Role Of Social Media In Changing Fashion Trend Especially Dressing Pattern In Youth Of Chiniot

Bilal Hassan[1] , Dr. Saira Siddiqui[2] , Dr. Shabbar[3] , Dr. Basharat [*4]

Abstract

This study is an effort to check the role of social media on changing fashion trends as social media is getting very much in and used by youth. Within the past years, a greatest development has been witnessed. It focuses on how the youth are using social media to change their preferences and how they influence from social media and adopt new fashion trends. Social media like, tiktok, Instagram, Facebook, and you tube influences has effect on the youth of chiniot, the objective of the study are to find out the use of social media as changing agent, the factors which influence fashion adoption and changed dress pattern among youth, and social factors that trigger the fashion adoption, the study were conducted among 102 person of chinioti youth using a survey research design, Data were collected by using questionnaires (google document) and the[1] data were analysed using SPSS WIN 09, Both descriptive statistics and inferential statistics were applied in the study, The result of this study shows that social media have positive relationship with fashion trends and changing dressing pattern that change the youth preferences in their clothing sense through the process of advertisement.

1   Introduction

In the digital age, social media has arisen as a strong power molding social standards, ways of behaving, and characters, especially among youth populaces around the world. In Pakistan, the impact of social media on social change is substantial, with stages like Facebook, Instagram, and Twitter becoming vital pieces of day to day existence, particularly for the youth. This peculiarity is especially significant in locale like Chiniot, where the youth are profoundly associated with the web and engage effectively on different social media stages. The multiplication of social media in Pakistan has been momentous lately, with a huge number of clients effectively taking part in web-based communications, sharing substance, and participating in virtual networks. As per late information from the Pakistan Telecommunication Authority (PTA), there were north of 47 million social media clients in Pakistan starting around 2023, mirroring the far reaching reception of digital stages among the populace (PTA, 2023). This fast development in social media usage has fundamentally impacted cultural elements, including social standards, values, fashion, and practices.

In the clamoring city of Chiniot, settled in the core of Punjab, the impact of social media on the young is discernible (Ahmad, 2020). Among the different parts of life it influences, one of the most observable is the development of dressing trends. With the ascent of stages like Facebook, Instagram, and TikTok, youngsters in Chiniot are presented to a plenty of style impacts from around the world. This article means to investigate the effect of social media on dressing trends among the adolescent in Chiniot, revealing insight into how

---

[1]M.Phil Scholar Department of Sociology Government College University Faisalabad.
[2]Assistant Professor Department of Sociology Government College University Faisalabad.
[3]Iqbal Traffic Warden, Punjab Police Department Faisalabad.
[4]Ali Assistant Professor, Department of Sociology Government College University Faisalabad.
basharatali@gcuf.edu.pk

computerized stages have changed the manner in which they see and take on design. The pervasiveness of cell phones and web access has made social media a focal part of day to day existence for youngsters in Chiniot, furnishing them with exceptional admittance to worldwide style and impacting their style decisions (Rashid et al., 2019).Social media stages act as virtual runways, where youngsters grandstand their own style and look for motivation from powerhouses and superstars around the world (Hassan and Gillani, 2020). The availability of design content on stages like Instagram has democratized style, permitting people from different foundations to communicate their thoughts through apparel (Dark et al., 2016). Notwithstanding, this democratization has additionally prompted worries about the homogenization of design, with worldwide trends eclipsing neighborhood style customs (Rahman, 2018).In Chiniot, a city known for its rich social legacy and customary clothing, the convergence of social media has started a change in dressing inclinations among the young. While conventional articles of clothing like shalwar kameez and dupattas stay vital to the nearby culture, Western impacts proliferated through social media have started to reshape style decisions. Youngsters are progressively seen embracing Western-style clothing, for example, pants, Shirts, and shoes, close by conventional clothing, making a combination of styles that mirrors their mixture personalities (Shah, 2019).To research the effect of social media on dressing trends among the young in Chiniot, a blended techniques approach will be utilized. The examination will comprise of both quantitative reviews and subjective meetings to catch the diverse idea of the peculiarity. An organized review will be disseminated among an example of youth in Chiniot to assemble quantitative information on their social media use and dressing inclinations. Moreover, inside and out meetings will be led with a subset of members to acquire further bits of knowledge into their discernments and encounters in regards to the impact of social media on their dressing decisions. By utilizing a blended strategies approach, this examination means to give a thorough comprehension of how computerized stages shape the style decisions of youngsters in Chiniot. Lately, social media stages have become useful assets for molding social standards and values, including those connected with design (Ruler et al., 2020). The visual idea of stages like Instagram and Pinterest has changed them into virtual design magazines, where clients can find the most recent trends, follow style forces to be reckoned with, and share their own stylish looks (Hosseini et al., 2018). In Chiniot, where customary social qualities coincide with current impacts, social media fills in as an extension between nearby practices and worldwide style. While some might contend that social media homogenizes design by advancing Western beliefs of excellence and style (Yousaf et al., 2017), others consider it to be an instrument for social trade and inventive articulation (Khattak and Zulfiqar, 2019). By analyzing the job of social media in molding dressing trends among the adolescent in Chiniot, this exploration looks to add to the continuous talk on the social ramifications of computerized technology.

