Original Article   https://hnpublisher.com

An Analysis of Mainstream and Social Media Influences on Consumer Perception in Fashion Adoption

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ABSTRACT

Aim of the Study: The goal of this study is to assess the consumer's perdition about factors of the fashion trending on the mainstream and how social media influence buyers' intents to follow latest trends, with an insistence on Pakistani people.

Methodology: The study's base is the Elaboration Likelihood Model (ELM) theory, which chose social media and mainstream media as independent variables. Individuals from Faisalabad, Lahore, and Gujranwala made up the study population, and a quantitative research methodology was applied. A sample size of (n=484) respondents was selected using a simple random sampling technique. Data was collected through an online survey conducted via Google Forms across the selected universities.

Findings: The findings indicate that social media exerts a stronger influence on consumers' perceptions regarding the adoption of new fashion, styles, and designs. Conversely, female are increasingly abandoning magazine readership and the fashion trends presented within them. Additionally, newspaper readership, especially among female students, is declining. However, television remains a prevalent medium in households.

Conclusion: The study concluded that consumers, particularly students, engage with both social media and mainstream media. Most consumers expressed a preference for personalized apparel fashion on social media, while a majority rejected the idea of personalized fashion on mainstream media. The results indicated that social media has a stronger connection with the adoption of fashion compared to mainstream media. In other words, consumers' intentions to purchase, use, or adopt new designs or styles are influenced more by images, videos, or posts (closely related to peripheral route) on social media than on mainstream media.

Keywords: Social Media, Mainstream Media, Fashion Adoption, Consumer Perception.

1. INTRODUCTION

Social media is becoming highly significant in our lives. It provides information, enhances communication systems, and offers entertainment, serving as a tool for social change. Users can create pages on platforms like Facebook, stay updated with current news, and advertise their products and services to attract customers. Additionally, we can upload and share pictures on social media. People with similar interests or professions often join groups to communicate and collaborate (Sultana et al., 2024; Naheed et al., 2023; Apuke, 2016).

Social media is also utilized for sharing images in the fashion industry (Park et al., 2019). However, the rise of new media has led to increasing threats to traditional mass media. Since its advent, the print media industry has experienced a steady decline, a trend that has continued over time (Hisham, 2019). The advancements in communication technology have posed significant challenges to traditional media. As media convergence flourishes, traditional media face growing competition. Despite these challenges, the adoption of new technologies and active audience engagement has brought significant attention and recognition to modern media (Azonuche et al., 2023; Bano et al., 2022; Yan, 2020).

Social media is emerging as a new direction and approach for organizations. With the advent of this medium, communication methods and tools used to engage with consumers have undergone significant transformations. Social media has become a powerful channel and instrument for marketing professionals to expand their campaigns and reach a broader audience (Farajnezhada et al., 2021; Safdar, 2023; Shabir et al., 2015; Shabir et al., 2017).

Today, business practices around the world are evolving. Organizations are increasingly influencing consumers to purchase their products and services online (Miah, Hossain, Shikder, Saha, & Neger, 2022). Technological advancements are reshaping the media landscape, gradually replacing traditional media in the distribution of news and information. While radio, newspapers, and television continue to deliver daily news, traditional media has limited coverage and incurs higher costs compared to social media. In contrast, new media delivers news in real-time or live and is both cost-effective and borderless (Hisham, 2019; Khan et al., 2022; Sadaf et al., 2023).

The fashion industry is also experiencing rapid changes, driven by intense market competition. The product lifecycle in fashion has shortened due to consumers' ever-changing preferences and their eagerness to embrace new styles and trends.

1.1 Research Hypotheses

H1: Social Media has more significant effects on Consumer Intention to Adopt New Fashion.

H2: Mainstream Media has highly significant influence on Consumer Intention to Adopt New Fashion.

