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<b>Article:</b>	<b>Influence of Social Media on Body Image &amp; Fashion Trends among Youth</b>
<b>Author(s):</b>	Muhammad Tahir Lecturer Department of Sociology, Karakorum International University Damer Campus Chilas, Pakistan
	Dr Asma Yunus Assistant Professor Department of Sociology and Criminology, University Of Sargodha, Punjab, Pakistan
	Dr. Shuja Ur Rehman Assistant Professor Department of Sociology, Karakorum International University Damer Campus Chilas, Pakistan
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<b>Author(s) Note:</b>	Muhammad Tahir is serving as a Lecturer at Department Of Sociology, Karakorum International University Damer Campus Chilas, Pakistan Email: <a href="mailto:muhammad.tahir@kiu.edu.pk">muhammad.tahir@kiu.edu.pk</a>
	Dr Asma Yunus is serving as an Assistant Professor Department of Sociology and Criminology, University Of Sargodha, Punjab, Pakistan
	Dr. Shuja Ur Rehman is serving as an Assistant Professor Department of Sociology, Karakorum International University Damer Campus Chilas, Pakistan

### ABSTRACT

This article focuses on the effects of electronic media on fashion trends and body image of youngsters in higher educational institutions of Pakistan. This study explains the contribution of various mass media sources as a strong agent of non-formal socialization to reshape the youth behavior in terms of their tendencies on fashion and image of human body. The present study is a quantitative in nature. In this study, 329 students were taken as respondents from the tertiary level educational institutions of Khyber Pakhtunkhwa and Gilgit Baltistan, Pakistan. The data has been obtained through a structured questionnaire and analyzed through chi-square test to know the association between popular media sources and fashion trends and body image. Body image concerns in youth behavior ( $P=.000$ ). Responses taken in this study shows the TV and social Media are catalyst which determines the career plans of youth. This study further found that electronic and social media are persuasive sources of communication among masses that has vital effects on the youngsters and it remakes their behavior. This behavior actually influences their behavior that what to eat, drink, smoke, wear and use or buy from market. This research may contribute to social psychology and sociology of media and communication. This article recommends that keeping in view the contemporary needs of electronic media has to design such programs to convey desirable information, content and reality to masses so that can be more trustworthy, valid and reliable.

**Keywords:** Youth Behavior, Body Image, Fashion Trends, Electronic Media

**Introduction:**

Contemporary media technologies played a pivotal role to reshape the youth behavior regarding fashion trends, visual appearance of body and self in recent times (Gigli, 2006). It affected the behavioral, perceptual and cognitive features of visual appearance of individual (Tahir and Bushra, 2015). Body image is perception of any person about his/ her physical structure or appearance, positive or negative feelings. It also influences individuals dressing, interaction, eating and routine activity. It encourages slim body and passing anti-obesity practices (Johnson, Lennon, & Rudd, 2014). To influence the decisions of media users' women and men globally on various products related to dress, cosmetics or beauty products. People from various walks of life like wrestlers, weight lifters, boxers, celebrities, players, army men security personals to keep them physically fit. To reshape their bodies' people, use extreme dieting, steroids, hormones. More over cosmetic surgeries and procedures like face-lifts, Botox, genital surgeries, partially and fully alteration of body parts like ribs nose breast etc. Self-identity and distinctiveness are drives behind body modifications (Emma & Wardle 2003).

Jeans, F., & Stephen, L. (2001) Argues that, practicing the most recent life style is considered as fashion trend and youth is mostly inclined towards this way of life. Adopting modern trendy culture in dress, hair style, language body movements, eating behavior and consumption are the fashioned in our times. Such socialization determines they life style of individual which also grave impacts on future ways of life. Milkie, M. A. (1999) maintained that popular media sources are vital in shaping, and restructuring individuals as well as public opinions that shapes the thinking ways of youngsters. This world is revolutionizing every day because of communication and social media technologies. Users have great influence on different medium of communication, playing important role not only to change the thinking ways of youth but also develop them as a mature person. To get exposure youth watch Television channels, use various social media applications, few are listen to FM channels. Through these sources youngsters become influenced either negatively or positively. Hence, there are substantial number of youngsters in society who inspire from the program content of the popular media technologies (Curtis, 2012). In the contemporary globalized world, one should be aware about the local and global values we practice, and the decisions we made are based on the believes, experiences, knowledge and what we know for a reality. Most of us rely on popular media sources for the information about what is indispensable. We trust the media as an authentic source for infotainment. The powerful tools have considerable impacts on our lifestyle, we must know how the really shapes and how it does work (Kendall, 2006).

