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## Correlation Between Consumption Of Food And Fashion Choice.

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### Abstract

The growing youth of the 21<sup>st</sup> century can be seen shown to have an increasing inclination towards their food habits and the clothing they wear on a daily basis. The food habits that can be seen inhabiting them are largely affected by the society, family and peer groups with whom they communicate, although these very food habits is an independent cause of what kind of clothing they might wish to wear according to their surrounding or most of the time due to their body shape, because it has become of utmost importance that one must keep a good physique in order to achieve a respectable position within the group of people that they must communicate with every day. The study has been based on urban teenagers of Gurgaon and Kolkata as the different trends of food and fashion is largely observed in the cities. During the development of this paper, the four main eating disorders which has been researched upon, according to DSM5 are as follows- Anorexia Nervosa, Atypical Anorexia Nervosa, Binge eating disorder and Bulimia Nervosa. Along with Eating disorders, a total of 16 distorted patterns were also viewed and the 3 main that were suited most were as follows- Emotional Reasoning, Labelling and Overgeneralization. The main purpose of this paper is to establish that food consumption can largely affect the kind of cloth one wears in their day to day lives including certain other factors which might also be responsible for the compelled choice and to inform the mass the about the crucial aspects of body shaming.

### Keywords-

Distorted thinking patters, Eating-disorders, Fashion, Lifestyle.

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## Introduction

Consumption of food and fashion choices are largely interdependent on each other. In today's society the youth prefer to eat the food of their choice and dress as they feel pleasing or at instances dress according to their state of mind. Although one must also be aware of the fact that with fashion choices and type of consumption of food surfaces judgement, whilst some of them stand to be accepting ones, the other judgement can cause the development of the feeling of insecurities causing teenagers with irregular body shapes to be shrouded to point where they start developing insecurities. The Independent variable of the study is Consumption of food and the Dependent Variable is Fashion choices and the type of sampling that has been used for this paper is Random sampling, the variables that have been used for this paper are Qualitative data which are food and fashion choice. In this research paper four main types of Eating disorders have been identified (according to DSM-5), which are as follows-;

- 1) Anorexia Nervosa- an eating disorder that occurs upon restriction of nutrients and energy required by an individual to perform daily activities. This type of disorder is usually accompanied by intense fear and worry about putting on weight, thereby avoiding consumption through various methods.
- 2) Atypical Anorexia Nervosa- a term used to diagnose who have extremely low body weight. Is quite similar to Anorexia nervosa as the trend of this disorder can be seen within people who have body image distortions.
- 3) Binge Eating Disorder- A disorder most prevalent within people who have episodes of constantly eating excessively, typically in a time difference of two to three hours. Often caused by emotions such as guilt and shame.
- 4) Bulimia Nervosa- this type of disorder is attached to Binge Eating disorder as the term defines the after consequences of excessive eating, and the most common actions results in Self-induced vomiting, fasting, excessive use of laxative and other similar drugs, and excessive exercise behaviours.

Along with the 4 types of eating disorder that have been identified out of 16, 3 main types of distorted thinking patterns that has also been studied and identified within this research paper. The following are-;

- 1) Emotional Reasoning- This pattern is found within people who have a tendency of judging themselves or the circumstances based on the emotions that they experience during the moments of distress; the emotions are usually negative emotions giving the feelings of guilt.
- 2) Labelling- This cognitive distortion is found within people who make a judgement about themselves or about someone else basing their reviews not on the positive aspect of the outcome rather passing a judgement which is in a negative context. For example, labelling oneself a failure.
- 3) Overgeneralization- This cognitive distortion discusses about people who directly pass a statement of all future events to have a negative output based on a particular event or some series of coincidental outcomes that did not go as planned.

## Objective

The objective of the study is to establish a positive correlation between the two identified variables which are consumption of food and fashion choices based on the questionnaire that had been provided to the participants. The participants who were randomly selected ranging from the age of 13-18. The study was also conducted to spread awareness about the necessity for understanding the mental health of teenagers who are quite frequently judged based on the decisions they make whilst selected the food they consume and the attire they have clothed themselves in. On exploration of the different aspects of the variables it has been shown that teenagers are largely affected due to the discrimination and thereafter disturbance that they face, once they come in face with the judgement in both real life and social media platforms.

