

Role of Social Media in Changing Pattern of Fashion Among Educated Females of Multan

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Article Information		Abstract
Received:	December 08, 2024	Fashion is pervasive, spreading all across the society through different channels. This present study seeks to comprehend the growing influence of social media on the fashion industry. Social media has infiltrated people's lives and has become an integral part of their way of life. The objective of this research is to explore the relationship between social media and its role in shaping the fashion preferences of educated women. Fashion is a powerful form of self-expression, conveying aspects of identity such as sexuality, wealth, professionalism, subcultural and political affiliations, social status, and even mood. It is also a vast global industry with significant economic, political, and cultural impacts on everyone involved—whether creating, selling, wearing, or simply observing fashion. This text explores the structure and dynamics of the fashion industry, examining the links between catwalk shows, celebrity branding, media promotion, and mainstream retail, while uncovering the deeper meanings behind the clothes we wear. To investigate the role and impact of social media on fashion in Pakistan's glamorous context, the researchers used simple random sampling by distributing questionnaires to educated females in Multan, who were easily accessible. The target population consisted of master's degree students from Bahauddin Zakariya University, Multan. A total of 150 respondents from five departments, including undergraduate, postgraduate, and M.Phil. programs, participated in the study.
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1. Introduction

Social media has evolved into the most powerful medium for sharing messages, ideas, and connecting with others. It serves as a tool that allows individuals to discover what they need with just a few clicks on their devices. The growing influence of the internet continues to drive societal changes, altering behaviors such as shopping habits and information gathering. The widespread use of the internet is only the tip of the iceberg; in 2014 alone, 1.2 billion smartphones were sold worldwide, highlighting the rapid adoption of social media and mobile technology.

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The primary goal of social media platforms is to foster a sense of community. They act as communication channels that enable messages and ideas to spread quickly and effectively. Social media encompasses various platforms, including social networking sites, microblogging services, forums, and wikis. Over the past decade, social media has grown significantly, influencing users on a global scale. Facebook, launched in 2004, became a leader in the social media space and, by 2015, had approximately 950 million users. Following Facebook's success, the number and diversity of social media platforms have expanded dramatically. (Xiang & Gretzel 2010)

The advent of the information age has turned the world into a "Global Village," revolutionizing how we communicate and interact. Social media has redefined the way societies function, bringing people closer together and fostering global connections. It has created a space where communities share information, opinions, and experiences, transforming how people engage with one another and the world. Colloquial or conversational media are essentially web-based applications that enable the creation and transmission of content in the form of words, images, videos, and audio. (Safko & Brake, 2009).

Social media is being used by the fashion industry to study trends and anticipate fashion behaviors. It is embracing social media, which has allowed it to emerge as a phenomenon (Ahmad, Salman & Ashiq, 2015). Popular social media platforms such as Facebook, Twitter, Myspace, Instagram, and others have been criticized and celebrated for serving as a "public display of connection." While these platforms offer users the opportunity to socially identify with others who share similar interests, often their closest friends and peers, they also perpetuate a culture of performativity. The ease with which users can capture, enhance, and share photos with their mobile devices has transformed social interactions into curated displays rather than authentic exchanges. Critics argue that this constant documentation and enhancement of moments fosters a superficial sense of connection, prioritizing appearances over genuine relationships. Conversely, supporters claim that these platforms empower individuals to express creativity, strengthen bonds, and preserve memories in ways that were previously unavailable. Thus, while social media enables shared experiences, it simultaneously raises questions about the authenticity and depth of these connections in a digitally mediated world.

1.1 Rational of the Study

Social media impacts the daily lives of every person. Nowadays, the use of social media is helpful in the selection of various items online, supporting online shopping and social networking. Many branded companies in Pakistan now use social media for marketing purposes because it is an easy and inexpensive way to reach people. Females mostly use Android technology, spending their leisure time on social media. Online branded fashion garments are now also available through social media applications such as Facebook, Instagram, and many more. Thus, social media has become a source for changing fashion patterns and raising awareness about fashion across Pakistan. This study is helpful in understanding the impact of social media and its role in changing fashion patterns among educated females in Multan.