Kant and Pedersen (2019) elaborated that the shows telecasted on various TV Channels may have focus on beauty of a body and attractive looks. This mind behind content pass the message of "beautiful looks, attraction, and smartness" is pushed by the mind behind the screen not only in the pictures, but also in the print media like newspapers, magazines and on the advertising boards. (Greenfield, 2018). The content makers and advertizers aim to inspire viewers and wants to think that a person would be happier about his or her body looks, if they consume the product or that they are only "in fashion or modern" if they use their advertised pair of shoes or dress as brand products. Advertisings on TV set people up to be unhappy for what have right now and push them to think to purchase their products, and to do these commercials show people attractive models, use the most up-to-date styles and showing so thrilled in their cheerful lifestyle (Patti & Piotrowski, 2017).

Hines and Bruce (2017) added that effects of marketing and TV commercials on youth, concerns, because of the status on the image of body attraction. Commercials telecasts pictures of good-looking and thin professional models and adolescents are drawn to replicate these desired traits. In this way media has idealized the attractive body images for male and female. Askari Fatmi (1995) further added that, electronic media is imperative medium for socializing every individual's personality in our globalized world.

The younger generation can be influenced while purchasing fashioned and branded products. television and digital media impacts on views of majority masses having access to media in postmodern era because of its ability and potential to glamorize any product to make its price high for rich consumers. People with affluent background or from entertainment industry will not focus on sustainability of product rather they prefer out look of a product (Ciasullo et al. 2020).

Youth seeking for perfect body and physical look increased due to social and electronic media perfectionism Physical appearance (Sara E. et al. 2021).

### **Fashion trends and body image in youth**

Fashion and style making is a widespread practice, mainly in makeup, using branded dresses, footwear, and tattoo making on body parts. Moreover, it denotes to typical routine trends in which an individual dress up to usual styles and behavior. Every passing day changed the ways of dressing, style making and fashions since long centuries. It has vital importance in individual's life because it's about beauty, attraction, acceptability, appearance and their body. Modern electronic and social media sources have inseminated the standards of beauty and healthy body among youth especially youngsters through programs and learning sources. The representation of women in media defines and idealized the beauty that is desired for the majority of youth (Mulhern, 2009). Supermodels and actors in popular media are often skinny and its considered fit body, that conveys a message that they must eat less or healthy to keep themselves attractive by general standards. Though, it is evident that the media projects ways that youngsters analyze themselves as they ought to be healthy, attractive and smart (Schooler 2004). The effects of electronic media on the personality, visual looks, non- formal socialization, and fashion trend in the cultural context is highly valued. Social and electronic media have become part of the environment of masses, but their share in the socialization of youth is vital (Krish, 2010). Youngsters role as gender, work-related training and self-development are determinant by popular media they are connected with (Lee, A.R and Horsley, 2017).

Popular media sources help to develop youth's behavior that influences the youngsters toward specific fashion and body image. Both social and electronic media have different messages & attractive formats for youth. Through these popular mediums youngsters get inspiration from its ideas & messages (Chukwuere and Chukwuere, 2017).

### **Literature review**

Youngsters are at scuffle with their self and think that thin body is considered healthy and acceptable while fat is not. Not wholly are skinny in, yet a skinny slim body for women and a considerably muscular and strong body for male are perceived as accepted and healthy. Hence, a huge numbers of youngsters are feeling the pressing need to look to accomplish the ideal body shape (Cash & Samolak, 2012). Any effort to meet the ideal body shape may work as numerous methods are available, apart from that implies keep themselves hungry or gorging

then practicing strict food routine. Initially, we are socialized that we are supposed to deal with our body and take solid food, attuned the eating schedule.