## Research Question

How does the consumption of a type of food such as Fast Food, Home-Made Food or both, within teenagers ranging from the age of 13-18 affect the type of clothing that they choose for example Loose Clothes or Fitting Clothes to wear on a daily basis, and is it influenced by a third-party perspective or self-perspective.

## Literature Review

Finally, the fashion modelling food system is significant for how people increasingly 'aestheticize' and moralize the body, its size and the practice of eating accordingly (Featherstone, 1991; Mennell, 1996; Shilling, 2012). Dietary rules in fashion modelling reflect, in a magnified way, how food is categorized and dealt with in contemporary western societies that are increasingly obsessed with food in relation to slender bodies (Mennell, 1996; Shilling, 2012).

positive perceptions, in turn, create a 'halo-effect': a self-fulfilling prophecy of being granted those opportunities (in work, friendship, love) through which people actually become more successful (Kaplan, 1978; Hamermesh, 2011). In other words: slenderness produces privileged positions.

the appraisal of slender bodies there is an intensified condemnation of fat bodies – on aesthetic, but on moral grounds too: 'fat individuals are considered personally responsible for their weight, lazy, lacking in self-control, and incompetent' (Gruys, 2012: 484, cf. O'Neill and Silver, 2017: 121). Their body-size is read 'as an indication of moral sloppiness' (Paxson, 2005: 17). This condemnation of fat bodies gives ground to a persistent fat stigma that leads to workplace discrimination and social exclusion of the obese (Kwan and Trautner, 2011; O'Brien et al., 2013).

To eat is to distinguish and discriminate, include and exclude. Food choices establish boundaries and borders' (2014: 2). The food system in fashion modelling is a case in point to get a closer look into the way symbolic boundaries between self and others are drawn. Categorizations of good, bad, healthy or dangerous foods, produced in the fashion modelling food system, stimulate controlled eating.

This paradox of moral imperatives renders models preoccupied with self-surveillance and self-objectification, and subjugated by agencies and clients

It also renders eating a sober, solitary, hardly enjoyable practice for models household energy saving and responsive food choice have a significant effect on fashion involvement and gender has a moderator effect between these dimensions and fashion involvement. For male consumers, fashion involvement increases when responsive food choice behaviors increase and decrease when fashion involvement decreases. Female consumers who try to conserve energy resources at home are less interested in fashion and fashion-related activities.

Food choice is a complex phenomenon, dependent on a lot of factors, which affect human behaviour in different ways, resulting in the choice of some and the rejection of other products (Babicz-Zielińska, 2001, Lindbladh et al., 1996). There are many models describing food choice factors and their interrelations (Furst et al., 1996, Gains, 1994, Keane and Willets, 1994, Shepherd, 1989, Story et al., 2002).

Food choice may also be characterized by the context – a situation determined by the time, place, circumstances, habit and by what and with whom food is eaten (Gains, 1994, Meiselman, 1996, Mela, 1999).

Numerous papers have analysed the effects of single or multiple factors on attitudes, preferences, food habits and consumption, showing the following as important factors: taste, satiety, price, gender, social position, knowledge of eating behaviour, social networks, attitudes toward health, habits (Brug et al., 1995, Drewnowski, 1997, Feunekes et al., 1998, Lindbladh and Lyttkens, 2002, Satia et al., 2002, Wardle et al., 2000, Zandstra et al., 2000, Zandstra et al., 2001)

Knowledge about food choice motives which have potential to influence consumer consumption decisions is important when designing food and health policies, as well as marketing strategies.

Consumers' food choices involve a complex interaction between the sensory properties of the food itself, factors specific to the individual (such as a liking for particular foods), and environmental, cultural and contextual influences (Furst, Connor, Bisogni, Sobal, & Falk, 1996; Randall & Sanjur, 1981).

Increasingly, food choices reflect people's personalities and lifestyles (Brunsø, Scholderer, & Grunert, 2004; Lindeman & Sirelius, 2001), highlighting the role that different motives have in determining food choices.

Steptoe et al. (1995) note that health is by no means the only motive that influences food choice—on the contrary, focussing only on health may disguise many other motives that can be important.