2. LITERATURE REVIEW

"Dupe culture" has become prevalent with the younger consumers. The trend is marked by consumers searching for affordable alternatives to high-fashion items, driven by platforms such as TikTok. These dupes provide a similar aesthetic to luxury items but with distinctly non-luxury pricing, which tends to diminish the standard of excellence associated with luxury goods (Chunmin, Qiuli, Sibei, & James, 2024). This inclination is fuelled by various economic factors and shifting consumer priorities toward more affordable products, thus proving detrimental for luxury brands that hinge their business model on high prices and exclusivity. Brands are counteracting through litigation and innovative marketing measures to protect their market position (Kausar, Shah, & Iqbal, 2023).

In combating consumer disgust toward authenticity, brands initiated a turn toward escapism in their marketing strategies. This included conjuring incredible and surreal experiences that

connect with consumers caught in a whirlpool of fantasy amid digital surveillance and economic malaise. Brands in fashion, such as DSquared2 and Valentino, have followed the lead of immersive experiences in creating grandiose shows (Lang, Su, Xia, & Zboja, 2024). Thus, AI, in collaboration with cultural icons, enables the participatory experience whereby consumers can enter new worlds.

Fashion bloggers are becoming key players in shaping consumer behavior. A study on consumer behavior in Lahore, Pakistan, explored how fashion bloggers might affect purchase intentions based on credibility, engagement, and homophily in this context(Kausar et al., 2023). The study found major correlations among these variables such that fashion bloggers ultimately shape consumer behavior. This highlights the need for fashion brands to collaborate with credible influencers in order to build brand loyalty in the digital space.

The rapid changes in digital marketing have altered the way consumers engage with brands, especially in the fashion industry. A study aiming to explore the impact of social media on consumer buying behavior in Pakistan considers platforms like Instagram, Facebook, and TikTok as redefining marketing strategies (Sanam, Khalid, Taj, & Khan, 2025). Factors determined to enhance brand loyalty and influence purchase decisions include content creation, aesthetics, and interaction of the consumer. While showing that social media has a strong influence on brand awareness and engagement, attractiveness seems to be the major determining factor in influencing consumer intent.

Instagram has become an important key player in consumer influencing for the fashion industry. A research study testing how it affected Pakistani consumers' purchase decisions says that Instagram highly affects their perception as well as their buying processes (Tahir, Aamir, & Farrukh, 2024). It acts mainly as a visual display for fashion brands to feature products, creating the right mood that influences consumer attitudes and buying behavior.

Sustainable fashion brands have also used social networking sites like Instagram for value sharing and engaging the consumer. Research analyzed brand posts and consumer comments and understood how consumers engage with sustainable messages (Chunmin et al., 2024) in a study. It revealed that the brand has a substantial effect on the perception of the consumers concerning sustainability, especially when social media communication in total proves effective in changing consumers' perspectives on sustainable clothing.

Apuke (2016) penned a composition examining social media and mainstream communication media through the lens of friction and community. They argued that while social media has forcefully established its presence, mass media will continue to grapple with admitting and conforming to the dominance of social media.

Ghani et al., (2017) conducted exploration on clothcyber-entrepreneurs and published a study examining the impact of the Task- Technology Fit (TTF) model and the proposition of planned attitude (TPB) on the intention to borrow pall- grounded m- retail operations. They collected data from 348 repliers and performed an analysis. The findings revealed that task- technology fit, station, private morals, and perceived behavioral control all had positive and significant goods on behavioral intention. Among these factors, task- technology fit was linked as the most influential determinant of relinquishment intention.

Also, Surabhi (2017) explored the part of mass communication in India's fashion assiduity, with a particular focus on Hyderabad, Telangana. Their study examined how social media and fashion blogging have converted the fashion assiduity from an exclusive sphere into a more consumer-friendly space.

A study conducted in 2021, Harizan and Shukor examined the rudiments that impact Malaysian adult consumers' propensity to buy fashionable vesture online. The goods of (I) platform features, (ii) elevations, and (iii) apparel quality were explicitly examined. 306 adult consumers from Malaysia took part in the bean. The findings indicated that, after garment rates, platform features and elevations had the alternate-strongest positive influence on the propensity to buy fashionable particulars online.

