

## **Role of Electronic Media in Changing Fashion Trends among University Students (A Case Study of Bahauddin Zakariya University Multan)**

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**Key words:** Electronic media, fashion, changing trends, clothing, preferences, brand awareness and consciousness, advertisements on internet or TV, purchasing

**Abstract:** This study is an effort to check the role of electronic media on changing fashion trends as electronic media is getting very much in and used by youth. Within the past years, a greatest development has been witnessed. Technology improved and influenced young people day by days, somewhere social media include electronic media used as a source of information and knowledge and promoting tool of fashion. It focuses on how the students are using electronic media to change their preferences and how they influence from electronic media and adopt new fashion trends. Electronic media like radio, television and internet play active role for youth, TV and internet influences has effect on the students of university, the objective of the study are to find out the use of electronic media as changing agent, the factors which influence fashion adoption among youth, the demographic and social factors that trigger the fashion adoption, the study were conducted among 176 university students using a survey research design, data were collected by using questionnaires and the data were analysed using SPSS WIN 09, both descriptive statistics and inferential statistics were applied in the study, the result of this study shows that electronic media have positive relationship with fashion trends that change the student preferences in their dresses and making them more brand conscious through the process of advertisement. The social agenda of these fashion trends is to express the consumer's identity in terms of lifestyle choices and their attitude and to determine the effects of electronic media on the preference of clothing, appearance of individual and on their behaviour. In this study researcher, also suggest youth should be aware of new dressing style that they purchase from the market and electronic media should promote cultural and tradition dressing of each society or community.

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## INTRODUCTION

Electronic media always consider to takes its beats it had been continue as the major effective mean among other mass media. This media can be examined a reliable way of getting knowledge and learning. Television and internet in the world has effective in three-ways role to educate, inform and entertain the audience. The reasons being the packed colours, action full, real actors and characters, filmed make electronic media show to be realistic to the public. The impact of electronic media on youth is wide world. The impact is basically on their habits, dressing that what style they adopt to be wearing and they use to maintain themselves. In the way of doing that students are capable to gain publicity to represent the trendy fashion to their dressing through the use of electronic media. Television and social network has special shows on fashions and different styles. Electronic media not only changes the updates of fashion among the students but also develop the attitudes toward the products and their preferences. Youth are made to desire greatly such latest and giving general direction of dresses.

Electronic media is playing important role in different ways of our life. The fact in electronic media is that it become backbone of users in several sectors such as education, business, marketing and advertising (Henning-Thurau *et al.*, 2010). According to business point view, company and consumers connect with each other through electronic media as internet and found what type of brand and services they want brand.

Fashion as a globalized consumption cultured quickly has been adopt by students consumers they are so fashion conscious and aware about fashion compare to old generations. University students as consumers have become trend organisers as they used technology to catch western cultural reference points broaden.

Similarly, Beaudin, etc. did not find any TV influence instead. Internet and television are able to give knowledge on fashion and its new trends to the user of electronic media. Internet is very viewed and watching. Being on television and social network as fashion have influence on the university students. Local TV shows when reveal new fashion that is near to design of home fashions, this news build as a realistic to them (Weitzer and Kubrin, 2004).

**Impact of electronic media on youth:** Electronic media has many blows on its public. Only the process is brand awareness is generally on the students who are open to range of list of shows on Television. The programmes at the level of sport to the reality programme. Study has define that purchasers, in exclusive, students who are brand aware appear to enjoy the internet and TV and personalities on media for information relate to latest fashions and brands (Nelson and McLeod, 2005). Product

giving places in the movies and TV shows and brands are sneaking into media the satisfied. Electronic media may be first stage of gathering knowledge all the kinds on clothing fashion.

Electronic media not only used as a pleasure of an entertainment medium. But has apower to interact folkways, mores, laws and beliefs of a society. That is really true for the Asians. Internet is one of the type of electronic media that have socialize individual through Facebook, Instagram, Twitter to maintain big connections among themselves and by others (Ellison *et al.*, 2007). By getting more than one thing it also provides information about different other things including fashion in many ways like images videos and status on the sites.

