

# Effects of Instagram Influencers on Fashion Awareness and Style Choices of Young Adults

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## ABSTRACT

**Aim of the Study:** In today's digital era, young adults are often exposed to attire brands supported by Instagram influencers, which may play an imperative role in shaping their fashion awareness. This research analyzes the effects of Instagram influencers on fashion awareness and style choices of young adults. The study aims to examine, how Instagram influencers influence the fashion-related behaviour of young adults.

**Methodology:** Two step flow model of communication and Social Learning theory provided the base for the present research. A sample of 400 respondents was chosen through simple random sampling procedure and data collected through structured questionnaires.

**Findings:** The findings revealed that the Instagram is an essential medium for fashion awareness and attire branding. The results accent the captious value of article of clothing branding, befitting online communication, and enlightened content consumption to enhance style choices of attire brands. Instagram influencers leading the young adults to choose attire and style it with moderanity.

**Conclusion:** The study concludes the increasing role of Instagram influencers in intensifying fashion awareness within the branding sphere, accenting their potency to influence style choices of attires. Instagram plays an effective role in fashion awareness of young adults. It gives them exposure and shapes their attitudes towards style choices of attire.

**Keywords:** Social Media, Instagram Influencers, Fashion Awareness, Attire Branding, Style Choices.

## 1. INTRODUCTION

Instagram is an indispensable social media marketing tool for commercial enterprise, given its extensive user base and daily post activity. It pass along the challenge of adapting strategies to changing social media patterns (de Almeida, 2018). Most of the business use social media to build enduring relationships with clients by establishing brand communities on fan pages on social media platforms. These digital channels enable customers to act as brand evangelists, enabling direct interaction with the company (Cuevas-Molano et al., 2021). Instagram is efficiently used for electronic word-of-mouth functions, as it

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is a preponderantly visual platform that allows products to be displayed and titled in captions capable of directing users to advertisers' other social media accounts. Consumer brand engagement can be further increased by social media influencers, whose posts related brand are more likely to be regarded as electronic word-of-mouth and perceived as more believable, since followers consider influencers' brand comments as more reliable and trustworthy. The followers are to a lesser degree likely to be resistive to their brand communication (Duh & Thabethe, 2021).

Instagram influencers' content leads to stronger audience interaction, which in turn can shape consumer awareness and perceptions of brands (Atiq et al., 2022). Instagram's wide reaching network allows young adults to observe and engage with fashion trends promoted by influencers in real time. Since its launch in 2010, the platform has become a key space for individuals and brands to showcase clothing styles and influence consumer preferences. Instagram's large user base and backing from a major corporation have made it a powerful platform for marketing fashion and shaping young adults' awareness of style and trends (Safdar and Eman, 2025; Safdar and Fatima, 2024; Safdar, 2023; Green & Martinez, 2018).

Moreover, the belonging of influencer and follower is cultured through the concordance traced from mutual posts, highlighting the contemplation of life style and fashion (Ruiz, 2022). Instagram is more users friendly and techy. So, it grabs more adult users than people of other age groups. Despite increased interconnectivity through social media, there's an observation that young adults, in particular, may experience higher levels of loneliness compared to other age groups. There's a suggestion that the current generation could be the loneliest ever. (Pittman & Reich, 2016). In result, the influencer marketing initiatives affect consumer behavior, specifically focusing on Instagram influencers (Parwal & Kumar, 2023).

Social media influencers are often grouped based on their follower numbers and their role in digital marketing. These groups range from mega and macro influencers, who have broad visibility, to micro and nano-influencers, who tend to engage more closely with niche audiences. Mega influencers usually offer the widest reach and are effective for increasing brand awareness, while macro influencers combine reach with more targeted influence. Micro influencers often build higher levels of trust and stronger engagement within specific communities, whereas nano-influencers, despite their smaller size, are known for creating highly authentic interactions. This classification helps marketers choose influencer types that align with specific campaign goals and audience needs (Senyapar, 2024).

Keeping up with fashion trends and exhibiting sociability are the main reasons Instagram users utilize the platform. Furthermore, Instagram users demonstrate higher levels of brand community engagement and commitment compared to users of other social media platforms (Alomair, 2022).

Influencer and audience relationships are primarily shaped by credibility, genuineness, and regular interaction. By sharing content consistently over time, influencers develop a feeling of familiarity that motivates followers to engage more actively. This sense of connection positively influences followers' perceptions and makes them more receptive to promotional messages, positioning the influencer-follower bond as an important element of successful digital marketing strategies. (Aquino et al., 2024). Followers are increasingly receiving creative and innovative content from influencers (Belanche et al., 2021). In this context, influencers act as intermediaries between brands and consumers. They build trust and provide customers with relatable examples that help guide their choices (Álvarez & Herrera, 2020).