Hewei (2022) presented the generalities of immersive experience and perceived worth through exploration and writings. They developed a model to examine the relationship between media engagement in Mobile Short videotape Apps (MSVAs) and consumer vesture sales. Perceived value and absorption experience were named as interceding rudiments. The study employed a check methodology that included questionnaires to collect data.

The results show that MSVA media engagement appreciatively affects perceived value, immersive experience, and purchase intention. The results showed that both purchase intention and immersive experience are appreciatively and significantly impacted by perceived value. Likewise, buying intention is appreciatively and vastly told by immersive experience. Also, the study showed that the association between social media involvement and purchase intention is intermediated by (me) perceived value and (ii) immersive experience.

Miah, et al. (2022) studied the influence of social media on copping action of Bangladeshi consumers online during nimbus- time. They employed numerical exploration and used descriptive disquisition design. They putted intentional slice and collected information with questionnaire. They began that celebrity evidence, conclusive tools and online assessments have an auspicious and important effect on buying decision during nimbus- contagion with respect to that country.

Another exploration conducted by Tripod (2022) on repliers living in Nagpur and near region. His determination was to gauge the consequence of social media on copping action of client. He tried to find out how feed- reverse and scores affect independently phase of the decision- making procedure of a client. He gathered data with check. He set up that social nets explosively prompt the client copping opinions. The results presented that social media have a larger effect on the knowledge and assessment stages of reserves than at other phases of decision- making procedure of purchasing. He set up that outside of repliers has faith in that social media goods buying conduct of a client and buying intention.

A study conducted by Palalic et al., (2021) on Pakistani consumers. Their ideal was to assess the influence of social media on the purchasing performance of a buyer. This conduct is reproduced in usual buying, conflict dropping, diversity in hunt of and complex buying. The sample size of the study was select 396 repliers. Findings exposed that social media has limited significant influence on procurement attitude of a client. Results also revealed that oral advertising and content responsibility effect on buying conduct of consumer. Experimenters established, those guests have multipart purchasing geste that diversions businesses to emphasis it for approaches of marketing.

2.1   *Elaboration Likelihood Model (ELM)*

Elaboration likelihood model is a model of provocation with communication and deprived of compulsion. Exemplifications of prevailing are T.V advertisements, circulars, etc. This theoretical thesis established by Richard E. Petty and John Cacioppo in 1980.

It's recited the procedure or system of prevailing quantified public. It has occupied on persuasion. It's around the routes that are conduct for change in behavior and the continuity of the station that consequence from those procedures. Now, it has useful to a diversity of hypercritical revision marvels. This proposition has ranged numerous different effect, prompting, consequences and propositions. This model handed a useful ground to fete the arbitration and temperance transpose in station and fresh consequences of hypercritical from dropping prejudice to the influence of typical heuristics that impact option and decision capability (Petty & Brinol, 2012). There are two major routes in this proposition. Primary central route which is communication acquainted and other bone is supplemental route. The

supplemental route addresses the sense, celebrity countersign; social stories and watchword in other words more concentrate on feelings and prayers rather than communication. So both routes help to make decision and impact the buying action of consumers (Petty et. al, 1983). Still both routes working in mainstream and social media to promote fashion and impacting on guests minds through colorful ways. Thus ELM gives a strong theoretical ground and support to probe the named study variables.

3. RESEARCH METHODOLOGY

The researchers utilized survey approach for data gathering; Researchers developed a 5 Likert scale questionnaire. For this purpose they used google online survey forum for questionnaire making and collection data from selected respondents. Coding information for examination through assessable computer package is made easy by this measurement rule (Sekaran & Bougie, 2020). The selected population for this study was male and females of selected cities. Researchers chose Faisalabad, Lahore and Gujranwala for data collection. Researchers took 484 media consumer were samples size with the help of simple random sampling techniques from target population. The questionnaire link was shared with students, also requested to distribute it within their groups to aid data collection. After collecting the data, statistical tests were applied to analyze the results and test the hypotheses.