Besides, the impact of social media on dressing trends reaches out past individual style decisions to incorporate more extensive cultural perspectives towards design and character (Ahmed and Ahmad, 2017). As youngsters in Chiniot explore their direction through the advanced scene, they are influenced by outside design accounts as well as effectively take part in forming those (Iqbal et al., 2021). Through the creation and sharing of content on stages like TikTok and Snapchat, they add to the development of style characters that are both individual and common (Mukhtar et al., 2020). This participatory culture engages people to communicate their thoughts legitimately as well as cultivates a feeling of having a place inside internet based networks (Shahbaz et al., 2019). By understanding how social media works with this powerful transaction between individual articulation and aggregate character development, we can acquire bits of knowledge into the advancing idea of design culture in Chiniot.

2   Statement of Problem

Youth follow social media for fashion updates. Social media used as changing ways of fashion that individual observed through traditional advertising stage such as tiktok,

Instagram, Facebook, life style of celebrities and you tube. This study takes into account why and how the youth makes the selection for their outfits, how they make the perception of the ongoing trends of the fashion which becomes the part and packages of their lives, so this directions those agents which have the influence over the apparel choices of the youth.

3   Significance of Study

This research is significant for the youth in creating awareness about fashion trends and effect on their consuming behavior. It also gives impact on their life style. It will also expose the factors which attracts youth in adopting different fashion styles. Youth become more conscious about their dressing and purchasing attitude.

4   Objectives

The specific objectives of the research are:

1. To dig out the social media as changing agent.
2. To find out the factor which influence fashion adaptation among youth?
 3. To find out the demographic and social factors that triggers the fashion adoption

5   Methodology and approach

An organized study was led among a delegate test of Chinioti youth to catch expansive patterns and examples in social media usage, social discernments, and mentalities towards conventional qualities. The study instrument was intended to gather quantitative information on different viewpoints, for example, recurrence of social media usage, favored platforms, sorts of content consumed and shared, as well as impression of social changes affected by social media. By overseeing the study to a different example, the specialists planned to assemble extensive information that could be broke down measurably to recognize relationships and patterns inside the populace.

By coordinating quantitative surveys and available literature analysis, the exploration planned to locate discoveries and give a complete comprehension of the mind boggling connection between social media and changing dressing pattern among the youth in Chiniot. The blend of methods considered a complex investigation of the peculiarity, catching both quantitative patterns and qualitative subtleties. Through this coordinated approach, the review tried to produce bits of knowledge that could illuminate systems for outfitting the capability of social media for positive social change in dressing pattern.

6   Analysis from available literature

The effect of social media on dressing trends among youth in different social settings has earned huge consideration from specialists as of late. Studies have investigated how stages like Instagram, Facebook, and TikTok shape design utilization examples and impact individual style decisions. For instance, Ahmed and Ahmad (2017) directed a concentrate in Pakistan, looking at the impact of social media on youth's style cognizance. They found that social media stages assume a critical part in presenting youngsters to different style, subsequently impacting their design inclinations and utilization ways of behaving.

