

**Mapping Notions of Self Realization through
Fashion Trends among Pakistani Youth: A
Comparative Study of Two Universities**



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Trends among Pakistani Youth: A Comparative Study of
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M. Phil Sociology Thesis

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Abstract

The present study was focused on exploring the notions and perspectives of self-realization among university students in terms of fashion trends. A comparison of the perspectives GCU and UMT students was performed. The study used a descriptive qualitative research design. Purposive sampling was used for selecting thirteen (13) participants. Semi-structured interviews were used for data collection. Thematic analysis was applied for analyzing the data. The findings resulted in the formation of a number of master themes and sub themes. The master themes included: fashion consumption, the Self-realization, fashion and self-realization, and Influence of consumer culture on lifestyle choices. The participants identified fashion as being important for them in terms of psychological, social, emotional, cultural and financial dimensions. Also, differences were seen in the perspectives offered by the students from both universities.

Chapter I

Introduction

1.1 Background

The literary meaning of fashion comes from Latin word which is *modus Vivendi*, time, rate, rules, manner and norms. It is the way of expression which leads to test the manners of dressing and behavior in a particular era. The dressing comes in the category of clothing, which is an attitude of a person as an individual. Each individual expresses itself through fashion and it becomes inner peace of that individual. According to Arthur M. Kroll "The Self itself is the man's assessment of his own." So, each individual takes his own decisions according to his thoughts. There comes the concept of individuality when things give benefits and prosperity to individuals, and he becomes a part of it Hristova (2014).

Trend refers to a set of variants such as the highest look of the prevalent test along with a small range of time and limited period of validity (de Miranda & Monçores, 2016). Trends influence the consumer through the way that a person remains inactive in one place while expecting something new to consent its perpetual modifications to stop "up-to-date" or "be fashionable". The concept of "being fashionable" has a sinewy sense of symbolic manifestation, as properly being contingent upon the identification by others that a person prefers wearing to show that he is fashionable.