1.2 Significance of Study

The purpose of this analysis was to highlight how social media has become a powerful tool for promoting products through brand influencers—individuals with substantial social media followings that align with the target audience of retail companies. Brand influencers have proven to significantly boost retail sales. Social media, as a digital platform, has revolutionized both personal and business communication. The fashion industry, in particular, is undergoing a transformation driven by social media and fashion blogging. Social media has opened a direct line of communication between companies and consumers, enabling interactions through platforms like Facebook, Twitter, and Instagram. This shift has allowed everyday consumers to engage more closely with fashion designers

and luxury brands specializing in high-end clothing, footwear, and accessories, fostering a deeper connection between the public and the fashion industry.

1.3 Objectives

The following are the main objectives of the study:

- To highlight the role of social media and its impact on the glamour industry.
- To examine changes in clothing styles influenced by fashion trends.
- To explore the appeal of fashion among educated women.
- To analyze how social media contributes to the growth of the fashion industry.

1.4 Limitations of the Study

- The study focuses solely on females in Multan, which may limit the generalizability of findings to other regions.
- Data collected through questionnaires can be self-reported and may be subject to participants' bias.
- The Study's Primary focus on social media might overlook other crucial factors influencing fashion presences, such as cultural background, economic status or personal values

2. Literature Review

Zhao and Min (2019) observed that media has become a recognized source of information and entertainment, revolutionizing human society and creating new forms of communication phenomena. The dynamic nature of media technology makes it challenging to categorize, as it continues to evolve and adapt. Television, alongside emerging communication mediums, serves as a primary source of information for society. This study investigates the extent to which viewers are exposed to and influenced by new cultural trends depicted in PTV dramas. It also examines how these dramas contribute to shaping new cultural norms in rural areas and their impact on family responsibilities and daily activities. Using a survey method for data collection, a sample of 308 respondents, 154 males and 154 females was selected from rural areas of District Layyah through purposive and convenience sampling techniques. Television is regarded as one of the most popular mediums of communication globally, though some researchers argue it has become the "disease of the century," fundamentally altering our world. PTV provides entertainment through dramas, music, and other special programs, influencing viewers by presenting emerging trends. PTV prime-time dramas, with their diverse elements, were evaluated by viewers, who shared their perspectives on the various aspects portrayed in these programs.

Hashmi and Hashmi (2017) stated that cultural change and societal development frequently arise from design innovations, class conflicts, and political movements. These shifts are influenced both internally and externally, shaped by national class structures, local circumstances, and global systems of states and markets. This study aims to understand the impact of modernization on women's empowerment in Pakistan, with a focus on the regions of Multan and Dera Ghazi Khan. The objectives include examining the influence of modernization on women's empowerment, identifying factors contributing to modernization, and assessing the extent of its effects. The study also investigates the role of media in empowering women, enhancing their social standing in South Punjab, and its impact on women's participation in decision-making, family support for education, self-esteem, and awareness of women's rights in the region. The universe of the present observation was the Dera Ghazi Khan metropolis and the populace turned into 18-60 years of antique girls and status. In this have a look at purposive Random sampling have been used. The facts are collected through the interview agenda. It turned into caution for the betterment of the girls via modernization. The world has entered the twenty-first century

alongside a wish for a globalization-based total increase of all nations and transformation in beneath advanced or much less evolved nations. Modernization is the most elegant difficulty, particularly in 1/3 of global nations. Pakistan appears to be executing within the conflicts about the real concept of Modernization.

Khattak, Nasir & Ahmad (2012) said that the emergence of an actual global media machine is a very current development, reflecting to no small degree the globalization of the market financial system. Although worldwide media are part of the general growth and unfolding of an increasingly included worldwide corporate device. The worldwide media plays a relevant financial in global infrastructure. Global media evolved haltingly in the 19th century. Newspapers and periodicals have been written nearly completely for domestic audiences, which blended with language problems to limit their export capacity. These days newspapers remain the media enterprise that is least integrated into the worldwide media gadget.

Renee (2003) stated that Research has indicated, lady kids are extra liable to body image disturbance than male adolescents s Men's magazines; alternatively, commonly tend to emphasize muscle gain and an alternate in body form (Anderson & Di Dominica, 1992). Sports magazines may be a vital educational floor for young human beings to research the significance of muscularity. Sports, health, and Tens magazines especially offer muscular fashions and advice on the way to reap a great sports activities body. However, scholars have begun to observe the increased emphasis on muscularity for guys. Magazines additionally reinforce the rewards that accompany the attainment of the "best" of our bodies.