### ***1.1 Problem Statement***

Social media, particularly Instagram, has become a crucial part of daily life for young adults of city Narowal. Many young adults spend a considerable amount of time screening content shared by Instagram influencers, including posts related to fashion and attire brands. Influencers frequently support various, fashion, attire brands and styles choices that can form young adults' fashion awareness and vox populi about what to wear and when to wear. Nonetheless, it is not understandably apprehended how much influence young adults actually have to these attire brands supported by Instagram influencers.

Furthermore, influencers normally assets various clothing styles such as formal, casual, and sportswear, but there less apprehension of how these shared out styles influence the clothing choices of young adults. They may prefer certain types of attire based on what they see online, yet there is no potential research available that explores this connection in detail. Hence, these research paper intents to investigate the exposure and awareness young adults to clothing brands promoted by Instagram influencers and to examine the types of style choices of attire such as formal, casual, and sport that young adults make based on influencer content.

### 1.2 Rationale of Study

This study analyzes the role of Instagram Influencers in Attire branding among young adults of Narowal. By investigating the influencers' content, consumer's response and influence on young adults, this study aims to provide insight information about the influential and dominant role that Instagram Influencers play to build a positive brand perception. This study provides better insights on Instagram as a new emerging platform for business and also clarifies the constructive role of Instagram Influencers as opinion leaders in promoting the attire brands with which they collaborate. The investigation of these strategies ultimately leads to more inclusive, balanced and better understanding of fashion awareness, style choices and attire branding.

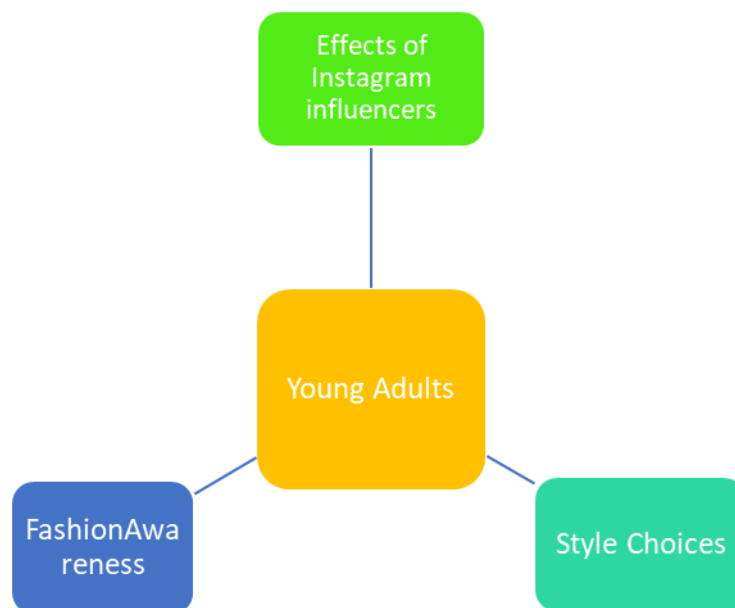
### 1.3 Objectives of the Study

- 1) To examine the exposure of young adults to attire brands promoted by Instagram influencers and how this exposure influences their fashion awareness.
- 2) To describe the style choices of attire like ((formal, causal & sports) made by young adults that influencers share on Instagram.

### 1.4 Hypotheses

**H1:** Greater Exposure to attire brands will lead to greater frequency of fashion awareness.

**H2:** Young adults are highly influenced by choices of style of attire presented by Instagram Influencers.



**Figure 1:** Study model

## 2. LITERATURE REVIEW

Hu et al, (2024) coined that businesses across industries such as fashion, beauty, and lifestyle increasingly rely on social media influencers to promote products and engage audiences. While macro-influencers offer deep visibility, micro-influencers have amplified prominence due to their small but extremely occupied and loyal result. Micro-influencers are particularly effective in saturated markets because they build reliable linkages and trust with their followers, making their recommendations more compelling. This kinetic play up the of import value of selecting influencer types that adjust with specific marketing goals and audience sections.