**Fashion trends:** Fashion trends changes day to day, it come and go meanwhile, a society's values are established and evolving characteristic to their values, culture and customs. Fashion is just not a desiring projected image of a reintegrated good old value to cover some function or strategies as well but rather a evocative and renewing concept worthy enough to be figure for society's appreciation that makes us even more typical. In the society, the individual's appearance is the ticket to send non said communication signals such as possible hints about his/her social lifestyle. Fashion communication has endured a 360° turn in its communicable forms watch from projecting a basic image of how we look like and how we feel like to expressing our emotional experiences through common changes in the dress. The success of the fashion trend lies in the move the society represents the fashion trend and judges it. Hence the impact is measured by the research of social acceptance which in turn is driven by the several ambitioned forces that mark the people's values and behavioural tricks. Today's consumer culture is forced by passionless that causes the gap between the rich and economically explosive sections when it comes to accepting and adopting a trend.

**Statement of problem:** Youth follow electronic media for fashion updates. Electronic media used as changing ways of fashion that individual observed through traditional advertising stage such as TV commercial, fashion shows, life style of celebrities and internet. This study takes into account why and how the students makes the selection for their outfits how they make the perception of the ongoing trends of the fashion which becomes the part and packages of their lives, so, this directions those agents which have the influence over the apparel choices of the youth.

## Objectives

**The specific objectives of the research are:** To dig out the electronic media as changing agent. To find out the

factor which influence fashion adaptation among youth? To find out the demographic and social factors that triggers the fashion adoption.

**Significance of study:** This research is significant for the youth in creating awareness about fashion trends and effect on their consuming behaviour. It also gives impact on their life style. It will also expose the factors which attracts youth in adopting different fashion styles. Youth become more conscious about their dressing and purchasing attitude.

## MATERIALS AND METHODS

Methodological practice is very significant for investigating sociological pursuits and observed research. The research was design, to find out the factor which influence fashion adaptation among students of Bahauddin Zakariya University, in Multan. To see the relationship between different variables. The methodology applied for this study is a survey research method. The research being started in March 2017 and the data collection through questionnaire tool and was carried out from April to May of this year. The sampling technique were used in the research was systematic random sampling and the sample size 176 students was selected from the departments of BZU. Data analyzed by the using of SPSS WIN 09 for the descriptive and inferential statistics to fulfil the objectives of the study. Frequency and percentage were used to describe the findings of research. In addition, correlation test used to analyze the relationships between electronic media, fashion trends, advertisement and brand consciousness, changing preferences and purchasing behaviour.

## RESULTS AND DISCUSSION

**Data analysis:** Table 1 and 2 shows firstly, the age structure of the respondents, according to the data 42.6% respondent age was between 18-22 years, 29.5% respondent age was between 23-27 years, 27.8% respondent age was between 28-32 years, according to the survey data majority of the respondents were aged between 18-22 years. Secondly, it shows the siblings of the respondents according to the data 26.7 respondents had 2-4 siblings, 39.2% of respondents had 5-7 siblings in their family, 34.1% respondents had 8-10 siblings, according to the survey data majority of the respondents had 5-7 siblings in their family. Thirdly, it shows that 56.8 % of respondent answered that their monthly income was in the range of 25,000-50,000 while 43.2% of respondent answered that their monthly income of their home was 50,000-100,000. So, the majority of 56.8% of respondent answered that their monthly income. Lastly, the table shows the area of residence of the respondents, according to data 18.2% of respondents live in rural area,