Hosseini, Ramayah, and Khatibi (2018) proposed a reasonable system for computerized design utilization, featuring the manners by which social media works with style commitment and utilization. Their system stresses the job of social media in empowering clients to find, share, and communicate with design content, consequently molding their style utilization propensities. This structure gives a hypothetical premise to understanding what social media means for dressing trends among youth.

Notwithstanding utilization designs, research plays likewise analyzed the part of social media in character development through style. Khattak and Zulfiqar (2019) led a concentrate in Lahore, Pakistan, investigating the idea of social hybridity mediated through

social media. They found that youngsters participate in a course of social hybridization, mixing customary social components with worldwide style through their web-based collaborations. This study features the extraordinary capability of social media in molding social characters and style inclinations among youth.

Mukhtar, Umer, and Javed (2020) examined the job of short-structure video content on TikTok in forming style among youth. Their investigation discovered that TikTok fills in as a stage for youngsters to make and share design related content, in this way impacting more extensive style and style inclinations. This examination highlights the participatory idea of social media stages and their effect on aggregate style cognizance.

Shahbaz, Khan, and Yousaf (2019) analyzed the job of Snapchat in molding design stories among youth in metropolitan Pakistan. They found that Snapchat empowers youngsters to take part continuously design narrating, consequently molding their impression of design and style. This study features the unique idea of social media stages and their capacity to impact design talk among youth.

King, Siddiqui, and Hussain (2020) investigated the job of social media in design brand devotion among youth in Pakistan. Their investigation discovered that social media commitment decidedly impacts brand steadfastness among youthful purchasers, demonstrating the huge effect of social media on buyer conduct in the style business. This exploration adds to how we might interpret the job of social media in forming buyer mentalities and ways of behaving in the design area.

Yousaf, Khan, and Ahmad (2017) explored the connection between social media and self-perception among youth in Lahore, Pakistan. They observed that social media openness is related with self-perception concerns and confidence issues among youngsters, featuring the likely adverse consequences of social media on self-perception discernments. This study highlights the requirement for basic commitment with social media content and its effect on youth prosperity.

Ali, Saleem, and Hussain (2018) examined the effect of Instagram powerhouses on style among Pakistani youth. Their review uncovered that Instagram powerhouses assume a huge part in forming style inclinations and buy choices among youthful customers. By displaying in vogue furnishes and advancing explicit brands, powerhouses make optimistic characters that resound with their devotees, consequently impacting their design decisions. This exploration features the persuasive force of social media characters in driving style and customer conduct among youth in Pakistan.

Haque and Islam (2019) analyzed the job of YouTube in democratizing style utilization among Bangladeshi youth. Their investigation discovered that YouTube fills in as a stage for youngsters to get to different design content, going from Do-It-Yourself instructional exercises to runway surveys. By giving a space to client produced content and different points of view, YouTube empowers youth to investigate and draw in with style in manners that were beforehand blocked off. This examination highlights the democratizing capability of social media stages in growing style talk and availability among youth in South Asia.

Moreover, Hussain, Abbas, and Shaukat (2020) directed a similar examination of social media use designs among youth in metropolitan and provincial areas of Pakistan. Their review uncovered tremendous contrasts in social media commitment, with metropolitan youth showing more significant levels of communication with design related content contrasted with their provincial partners. This examination reveals insight into the advanced split among metropolitan and country populaces and its suggestions for design utilization and social trends. By understanding these incongruities, policymakers and partners can foster designated mediations to overcome any issues and elevate impartial admittance to mold related data and potential open doors. These extra examinations add to how we might interpret the complex connection between social media and dressing trends among youth in different social settings. By investigating the impact of explicit stages, forces to be reckoned with, and social elements, specialists can acquire bits of knowledge into the complicated components through which social media shapes design culture and utilization ways of behaving among youngsters.

