

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

**In the name of Allah,  
The most Gracious, The most merciful.**

# Media Influence of Fashion on Female University Students

## A Research Study

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Supervisor  
**Shabbir Sarwar**

Submitted By  
**Urooj Naz 100757018**  
**Shamsa Tahir 100757021**



Department of Media and Communication  
University of Management and Technology

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## **DEDICATION**

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## **Abstract**

This study aims at knowing Media Influence Of Fashion On Female University Students of Lahore with special reference to role of media in adoption of dressing trends in female university students. The quantitative method was applied to conduct the study and data collection survey method was used. The sample size of the study (n=100) was taken from four universities, 25 each from Kinnaird College, Lahore University, University of Central Punjab and University of Management and Technology. The study found that media has a great influence on fashion adoption of female university students. They take inspiration from media in their dressing choice. This research also revealed that television media is more dominating in influencing fashion among female as compared to all other mediums of communication.

**Keywords:** *Media influence adoption, fashion, youth and female students.*

# **CHAPTER 1**

## **INTRODUCTION**

## Chapter 1

### INTRODUCTION

Fashion is important part of human society, culture and everyday life. Fashion is an integral part of today's world. Fashion has a great influence on individuals, families, groups, organizations, nation states, continents and the whole world. It varies from culture to culture, society to society, and country to country. Some fashions are traditional while some are popular and other is mass functions. Is not true man of the world who knows only the present fashion of it. (Wilson, 1996)

Fashion is changing at a very fast pace in societies depending upon their economical well being and interaction with other culture. Fashion usually used to illustrate the style of clothing worn by most of people of a country. Fashion usually continues and admired for about 1-3 years in a society and then is replaced by another trend. So soon as a fashion is Universal, it is out of date (Eschenbach, 2010).

Media is a great source of fashion that influence on people. The main reason is that fashion has become more important because of television. People want to wear what they see on television, fashion shows advertisements etc. The most countries of Asia like Japan, India, Paris, and Pakistan have large textile industry and brands. Fashion is what you adopt when you don't know who you are (Crisp, 1975)

Dressing is an important part of fashion. The adoption average of new trend is among students and the mostly adopting dressing style is surrounded by university students. Youthful girls like

the assortment and alteration in their appearance and outfits and they are playing key role to fashion industry because mostly influenced by the media, may be from drama serials, fashion shows, films, photography, brands etc .Young girls wants to look smart and up to date with the new dressing fashion style. Our youth wants to look smart and up to date with the new dressing fashion style. Dressing is a way of life (Laurent, 1987).

In Pakistan the adoption of fashion and trends increases gradually. Specially in female university students the adaptation of dressing trend is high. The female university students are more passionate and adoring about their dressing styles. Generally, the students are influenced through different media like television, fashion shows, brands, local brands etc. But most of the students are influenced through television. With the passage of time Pakistanis are adopting modern dresses and cultural clothing. The shalwar kameez is the national dress of Pakistan and is worn by women and girls in all four provinces Punjab, Sindh, Baluchistan, Khyber Pakhtoonkhwa and FATA in the country and in Azad Kashmir.

In Pakistan many channels and websites are becoming popular that shows the new trends and fashion. The most popular channels are Style 360 and Fashion TV. The popular magazines are She, Fashion, Libas etc. but our youth mostly attract through television. In Pakistan university going female students adopt fashion by viewing brands on television named Nishat, Gul Ahmad, Bonanza etc. the youth also influence through the dressing style of celebrities, anchor persons, award show. Now girls observe the dressing style of news caster and they influence through their style.

Female students think that adopting dressing styles through television as indication of taste. With the passage of time University female students have started to adopt new styles some of which

are the combination of Pakistani and Western clothing. Like female students wear embroidered kurta with jeans or trousers. Tight half sleeve and sleeveless shirts with Capri trousers have also been adopted. Now with the new trends female students wearing long shirts with open trousers and the full long shirts with choori pajama. Now in winter the female students wear goal Daman long shirts with choori pajama. This dressing trend comes through television media. It becomes very difficult to cope with the modern dressing fashion. Girls move freely in new fashion like butterflies. Female students love dresses of latest cuts and designs. They run after the new showy and eye catching dresses.

Sometimes female students adopt fashion to attract their people surrounding them. They give concentration to one another clothes somehow it grounds good relation among them. Female fashionable student is the authentic passport to upper society and fame in the university. Female Students spend fascinating and exclusive clothes of the latest design and color.

## **Statement of Problem**

Pakistani people have earned different cultures due to modernization and influence of media through channels fashion shows, face book etc. Pakistani female students have adopted different stylish and trendy dresses from media.

Media is highlighting the new trends and the female students are blindly adopting it as craze. Television is more emphasizing the new fashion trends. There are such students who adopt fashion blindly, without seeing that weather it suits them or not. Mostly they are influenced through television and adopt the changing trend rapidly.

Media has strong influence on adoption of new fashion. Specially, new dressing trends but young female university students. Unfortunately very few research studies were found on this important

topic of human interest. Therefore it has become necessary to conduct study on influence of fashion among youth through media.

## **Purpose**

Specifically, the data and information was gathered on university level that how the female students are influenced through media and adopting the dressing trend from television. Its study is to examine how many university students are adopting dressing trends through television.

## **Research Question**

R.Q.1: Do media influence the dressing sense of female university students?

R.Q.2: How do media affect the dressing style of female university students?

R.Q.3: Do university students follow the dressing trends which are highlighted by the media?