Wardhanita et al. (2014) said that Technology and globalization have added vital adjustments within the data media. Femina is the number one girls' magazine in Indonesia that released a virtual magazine. The virtual mag Famine has added a modern-day lifestyle to the women and induced the sample of girls' conduct in Jakarta, mainly, ladies going for walks in contemporary offices. Print magazines have skilled and triumphed over several technological trends within the information of the mag. Technological tendencies that have occurred in the remaining years have produced a brand-new artwork of manual this is controlled in virtual technology objective of the paper is to explain a few additives that influence town ladies in Jakarta to change the habit of analyzing from print to digital magazine. The paper may even talk about the effect of digital media on women's manner of life in Jakarta. The paper can even communicate the impact of digital media on the girls' way of life in Jakarta. The have a take a look at is undertaken through the usage of analyzing facts from the survey with the aid of Famine and interviewing readers of virtual Famine.

Buckley & Clark (2012), consistent with despite the recognition of style as being intricately tangled through the progress of metropolitan areas in the twentieth century the want leftovers for a vital structure designed for the surround appear of favor in everyday life within the city context. In examining the dynamics of daily survival, this article focuses on three key themes: theories of everyday life that provide tools for understanding enduring systems of support, historiographies of fashion to differentiate historical approaches, and broader methodological and theoretical questions underpinning fashion studies. This exploration draws on interdisciplinary methods, incorporating elements from social history, cultural studies, urban research, and gender studies. Utilizing a micro historical approach, it emphasizes archival analysis, visual and textual interpretation, and oral histories. Additionally, the article highlights critical theoretical and methodological challenges in fashion history and research, addressing how these frameworks shape the study of garment production and consumption. The influence of scholars in this field has been transformative, enriching and challenging conventional understandings of the manufacturing and consumption of clothing. The interplay between historical awareness and theoretical priorities shapes research methodologies. Investigating the everyday, routine practices of fashion requires distinct strategies compared to those focused on singular, advanced points of analysis. In this concluding section, we recognize our past as "a societal form of expertise. One of the outcomes of receiving to know fashion in typical subsistence is that we turn out to be eagerly aware concerning the scarcity of in order at the customary, for the most part in judgment to the peak notch in which style is in general.

3. Methodology

This portion explains the tools and techniques for the research. The research used quantitative methodology to determine the social media role in changing patterns of fashion among educated females of Multan.

3.1 Hypothesis

The study hypothesizes that social media significantly influences the fashion preferences and purchasing decisions of educated females in Multan, leading to a notable change in their fashion patterns.

3.2 Inclusion Criteria

1. Female residents of Multan.
2. Individuals with at least a bachelor's degree.
3. Regular users of social media platforms (defined as accessing social media at least three times a week).

3.3 Sample size

The sample size of the present research was 150 currently enrolled students of Bahauddin Zakariya University, Multan.

3.4 Sampling Technique

This study employed simple random sampling to collect data. To achieve this, questionnaires were conveniently distributed to educated females at Bahauddin Zakariya University, Multan. The questionnaires were floated in the following departments

Department of Sociology

Department of Psychology

Department of Gender Studies

Department of Criminology

Department of Anthropology

4. Results

Table 1 T-test on a Residential Area

Resident area	N	Mean	Std. Deviation	t-value	df	p-value
Rural	46	59.5870	12.47500	-1.812	148	.072
Urban	104	62.9808	9.63406			

This table 1 shows that the mean value (62.9808) of urban is higher than the rural mean value (59.5870), which shows that urban females are more advanced in changing patterns of fashion than rural. There is no significant difference between rural and urban.

Table 2 ANOVA Test on Education

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Intermediate	15	65.2000	6.63540	1.71325	61.5254	68.8746	51.00	74.00
BA	49	60.4490	9.40315	1.34331	57.7481	63.1499	30.00	82.00
MA	71	61.8310	11.36409	1.34867	59.1412	64.5208	27.00	85.00
MPhil	15	64.0667	13.86912	3.58099	56.3862	71.7471	30.00	82.00
Total	150	61.9400	10.65961	.87035	60.2202	63.6598	27.00	85.00

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	337.032	3	112.344	.988	.400
Within Groups	16593.428	146	113.654		
Total	16930.460	149			

These tables show that the mean value of intermediate (65.2000) is higher than BA (60.4490), M.A (61.8310), and M. Phil (64.0667), which shows the intermediate females have more advance in changing patterns of fashion as compared to B.A, M.A, M.Phil. There is no significant difference between groups.