Lifestyle has been used as the basis of segmentation for example through application of a battery of activities, interests and opinions (AIOs)-items. The use of AIOs has been criticised, mainly because of the lack of theoretical foundation (Lastovicka, 1982). As a response, a new instrument was developed to assess food-related lifestyle (Brunsø & Grunert, 1995), which

provides life-style based segmentation of food consumers (Buckley, Cowan, McCarthy, & O'Sullivan, 2005).

Human beings are inherently prone to seek prestige or social status under several consumer settings (Berger, Rosenholtz, and Zelditch Citation1980). In general, theoretical models about social status rely on the assumption that the 'social status' itself provides individuals with utility (Veblen Citation2005).

The consumption of goods that seeks to demonstrate the purchase capacity and wealth of an individual is known as conspicuous consumption (Veblen Citation2005; Charles, Hurst, and Roussanov Citation2009). The two main motivations for conspicuous consumption are 'invidious comparison' and 'pecuniary emulation' (Bagwell and Bernheim Citation1996). Invidious comparison refers to higher-class individuals seeking to differentiate themselves from lower-class individuals; and pecuniary emulation refers to lower-class individuals seeking to be thought as members of a higher class.

The influence of changing fashion as portrayed in the various media is an important potential influence on health-related behaviours, particularly in adolescence when peer pressure is reportedly strong.

Eating disorders, especially anorexia nervosa, have become more prevalent within developed-country societies (Bordo, 1986; Nielson, 1990). The condition is particularly prevalent in adolescents, and is more common in girls than in boys (Bourke, 1991)

Boredom played an important role in influencing the eating habits in both the general population and those with eating disorders

Psychological theories on adolescents agree that during this transitional period of development, adolescents experience various levels of physical, psychological and social changes, and imagine themselves to be "on stage" playing to an "imaginary audience" (Goffman, 1959; Elkind,1978).

Adolescent years have been described as a time in which adolescents are "unconsciously egocentric", and during these developing years they seem to be "steeped in the belief that they are always being watched" (Caslebury & Arnold, 1988, p. 98).

Definitions on consumer behaviour state that it is the process of making choices to satisfy needs. When decisions by adolescents are made in purchasing clothing, they are motivated by their reference groups as well as other informational and normative social influences (Malinowski, 1964, pp.35-36). Many researchers have examined the role of personality and emotions as they relate to consumer behavior. Saran, Roy and Raj (2016) found that personality had a "mediated effect" on one's fashion involvement through "positive emotions".

health is becoming an increasingly important personal and societal value, it is not surprising that consumers have started to pay more attention to the health benefits of food (Goetzke & Spiller, 2014; Marette, Roosen, Blanchemanche, & Feinblatt-Meleze, 2010; Vecchio, Van Loo, & Annunziata, 2016)

Functional foods are defined as foods that have beneficial effects on bodily functions and help to improve a state of health and well-being and/or reduce the risk of disease (Diplock et al., 1999)

food consumption is a social matter and has symbolic significance by expressing one's identity or signaling a certain lifestyle (Niva, 2006, 2007).

Functional foods, which are now perceived as a socially and culturally shaped phenomenon, help consumers to form positive impressions in the eyes of other people (Goetzke, Nitzko, & Spiller, 2014; Urala & Lähteenmäki, 2004 ) and achieve a desirable image as they usually seek identity-relevant items in order to signal their identity to others (Wicklund & Gollwitzer, 1981).

The pressure placed upon fashion models to be extremely slender has raised concerns regarding their risk for disordered eating behaviors and eating disorders (Soltis, 2009; van Hanswijck de Jonge & van Furth, 1999)

Specifically, it has been suggested that while rates of disordered eating may be higher among models, rates of clinical-level eating disorders may not be higher among models compared with young women from the general population