As one hit puberty, she or he realize that the body is intended for somewhat beyond getting it usual, they start to find that to get the attention of an attractive partner we want to be interesting (Cash and Smolak, 2012). Women find that worth, attainment, and acceptance is arbitrated and organized by real look. They begin using ornaments, cosmetics, shaving their extra body hares, buying garments and assistants to pull in a partnership (Bordo, 1993).

Barbara (1997) argued that females consider their physic is an entity of exchange and they can look beautiful and it will impact their physical features. While growing, they feel their body become an object and their appearance matters as if its attractive or not. Their self-perception refers to the sentiments, considerations and impression of others in relation to their body (Grogan, 2017).

Self-perception influences youths in an unexpected way: Boys will in general endure socio cultural constrain urging them to have strong and solid appearance (Pope et al, 1997). The younger women are feeling shrink to get a slim body (Thompson & Heinberg, 1999). The demanding factor may come from family elders or people of concerns or even from the media, that seems a strong effect on youngsters (Stice & whitenton, 2002). Some socio cultural variables may add to the improvement of danger practices among youths (Dakanalis, Zanetts & Riva, 2013). The prevalent difficulty produced by the correspondence broad communications engenders that it is important to accomplish an 'ideal of excellence', underlining slimness for ladies and solid bodies for men (Furnham, Badmin & Sneade, 2002). The broad communications additionally regularly partner proficient and individual accomplishment with the 'amazing body' (Stokes & Frederick, 2003). The media spread an example of magnificence which might be hard to accomplish for some individuals (Stice et al, 1994). Disguise of this ideal of excellence seems to assume an intervening job between socio cultural pressing factor and the improvement of self-perception (Homan, 2010). A misshaped picture of the 'ideal body' related with a sensation of disappointment with oneself may prompt confused dietary patterns, trading off young people's wellbeing (Fortes et. al, 2015).

In a meta-examination. Grabe and Ward, (2008) found that ladies and teenagers are spending extra cash on taming their physical outlook. Women are high vulnerability to creating inadmissible eating practices might relate to an endeavor to accomplish an example of magnificence advanced by the broad communications. Skipping suppers, practicing fanatically, causing regurgitating, and utilizing intestinal medicines or diuretics have been perceived as subclinical manifestations of dietary problem (Stice et. al, 2008). Immaturity is a time of weakness, particularly for young ladies. It can be more danger of creating dietary problem as young girls center around their self through this age because of changes regarding pubescence, with an abrupt weight increase (Rawana et. al, 2010). In industrialized nations, dietary problem is the third most regular ongoing infection in female teenagers. In Western nations, the pace of Anorexia (AN) is 0.3% and of bulimia (BN) 1% (Hoek & Hoeken, 2003). Past examinations have indicated that self-perception is quite possibly the most predictable dangers for creating dietary issues (Paxton et al, 2006 and Tiggemann, 2005). An important reason for incapacity in young ladies is less protein food they take during dieting (Mathers et al, 2000). Self-perception and dietary problem might be dictated by various factors and are unequivocally related with social and social standards and ethnic gathering (keel & klump, 2003). The reasons

for dietary issue in every populace along these lines should be distinguished. Eating conduct issues (anorexia nervosa and bulimia nervosa) are psychological wellness issues that may influence people with the two sexual orientations, yet essentially young ladies (Franko et al, 2013).

One method of distinguishing the danger factors which may prompt self-perception or the danger of creating dietary problem or recognizing the disguise of socio cultural variables is by putting forth a concentrated effort detailing instrument. Self-perception can likewise be estimated by tools; the body shape poll (BSQ) is a self-detailing instrument which evaluates the person's anxiety with body shape and weight. Effortlessly put forth a concentrated effort detailing instruments are valuable for distinguishing people in danger of ED. An individual would then be able to be alluded to an expert for early conclusion and proper treatment. The Eating Attitudes Test-26 (EAT-26) is an entirely dependable and touchy multidimensional instrument for early identification of people with dietary problem (Hoggett, 2020). Distinguishing the components which cause youths to feel disappointed with their self-perception and the elements which increment their powerlessness to the improvement of dietary issue is significant to produce anticipation and backing programs for these teenagers.