Table 3 ANOVA Test on the Profession

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Student	139	61.9568	10.36289	.87897	60.2188	63.6948	27.00	85.00
Housewife	4	56.5000	10.90871	5.45436	39.1418	73.8582	43.00	68.00
Employer	7	64.7143	16.23488	6.13621	49.6995	79.7290	30.00	76.00
Total	150	61.9400	10.65961	.87035	60.2202	63.6598	27.00	85.00

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	172.290	2	86.145	.756	.472
Within Groups	16758.170	147	114.001		
Total	16930.460	149			

This table shows that the mean value of the employer (64.7143) is higher than the housewife (56.5000), and students (61.9568), which shows that employee female are more advance in changing the pattern of fashion as compared to housewives and students. There is no significant difference between groups.

Table 4: People's use of social media

Categories	Frequency	Percent
Yes	135	90.0
No	15	10.0
Total	150	100.0

Table no 4 depicts that 90 % of respondents said 'yes' to the statement about the use of social media while talking about the role of social media in changing patterns in the fashion industry. 10.0 % of respondents said 'no' while talking about the role of social media in changing the pattern of the fashion industry. The majority of the educated girls responded 'yes' according to data collection. Fashion increasing day by day when educated females adopt social media.

Table No 5: Time spending on social media

Categories	Frequency	Percent
1 to 2 hours	58	38.7
3 to 4 hours	57	38.0
5 to 6 hours	35	23.3
Total	150	100.0

Table 5 reveals the respondents' social media usage patterns. The majority, 38.7%, reported using social media for 1 to 2 hours, while 38.0% used it for 3 to 4 hours, and 23.3% for 5 to 6 hours. Notably, the highest proportion of respondents (38.7%) indicated that they spend 1 to 2 hours on social media. This

moderate usage may be attributed to the respondents' perception that excessive social media use is a waste of time and energy, potentially hindering their academic performance.

Table 6: App Usage by Respondents

Categories	Frequency	Percent
Facebook	33	22.0
Instagram	17	11.3
WhatsApp	90	60.0
Pinterest	5	3.3
Other	5	3.3
Total	150	100.0

Table 6 shows the respondents' preferred social media apps. A significant majority (60%) reported using WhatsApp the most, followed by Facebook (22%). Instagram was the preferred app for 11.3% of respondents, while Pinterest was the least popular, with only 3.3% of respondents using it the most. The high usage of WhatsApp and Facebook can be attributed to their ease of accessibility. In contrast, the relatively low usage of Instagram suggests a lack of awareness about the app among the respondents.

Table 7: Favourite Fashion Brand

Categories	Frequency	Percent
Nishat	37	24.7
Maria b	25	16.7
Rang ja	30	20.0
Sana Safina	35	23.3
Other	23	15.3
Total	150	100.0

Table 8: Following Fashion Brands on Social Media?

Categories	Frequency	Percent
Yes	106	70.7
No	44	29.3
Total	150	100.0

Table 8 reveals that a significant majority (70.7%) of respondents affirmed following fashion brands on social media, whereas 29.3% denied doing so. The predominant use of social media for following fashion brands can be attributed to its widespread accessibility. Conversely, the remaining respondents who do not follow fashion brands on social media may be attributed to a lack of awareness about the internet or a general disinterest in social media.

Table 9: Gender is more adaptive towards fashion and designing

Categories	Frequency	Percent
Female	146	97.3
Male	4	2.7
Total	150	100.0

Table 9 reveals that an overwhelming majority of respondents (97.3%) believed females are more adaptive towards fashion and designing, while only 2.7% thought males were more inclined. This disparity can be attributed to the fact that females often use fashion and design as a means to attract attention and boost their social standing. In contrast, males tend to be more focused on their careers and professional pursuits, leaving them less invested in fashion trends. Consequently, the researcher found a significantly higher inclination towards fashion and design among females compared to males.

Table 10: Social media female user presence affects the purchasing behaviour of products

Categories	Frequency	Percent
Yes	124	82.7
No	26	17.3
Total	150	100.0

Table 10 indicates that a significant majority of respondents (82.7%) agreed that the presence of females on social media influences the purchasing behaviour of products, whereas 17.3% disagreed. The predominant affirmative response suggests that females' opinions and preferences on social media play a substantial role in shaping purchasing decisions. This can be attributed to females' perceived expertise and dominance in the realms of fashion and design. In contrast, the minority who disagreed may be more cautious and risk-averse in their purchasing decisions, relying less on social media influences.