Arigi et al., (2024) described how Indonesian metrosexuals present themselves on Instagram, with a focus on how they use the platform to showcase their personal style and express their identity as consumers and members of society. Although metrosexuality is still a relatively new phenomenon in Indonesia, it has gained popularity rapidly, particularly among men living in metropolitan areas. Woods et al. (2023) examined self-branding among disc golf players, showing it as a form of goal-directed communication influenced by the sport's growth and social media marketing opportunities. The research also points out a paradox: players engage in self-branding regardless of their social position or ability to earn money. This widespread practice among lifestyle athletes can be explained using Bourdieu's ideas of habitus, field, and capital. Vladimirova (2022) that discussions about sustainable clothing on Instagram, often led by influencers and brands such as Reliance Polyester, tend to focus more on promoting products than on meaningful conversations about sustainability. The concern is that this approach is shallow and simplistic, raising questions about the role of influencers and brands in shaping the conversation. Brewster and Sklar (2022) suggested that Instagram influencers produce authentic content to build a branded identity, strengthen relationships with their followers, and earn income through brand collaborations. Some influencers also expand their online presence by launching their own fashion brands.

Moreover, Influencers form followers' social identification by nurturing online communities where followers feel a sense of happiness. Farivar and Wang (2022) stated that powerful recognition with an influencer's community bend engagement and the likeliness of following their recommendations. Narrative content and storytelling enhance this identification, allowing influencers to wallop both online activity and followers' self-conception.

Lee et al. (2022) argued about the reasons behind and effects of following social media influencers on Instagram for community. Authenticity, consumerism, creative inspiration, and envy are the four main motivations that have been identified.

Belanche et al, (2021) investigated how the promotional activities of influencers affect both their credibility and the attitudes and behaviors of their followers. It also highlights the reciprocal effects on influencers themselves, such as whether followers choose to emulate, follow, or recommend them to others.

Zhou et al, (2021) narrated that social Media Influencers' narrative methods are quite beneficial as influencer market efficacy depends on consistent and high quality material. Schouten, Janssen, and Verspaget (2020) examined the relative merits of influencer and traditional celebrity endorsements in advertising campaigns. It focuses on advertising outcomes like attitudes towards the ad and product, as well as purchase intention, with consideration for the fit between the product and endorser. In addition, the research article analyzed two prospective components causing this relation: Individuality and believability.

Jin and Ryu (2020) sorted out the relation between brand connection with influencers and user-generated content on Instagram, generally centering on Para social fundamental interaction and envy, and how these kinetics are dominated by consumer characteristics and found out that Instagram has been becoming a more than important platform for user services, and brand establishment.

Argyris et al, (2020) delineated Influencers as non-celebrity persons, vantage social media to achieve popularity through visually appealing content and reciprocal engagement with followers, upbringing credibility and a sense of friendly relationship. Using these influencers, brands use a plan of action best-known as "influencer merchandising" to increase interaction with their target audience. This trend signifies a shift in marketing approaches, accenting the part of relatable individuals on social networking sites.

Maares and Hanusch (2020) found that how styles of media have been changing in the digital period, focusing on the determinant of new players, particularly on social networking web site. While Twitter and Facebook have been encompassing studied, the focus change to Instagram, highlight its importance in lifestyle media.

Suh (2020) narrated that the non-boundaries of style as they are depicted in fashion on a social media networks. Rather of referring to a space at a peculiar instant, the word non-boundary refers a nonlinear obstruction or eminence based on the more pliant time and area in the digital period. Moore (2020) coined how social media masses construe the visual intends of influential person curate, focusing on the structure clothing and style impart to the construction and establishment of their public image. The research play up how these visual evidence influence audience perceptual experience and the arrangement of mediated personal identity, viewing that dress is a cardinal way for formative both believability and personal branding in sacred media contexts.

Suh (2020) discussed that as life litigious distributed into digital networks, On the basis of Lefebvre's theoretical framework, the study was conducted from four orientations: the festivalization of daily life, the artification of daily life, the holistic stylisation of daily life, and cultural change as a regular activity. Instagram, the study's case study and the most widely used image-centric social network, is at the forefront of the digital philosophy paradigm thanks to its innovative ways of incorporating fashion into people's everyday lives.

Aires (2020) examined how branding patterns on Instagram bring to utilise individuals' identities. Instagram branding patterns form structural and transeunt labor, constructing individuality through the ingestion of lifestyles with ideologic magnitude. This extends on the far side branded complacent to consider the use of non-branded hashtags, revelatory users' engagement in creating philosophical significant. Instagram is represented as a politically aerated area rooted in neo liberal explanations, offering a illusion of self-reliance but finally limiting exemption in individuality amplification and user subjectification.

De-veirman et al., (2017) concluded that influencers with a large number of followers are mostly sensed as favourite, making it easy for people to like or reliance them. However, the study also highlighted that a high follower count does not always translate to greater opinion leaders, implying that effects are undetermined by a alliance of quality, credibleness, and relevancy to the audience.

