

Abstract

The study examines self perceived-influence of the media on adolescents' clothing choices. The study focused on 30 form four adolescents from Chaguanas Secondary school, Central Trinidad, together with 14 adolescents from a Seventh Day Adventist Church in Central Trinidad who were involved in a focus group. They were investigated to determine self-perception of whom or what was most influenced in adolescents clothing choices.

Chi-square analysis and Regression frequency tables were found to be significant for age, gender and media influence, however, the males indicated greater parental influence. Findings revealed that media is the most important self perceived influence on both males and females adolescents.