Sociocultural perspectives highlight the role of cultural beauty standards, the emphasis on appearance in contemporary Western society and, particularly for women, the pressure towards thinness, as risk factors for body image concerns and eating disorders (2002, Stice, 1994; Tiggemann, 2011). Sociocultural theory highlights how socially constructed standards of thinness, promoted by agents such as the media, and amplified by parents and peers, are internalized and adopted by individuals (Stice, 1994, 2002; Thompson & Stice, 2001; Tiggemann, 2011). Thin-ideal internalization has received consistent empirical support as a risk factor for body dissatisfaction and eating pathology in women (Stice, 2002; Thompson & Stice, 2001). Consistent with this, several risk groups have been identified in aesthetic fields and occupations that emphasize the importance of appearance and focus on the maintenance of an extremely thin body shape (Garner & Garfinkel, 1980; van Hanswijck de Jonge & van Furth, 1999). In this way, fashion models, like athletes or ballet dancers are considered a high-risk group for body image and eating concerns, due to the increased focus to maintain a thin body shape (Smolak, Murnen, & Ruble, 2000; Treasure, Wack, & Roberts, 2008)

As sociocultural theory posits that body image and eating concerns are predicted by the perceived discrepancy between one's appearance and the thin-ideal, it may be that models, who typically have much smaller bodies, may have lower body dissatisfaction (Brenner & Cunningham, 1992; Santonastaso, Mondini, & Favaro, 2002)

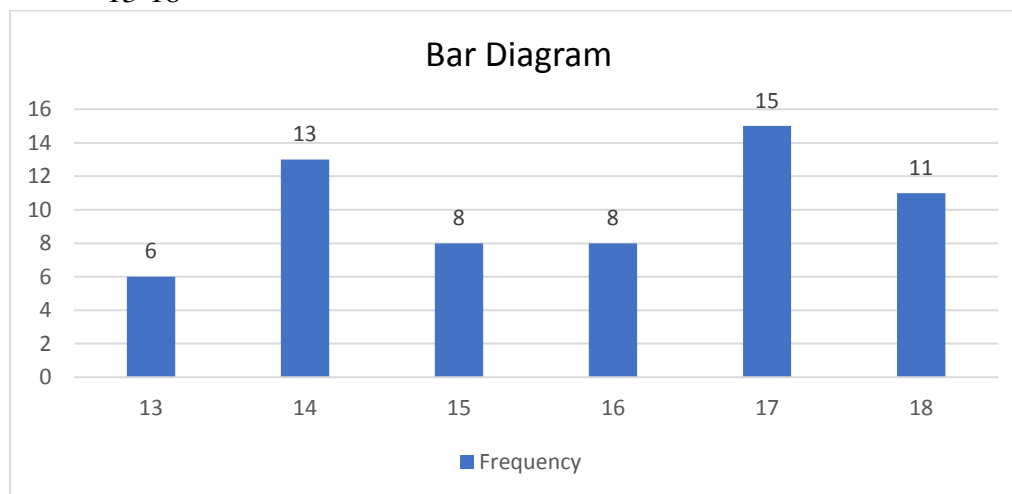
On the other hand, a high investment in appearance may lead to heightened anxiety related to the importance of maintaining a very low weight which could in contrast lead to disordered eating. The majority of the previous studies exploring dimensions of body image among models has reported that fashion models display similar or lower levels of body dissatisfaction than non-models, and higher body appreciation that is considered a protective factor against disordered eating (Brenner & Cunningham, 1992; Santonastaso et al., 2002; Preti, Usai, Miotto, Petretto, & Masala, 20

## Methodology

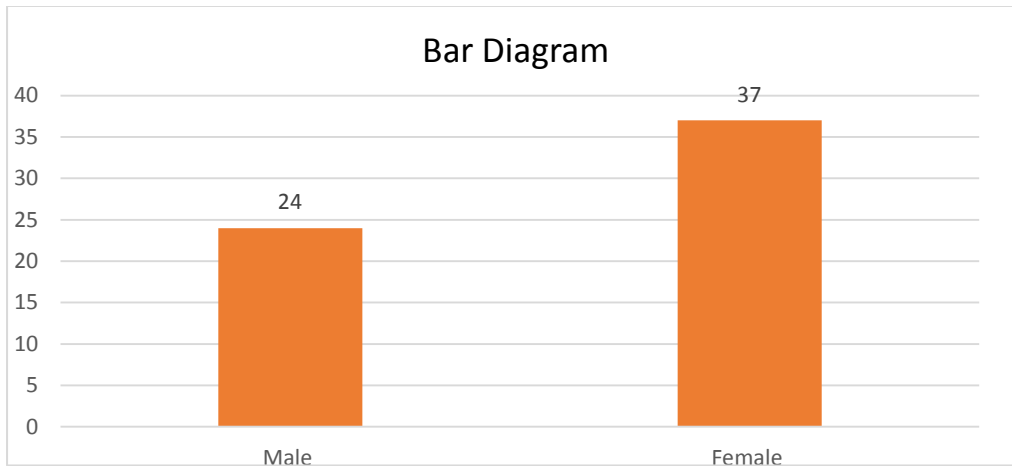
For this research a questionnaire with 17 questions were prepared, where questions based on fashion choices and food consumption was asked. The research had been distributed to candidates in both online and offline platforms, there was a total of 12 candidates online and 49 candidates offline. To receive a proper data for analyzation it was made sure that the data that is being received limits within the age group that has been set for this research. The questionnaire had been distributed within students ranging from age 13-18, based in Kolkata and Gurgaon. In this research the responses that were received from both the platforms of questionnaires were analysed and constructed in a graph. Analyzations of both singular and multiple data was made there were a total of 8 tables that had been constructed on the MS. Excel platform. The Independent variable of the study is Consumption of food and the Dependent Variable is Fashion choices. The type of sampling is Random Sampling