Table 11: Social Media Girls more Endorsed by Fashion and Various Brands

Category	Frequency	Percent
Yes	136	90.7
No	14	9.3
Total	150	100.0

Table 11 reveals that an overwhelming majority of respondents (90.7%) agreed that social media influencers, particularly girls, are more likely to be endorsed by fashion and various brands. This can be attributed to their significant online presence, where they promote brands by showcasing products and sharing their experiences. Conversely, 9.3% of respondents disagreed, citing scepticism towards online endorsements and a preference for tangible, hands-on experiences with products before making purchasing decisions.

Table 12: Fashion apparel advertisement on social media

Category	Frequency	Percent
Yes	116	77.3
No	34	22.7
Total	150	100.0

Table 12 shows that a substantial majority of respondents (77.3%) believe that social media advertisements have a significant impact on fashion trends. This suggests that online advertising plays a crucial role in influencing consumers' purchasing decisions. Conversely, 22.7% of respondents disagreed, possibly due to their scepticism towards online advertisements. Notably, many consumers, as evidenced by the majority's response, tend to research brands online before making a purchase, highlighting the importance of social media advertising in shaping fashion choices.

Table 13: Most of the Educated girls use Branded Products

Category	Frequency	Percent
Strongly disagree	3	2.0
Disagree	19	12.7
Neutral	28	18.7
Agree	73	48.7
Strongly agree	27	18.0
Total	150	100.0

Table 13 reveals that an overwhelming majority of respondents (66.7%, combining "agree" and "strongly agree" categories) concur that girls predominantly prefer branded products. Specifically, 48.7% of respondents agreed, while 18.0% strongly agreed with this statement. In contrast, 2.0% strongly disagreed, 12.7% disagreed, and 18.7% remained neutral. These findings suggest that educated girls, in particular, exhibit a strong inclination towards using branded products.

Table 14: Most of the girls prefer social media for fashion

Category	Frequency	Percent
Strongly disagree	6	4.0
Disagree	15	10.0
Neutral	19	12.7
Agree	77	51.3
Strongly agree	33	20.0
Total	150	100.0

Table 14 indicates that a significant majority of respondents (71.3%, combining "agree" and "strongly agree" categories) believe that most girls prefer social media for fashion. Specifically, 51.3% of respondents agreed, while 20.0% strongly agreed with this statement. In contrast, 10.0% disagreed, and 12.7% remained neutral, with only 4.0% strongly disagreeing. These findings suggest that educated girls, in particular, exhibit a strong preference for social media as a source for fashion inspiration and information.

5. Discussion

The world has become a "digital world". By the way, the primary objective of social media was to provide more people with access to ideas and information in a short amount of time, which the majority of people took full advantage of. That is why the importance of social media is growing by the day, but it is now known that news, video, or photos of any event reach millions of people in seconds, not minutes, and may affect both favourably and badly.

The technological revolution of the 21st century has profoundly reshaped the world, bringing both remarkable progress and significant challenges. While its effects—political, social, and economic—are undeniably universal, the debate over their impact remains contentious. At the centre of this revolution lies social media, a transformative yet polarizing force. Proponents argue that social media has democratized access to information, enhanced communication, and provided platforms for social and political mobilization. However, critics contend that its growing prevalence, especially among the younger generation, has led to adverse effects such as diminished attention spans, increased mental health issues, and the spread of misinformation. As social media's influence continues to expand, its dual nature—both as a tool for empowerment and a source of societal challenges—makes it a crucial area of inquiry in understanding the broader implications of the technological revolution. Our role in social media and strategies for working in it will be discussed in another article. Social media is a network connected to the Internet that allows individuals as well as organizations to connect, exchange ideas, transmit their messages, and share many other things on the Internet (such as graphics, videos,

audio, Posters etc.) provides an opportunity to share. It has grown rapidly in the last decade and now the Internet has become the centre of interest for a large number of young people. Google is the inventor in this field which launched its two popular sites YouTube and Orkut. After the launch of Facebook, due to its growing popularity, Orkut got interested in youth and Facebook gradually became the leader in this field. But now Google's new service Google Plus is preparing to make a new dent in this field. Apart from Facebook, many other sites entered the field during this time like Twitter, My Space, LinkedIn, etc. Facebook, YouTube and Twitter are among the most used sites around the world today.