7   Result and discussion:

Through a point by point frequency and tabulation analysis, it was seen that a larger part of the respondents are effectively taken part in different social media stages. Facebook and WhatsApp arose as the most often utilized stages, with almost 85% of the members revealing everyday use. This elevated degree of commitment demonstrates that social media is a crucial part of day to day correspondence and social connection among the young. Furthermore, the information uncovered that social media utilization isn't restricted to correspondence alone however reaches out to amusement, training, and news utilization. This multi-layered commitment highlights the unavoidable impact of social media on the social acts of the young, forming their correspondence designs, admittance to data, and social associations.

7.1   Hypothesis

Table 1; Correlation between Monthly Income and Purchasing power

Variables	Person correlation	Significant (2. tailed)	Total population (N)
purchasing	.190	.099	102

*p < .01, **p < .05

The result revealed the results of correlation matrix, through which researcher tried to depict the relationship among different variables of the Monthly Income that bring purchasing power among youyh, either they have their monthly income and have purchasing power to adopt fashion according to their income. The result shows that, there is positive relationship among monthly income and purchasing power. Similarly Mr. McCarthy said, in his research work in 2013 that monthly income is positively associated with purchasing (consuming).

Table 2; Correlation between social Media and Changing Preferences of Clothing, Fashion Trends, Updates of Advertisement and adoption of new style.

Variables	Person correlation	Significant (2. tailed)	Total population (N)
Changing preferences of clothing style	.594**	.000	102
Fashion trends	.652**	.000	102
Update of advertisement	.390**	.000	102
Adoption of new style	.548**	.000	102

The results revealed the results of correlation matrix, through which researcher tried to depict the relationship among different indicators of the social media that changes fashion trends among university students, either they are influenced by social media in adopting fashion or not,. The result shows that there is positive relationship between social media among changing Preferences, fashion trends, advertisement, and style.

Table 3; Correlation between social Media and Changing Preferences of Clothing, Fashion Trends and Updates of Advertisement.

Variables	Person correlation	Significant (2. tailed)	Total population (N)

Changing preferences of clothing style	.594**	.000	102
Fashion trends	.652**	.000	102
Update of advertisement	.390**	.000	102

The result revealed the results of correlation matrix, through which researcher tried to find the relationship among different indicators of the social media that changes fashion trends among university students, either they are influenced by social media in adopting fashion or not,. The result shows that, there is positive relationship among fashion trends and changing Preferences, fashion trends and advertisemet.

Table 4; Correlation between social Media and Changing Preferences of Clothing, Fashion Trends

Variables	Person correlation	Significant (2. tailed)	Total population (N)
Changing preferences of clothing style	.594**	.000	102
Fashion trends	.652**	.000	102

The result shows that there is positive relationship between social media among changing Preferences and fashion trends.

Table 5; Correlation between social Media and Changing Preferences of Clothing

Variables	Person correlation	Significant (2. tailed)	Total population (N)
Changing preferences of clothing style	.594**	.000	102

The result shows that, there is positive relationship among purchasing behaviour and changing preferences of clothes. Similarly Mr. Kietman explains in his research, in (2013) that, the way of purchasing is positively association with the changing clothing style that give them their feedbacks.

The quantitative information demonstrated a positive relationship between's social media utilization and instructive fulfillment, with numerous understudies utilizing stages like YouTube for instructive purposes. Online instructional exercises and instructive gatherings on social media have become significant assets for understudies, enhancing conventional instructive techniques. Besides, social media has opened new roads for monetary exercises. Youthful business visionaries in Chiniot are utilizing social media stages to showcase their fashion and administrations, consequently improving their business reach and monetary possibilities. In spite of these positive results, the information likewise called attention to a few negative viewpoints, for example, the interruption brought about by over the top social media use, which can affect scholarly execution and efficiency. The review proposes that while social media can possibly contribute decidedly to schooling and monetary turn of events, there should be a decent way to deal with relieve its unfavorable impacts.

These discoveries on the whole show the significant effect of social media on the young people of Chiniot, impacting their correspondence propensities, social qualities, instructive pursuits, and financial exercises. The review gives a nuanced understanding of how computerized stages are reshaping the social landscape of this district, featuring the two open doors and difficulties.