The analyzation of this study shows that teenagers of age (13-18), have shown trends based on the type of clothing and their body weight. The total population size that has been taken for this study is 61 out of which 9.836% of students have shown to be overweight and wear loose clothes, and 6.557% of students have shown to the underweight who prefer to wear fitting clothes. The overall percentage value of this \_\_\_\_ stands to be 16.393%.

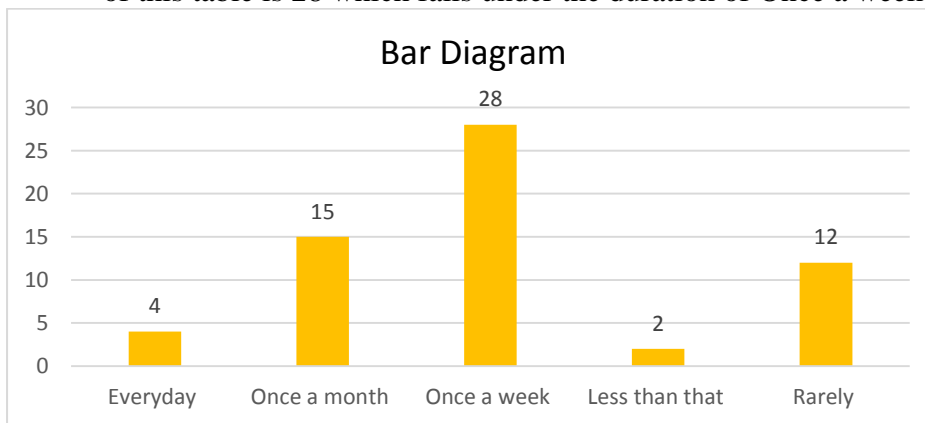
- Table-1 shows the age of the number of students who have participated ranging from 13-18



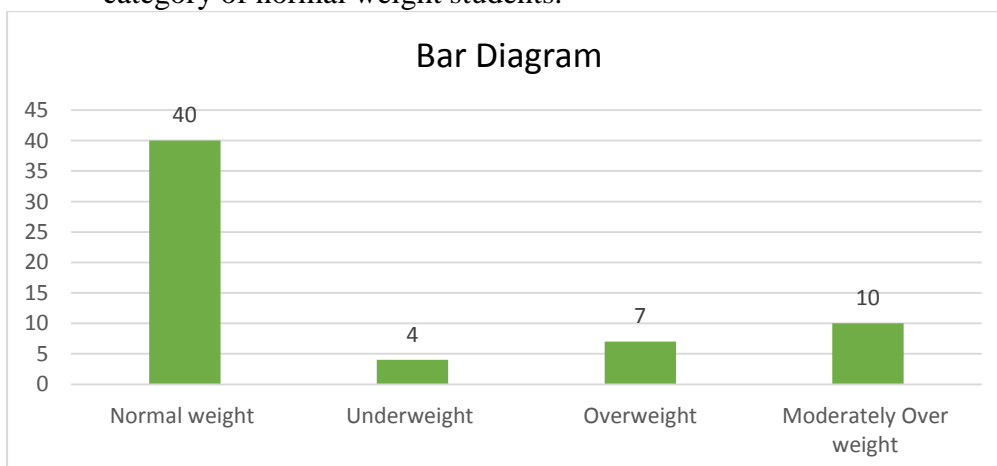
- Table-2 shows the number of male and female students who have participated in this study, and upon viewing the female ratio stand higher then male students.