In general, social networking sites express individual opinions and form opinions on current affairs by discussing with different people, while some users work in groups and some people act as influencers. Both of them are sometimes subliminally working towards a specific agenda and sometimes presenting their narrative. As it spreads far and wide, followers also play a role in spreading the agenda. Social media is divided into different segments, among which social networking sites are at the top, where people share their profiles, among them Facebook, Twitter, and LinkedIn are notable. Similarly, micro-blogging sites include Instagram, Snapchat, and Pinterest. Among video sharing sites like Rest etc., YouTube, Facebook Live, IGTV, Skype, Tik Tok and Snack are very popular.

In the fashion industry, social media platforms serve as powerful tools for collaborating with consumers, networking within the industry, generating income, and building a robust online presence. Additionally, social media has uniquely influenced designers, reshaping how many approach the creation of their designs. The study's findings clearly demonstrate that social media has made individuals busier, with people frequently using various apps, such as Facebook and WhatsApp, during their free time. Moreover, social media significantly impacts consumer purchasing behaviour, particularly among women. Many users engage with fashion-related apps and websites, often making purchases based on the items they discover and like during their browsing.

Social media has become a ubiquitous part of modern life, with people of all ages—including youth, women, children, and adults—frequently engaging with it. While it has its drawbacks, social media offers numerous benefits. For instance, students can access online courses from home, and entrepreneurs can efficiently manage their businesses online. Similarly, social media plays a transformative role in the lives of women.

Through social media, women today gain access to a wealth of information and can view the world from a single screen. Compared to women of the past, today's women are more confident, brave, and informed, even if they lack formal education. Social media allows women to adopt successful personalities as role models and gain a better understanding of their rights. It also helps them assert these rights and stay informed about their children's education and personal development.

However, like everything else, social media has both benefits and drawbacks, depending on how it is used. Overuse can lead to negative consequences. For example, when women compare themselves to movie actors or influencers, it may harm their self-esteem and create feelings of inadequacy. A woman who is also a mother faces added challenges, as excessive time spent on social media can detract from her responsibilities, particularly in raising and educating her children.

The rapid rise of social media's popularity is a significant phenomenon. No other invention or technology has matched its pace of development and appeal across all age groups. One key reason for its widespread adoption is accessibility—most social media platforms are free to use. Although some platforms, like LinkedIn, offer premium services for specific audiences, major platforms like Facebook and Twitter rely on free services, making them more universally appealing.

While social media offers endless opportunities for learning, connection, and growth, it is essential to use it wisely to maximize its benefits and minimize its disadvantages.

6. Conclusion

This study has investigated the influence of social media on shifting fashion trends among educated women in Multan. Social media has become a vital component of our interconnected world, significantly impacting various industries, including fashion. Platforms like Facebook, Twitter, Instagram, and Tumblr have played a pivotal role in shaping design inspirations and trends.

The findings underscore a notable trend; the most influential fashion blogs are not managed by industry professionals but by diverse individuals from different backgrounds, ages, and educational levels. This reflects the democratization of information in the fashion sector. However, these blogs cannot be considered truly globalized as their reach largely remains confined to the United States and Europe. Common traits among successful blogs include simple layouts and highly personalized content, often driven by the bloggers' subjective opinions and experiences. Despite their growing audiences and ties to the fashion industry, these blogs have maintained their core characteristics, challenging the belief that popularity necessitates drastic change.

The study has provided several recommendations for future research to enhance outcomes. These include exploring the comparative popularity of well-known brands across different regions and examining the history of social media's role in shaping female representation in both positive and negative contexts. Given the rapid pace of societal and technological changes, maintaining an active online presence is crucial. Social media has opened new opportunities for emerging designers, stylists, and fashion enthusiasts to showcase their talent and carve out careers. Designers and brands leveraging these platforms must engage with their audiences as extended members of their brand family.

Social media offers a space for individuals to share opinions, foster interactions, and engage with the fashion industry. The growing collaboration between designers and fashion bloggers has lowered entry barriers, allowing those with limited fashion knowledge to participate. Ultimately, while social media does not replace traditional media, it complements it by providing an additional channel for consumers to connect with their favourite brands and trends.

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