

# **The Influence of Media on Fashion among Young Girls of Punjab University**

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## **ABSTRACT**

Fashion is an art of expression as it communicates the whole picture of a person and it has always been a great influence on youth. Various platforms like television, movies, and social media are amazing mediums for depicting culture and fashion. Moreover, it tells about prevailing trends and upcoming fashion brands in the market. However, countless celebrities are exhibiting superlative fashion on these platforms thus inspiring the majority of people to follow them in every way. The study aimed to find out the influence of media on fashion among young girls of Panjab University and how they use their creativity to imitate all the fashion trends that are worn by celebrities. The total sample was selected to be 70 with the help of random sampling technique and the UIFT department was asked to fill the questionnaire. The survey concluded that Students of Panjab University are substantially influenced *vis-a-vis* fashion from western style as it is quite popular among young adults and they are following their unique styles and trendy outfits, especially from social media platform through fashion influencers as well as from celebrities.

**Key Words :** Fashion, Trends, Influence, Celebrities, Platforms

## **INTRODUCTION**

Media has always been a great influence on our life whether it is culture, prevailing events, fashion, etc. and it has been fruitful to learn and follow something from it. Countless Hollywood and Bollywood movies are based on fashion and many people get a peek into the fashion world by watching them. The most iconic Hollywood movies and T.V dramas like “*The devil wears Prada*”(2006), “*Gossip Girls*”(2007), “*Cruella*”(2021), “*Confession of a shopaholic*”(2009), “*Dynasty*”(2017), and “*Sex and the city*”(2008) depicted a distinctive range of outfits, unique styles which grabbed the attention of the viewers and specifically had a great impact on the young crowd.

Similarly, In Bollywood “*Sonam Kapoor*” is a well-known figure for her epochal fashion style and is the finest trendsetter in India. Her wardrobe is based on the combination of classics paired with modern silhouettes

which even though is experimental in nature but it makes her look unique every time.

In addition to the digital media, print media that includes top Fashion Magazines like *Vogue*, *Grazia*, *Ellie*, *Allure* and so forth are also a source of guidance to majority of people for all the information relating to fashion events. These magazines cover all the latest trends, upcoming designers’ collections, and stunning outfits worn by celebrities.

Social media platforms have become a prominent part of young people’s lives and have led to the adoption of fashion more swiftly than before. Maximum designers are using *Instagram*, *tik tok*, *YouTube*, and *Pinterest* as marketing tools for their collections which is indeed boosting their sales and setting up trends more efficiently. Furthermore, these sites are more captivating than ever and inspire young people as they have the propensity to imitate and follow anything that seems to be fashionable enough.

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**Objective of the study:**

1. To study the awareness among young adults towards all the mediums related to Fashion
2. To find out the influence of media on Fashion among young adults.
3. To study how young adults use their creativity to follow all the fashion trends.

**Research Questions:**

1. Which medium as a source is the most familiar to young girls?
2. Which Fashion media is popular among young girls of Panjab University?
3. Which fashion Celebrity's style influences most of the young girls?
4. How girls are styling themselves on the daily basis?

**Review of Literature :*****Studies on the influence of Television Dramas:***

Romeo (2009) studies television dramas "*Gossip Girls*" and "*Sex in the City*". The main purpose of the research is to assess the importance of costumes affecting viewers' fashion choices by content analysis strategy. The whole process was carried out through semi-structured in-depth interviews and the result for the same is that costuming is an essential part of these television dramas and when a viewer tries to imitate a character's costume, they make an effort to buy the same product at a nominal price and they would not be drawn in by the actors who play these characters endorsing a retailer.

Apuke (2016) analyzed the influence of television series on the dressing styles of university students and for this study, the author used a focus group and quantitative survey for its methodology. Through this, the author examined that the students try to emulate hip hop/hippies style and makeup which make them look inappropriate and lead to creating a bad image for the campus. This study further did the recommendation part that University people must consider this as a real issue and punish those students who wear indecent clothes. Lastly, the author also suggested that television actors should present themselves decently as they are leading to a negative impact on the young generation.