- Table-3 analyses, the consumption of fast food on varied duration. The modal value of this table is 28 which falls under the duration of Once a week.

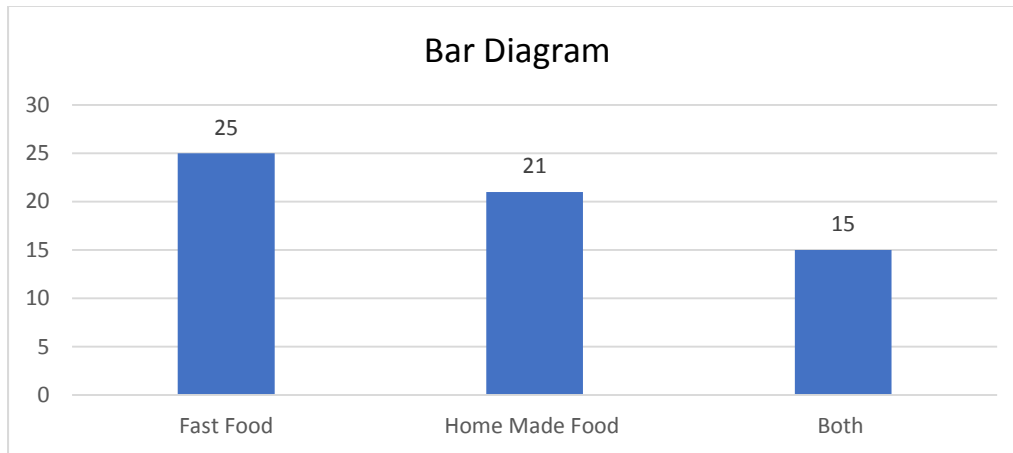


- Table-4 is a representation of the different categories of weight that the participants have regarded themselves to be. The modal class of this group is 40, which is the category of normal weight students.

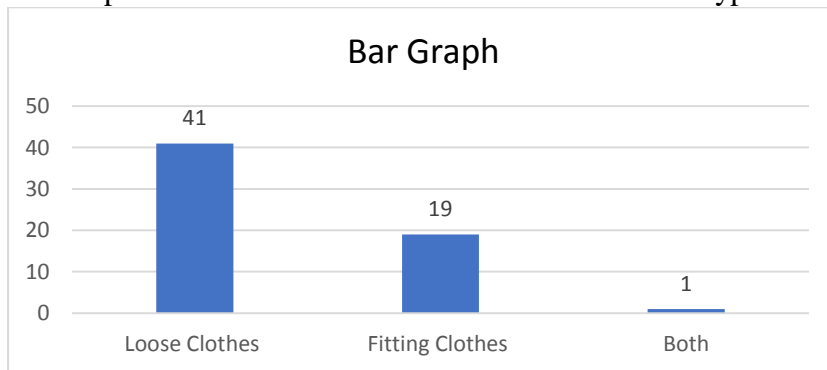


- Table-5 represents the Types of Food that is being consumed by students on a day-to-day basis. The modal group of this data is Fast Food with a valuation of 25 students out of 61 students, and total percentage of this data is 40.983%.