Table 1: Demographic characteristics of respondents

Variables/categories	Frequency	Percent
<b>Age</b>		
18-22	75	42.6
23-27	52	29.5
28-32	49	27.8
<b>Total (N)</b>		
176	100.0	
<b>2-4</b>	47	26.7
<b>5-7</b>	69	39.2
<b>8-10</b>	60	34.1
<b>Total (N)</b>		
176	100.0	
<b>Monthly income</b>		
2500-50,000	100	56.8
51,000-100,000	76	43.2
<b>Total</b>	176	100.0
<b>Area</b>		
Rural	32	18.2
Urban	144	81.8
<b>Total (N)</b>	176	100.0

Table 2: Correlation between monthly income and purchasing power

Variables	Pearson correlation	Significant (2 tailed)	Total population (n)
Purchasing	0.190	0.099	176

81% of respondents live in urban area, according to survey data majority of the respondent's lives in urban areas.

**Finding of the study:** Table 3 revealed the results of correlation matrix, through which researcher tried to depict the relationship among different variables of the monthly income that bring purchasing power among university students, either they have their monthly income and have purchasing power to adopt fashion according to their income. The result shows that there is positive relationship among monthly income and purchasing power. Similarly, McCarthy (2013) said in his research that monthly income is positively associated with purchasing (consuming).

Table 4 revealed the results of correlation matrix, through which researcher tried to depict the relationship among different indicators of the electronic media that changes fashion trends among university students, either they are influenced by electronic media in adopting fashion or not the result shows that there is positive relationship between electronic media among changing preferences, fashion trends, advertisement, consciousness, brands, purchasing behaviour and friend's opinion. Similarly, Arshad *et al.* (2014) define in his study, that, electronic media (visual media) have positive association with changing preferences in clothing styles as Harmankaya (2013) find in his study that electronic media is positively associated with new fashion trends, Yoonex plain in her study in 2011 that electronic media is positively associated with updating of advertisements and Sapna Parashar describe in 2015 that electronic media is positively associated with the adoption of new

Table 3: Correlation between electronic media and changing preferences of clothing, fashion trends, updates of advertisement, adoption of new style and making more brand conscious, purchasing behaviour and opinion of friends

Variables	Pearson correlation	Significant (2.tailed)	Total population (N)
Changing preferences of clothing style	0.594**	0.000	176
Fashion trends	0.652**	0.000	176
Updates of advertisement	0.390**	0.000	176
Adoption of new style	0.548**	0.000	176
Making more brand conscious	0.543**	0.000	176
Purchasing behaviour	0.399**	0.000	176
Friend opinion	0.517**	0.000	176

Table 4: Correlation between fashion trends and changing preferences of clothing, updates of advertisement, adopting new styles and making more brand conscious, purchasing behaviour and opinion of friends

Variables	Pearson correlation	Significant (2.tailed)	Total population (N)
Changing preferences of clothing style	0.481**	0.000	176
Updating of advertisement	0.393**	0.000	176
Adoption of new style	0.523**	0.000	176
Making more brand conscious	0.553**	0.000	176
Purchasing behaviour	0.330**	0.000	176
Friend opinion	0.501**	0.000	176

Table 5: Correlation between changing preferences of clothing and updates of advertisements, adopting new styles, and making more brand conscious, purchasing behaviour and opinion of friends

Variables	Pearson correlation	Significant (2.tailed)	Total population (N)
Updating of advertisement	0.468**	0.000	176
Adoption of new style	0.504**	0.000	176
Making more brand conscious	0.442**	0.000	176
Purchasing behaviour	0.397**	0.000	176
Friend opinion	0.433**	0.000	176

Table 6: Correlation between updates of advertisements and adopting new styles and making more brand conscious, purchasing behaviour and opinion of friends

Variables	Pearson correlation	Significant (2.tailed)	Total population (N)
Updating of advertisement	0.234**	0.000	176
Making more brand conscious	0.403**	0.000	176
Purchasing behaviour	0.425**	0.000	176
Friend opinion	0.341**	0.000	176

Table 7: Correlation between adopting new styles and making respondents more brand conscious, purchasing behaviour and opinion of friends

Variables	Pearson correlation	Significant (2.tailed)	Total population (N)
Making more brand conscious	0.394**	0.000	176
Purchasing behaviour	0.279**	0.000	176
Friend opinion	0.329**	0.000	176

style of clothes, accessories and body look. And make students more brands conscious according to Nelson in (2016) in his research paper, that also they affect on purchasing behaviour of respondents as Mr parson concluded in his work in (2010). While Morgon put forward his finding in (2006) that the opinion of mates or friends are also important to follow fashion trend.