7.2 Emerging challenges:

Investigative goals incorporate a spectrum of expectations driving exploration tries, from investigating essential inquiries to tending to viable difficulties. With regards to concentrating on the effect of social media on style among youth in Chiniot, the investigative goals are complex. They expect to uncover how computerized stages like Instagram, YouTube, and TikTok impact design utilization designs, character arrangement, and cultural hybridization among Chinioti youth. Moreover, the examination looks to comprehend the subtleties of social media's part in democratizing admittance to form data while exploring its likely traps, like the support of globalized design standards to the detriment of nearby practices. By digging into these goals, the review attempts to contribute experiences that illuminate procedures for utilizing social media decidedly in cultural exchange, imagination, and self-articulation, while proposing measures to address difficulties like falsehood and advanced disparity.

Major Themes	Minor Themes
Rapid Evolution and Diversification of Social Media Platforms	- Instagram
	- YouTube
	- TikTok
Cultural Hybridization	- Global Fashion Influences
	- Local Traditions
Ethical Implications of Social Media Research	- Privacy
	- Consent
	- Responsible Data Use

7.3 Instagram:

Instagram has turned into a foundation of design impact among youth in Chiniot, offering an outwardly rich platform where patterns are conceived and reshaped day to day. Through arranged takes care of, design devotees exhibit their own style, drawing motivation from worldwide forces to be reckoned with and brands. In Chiniot, Instagram not just fills in as a window to worldwide design yet in addition as a phase for nearby translations of style, mixing customary components with current patterns. The platform's accentuation on style and visual narrating empowers Chinioti youth to communicate their personality through attire, impacting friends and supporters the same while adding to the more extensive talk on design variety and imagination.

7.4 YouTube:

YouTube assumes a critical part in democratizing design information and patterns among Chinioti youth. Through channels devoted to mold pulls, Do-It-Yourself instructional exercises, and runway audits, YouTube offers instructive and motivational substance that enables youthful people to investigate and explore different avenues regarding their design decisions. In Chiniot, YouTube's extensive reach permits youth to find out about worldwide style while adjusting them to neighborhood sensibilities. By drawing in with different substance makers and networks on YouTube, Chinioti youth take part in a powerful exchange of thoughts, cultivating a culture of development and self-articulation in design that rises above topographical limits.

7.5 TikTok:

TikTok has reformed how style are made, scattered, and took on among Chinioti youth through its short-form video format. As a platform where innovativeness flourishes,

TikTok empowers clients to exhibit their own style through viral challenges and patterns that rapidly catch worldwide consideration. In Chiniot, TikTok fills in as a jungle gym for trying different things with style, where youth can find recent fads, express their special design sense, and earn respect inside a worldwide local area. The platform's algorithmic way to deal with content dissemination enhances the perceivability of design powerhouses and trailblazers, making it an integral asset for molding cultural standards and individual characters in the computerized age.

7.6   Global Fashion Influences:
Global fashion influences through platforms like Instagram, YouTube, and TikTok have fundamentally affected youth in Chiniot by expanding their openness to assorted styles and patterns from around the world. These advanced platforms act as virtual runways where Chinioti youth can investigate and embrace fashion patterns supported by global VIPs, forces to be reckoned with, and brands. The availability of global fashion content on social media urges youth to explore different avenues regarding new looks and integrate components of Western fashion into their regular clothing. Notwithstanding, while global influences offer Chinioti youth amazing open doors for self-articulation and cultural exchange, they likewise raise worries about the possible homogenization of fashion inclinations and the disintegration of customary local styles. Adjusting the hug of global patterns with the safeguarding of cultural legitimacy becomes significant in exploring the advancing scene of fashion among Chinioti youth.

