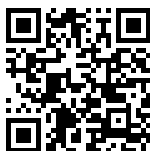


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- Author (s):** Shahid Minhas, Tayyaba Aslam Cheema, Maryam Arshad
- Affiliation (s):** GIFT University Gujranwala, Gujranwala, Pakistan
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Apparel Fashion Trends and Instagram: A Study of Gujranwala Youth

Shahid Minhas*, Tayyaba Aslam Cheema, and Maryam Arshad

Gift University, Gujranwala, Pakistan

Abstract

In the digital age, social media has played an important role in the fashion industry, allowing consumers interested in fashion to interact more with designers and companies of top clothing, footwear and accessories Range. People are increasingly impressed with their online exposure in the form of presidents, especially in the fashion field. However, the increasing use of social media inside and outside the industry can affect this traditional system. Therefore, let's try to understand the elements of fashion success in the Instagram age. The Instagram account achieves a specific taste, authenticity and brand concept. This research is significance to address the state of fashion within the framework of traditional fashion and how to break the tension around veil and fashion prejudices. This research also provides to understand new trends and new technologies promoted by social networks in the fashion industry. This article conducts an in-depth analysis of selected advertising speeches on social media in the form of fashion promotion and corporate advertising on Instagram. This investigates the work of popular social media influencers and their impact on followers. Selected social media influencer forums are specific to YouTube and Instagram. The study finds that youth of Gujranwala adopted the fashion or styles by using different Instagram trends. Researchers are trying to understand whether the work of influencers in endorsing or reviewing products has a positive impact on their followers.

Keywords: social media, fashion, branding, Instagram, Gujranwala youth

Introduction

Create popular or trendy clothes, hairstyles, decorations or behavior styles. Fashion is something that is accepted and accepted by society at some point

*Corresponding Author: shahid.minhas@gift.edu.pk

in time. In other words, it is a lifestyle statement for one person or a group of people. In this sense, it covers a wide range of human activities. Style, manner, fashion, method and method are commonly used terms related to fashion. Fashion is an ongoing process and a constantly evolving phenomenon; it guides the world and exists all over the world. Since fashion is a dynamic process, many external factors contribute to it. Many factors influence the fashion scene; these can be factors such as social factors, political factors, etc. The fashion scene reflects the general conditions or tastes of people in society. Everything we use, buy, wear and obtain must be innovative and thoughtful (Sohail et al., 2019).

Gujranwala fashion is changing with each passing day and many people are taking an interest in it. If we look at recent years in Gujranwala, many brands are opening due to the fashion boom in the city. People have become fashion conscious and are improving their fashion sense. With the help of the brand, people did not make the clothes and shoes, they improved their lifestyles, homes, offices and stores. The development of Gujranwala very quickly increased the numerous places, the large showrooms and the fashion boutiques which are now located there. People travel to Islamabad and other countries to learn about the latest things and fashions, but now anyone can do it in their own city, Gujranwala. Gujranwala students take fashion classes, and many colleges offer fashion classes. Many universities have opened fashion courses for students. These classes brought a lot of new ideas and styles and people learned a lot from these classes (Khuhro et al., 2019).

Fashion trends come and go as the company's values are established and developed according to their beliefs and culture (Tran, 2010). Fashion is not an ambitious projected image of archaic values reinterpreted to achieve a certain function or program, but an evocative and refreshing concept that deserves to be shown to society and that makes us more instinctive. In society, an individual's appearance is a means of transmitting non-verbal communication cues, such as possible clues about their social status, values and lifestyle. Fashion communication has undergone a 360-degree shift in its diffusion, from projecting the basic image of our look and feel to expressing our emotional experience through interactive tools in clothing.

The success of fashion trends lies in the interpretation and judgment of society on fashion trends. Another well-known way to dress is design

trends. Types of design trends: style, length, cut, fabric, color, accessories etc (Vincent et al., [2018](#)). A self-adaptive k-means classifier for business incentive in a fashion design environment. *Applied computing and informatics*, 14(1), 88-97. The analysis shows that Instagram, as a social platform, is a creative space, sharing daily life through the occupation of time and from space.

Young people today 25 < in a globalized world well connected by network technology, geographic distance is no longer a limiting factor in reaching and witnessing experience. The boundaries between purchasing behaviors are not indeed more important among young (young) people, because the common desire is to join social networks, to interact and to be liked by a wide range of people with common interests. In fact, even companies that hire potential candidates will check their social media and award their points.

Objectives of Research

The objectives of this study are:

- To identify the key perceived value of fashion on Instagram and how it contains social, cultural and commercial contexts.
- To construct a conceptual framework to investigate fashion.
- To construct the fashion communication under new value creation system.
- To study the relationship between fashion and youth of Gujranwala.

Literature Review

Literature review we are far away from the world of Instagram and investigate the buying attitudes and behaviors of young women. The possible impact of influencer marketing on each attribute that occurs is also discussed. Every activity starts with defining the target audience and the goals to be achieved (Read & Jean, [2021](#)). Marketers have different goals when they want to reach an audience. A sort of an interesting expression of these goals is the "cognition-emotion-idea" model.