Kusumasari (2017) assessed the influence of intensity of Korean style on the teen audience not only from Korean drama but also from peer group interaction. Young adults develop imitation behavior to be praised

and appreciated by others. The study was based on explanatory research by developing causal relationships among variables and the survey method was done by quota sampling technique. After all the process, the author himself concluded that both Korean dramas and peer group interactions have a significant influence on Korean-style imitation behavior among young adults. The author further recommended that the audience should be wise enough to choose what to imitate and what not to and they must know the social reality of the media. However, adolescents who are extremely influenced by peer groups should be given keen attention by their parents and teachers.

***Studies on the Influence of Social Media:***

McCarthy (2013) explored the way social media impacted fashion consumption among females and young adults. *Facebook, Twitter, Pinterest, and Instagram* are some of the dominant platforms. They not only share discounts and coupons but also build a meaningful connection with the prime demographics. Finally, through exploratory research, the author concluded that *Pinterest* is the most exciting and effective media to drive fashion purchases in the retail world.

Ahmad (2015) examined that there is a significant relationship between social media and the fashion industry. Plethora of designers are using this media as a prominent marketing tool as well as for public relations to create a buzz or hype of any fashion streamline. The paper was demonstrated with the help of preliminary investigation by establishing a correlation between two variables and through this, the author concluded that in today's world social media is considered to be the hottest trend and there is every ground to believe in the power and impact of social media.

Abdullah (2020) identified the impact of fashion influencers on *Instagram* affecting the user's purchasing intentions towards fashion products. The author considered different factors namely trustworthiness, expertise, likability, similarity, and familiarity which influences the purchase intention of the user. The study employs a quantitative approach with the use of correlation technique and from that, the author analyzed that likeability, trustworthiness, and familiarity are the prominent factors affecting users' purchase intention. Moreover, consumers prefer to buy those things which they are familiar with and are recommended by their favorite influencer.

### Studies on the influence of Magazines:

Mohd (2008) conducted a study and find out the relationship between the extent of TV and magazines' influence on the fashion and dressing styles of urban Malaysian women. This research critically examined that both the media influence all ages of women but magazine use has an impact on adolescent dressing style as it is a quite reinforcing tool as it convinces them the right way to look, act and think.

Moeran (2015) this article mainly emphasizes the system of magic that is mainly used in fashion magazines. Superfluous magical practice captivates the reader and brings inclination towards luxury clothing, accessories, handbags, and so forth. These practices largely consist of textual and visual enchantments executed by the finest editors, photographers, designers, artists, and stylists. In such a manner, these brands are maintaining demand and supply for every luxury product by creating awareness and goodwill through this platform.

### Studies on the influence of Fashion Blogging:

Reddy (2013) conducted a study on the scope of fashion blogging and the role of personal style blogging in the fashion industry. The author presented the case study on six bloggers from famous media and from that he divulged that these bloggers disseminated fashion information and have the potential for setting up a trend. However, personal style blogging influences audience in masses, especially young adults, and provides a great chance for marketing and promoting fashion products.

Nianiou (2016) The sole purpose of the study was to investigate the effect of Greek fashion bloggers on customer behavior and for that the author attempted to introduce eight variables and a factor analysis approach to collect data and draw useful results. Authenticity and authority are the major things that are related to consumer behavior as the audience always wants to hear from the popular with honest and reliable information about the particular brand. Lastly, fashion blogs are the latest approach to serve as a marketing tool and promote self-image for young women who are on the verge to find inspiration for themselves.

### Samples of the study:

Total sample population-7

B.Sc-2nd Year (UIFT)	B.Sc.-3rd Year (UIFT)	M.Sc.-2nd Year (UIFT)
41	22	7

### RESEARCH DESIGN AND METHODOLOGY

The study wields a quantitative approach in acquiring the weightage of different factors that influence young girls to follow trends from copious media, thereby, the study uses a structured questionnaire that contains open-ended questions of 18 items, to study the awareness, level of influence of media, and how young girls are using creative techniques to keep up with the trends. The respondents were given the link to Google form on WhatsApp where they had to answer every part.

### ANALYSIS AND INTERPRETATION OF THE DATA

According to the above chart, social media is the most popular and preferred platform which is about 64.8% from which young girls take inspiration from profound celebrities as well as fashion influencers while television series is 7% thus making it the least preferred (Fig. 1).