### **Materials and Methods**

This study is a quantitative attempt to understand effects of popular media technologies on body and fashion trends. A sample size of 329 students was taken as respondents from the tertiary level educational institutions of Khyber Pakhtunkhwa and Gilgit Baltistan, Pakistan. A structured questionnaire has been used to collect the data. Researcher applied Univariate and Bivariate level Chi-Square  $\chi^2$  Test to determine the relationship between cause and effect (Neuman, 2004). The techniques used to calculate chi-square outlined by Tai.

### **Results and Discussions**

The popular media sources like Television and social media are providing opportunities to earn through marketing of various products using different applications in recent times. Popular social and electronic media sources update users through short clips movies, dramas and advertisement sources that inspire youth for dress, hair style, outlook, and body language. Furthermore, youth responded that popular media sources always encourage masses to buy the products they advertise with glamorous claims. This trend is growing day by day in society. Models in product commercials, and players in national and international matches, use such products like actors in movies and dramas or anchors in their programs are presenting. In the entertainment industry celebrities as the benchmark of standards of beauty and fashion. Fashion trends are integrated in the minds of youngsters by social and electronic media that attraction is linked with slimness and how it shapes the body image (Martinez et al, 2019).

The following Table shows that noteworthy relation between electronic media's role that incorporates the concepts of beauty and trendiness among youth. The chi-square test shows a significant result ( $p=.006$ ). It indicates a vital role of popular media sources having strong influence on youngsters to shape their opinion on beauty, ideal body structure, and body shaming and thrust them to adopt the ways and products to keep themselves trendy. Likewise, a significant relationship found between the media sources and youth preferences on the hair styles and dresses to follow the celebrities of glamour world in the movies, dramas and talk shows. The Significant test show the results ( $p=.003$ ). So we can say mass media has a great deal to do with dressing patterns, hair style the like the concept of "individuals dressing makes

the self” among youth. Whereas literature says, universally, an inclination for dress for good looking has become established as a norm (Johnson et al, 2014).

Social and electronic media guide us how to keep us informed from the surrounding of society, also updated in the discourse of visual appearance and youth behavior showing a significant relationship between both dependent and independent variables among youth in modern society ( $p=.004$ ) it shows a positive relationship.

The concept of pervasive image of beauty emerged due to the contemporary media technology. This study attesting a significant relationship was found between popular media sources and image of beauty shown via advertisements and various programs influence youth behavior ( $p=.073$ ) the literature also support the notion. Tiggemann, (2014) added that social and electronic media influence masses to decide the beauty products, their variety, types and specifications. Similarly, Mass media incorporated the image of slim body as a symbol of beauty. A positive and strong connotation between slim body image and Media influence proved ( $p=.007$ ) it indicates that current media technologies integrated the image of slimmer body as a symbol of ideal body concept among youth especially females. Social and electronic media infer this impression among young people that style, fascination and beauty is related with a thin body without extra fats, particularly in women. It shows a positive relation was found that the emergences of body image in youth behavior are due to media influence ( $P=.000$ ) Literature shows that body image insight is variable and can be modify as a function of exposure to a body shape representing in the popular media sources (Philip and Biocca, 1992).

The popular media's sources represent female a standard of attraction and young male as smart and charming that is ideal for the majority youngsters. This notion prevail among youth has been tested and found significant ( $P=0.000$ ). The contemporary popular media sources like all social and electronic media are idealizing and framing unreal images of beauty standards. To achieve those ideals, users adopt such fashion trends or beauty products even body alteration process to beautify themselves. Male users also use cosmetics or techniques to shape their bodies strong and muscular as shown in media even out of the fashion and entertainment world (Hanriques & Patnaik, 2020). Females are more weight and beauty conscious compare to men. This statement has been tested statistically and found significant results ( $p=0.000$ ). This attribute shows that females are more eager to present themselves beautiful and adopt cosmetic products, surgeries and inclined towards trendy looks. It further argues that focus of advertisers and investors are female because of the nature of their product that female use cosmetics more than male and prone to visualize themselves more adorable and captivating. Moreover, fashion and fad as a part of culture are being practiced by middle and elite class of society. This stratum of society always adopts such ideal culture which significantly shows them unique, consumer of branded products. The aim to idealize beauty, fashion and fad through social and electronic media is to sell beauty products has been tested and found significant. Where Pearson Value of test shows ( $p=0.000$ ).