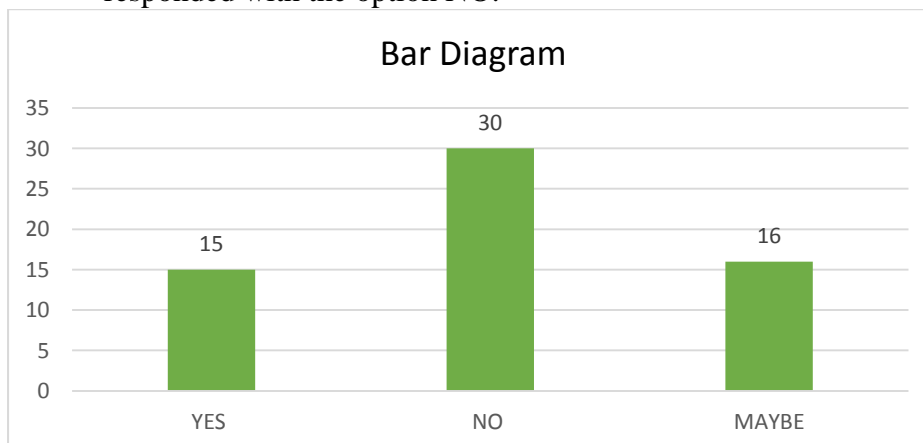




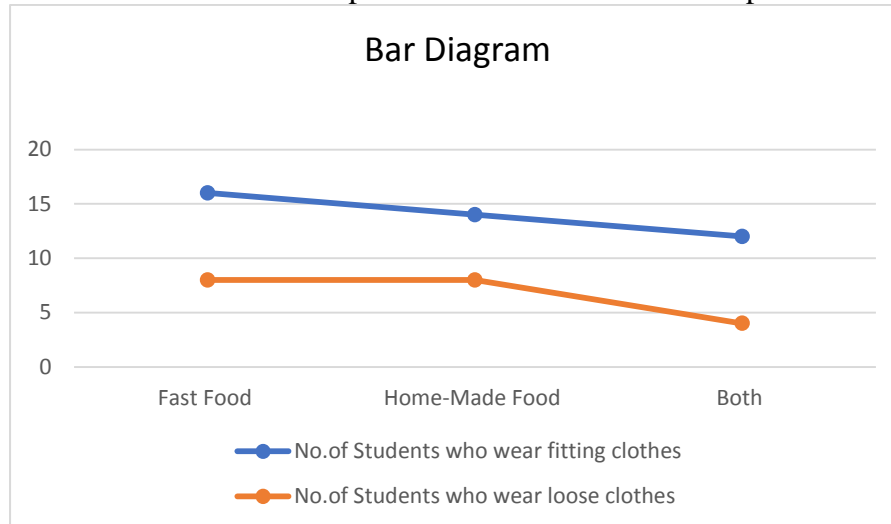
- Table-6 represents the type of clothing they would like to wear. Options of Loose Clothes, Fitting Clothes and Both were provided, to each individual candidate. 67.21% out of the total population of candidates shows the inclination towards Loose Clothes, 31.15% have shown an inclination towards Fitting Clothes and 1.63% percent has shown an inclination towards both type of clothing.



- Table 7 is a representation of whether candidates are conscious while selecting their daily wear. Based on the response put of 49.18% show no conscious feelings while selecting their daily wear, 24.59% show the consciousness while selecting their daily wear and 26.23% are unsure whether consciousness is the emotion that they might feel or not. The modal class of this graph therefore stand be candidates who have responded with the option NO.



- Table-8 is an analysis of candidates who have chosen the type clothing based on the food they consume. 39.34% out of 100% candidates have chosen Fast food out of which 66.6 percent prefer loose clothes and 33.3% percent prefer fitting clothes. For Home-Made Food the percentage stand to be 34.43% out of 100% out of which 66.6% prefer Loose Clothes and 38.85% prefer Fitting Clothes. As For candidates who consume both types of Food the data states that 26.23% prefer both kind of food within which 75% prefer Loose Clothes and 25% prefer Fitting Clothes



## Conclusion

To conclude, the study aimed to establish a correlation between Consumption of Food and Fashion choices. Therefore, upon analyzation the study shows a positive correlation between consumption of fast food with preference of wearing loose clothes, which allows to establish that fact that the degree of correlation is extremely high ( $R= 9.32$ ) within the two Independent and dependent variable which are consumption of food and fashion choices respectively. The degree of correlation that has been identifies has been calculated using Karl Pearson's Correlation method.

## Further Scope of Study

- The study that has been conducted has a population size of 61 candidates, to receive a better conclusion the population size can be increased, which will perhaps lead for a formation of a different conclusion than the one that has been derived at present.
- The study can be conducted within rural areas as well, as there is a difference in food consumption and fashion choices within those areas.
- Within the questionnaire certain questions could have been written in a different pattern for example to understand the bodily weight of candidates, number could have been used to infer a better conclusion of fashion choices.

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