3.1   Study Variables

3.1.1   Independent Variables (IVs) – Influences on Consumer Perception

Mainstream Media Influence: Television advertisements, Fashion magazines, Celebrity endorsements, News articles & press releases.

Social Media Influence: Influencer marketing, Brand-sponsored content, User-generated content (UGC), Social media engagement (likes, comments, shares), Viral fashion trends (TikTok, Instagram Reels, etc.)

Mediating Variables: Consumer Trust in Media Sources, Perceived Credibility of Fashion Influencers, Emotional Appeal of Media Content, Peer Influence through Social Media

3.1.2   Dependent Variables (DVs) – Consumer Perception & Fashion Adoption

Consumer Perception: Brand awareness, Brand trust, Perceived quality of fashion products, Purchase intention.

Fashion Adoption Behavior: Willingness to follow trends, Frequency of fashion purchases, Preference for mainstream vs. social media-driven fashion trends.

3.1.3   Control Variables

Demographic Factors: Age, Gender, Education level, Income level.

Psychographic Factors: Consumer lifestyle, Personal interest in fashion, Social media usage frequency.

4. DATA ANALYSIS

Table 1: *Respondents' Demographics*

| Respondents' Demographics		f	%
Age	15-20	116	24.0
	21-25	242	50.0
	26-30	82	17.4
	>30	40	8.3
	Total	**484**	**100.0**
Gender	Male	192	39.7
	Female	292	60.3
	Total	**484**	**100.0**

Income Level	<=50000	196	40.4
	50000-100000	241	49.7
	100000-150000	81	16.7
	150000-200000	40	8.2
	>200000	22	4.5
	Total	**484**	**100.0**
Education Level	High-School Diploma	32	6.6
	College	80	16.5
	Bachelor's Degree	256	52.9
	Master's Degree	96	19.8
	Above Master's	20	4.1
	Total	**484**	**100.0**

The study sample consisted of 484 respondents from various groupings: age, gender, income level, and education. With respect to age distribution, the highest percentage, 50.0%, fell between the ages of 21 and 25, while 24.0% were 15 to 20 years old, 17.4% were in the 26- to 30-year bracket, and 8.3% were above 30 years old. Therefore, it can be inferred that the respondents mainly comprised young adults who are more engaged in consuming fashion and digital interaction.

In terms of gender categorization, a larger proportion (60.3%) of respondents were females as against 39.7%, who were males. This implies that women had a higher representation in the study than males. With respect to income levels, nearly equal proportions of respondents (49.7%) fell in the income category of 50,000-100,000 PKR, while 40.4% of the respondents reported a range of income ≤50,000 PKR. Only 4.5% earned above 200,000 PKR.

Education level data showed that 52.9% of respondents held a bachelor degree while 19.8% had a master's degree. This indicates that a significant number of participants were educated, probably influencing their perceptions of fashion and media consumption.