Instagram and Fashion Brands

Waninger ([2020](#)) describes that branding is more than simply assigning a name or a face to an object; it requires long-term commitment and

participation, resources and high-level skills. Branding is a product differentiation model in which products or services are more attractive to specific target audiences. This market difference is largely based on the idea that certain population groups have specific tastes and values, which differentiate them in consumer practice. This flavor variable is crucial in my analysis. By playing a role in this type of brand narrative around taste, my reviewers' blogs convey very specific information about their place in the online Islamic fashion industry. Brands have penetrated all aspects of society, from popular culture to religious symbols and daily activities.

In a study published in "Cultural Approaches to Brands in the Market", the brand is a "cultural form" and the cultural form is a way of interpreting and organizing the world. Songs, folk tales, movies, dramas, and even beauty pageants are cultural forms because they summarize the way people should live, look, and think. The 21 brands are called cultural forms to recognize that the brand is a specific form of communication. Therefore, if you use the brand as a communication tool, you can avoid the problem of transmitting information. Does the person, organization or company behind the brand control what information is sent to whom?

Instagram and Fashion Trends

Rituraj and Scheidl ([2021](#)) define fashion as a highly visual industry and the current era of digital media. It is easy to appear on many social platforms, such as Instagram or Facebook. There are many new platforms, new algorithms, and new trends in the Internet world. Creative social media can help strengthen your brand information and increase the reach of your social media posts, thereby increasing the sales of your products. Social media is seen as a tool to generate enthusiasm and enthusiasm for new products on the market. Now, in an era where every organization has a social media page, you can showcase the latest trends and products from specific people, groups, companies, and industries.

Social media provides relevant data on location, likes and dislikes, target markets, and product reach. You can understand the group's response and whether the question is high or low. "Women's shopping trends are influenced by social media. In this study, they showed which social networking sites are the most popular and women are particularly impressed

with these sites. They chose four products from different brands, such as casual wear, special occasion wear, sportswear, and work wear.

Some believe that the modernization practice initiated by Reza Shah, beginning with Western economic and cultural reforms in the 1920s, led to a continuing polarization of social dynamics, pitting the Westernized liberal reformist class against the conservative traditionalist class. As Nikki Keddie said, "Modernization has not only created a double economy, it has also created a double society". In this society, the wealthy Western class speaks languages other than the traditional or popular classes and has a totally cultural lifestyle and values.

As an observation, this article considers that along with the aesthetic definition of the Western style, class differences also have a continuing momentum. The Islamic Revolution introduced new forms of social mobility and created higher education for women of the traditionalist class. In other words, although in Iran today there are divisions based on lifestyle and cultural values (especially in the urban environment), the Western style is appropriate and appreciated by people of different classes and positions. The contemporary Iranian repertoire, and not a reflection of a society composed of modern and non-modern polarized groups.

Instagram and Image

Instagram is used by hundreds of millions of users in hundreds of different ways, so this isn't the complete answer to the question "What is this?" Are sufficient. But another question can be asked: What is happening in the context of media history? This question is easier to understand. This is one way to answer. Today, several elements of 19th and 20th century photographic culture have been combined on a single platform. This single-platform medium is a major development in the history of modern media. It allows you to capture, edit and post photos, view your friends' photos, discover other photos through search, interact with them (such as, comment, repost, post on other networks), have conversations with the author of the photo and more lost people. Comment, create photo collections, edit orders and more, all can be done in one device.

Instagram is a social photography app that integrates camera, beauty and sharing functionality. It can also be considered as a new type of social

network based on the interaction of images, as it has the function of helping people to create image-based social networks (Jin et al., 2015). This phone officially arrived on the Apple App Store in October 2010. After its launch, the number of users grew rapidly, with over 100,000 registered users in just one week. Then Instagram became the center of public attention on April 10, 2012. On the same day, Facebook acquired the company with just 551 days and 13 employees.

Today the number of Instagram users exceeds one billion (Constine, 2018). With different types of cards and videos, it is not only a social tool between friends, but also an important platform for bloggers to work with. At the same time, in the business world, it is also a conduit for global companies to attract network traffic and interact with consumers. As a social platform, Instagram stands out in fierce competition primarily because its product positioning is clear and has outstanding advantages over other social media platforms.

Research Questions

1. What is the relationship between Instagram and fashion trends?
2. What are the key values of fashion photography in society?

Methodology

The study is quantitative in nature and also pertains a descriptive investigation. Descriptive research, on the other hand, aims to obtain relevant and accurate information about the current state of phenomena and everything possible to obtain valid results. The sample was a small part of the population. With the main objective of taking only a sample of the population so that the research can be easily carried out from this sample, the researcher can generalize everything. The study samples consisted of 100 students from the city of Gujranwala.

Data was collected through a closed questionnaire, prepared in accordance with the objective of the study. There were 15 statements in the student questionnaire. It can be seen in Table 1.1 that 70% of students agree with the statements and 30% do not. When fashion influencers provide information about fashion trends, there will be interactions between users and fashion influencers will naturally pay attention to and spread that

fashion trend. Thus, subscribers or users of the social network Instagram can participate in creating fashion trends.