7.7   Local Traditions:
Regardless of the convergence of global fashion patterns, Chinioti youth effectively take part in protecting and reconsidering local traditions through their fashion decisions on social media. Conventional clothing like shalwar kameez, decorated with perplexing weaving and energetic varieties, stays essential to cultural character in Chiniot. Social media platforms like Instagram and TikTok give roads to exhibiting customary articles of clothing in present day settings, mixing legacy with contemporary fashion sensibilities. Additionally, Chinioti youth imaginatively integrate conventional themes and craftsmanship into their outfits, celebrating local craftsmanship and supporting cultural pride. By embracing and advancing local traditions through social media, Chinioti youth add to a powerful combination of legacy and innovation, improving the fashion talk with extraordinary stories that mirror their cultural roots.

7.8   Privacy:
Privacy concerns emerge noticeably with regards to concentrating on the effect of social media on fashion patterns among youth in Chiniot. As platforms like Instagram, YouTube, and TikTok accumulate tremendous measures of user data to customize content and ads, inquiries concerning the insurance of individual information become central. Chinioti youth, while drawing in with fashion content on the web, may coincidentally reveal touchy insights concerning their inclinations, ways of behaving, and even area. Defending privacy requires strong measures from the two analysts and platform administrators to guarantee that user data is taken care of safely, with clear strategies on data assortment, stockpiling, and sharing. Regarding individual privacy freedoms while directing examination on social media requires adherence to moral rules and legitimate systems to alleviate dangers of data breaks or unapproved access.

7.9   Consent:
Getting informed consent is urgent while exploring the effect of social media on fashion patterns among youth in Chiniot. Given the potential for data assortment and examination including minors or weak populaces, scientists should focus on straightforwardness and willful support in their examinations. In Chiniot, guaranteeing that members completely grasp the reason, dangers, and advantages of the exploration is fundamental to acquiring

substantial consent. This includes clear correspondence about how their data will be used, who will approach it, and the freedoms they hold over their information. Regard for consent standards cultivates trust among analysts and members, guaranteeing moral direct and shielding the respectability of examination discoveries.

7.10   Responsible Data Use:

Responsible data use is basic in the investigation of social media's effect on fashion patterns among youth in Chiniot, where moral contemplations stretch out to how gathered data is made due, examined, and dispersed. Scientists should stick to standards of data anonymization and secrecy to safeguard the characters of members and limit expected hurt. In Chiniot, where cultural awarenesses and privacy standards might contrast from global principles, scientists ought to embrace moral systems that focus on data security and regard for individual freedoms. Executing strong data the board rehearses guarantees that examination contributes decidedly to information while maintaining moral principles, in this manner advancing trust and responsibility in the exploration local area and among members the same.

8   Limitation of the study

A diminutive sample size coupled with corresponding paucity of resources - it's reasonable to conjecture that our findings are not fully reflective of all aspects pertinent to an entire population under scrutiny. It's likewise conceivable that some critical factors have been overlooked or obscured within our data collection method. Hence, it's imperative to carefully interpret these results while avoiding overgeneralizing their scope beyond only this particular sample utilized for this investigation.

9   Conclusion:

In conclusion, the broad collection of research because of social media on fashion trends among youth in South Asia highlights the significant impact of digital platforms on shaping cultural inclinations and utilization behaviors. Through platforms like Instagram, YouTube, and TikTok, youngsters are presented to a different array of fashion content, ranging from force to be reckoned with supports to client generated Do-It-Yourself tutorials. These platforms act as virtual spaces where youth engage with fashion talk, investigate their characters, and express their creativity.

The study of social media's effect on dressing patterns among youth in Chiniot uncovers a powerful exchange between global influences, local traditions, and moral contemplations. Platforms like Instagram, YouTube, and TikTok have democratized fashion talk, offering Chinioti youth amazing open doors for inventive articulation and cultural exchange. Notwithstanding, the deluge of global patterns presents challenges to customary styles and raises moral worries in regards to privacy, consent, and responsible data use. Adjusting the advancement of cultural variety with the safeguarding of local personality arises as a basic in exploring the developing scene of computerized fashion commitment. By encouraging informed research rehearses and regarding individual privileges, partners can tackle the capability of social media to cultivate comprehensive fashion accounts while relieving gambles and shielding the prosperity of Chinioti youth.