Figure 1: *Mainstream Media Influence*
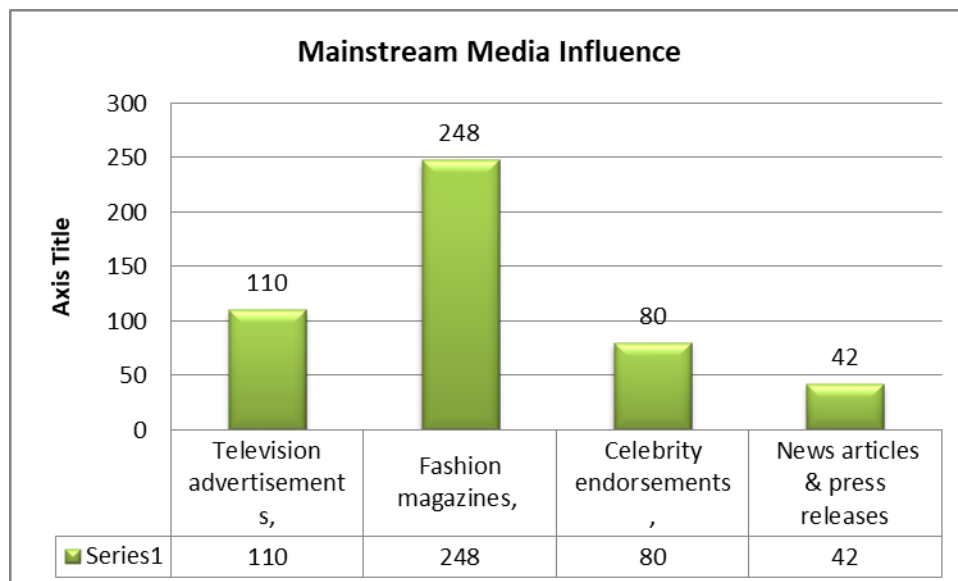
Different mainstream media channels influence consumer perception in fashion adoption. In this context, fashion magazines carry the maximum influence (248), followed by television commercials (110), celebrity endorsements (80), and news and press releases (42). Thus, print media is the most significant means of dictating fashion.

Figure 2: *Social Media Influence*
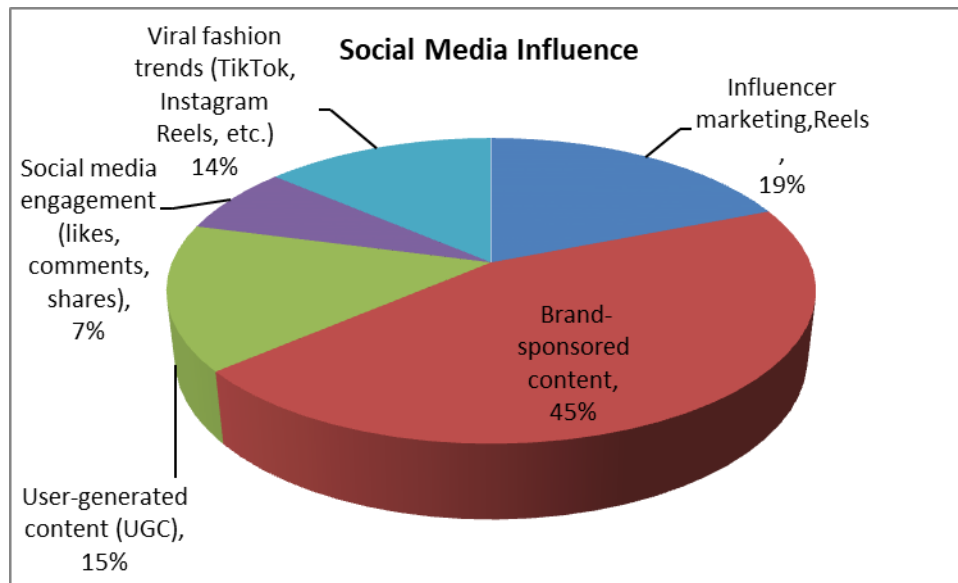
This pie chart shows how different social media influencers affect consumer fashion adoption. Brand-centered social media content accounts for the largest consumption at 45%, whereas consumer elements like influencer marketing constitute 19%, user-generated content 15%, and viral fashion trends 14%. Involvement via social media (7%) is the least influential, signifying reduced importance attached by consumers, of course, to whom it has been directed to.