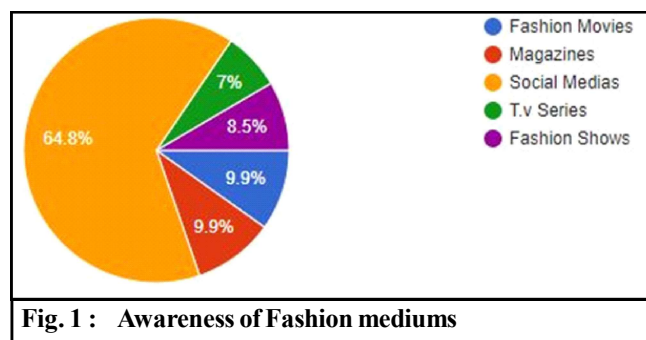


Fig. 1 : Awareness of Fashion mediums

31% of the young girls consider Kendall Jenner as the most influential celebrity over Sonam Kapoor (18.3%) and Priyanka Chopra (12.7%) which inspires to them follow their unique styles and wear trendy outfits each day (Fig. 2).

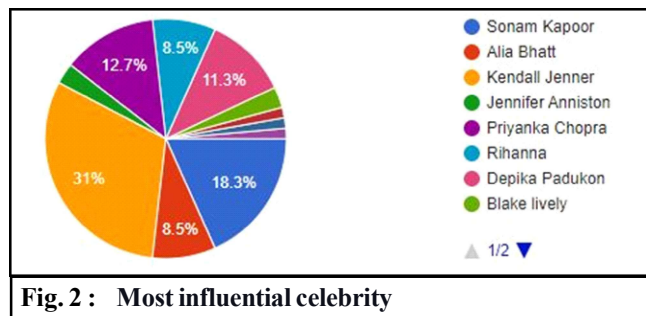


Fig. 2 : Most influential celebrity

According to the mention Table 1, the art of mixing and matching different outfits has topped the highest response which is 64.8% as compared to adding

accessories (18.3%) and modifying old garments (9.9%) while playing with colors (7%) is the least favored technique (Table 1).

**Table 1 : Creative techniques for styling celebrity-inspired outfits**

Techniques	Percentage Responses
Modifying old garments	9.9%
Play with colors	7%
Mix and match technique	64.8%
Adding accessories	18.3%

### Celebrity-inspired look by the student of Panjab University:

The students of Panjab University use mix and match technique to emulate celebrity-inspired look on the



**Fig. 3 : Kendall Jenner-inspired look**



**Fig. 4 : Kendall Jenner-inspired look**

daily basis.

– In Fig. 3 and 4, the student of the UIFT department created a Kendall Jenner-inspired look by wearing almost the same outfit.

– In Fig. 5 and 6, the inspiration is taken from Alia Bhatt, a renowned celebrity in Bollywood.

– In Fig. 7, the students tried to wear the same pattern that was worn by the celebrity in the movie “Raanjhanaa”.



**Fig. 5 : The inspiration is taken from Alia Bhatt**



**Fig. 6 : The inspiration is taken from Alia Bhatt**





Celebrity

Student

**Fig. 7 : Pattern that was worn by the celebrity in the movie “Raanjhanaa”**

### Conclusion:

According to the analysis of the survey, the study has achieved its objectives to investigate that most of the students are familiar with various social media platforms for fashion information where they take inspiration from prominent celebrities. The unique style and trendy clothes of celebrities, as well as fashion influencers, attract the most, and out of all celebrities Kendal Jenner’s style seems to be the most admired by young girls. Shopping mall is a preferred place where young adults comfortably find all the trendy outfits which imitate the dressing styles of celebrities. However, the students who belong to various strata of society, bring with them the intrinsic culture of the place they hail from originally and they add a dash of their style to the celeb-inspired look they choose to dawn for the day.

Lastly, fashion is a medium to express the free spirit and it’s also a form of nonverbal communication which not only embraces clothing but also provide a glimpse of the individual’s personality, creativity, and lifestyle that gives the individual a unique sense of confidence and maintain their dignity.

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