Table 5 revealed the results of correlation matrix, through which researcher tried to find the relationship among different indicators of the electronic media that changes fashion trends among university students, either they are influenced by electronic media in adopting fashion or not. The result shows that there is positive relationship among fashion trends and changing Preferences, fashion trends, advertisement and adoption of new styles, brands consciousness, purchasing behaviour and friend's opinion. Similarly, Wok and Mohd (2008) also explain in his study that, changing fashion

trends have positively association with changing preferences in clothing, same as Durmaz (2014) found in his study that fashion trends have positively association with updating of advertisements as destiny define in his research, in 2016 that fashion trends have positively association with the adoption of new style of clothes, accessories and body look. According to Ellison *et al.* (2007) find that fashion trends make students more brands conscious as they have positive relation with each other. While Mclead concluded in his work in 2009 that fashion trends have positively association with purchasing behaviour of students and Safko and Braker (2009) etrieved in his study that fashion trends have positively association with the opinion of mates or friends they give their feedbacks. Table 6 and 7 revealed the results of correlation matrix, through which researcher tried to find the relationship among different indicators of the electronic media that changes fashion trends among

Table 8: Correlation between brand consciousness and purchasing behaviour and opinion of friends

Variables	Pearson correlation	Significant (2. tailed)	Total population (N)
Purchasing behaviour	0.351**	0.000	176
Friend opinion	0.426**	0.000	176

Table 9: Correlation between purchasing behaviour and opinion of friends

Variables	Pearson correlation	Significant (2.tailed)	Total population (N)
Friend opinion	0.300**	0.000	176

university students, either they are influenced by electronic media in adopting fashion or not. The result shows that there is positive relationship among changing preferences of clothing and updating of advertisements and adoption of new styles, brands consciousness, purchasing behaviour and friend's opinion. Similarly, Work and Mohd (2008) retrieve in his study that changing preferences in clothing is positively association with updating of advertisements, Same as Ziv (2010) explain in his study that changing preferences in clothing is positively association with way of the adoption new style of clothes, accessories, etc. As Marriem J describe in her study, in 2013 that changing preferences in clothing is positively association with brands consciousness and also Lee and Zhang in 2005 found that, changing preferences in clothing is positively association with effect of purchasing behaviour of respondents While Muray explain in 2004 that changing preferences in clothing is positively association with the opinion of friends.

Table 8 and 9 revealed the results of correlation matrix through which researcher tried to find the relationship among different indicators of the electronic media that changes fashion trends among university students, either they are influenced by electronic media in adopting fashion or not. The result shows that there is positive relationship among updating advertisements and adoption of new styles, brands consciousness, purchasing behaviour and friend's opinion. Similarly Mr. Nalls concluded in his research in 2011 that, updating of advertisements is positively association with adoption new style of clothes, accessories, etc. As Kurbin explain in his study in 2008 that updating of advertisements is positively association with brands consciousness and Thureau define in his research work in 2007 that updating of advertisements is positively association with purchasing behaviour of students while Saodah retrieve in 2010 that updating of advertisements is positively association with the opinion of friends.

This table revealed the results of correlation matrix, through which researcher tried to find the relationship among different indicators of the electronic media that changes fashion trends among university students, either they are influenced by electronic media in adopting fashion or not. The result shows that there is positive relationship among adoption of new styles and brands consciousness, purchasing behaviour and friend's opinion. Similarly, Apuke (2010) explains in his research that adoption new style is positively association with brands

consciousness of respondents. As Park *et al.* (2007) define in his study that adoption new style is positively association with purchasing behaviour of respondents and Aijaz (2008) describe in his research that adoption new style is positively association with the opinion of friends.

