fashion significantly shapes self-image, allowing students to express individuality and confidence. The study also highlights the impact of fast fashion and cultural influences on clothing choices, emphasizing the importance of mindful consumption.

**Keywords:** Self-Identity, Fashion, Cavite

#### 1. Introduction

This study investigates how fashion influences self-identity development among students in Noveleta, Cavite. It seeks to understand the relationship between clothing preferences and self-esteem, contributing to a broader discussion on how fashion impacts personal growth.

This study examines how Filipino students' clothing choices reflect their self-identity and cultural values. Due to the fact that these are "fast-fashion" which means they cater to snap trends, they tend to go out of style just as fast they went in style, thus, lessening their chances of being utilized. Slow fashion consumers, of course, dispose of their clothing less because of superior construction quality and styles that can traverse through season (Watson & Yan, 2020).

According to Guimares (2022), There's addition to revealing self emotions, fashion is a means of presenting who are to the outside world. Because fashion is so distinctive and individualized, a lot of the events in our pasts become reflections of who are today in the industry.

This as a reminder that clothes are more than just things that I wear, they are effective means of expressing who are, mirroring to history, and influencing the present. Because can appreciate the richness and complexity of fashion as a medium for cultural communication and self-expression when recognize this fashion. People can use fashion as a powerful storytelling tool to express their experiences, ideals, and personal narratives to the world. Cultural preservation, and social change if embrace the storytelling potential of clothing. People will know a lot if we keep learning everything about fashion.

The article also delves into fashion design, tracing its historical significance and the transition from individual craftsmanship to mass production, and the subsequent rise of different fashion genres. Additionally, the relationship between design and style is scrutinized, noting the influence of societal and cultural factors on fashion. The article concludes with an examination of aesthetics in design, underscoring the essential balance between functionality and visual appeal in successful design outcomes (Gjoni., et al 2024) <sup>[1]</sup>.

The new designs that fit the old designs are spreading more and more because when the new designs are more attractive, people are more attracted because of the beauty and because of the trend of the designs, even children are obsessed with buying new designed clothes because they are more they see themselves in the wear beautiful and attractive design.

The crucial role that fashion plays in self-expression and identity is highlighted. Personalized accessories, such as jewellery, watches, etc. are an extension of fashion that allows individuals to further express their unique style and identity. They provide a canvas for individuals to showcase their interests, beliefs, and memories. By customizing these accessories with personalized designs, symbols, and names, people can create a statement that speaks about their individuality and enhances their sense of self. Fashion is crucial for self-identity as it allows individuals to express their personalities, attitudes, and views through clothing choices, fostering creativity and allowing experimentation. However, personal objectives can influence whether fashion serves as a conformity or rebellion tool.

This research helps researchers he know a lot about what people’s clothes indicate he almost most of them have the same clothes because they say that looks like that suits them. And also know what the colors of the clothes mean, and this is also the reason why there are judgmental people because they only look at the outside appearance, so if you dress well, that’s sensible, but if your clothes are ugly, they will think bad of you.

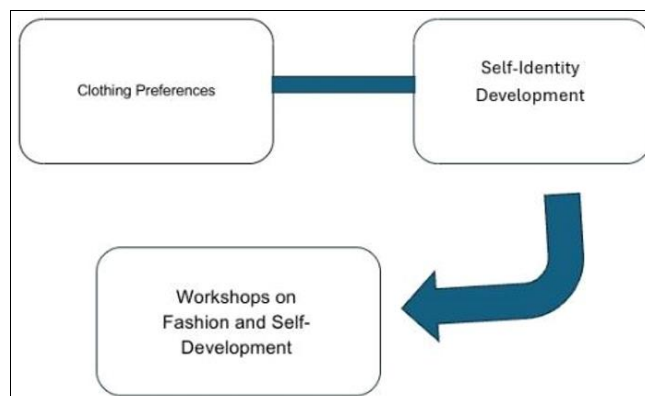
**Objectives of the Study**

This study aims to assess the Dress to express investigating the impact of clothing preference on self-identity Development Noveleta, Cavite. It also seeks to examine the relationship between the two variables and their effect of self esteem, it aims to how students perceive and understand their own identities

**Methods and Materials**

According (Legere, Kang, 2020) [3] This address environmental and social concerns, the slow fashion model has arisen not as merely the antithesis of fast fashion but a holistic philosophy that seeks to change the modes of production and consumption. Grounded by self-concept theory, we proposed a comprehensive model of slow fashion that depicts the effects of moral self-identity and proximity of clothing to self on behavioral intentions toward slow fashion, with perceived self-enhancement benefits as mediators. This research investigates the connection between fashion and self-identity among students in Noveleta, Cavite, using a quantitative approach. The study utilizes surveys, focus groups, and observational data to analyze the relationship between clothing preferences, self-esteem, and identity development. The research aims to understand how students perceive their self-identity, quantify their clothing preferences, and explore the correlation between these factors. The study also examines

the influence of fast fashion trends and cultural factors on clothing choices, emphasizing the importance of mindful consumption. The research utilizes a descriptive approach, focusing on gathering rich, detailed information about students’ experiences with fashion and self-expression. The findings are expected to provide insights into the complex interplay between fashion and self-identity, potentially leading to recommendations for educators, students, and future researchers.



**Fig 1:** Conceptual Framework of the Study

Fashion design is a powerful tool for personal growth and self-discovery because of this unique initiative that uses it as a platform for young people to explore their identities, communicate their values, and express their individuality. The program connects to the concepts of independence, dependence, and multifaceted intervention. Fashion in self identity is explored of self expression and the design is the prove your self to wear that clothes is formal.