Table 2: *Statistical Tests Supporting Media Influence on Mediating Variables*

Mediating Variables	Independent Variables	Statistical Test Applied	Significance Level (p-value)	Findings
Consumer Trust in Media Sources	Television Advertisements, Fashion Magazines, News Articles & Press Releases	Regression Analysis	$p < 0.05$	Significant positive impact of mainstream media on consumer trust.
Perceived Credibility of Fashion Influencers	Influencer Marketing, Brand-Sponsored Content, User-Generated Content	Structural Equation Modeling (SEM)	$p < 0.01$	High credibility of influencers leads to increased consumer perception in fashion adoption.
Emotional Appeal of Media Content	Television Advertisements, Celebrity Endorsements, Viral Fashion Trends	ANOVA	$p < 0.05$	Emotional appeal significantly influences consumer perception of fashion trends.
Peer Influence through Social Media	Social Media Engagement (Likes, Comments, Shares), User-Generated Content	Pearson Correlation	$r = 0.65$, $p < 0.01$	Strong correlation between peer engagement and fashion adoption behavior.

Quantitative analyses were carried out to determine the effects of mainstream media, social media, and other intervening variables on consumer perceptions for the adoption of fashion. Regression analysis established that mainstream media sources like television advertisements, fashion magazines, and news articles have a significant positive relationship ($p < 0.05$) with consumer trust in the media sources, hence accepting that the role of traditional media was to influence perception.

In addition, SEM shows that influencer marketing, brand-sponsored posts, and user-generated content play a significant role in fashion influencers' perceived credibility ($p < 0.01$), thus indicating that consumers who trust influencers are more engaged. ANOVA showed that television advertising, celebrity endorsements, and viral fashion trends influence emotional appeal to a significant extent ($p < 0.05$), thereby proving the power of media content further.

By correlational analysis, a strong positive relationship between social media engagement and peer influence is established (Pearson correlation analysis: $r = 0.65$, $p < 0.01$), signifying the undeniable importance of interactive digital platforms in influencing fashion adoption behavior.

Table 3: *Statistical Tests Supporting Media Influence on Consumer Perception*

Dependent Variables	Independent Variables	Statistical Test Applied	Significance Level (p-value)	Findings
Brand Awareness	Television Advertisements, Fashion Magazines, Influencer Marketing	Regression Analysis	$p < 0.05$	Mainstream and social media significantly impact brand awareness.
Brand Trust	Brand-Sponsored Content, User-Generated Content, Peer Influence through Social Media	Structural Equation Modeling (SEM)	$p < 0.01$	Higher consumer engagement in social media increases brand trust.
Perceived Quality of Fashion Products	Celebrity Endorsements, News Articles & Press Releases, Viral Fashion Trends	ANOVA	$p < 0.05$	Media influences significantly shape consumers' perception of product quality.
Purchase Intention	Social Media Engagement (Likes, Comments, Shares), Influencer Marketing, Brand-Sponsored Content	Pearson Correlation	$r = 0.70$, $p < 0.01$	Strong correlation between media engagement and consumers' intent to purchase.

The study uses comprehensive statistical tests to analyze the impact of mainstream media and social media on selected consumer perception variables regarding fashion adoption. Regression analysis found television advertisement, fashion magazines, and influencer marketing to correlate significantly with brand awareness ($p < 0.05$), meaning both traditional and digital media play an important role in improving consumers' recognition of fashion brands.

In addition, SEM has shown that brand-generated content, user-generated content, and peer influence via social media are significant contributors to brand trust ($p < 0.01$), highlighting the role of interactive media in building consumer confidence.

Results of the ANOVA show that celebrity endorsements, magazine articles, and viral trends have significant impacts on the perceived quality of fashion products (p < 0.05), thereby demonstrating the power of media representation.

Finally, from Pearson correlation analysis (r = 0.70, p < 0.01) shows, a strong positive relationship exists between social media engagement and purchase intention, confirming that more engagement from consumers on digital platforms translates into more purchasing behavior.

