

Fashion Survey Questions

Hello, our names are Marissa Armstrong and Diana Gomez and we are 4th year Japanese Language & Culture majors at California State University of Monterey Bay. We are conducting a survey for our Capstone project regarding Japanese and American fashion, and we would appreciate it if you could please answer these questions with complete honesty. All submissions will remain confidential and will only be used for our Capstone.

As a preface, Merriam-Webster dictionary defines "trendsetters" as being "someone who starts a new fashion, style, etc., or helps to make it popular." In other words, they are individuals whose personal style represents what is not currently mainstream but will be eventually.

* Required

1. 1. What is your gender? (For equal representation purposes) *

Mark only one oval.

- Male
- Female
- Other: _____

2. 2. How old are you? (For equal representation purposes) *

Mark only one oval.

- 17-20
- 21-24
- 25-28
- Other: _____

3. 3. What year of college are you in? *

Mark only one oval.

- 1st year
- 2nd year
- 3rd year
- 4th year
- Other: _____

4. 4. What is your current work status? *

Mark only one oval.

- Full time (more than or equal to 35hrs/week)
- Part time (less than or equal to 34hrs/week)
- Not working
- Other: _____

5. 5. How would you characterize the city in which you live? *

Mark only one oval.

- Urban (high population density)
- Suburban (residential area)
- Rural (sparsely populated)
- Other: _____

How do Japanese and American university students use their style to represent their identity?

6. 6. At what age did you begin to develop your own style (e.g. deciding what type of clothing/brands you like)? *

Mark only one oval.

- 8-11 (elementary school)
- 12-15 (middle school)
- 15-18 (high school)
- 18-21 (college or other)
- 21-24 (college or other)
- Other: _____

7. 7. About how much do you estimate that you spend on clothing in a year? *

Mark only one oval.

- \$0-300
- \$301-600
- \$601-900
- \$901-1200
- \$1201-1500
- \$1500+

8. 8. Which of the following words most closely represents your clothing taste? (choose ONE) *

Mark only one oval.

- Stylish
 Comfortable
 Sporty
 Conservative
 Flirty
 Glamorous
 Smart
 Chic
 Sophisticated
 Minimalist
 Baggy
 Fitted
 Vintage
 Street-fashion
 Other: _____

9. 9. What image do you want to project with your clothing for these occasions? *

Mark only one oval per row.

	Confident	Friendly	Outgoing	Creative	Feminine	Masculine	Comfortable	None of these
Work	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Date	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
School club activity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Family dinner	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
School/classes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hanging out with friends	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

10. 10. How significant are brands and labels to your own personal identity (e.g. Nike, Forever 21, H&M, etc.)? *

Mark only one oval.

- Very significant
 Significant
 Not sure
 Not very significant
 Not significant at all

11. **11. How strongly do you agree with the following statement: "Even if the cost is higher, I prefer to buy clothing items made in America." ***

Mark only one oval.

- Strongly agree
 Agree
 Not sure
 Disagree
 Strongly disagree

12. **12. What factor is the MOST important to you when purchasing a clothing item? (choose ONE) ***

Mark only one oval.

- Country of origin
 Fit (size)
 Quality
 Label or brand
 Price
 Design/color
 Durability
 Other: _____

How influential are trendsetters' role in Japanese and American fashion consumerism?

13. **13. How often do you estimate fashion trends in your country to change? ***

Mark only one oval.

- Always
 Frequently
 Occasionally
 Rarely
 Never

14. **14. What influences your personal style the most? ***

Mark only one oval.

- Fashion magazines/advertisements
 Social media (celebrities)
 Friends/family
 Brands
 Street fashion (people you randomly see on the street)
 None
 Other: _____

15. **15. How significant are others' opinions influencing how you dress? ****Mark only one oval per row.*

	Very significant	Significant	Not very significant	Not significant at all	Not sure
People you pass by in daily life	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Family	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Superiors (at work or school)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Colleagues at work	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Celebrities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Friends	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. **16. How likely are you to follow trends? (e.g. those currently represented on today's social media outlets) ****Mark only one oval.*

- Very likely
- Likely
- Not sure
- Less likely
- Not likely

17. **17. How often do you check media to influence your personal style? (e.g. TV, magazines, social media) ****Mark only one oval.*

- Always
- Frequently
- Sometimes
- Rarely
- Never

18. **18. How likely would you be to buy something if it was endorsed by a celebrity or tv/internet personality that you like (e.g. their own brand, a product that they use/wear, advertisement they are in, etc.)? ****Mark only one oval.*

- Very likely
- Likely
- Not sure
- Less likely
- Not likely

19. 19a. The following images represent some of the most followed Instagram accounts. Select which you think is the trendiest FEMALE style from the images below. *

Mark only one oval.

- A
- B
- C
- D
- E
- F

A.



B.



C.



D.



E.



F.



20. 19b. The following images represent some of the most followed Instagram accounts. Select which the trendiest MALE style from the images below. *

Mark only one oval.

- A
- B
- C
- D
- E
- F

A.



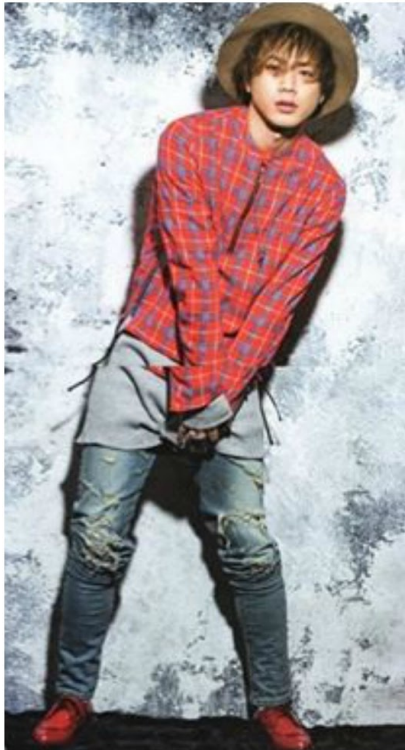
B.



C.



D.



E.



F.



21. **20. What characteristic do you think is most necessary for individuals to become "trendsetters"?** *

Mark only one oval.

- Relatable personality
- Dispensible income
- Sincerity
- Fan engagement
- An individual sense of style
- Extra leisure time (to dedicate to shopping/researching trends/etc)
- Other: _____

Thank you for completing this survey.

22. **Are there any further comments you would like to share?**

Powered by