**Results and Discussion**

This chapter presents the results of the study. It begins by summarizing the main research questions and hypotheses, then systematically presents the data analysis and results related to each question. The presentation will be organized logically, following the order of the research questions, and will include descriptive statistics. Visual aids such as tables and figures will be used to enhance clarity and understanding. Students with a strong personal clothing style will exhibit higher self-esteem and a clearer sense of self-identity.

**Table 1:** The relationship between fashion in self identity on noveleta to cavite

Question	General Average	Rank	Interpretation
Do you believe that wearing decent clothes is important?	4.08	4.08	Agree
Do you always wear clothes that shows your attitude towards others?	3.66	4.05	Agree
When you dress a certain way, do you feel more confident?	3.8	4.02	Agree
Which current fashion trends are your favorites?	3.78	3.79	Agree
Do you ever change your attire for a special occasion?	4.05	3.92	Agree
What would you wear if you could own any article o apparel in the world?	3.74	3.91	Agree
Why is it so important to dress in ways that reflect your identity?	3.72	3.82	Disagree
How confident do you feel when you’re dressed the way you want to?	3.82	3.82	Agree
<b>Total Average:</b>	<b>3.83</b>		<b>Agree</b>

According to Louise *et al.*, 2021 This study explored the relationships between clothing practices, personality traits, and body image among Israeli women. This study indicates

that openness to experience may foster body-positive clothing practices. In this way, their choice of clothing can help women overcome objectification and cultural body-

ideal pressures, promoting self-validation and mastery. The results showed a strong belief that dressing well is important, expressing personal style, and feeling confident through clothing choices. Participants also recognized the influence of fashion trends and cultural factors on their clothing choices. Overall, the survey highlighted the significant role fashion plays in shaping self-perception and identity.

Question	General Average	Rank	Interpretation
Is it vital to express oneself through clothing?	3.79.	3.79	Agree
Do you use your sense of style to express who you are?	3.87	3.78	Agree
Does your identity affect the clothes you choose to wear?	3.6	3.76	Disagree
Does culture influence the clothes you choose to wear?	3.76	3.76	Agree
My favorite outfits make me feel about myself.?	3.41	3.76	Agree
I frequently dress in particular ways to convey my personality to other's?.	3.76.	3.75	Agree
Having something fresh to wear makes. Me feel good about my self.?	3.62	3.74	Agree
I steer clear take them out you particular. Fashion. Trends or hues that don't accentuate?	3.66	3.72.	Agree
<b>Total Average:</b>	3.68		Agree

Furthermore, research indicates that fashion consciousness influences self-esteem, as people often associate confidence with their outward appearance (Legere & Kang, 2020) [3]. The rise of fast fashion and social media trends has accelerated this phenomenon, making fashion an essential aspect of modern identity development. This table presents the results of a questionnaire examining the relationship between in self identity on noveleta to cavite. The questionnaire included 27 statements regarding the fashion to self identity. Each statement received a mean score ranging from 4.08 to 3.6, a ranking from 1 to 27 a verbal interpretation of Agree and Disagree.

Question.	General Average	Rank.	Interpretation
I feel good about my self when I look. Decent in my attire.?	3.91	3.72	Agree
At my ideal weight, I look my best in clothes? My attire conveys to people. And feelings about my self?	3.61	3.69	Agree
I am better able to communicate with people when I am? dressed in clothing that makes me feel good.?	3.62	3.66	Agree
I feel satisfied myself when look well in what. I'm wearing?	3.72	3.8	Agree
I feel satisfied myself when look well in what. I'm wearing?	4.02	3.66.	Agree
I make an effort purchase clothes that make me feel good about myself.?	3.66	3.62	Agree
Clothing enables me to transform into the person I desire to be.?	3.76.	3.61	Agree
People can infer information about my interests an activities form my attire?	3.75	3.41.	Disagree
I dress in particular ways to alter the appearance of my body. ?	3.72	3.8.	Agree
Having nice clothes that fit me	3.97	3.6	Disagree

well gives me a sense of competence?			
<b>Total Average.</b>	<b>3.77.</b>		Agree

According to Suganya 2024 the study also looks at how fashion consciousness influences the relationship between consumption of status and actual/ideal fashion self-esteem. The study indicates that actual fashion self-esteem is not as powerful as ideal fashion self-congruity as it is in predicting fashion consciousness and status consumption, using a sample of 513 consumers. Furthermore, the findings of the research suggest that fashion consciousness plays a medating function in the relationship between ideal fashion self-esteem and status consumption. The study indicates that the ideal self plays a significant role in the decision-making process of consumers, which has important implications for marketers of branded fashion items. The total average mean score for all statements was 3.77, suggesting an overall mixed perception of the effect of fasion in self identity on study. Statements about fashion and self expression during study showed self image. The data show a complex relationship between self expression with individual responses varying depending on the type and Clothing style.

### Conclusion

Based on the results of the study, the researchers concluded that the Level of 80% agree that dressing well enhances their self-esteem indicating that while students possess basic research abilities, they require further development. This study highlights the strong relationship between clothing preferences and self-identity development. Fashion serves as a tool for self-expression, confidence-building, and cultural affiliation. However, the findings also indicate that fast fashion trends and social pressures may influence students' self-esteem and body image. Furthermore, cultural and fast fashion trends impact students' decisions regarding personal style.

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