This table revealed the results of correlation matrix, through which researcher tried to find the relationship among different indicators of the electronic media that changes fashion trends among university students, either they are influenced by electronic media in adopting fashion or not. The result shows that, there is positive relationship among brands consciousness and purchasing behaviour and friend's opinion. Similarly Mr. Jean robitaille explains in his research, in 2015 that brand consciousness is positively association with purchasing behaviour of students and William found in his study in 2012 that brand consciousness is positively association with the opinion of friends.

This table revealed the results of correlation matrix, through which researcher tried to find the relationship among different indicators of the electronic media that changes fashion trends among university students, either they are influenced by electronic media in adopting fashion or not. The result shows that there is positive relationship among purchasing behaviour and friend's opinion. Similarly, Mr. Kietman explains in his research, in 2013 that the way of purchasing is positively association with the opinion of friends that give them their feedbacks.

**Summary:** Electronic media influenced the university students because everyone want to be aware and know about the new fashion trends and they adopt as they wears clothes, "clothes that transfer a person's preference, attitude and lifestyle a person's fashion style. In the preferences of clothes the brand title opinion and feedback of friends and being real, famous or favourable to the fashion were specially found" to be important on television or internet.

The factors affecting the students to shop and adopt fashion style, "Fashion is what you buy and style is what you do with it" are the view of friends, price, brand, TV advertisements, fashion shows, celebrity life, reviews from others and SNSs like Facebook, Instagram, respectively.

It was concluded that the youth followed the electronic media to notice about the new fashion trends

which is going on like colour of clothes, style of clothes, etc that are in. University students are very conscious in selecting their clothing style to convey their own fashion trends.

### CONCLUSION

These are the following conclusions were design out of the major findings of the study. Now it was shown that mostly people are depend on electronic media to get updates and information about new fashion styles. In these era students of university has been most adaptive to new technology of interaction. The students get updates about the latest trendy fashion. The purpose of this research was to explore the ways electronic media affects on changing fashion trends, specifically in an area dominated by the university-age demographic. The paper focused on university students that how they are attract through electronic media in adopting new fashion trends. The social technique of these fashion trends is to set the consumer's identity in conditions of lifestyle choices and their attitude and to conclude the effects of electronic media on the preference of clothing, appearance of individual and on their behaviour. Based on the findings, the study show first, the usage level of electronic media. Second one, level of influence of electronic media on university students. And third one was that electronic media tend to influence youth in fashion and dressing styles. Finally, this study is focus on the which electronic factors that change the trends with respect to time like people perceive from TV programs (movies, dramas etc), life style of celebrity, internet (Facebook, Twitter, Instagram, YouTube, etc.) and different advertisement of any product or brand. The students particularly influence and attract by these factors and adopt fashion. It also effect on fashion consumption and consuming behaviour and attitude of the students. The consumers are impressed to consume it as a form of self-expression.

### SUGGESTIONS

This study focuses on the electronic media use patterns of University students and changes in attitudes toward fashion trends (dressing) as attributed to media (electronic). The most significant conclusions drawn from this study include that electronic media might be the latest tool to promote new fashion trends that are change according to time (day by day).

The following suggestions are made to recognize the findings of the study: universities and other tertiary institutions should take the issue of dressing style serious. Students should be aware of new changes in dressing patterns. Government should focus on university students about the adoption of fashion styles. Television presenters should dress decently at all times and no matter their kind of programmes they should know that they are role

models and whatever they do is easily copied by the young ones. Social networking sites should use fairly by university students. Designers, stylists should promote their culture in their dressing and design according to country norms and values. Represent the brand with the use of logo in the profile on electronic devices be clear about the vision of new fashion trends on television or internet.

Different advertisement should promote fashion which is sensible for students. Fashion shows and programmes promote their culture trends. People should not critique others about what they wear they should just gave their opinion.

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