In addition, the discoveries recommend that social media democratizes access to fashion information as well as foggy spots geographical boundaries, facilitating multifaceted exchanges and hybridization of styles. Whether it's the urban youth in Lahore or the rural population in Chiniot, social media has turned into a ubiquitous tool for investigating and communicating fashion inclinations. This features the transformative force of digital technology in reshaping traditional thoughts of fashion utilization and personality formation. Overall, as digital platforms keep on advancing, it is imperative for stakeholders, including policymakers, marketers, and educators, to perceive the significant job of social media in shaping fashion culture among youth. By understanding the dynamics of online

fashion networks and the nuances of digital engagement, they can foster strategies to harness the potential of social media for positive cultural exchange, creativity, and self-articulation while addressing challenges like misinformation, brand loyalty, and digital gap.

10   Referances:

1. Ahmed, N., & Ahmad, S. (2017). Exploring the Impact of Social Media on Youth's Fashion Consciousness: A Study of University Students in Pakistan. Journal of Media Studies, 30(2), 89-102.
2. Ali, A., Saleem, N., & Hussain, Z. (2018). Impact of Instagram influencers on fashion trends: A study of Pakistani youth. Journal of Fashion Marketing and Management, 22(4), 546-561.
3. Black, M. L., Lam, C. B., & Fang, J. (2016). The influence of social media on fashion consumption. Journal of Fashion Marketing and Management, 20(3), 487-499.
4. Boyd, D. (2014). *It's Complicated: The Social Lives of Networked Teens*. Yale University Press.
5. Haque, S., & Islam, M. (2019). YouTube and democratization of fashion consumption: Insights from Bangladeshi youth. International Journal of Fashion Studies, 6(2), 285-301.
6. Hassan, F., & Gillani, A. (2020). The Impact of Social Media on Fashion Trends among Youth in Pakistan. Journal of Social Sciences and Humanities, 8(2), 123-135.
7. Hussain, M., Abbas, Z., & Shaukat, S. (2020). Bridging the urban-rural divide: A comparative analysis of social media usage patterns among youth in Pakistan. Journal of Social Media Studies, 3(1), 78-94.
8. Haenlein, M., & Kaplan, A. M. (2010). "Users of the world, unite! The challenges and opportunities of Social Media." *Business Horizons*, 53(1), 59-68.
9. Iqbal, S., Khan, M. A., & Qureshi, M. A. (2021). Fashion Communication on Instagram: A Study of Youth in Urban Pakistan. Journal of Fashion Marketing and Management, 25(2), 167-181.
10. Jackson, L. A., et al. (2006). "A longitudinal study of the effects of Internet use and videogame playing on academic performance and the roles of gender, race, and income in these relationships." *Computers in Human Behavior*, 22(6), 833-846.
11. Lenhart, A. (2015). "Teens, Social Media & Technology Overview 2015." Pew Research Center.
12. Lipovetsky, G. (1994). *The Empire of Fashion: Dressing Modern Democracy*. Princeton University Press.
13. Mukhtar, A., Umer, A., & Javed, A. (2020). TikTok and Fashion: Exploring the Role of Short-Form Video Content in Shaping Fashion Trends among Youth. Journal of Fashion Technology & Textile Engineering, 8(2), 89-102.
14. McCarthy, S. (2013). The Effects of Social Media on Fashion Consumption (Doctoral dissertation, The University of Mississippi).
15. Rahman, S. (2018). Social Media and the Homogenization of Fashion: A Case Study of Youth in Urban Bangladesh. International Journal of Fashion Studies, 5(1), 87-101.
16. Shah, N. (2019). Exploring Fashion and Identity: A Study of Youth in Chiniot. Chiniot Fashion Journal, 15(3), 211-225.
17. Shahbaz, A., Khan, F., & Yousaf, Z. (2019). Snapchat and Fashion Narratives: An Exploratory Study of Youth in Urban Pakistan. Journal of Digital Media & Policy, 10(3), 267-281.
18. Sultan, M. T., Siddiqui, J. H., & Hussain, Z. (2020). The Role of Social Media in Fashion Brand Loyalty: A Study of Youth in Pakistan. International Journal of Marketing Studies, 12(4), 98-112.