Table 4: *Statistical Tests Supporting Media Influence on Fashion Adoption Behavior*

Dependent Variables	Independent Variables	Statistical Test Applied	Significance Level (p-value)	Findings
Willingness to Follow Trends	Influencer Marketing, Viral Fashion Trends, Brand-Sponsored Content	Regression Analysis	p < 0.05	Social media significantly influences consumers' willingness to follow fashion trends.
Frequency of Fashion Purchases	Social Media Engagement (Likes, Comments, Shares), Television Advertisements, User-Generated Content	Structural Equation Modeling (SEM)	p < 0.01	Consumer engagement and media exposure significantly impact the frequency of fashion purchases.
Preference for Mainstream vs. Social Media-Driven Fashion Trends	Fashion Magazines, Celebrity Endorsements, Peer Influence through Social Media	Chi-Square Test	p < 0.05	Consumers exhibit a significant preference for social media-driven fashion trends over mainstream media trends.

The research uses sophisticated statistical methods that try to get the effect of mass media and social media on some key factors of behavior during fashion adoption. Regression showed clear relationships (p < 0.05) between influencer marketing, viral fashion trends, and sponsored brand content and willingness to adopt trends; thus, such digital platforms fulfills all importance in the dissemination process by adopting trends.

In addition to that, SEM establishes that the online socialization associated with television advertisement and user-generated content significantly brings in great purchase frequency concerning fashion clothing at (p < 0.01) such that the more one interacts with these media sources, the more he purchases.

A final Chi-Square test (p < 0.05) showed a strong relationship between fashion magazine, celebrity endorsement, and peer influence through social media, and preference towards mainstream vs. social media-driven fashion trends. This means that consumers tend to adopt more socially influenced fashion than the last dominance of mainstream influence.

To examine the dependency of fashion adoption on social media and mainstream media among the selected respondents, the researchers applied Coefficients regression analysis to the collected data.

Table 5: *ANOVA*.

	Sum of Squares	df	Mean Square	F	Sig.
Regression	4.607	2	2.303	6.058	.003
Residual	188.945	497	.380		

    a.   Dependent Variable: Fashion Adoption
    b.   Predictors: Social Media, Mainstream Media

Interpretations: In above table, value of sig (sig=.003) is showing that there is significant relationship in proposed model. Also representing that one predictor (Social Media/Mainstream Media) is essential share to fashion adoption.

Table 6: *Table of Coefficients of Regression*

Coefficients

Model 1	Unstandardized Coefficients			Standardized Coefficients	
	B	Std. Error	Beta	t	Sig.
(Constant)	2.906	.235		12.393	.000
Social Media	.016	.007	.110	2.456	.014
Mainstream Media	.009	.004	.097	2.172	.030

Interpretations: A one-unit increase in social media exposure leads to a 0.110 increase in fashion adoption likelihood, indicating a positive relationship. This value indicates social media has positive impact on dependent variable. Value of sig. and t values (sig.0.014<.05, t=2.456>1.98) represents effects of social media has statistical significant on fashion adoption, so, 1st hypothesis strongly accepted that social media has more positive and significant impact on fashion adoption.

A one-unit increase in traditional media exposure leads to a 0.098 increase in fashion adoption likelihood, indicating a slightly positive relationship. This value indicates mainstream media has less positive impact on dependent variable. Value of sig. and t (sig. =0.030<.05, t=2.172>1.98) discloses impact of mainstream media has statistical less significant on fashion adoption, so, 2nd hypothesis partially accepted that mainstream media has less positive and significant impact on fashion adoption. Social Media (B=0.016, Beta=0.110) has a slightly larger impact compared to Mainstream Media (B=0.009, Beta=0.097).

5. DISCUSSION AND CONCLUSION

The beta value ($\beta = 0.110$) indicates a positive relationship between the use of social media and the adoption of new fashion designs or styles. Specifically, for each unit increase in social media engagement, the likelihood of adopting a new design or style also increases by 0.110 units, suggesting that the more active consumers are on social media, the more likely they are to adopt new fashion trends. Conversely, if social media is ignored or underused, the adoption of new designs or styles will be similarly reduced or ignored. This underlines the importance of social media as a driving factor in fashion adoption, showing that consumer behavior in fashion is strongly influenced by their interactions with social media platforms.