Analysis

The Impact of Appearance Fashion Trends

In Gujranwala, there has been a revolutionary shift from the industrial sphere to the media stage and it has finally dominated the digital domain of Instagram. Therefore, the target population of the study were young consumers who were active Instagram users. Studies have shown that the top users who use Instagram most often are between the ages of 25 and 30, with women using Instagram more often than men. In addition, women have always been considered heavy consumers of clothing.

Qualtrics surveyed more than 148 students was conducted. 4.7% of the samples were men, 95.3% were women, and the response rate was about 72%. Participants were asked about their use of social media, their fashion consumption habits, and beliefs about advertising and promotion through social media. The variables are not manipulated.

This study explored the direct impact of Instagram on young women through physical deformities, bullying, and low self-esteem. Extensive research has shown that Instagram has multiple effects on vulnerable teenagers. The results showed that the app created a lot of self-doubt, self-hatred, body image problems, and a place where people can bully others anonymously and openly. He showed that due to Instagram superficial standards, mental health disorders are common among teenagers who experience similar feelings.

The best influencers provide subscribers with a refreshing blend of hope and reality. For this list, we looked for the Instagram fashion influencers who inspire users through their style and personality.

95% of Gujranwala people understand fashion trends, and some 5% don't understand fashion trends. 55% of people know that they prefer traditional fashion trends, while 45% do not like traditional fashion. 99% of Instagram is useful for fashion, and 10% are not useful. 35% of people think it is possible to spend most of their time on Instagram watching fashion, while 65% of people can't see fashion on Instagram. 80% of fashion trends

on Instagram will affect overall happiness, and 20% of fashion trends will not affect fashion trends on Instagram.

Table 1

Survey Responses of Gujranwala Respondents.

Statements	Percentage of Yes	Percentage of No
1) Do you know about fashion trends?	95%	5%
2) Do you prefer traditional fashion trends on modern fashion?	55%	45%
3) Is Instagram being useful for fashion?	90%	10%
4) In your view is it right to spend most of the time seeing fashion on Instagram?	35%	65%
5) Fashion trends on Instagram impacting our overall wellbeing?	80%	20%
6) Does it ever interfere with your life fashion (family and friends etc.)?	75%	25%
7) Are you feel happy if Instagram and fashion was taken down in youth?	30%	70%
8) Is fashion become integral part of everyone life?	80%	20%
9) Do you think Instagram is fastest growing of fashion?	75%	25%
10) Fashion promotes positivity in youth?	73.7%	26.3%
11) Fashion promotes positivity in youth?	68.4%	31.6%
12) Instagram content is suitable for all type of youth?	52.6%	47.4%
13) Do you think traditional wear is a sign of narrow thinking?	21.1%	78.9%
14) Instagram provide us right fashion at right time is it true?	73.7%	26.3%
15) Does Instagram reflect our personality?	63.2%	36.8%

75% of people will interfere with your lifestyle, 25% of people will not interfere with your lifestyle, 35% of people like to use Instagram, 70% of people don't like to use Instagram, 80% of fashion becomes an

indispensable part of everyone Life and 20% of fashion have not become an indispensable part of everyone. 75% agreed that Instagram is the fastest growing industry in the fashion industry, and 25% disagreed. 73.7% of fashion promotes the enthusiasm of young people, and 26.3% of non-fashion promotes enthusiasm. 52.6% agree that Instagram content is suitable for all types of young people, and 47.4% disagree that Instagram content is suitable for all types of young people. This is a sign of narrow thinking. Instagram provided us with 73.3% of the right fashion at the right time, and 26.3% disagree that Instagram gave us the right idea. 63.2% of people agree that Instagram reflects our personality, and 36.8% disagree that Instagram reflects our personality.

The data suggested that if the influencer is ready to attach their name to the product, it will also make the product more credible and trustworthy (Martínez-López et al., [2020](#)). The presentation of the content has to do with the degree of video or photography involved, as it demonstrates professionalism. This study looks at the use of alternative marketing communications by top fashion companies via Instagram and the impact of Instagram posts on audiences and live events.

Conclusions

The elements of professional success are often still a mystery. In the fashion world, style is often attributed to the indescribable qualities that all successful people have. Equally important is the professional contribution of leading avant-garde institutions. In this article, in the new era of social media, online image helps to achieve success, as evidenced by the increase in fashion forecasting capabilities. Instagram is one of the most numerous platforms in the industry.

It is very common for people in Gujarat Navarra to adopt fashion. They use Instagram and embrace new fashion trends and shop online. Although taste stems from social and cultural differences, it also functions as a potential sociocultural hypothesis, shaping the way that brands “truthfully” present themselves to specific audiences through Western consumer concepts on the Instagram platform. Finally, although Instagram is still the network that dominates the fashion industry, it is one of the sectors that has the most influence on influencers, and they are the ones who decide which network is best for them. As for the social network that best meets the needs of fashion, every brand is different.

Limitation

This study is about the people of Gujranwala. In future, Scholar can conduct research by using large population size. Also, this study is limited to the single digital media platform (Instagram). The researchers can conduct research in future on other social media platform to understand the influence of other apps.

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