**Table of Chi-Square test results of social and electronic Media effects on body image and Fashion Trends among youth**

Statements	Body image and Fashion trends			
	Agreed	Disagreed	Don't know	Chi-Square
Social and electronic media incorporated the concepts of beauty and trendiness among youth				$\chi^2=17.446$ (.006)
Agreed	203(82.5)	65(79.3)	0(0.00)	
Disagreed	37(15.0)	12(14.6)	1(100.0)	
Don't know	6(2.4)	5(6.1)	0(0.00)	
I like to adopt the dressing ways used by artists and actors and anchor persons				$\chi^2=15.378$ (.003)
Agreed	117(47.6)	42(51.2)	1(100.0)	
Disagreed	120(48.8)	38(46.3)	0(0.00)	
Don't know	9(3.7)	2(2.4)	0(0.00)	
Social and electronic media guide us how to keep us informed, and updated in visual appearance				$\chi^2=16.415$ (.004)
Agreed	183(74.4)	57(69.5)	0(0.00)	
Disagreed	50(20.3)	16(19.5)	0(0.00)	
Don't know	13(5.3)	9(11.0)	1(100.0)	
The concept of suitable smart visual appearance emerged due to electronic and social media				$\chi^2=11.541$ (.073)
Agreed	174(70.7)	51(62.2)	1(100.0)	
Disagreed	61(24.8)	19(23.2)	0(0.00)	
Don't know	11(4.5)	11(13.4)	0(0.00)	



Electronic and social media incorporated the image of slim body as a symbol of beauty				$\chi^2=20.905$ (.000)
Agreed	173(70.3)	41(50.0)	0(0.00)	
Disagreed	48(19.5)	20(24.4)	0(0.00)	
Don't know	25(10.2)	21(25.6)	1(100.0)	
The popular media's represents young male and female as symbol of beauty that is ideal for the majority of youth				$\chi^2=20.978$ (0.000)
Agreed	161(65.7)	41(49.0)	1(100.0)	
Disagreed	53(20.2)	12(14.8)	0(0.00)	
Don't know	32(13.0)	28(35.5)	1(100.0)	
Females are more weight and beauty conscious than men				$\chi^2=30.425$ (0.000)
Agreed	187(76.0)	48(58.2)	0(0.00)	
Disagreed	45(18.0)	19(23.0)	0(0.00)	
Don't know	13(5.00)	16(20.0)	1(100.0)	
The aim to idealize beauty, fashion and fad through social and electronic media is to sell beauty products				$\chi^2=25.102$ (.000)
Agreed	207(84.00)	60(73.2)	1(100.0)	
Disagreed	33(13.4)	11(13.4)	0(0.00)	
Don't know	5(2.00)	11(13.4)	0(0.00)	

### Conclusions

Electronic and social media technologies are playing a vital role in shaping the youth behavior regarding their body image and fashion trends among youngsters in contemporary world. Famous Television programs, movies and dramas have significant impacts on youth. Media advertng about various products like skin care products, branded dresses, following the styles of celebrities and plastic surgery of body organs has dramatically increased. Furthermore, this study has statistical findings that electronic and social media is increasingly reshaping the concepts and perception of beauty and visual appearance among youngsters. In the result of that, they are more inclined towards idealistic views and standardizations of weight, beauty, height and other apparent characteristics of body incorporated by popular

media sources. Therefore, the business minds are investing in beauty products, and are also advertising the trendy sense of beauty and fashion attitudes through modern communication sources. This study also shows that commercialization of such aesthetic elements is just to sell beauty products and increase the consumerism for financial benefits, even at the cost of local and global moralities.

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