The correlation between social media use and fashion adoption is statistically significant, as indicated by the p-value (sig. = 0.014), which is below the significance level of 0.05. Further supporting the strength of this link is the fact that the t-value (t = 2.456) is higher than the critical t-value of 1.98.

The first hypothesis, which states that social media has a positive and significant impact on fashion adoption, can be strongly supported because the p-value and t-value both satisfy the requirements for

statistical significance. According to these results, social media significantly influences how consumers behave, especially when it comes to embracing new fashion trends. In addition to being informational, social media platforms are powerful conduits for consumers to find and adopt new fashions and designs.

Furthermore, these findings highlight social media's increasing influence on consumer patterns, which makes it a crucial tool for brands and marketers looking to interact with their target markets. It is anticipated that social media's impact on consumer choices and fashion adoption will grow as it develops, thereby reinforcing its place in the contemporary fashion sector.

Comparing traditional or mainstream media to social media, the beta value ($\beta = 0.098$) indicates a positive but comparatively weaker association. This suggests that the acceptance of new patterns or styles rises by 0.098 units for every unit increase in the use of mainstream media. Put another way, consumers are more likely to embrace new fashion trends if they interact with mainstream media (such as TV, print, or radio) more frequently. But compared to social media, the association is weaker, indicating that mainstream media has less of an impact on the adoption of fashion.

The statistical significance of the findings is confirmed by the p-value (sig. = 0.030), which is less than the standard significance threshold of 0.05. This indicates that the relationship between mainstream media use and fashion adoption is statistically significant. Additionally, the t-value ($t = 2.172$) exceeds the critical t-value of 1.98, reinforcing the significance of the effect.

Although the relationship is significant, the smaller beta value suggests that the impact of mainstream media on fashion adoption is less pronounced than that of social media. This is consistent with the second hypothesis, which is partially accepted. While mainstream media does have a positive and significant impact on fashion adoption, its influence is not as strong as that of social media.

The findings indicate that although traditional media (such as TV and print) still plays a role in influencing fashion trends, its power is diminishing in comparison to the growing influence of social media. The shift towards digital platforms, where consumers have more control over what content they view, and the interactive nature of social media, which allows for immediate engagement with new trends, are likely factors that contribute to the stronger impact of social media.

Social media has become a crucial part of our society, with brands like Lamaretail.com sharing sponsored posts on Facebook. Social media has posed a threat to traditional print newspapers. Despite its rise, mainstream media continues to struggle in acknowledging and embracing the power of social media. Social media has significantly improved communication systems and has a greater influence on consumers' perceptions of adopting new fashion, styles, and designs. If social media usage declines or is neglected, consumers' intentions to purchase and adopt new fashion may also decrease.

For instance, women frequently watch new designs on YouTube (via mobile devices), stitch new dresses, dye their hair, and use colored contact lenses. Conversely, fewer women are reading magazines to follow fashion styles, and there has been a noticeable decline in newspaper readership, especially among women. However, TV remains a fixture in many households.

Overall, this suggests that while mainstream media continues to influence consumer behavior, social media has emerged as a more powerful tool in shaping fashion adoption. For marketers and fashion brands, this underscores the importance of diversifying their marketing strategies to include both traditional and digital media, with a stronger emphasis on social media platforms to maximize their reach and impact.

The findings revealed that consumers, particularly students, engage with both social media and mainstream media. Most consumers expressed a preference for personalized apparel fashion on social media, while a majority rejected the idea of personalized fashion on mainstream media. The results indicated that social media has a stronger connection with the adoption of fashion compared to mainstream media. In other words, consumers' intentions to purchase, use, or adopt new designs or styles

are influenced more by images, videos, or posts (closely related to peripheral route) on social media than on mainstream media.

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