### **3. THEORETICAL FRAMEWORK**

The two-step flow of communication theory Mahr and Kuchta (2023) explicate how Instagram influencers influence young adults' awareness and style choices related to article of clothing brands. Aggregation from organizations initially goes to influencers, who play the role of a opinion leader and immediate it in a manner that is quite acquaintances to their followers. This procedure form not only product knowledge but also representation of fashion, style, trends, and cultural identity, with influencers interpreting brand communication into messages that vibrate with their masses.

Social Learning Theory Bandura (1977) confirms how individuals get behaviors, cognition, and predilections by observing and simulate their followers, especially those they comprehend as role models or incredible personalities. In the context of Instagram, influencers instrument as these role models, setting attire brands and fashion choices that followers infrequently look up to and search to simulate. Young adults notice influencers' clothing, accouterment, and ways of presenting themselves, and through

continual influence, may follow kindred fashion orientation, buying behaviors styles and trends. This philosophical ground play up the value of visual modeling and perceived social acceptance, proposing that influencer content not only shape followers perception about brands but also configure their affectation towards fashion awareness and their personalized style recognition.

#### 4. METHODOLOGY

This research paper underline how Instagram influencers have formed fashion awareness and style choices of young adults of Narowal. A quantitative survey research design was employed. The sample consisted of 400 university students, equally divided between male and female respondents, aged between 18 and 26 years. According to the Institute of Medicine and National Research Council (2015), young adulthood is typically considered to range from 18 to 26 years.

Furthermore, Multiple attire categories, including formal, casual, and sportswear, were presented to the respondents. Data was collected through a structured questionnaire. Respondents were chosen through simple random sampling technique. The research paper used inferential statistical analyses, including correlation, regression, and chi-square tests. The reliability of the questionnaire was inveterate with a Cronbach’s Alpha value of  $\alpha = 0.723$ , indicating acceptable reliability.

#### 5. FINDINGS

**Table1:** *Demographics of the Participants*

Demographics	Respondents	Percentage
<b>Gender</b>		
Male	218	54.50%
Female	182	45.50%
<b>Age</b>		
18-22	231	57.75%
23-26	169	42.25%

N=400

Table 1 reports percentage of demographic characteristics of respondents. Data given in the table shows that 218 (54.50%) males and 182 (45.50%) females took part in this study. While majority of the participants 231(57.75%) belongs to the age group 18-22. However, 169(42.25%) participants belong to 23-26 years old.

**Table 2:** *Exposure of Instagram*

	N	Min.	Max.	Mean	Std. Error	S.D
Usage/Exposure of Instagram	400	1.40	5.00	3.4585	.02841	.56823

Table 2 presents the statistical values are ranging in between 1 to 5 for responses. The mean value indicates that on average 3.4585 participants has exposure to Instagram. This supports the point that there is high exposure and awareness of Instagram among young adults. The standard deviation error is 0.02811 which means that there is very less possibility that Instagram is unknown. These statistics provide a quantitative overview of the participants' ratings and variability in their Influencers trust, exposure to Instagram and Instagram usage within the study’s context.

**Table 3:** *Style Choices of Attires*

	N	Min.	Max.	Mean	Std. Error	S.D
Choices of Attire (formal, Causal & Sports)	400	1.00	5.00	3.4740	.03112	.62233

Table 3 presents statistics the style of attire is categorized in 3 sections having formal attires, causal attires and sports attires. The mean value indicates that on average 3.4740 participants has chosen the above

mentioned attires. Thus, it supports that giving choices to the young adults appeals positively and enhance their interest of buying multiple attire products. The standard deviation error is 0.03112 which means that there is lesser possibility that university students will choose other attires on contrary to the above mentioned categories.

**Table 4:** *Exposure to Instagram vs Style choices of Attire*

	<b>1</b>	<b>2</b>
<b>Attire brands</b>	1	
<b>Exposure/Usage of Instagram</b>	.448**	1

\*\* Correlation is significant at the 0.01 level (2-tailed).

Table 4 indicates the correlation coefficient (r) value for usage of Instagram is 0.448 which found to be moderately positive. The p value is 0.000 which is less than 0.05 which means that the relationship is statistically significant. So when there is greater exposure or usage of Instagram then there are greater choices of attires and greater engagement with attire content. Hence, H1 is supported.

**Table 5:** *Correlations among attire brands and choices of attires*

	<b>1</b>	<b>2</b>
<b>Attire brands</b>	1	
<b>Choices of Attires</b>	.448**	1

\*\* Correlation is significant at the 0.01 level (2-tailed).

Table 5 indicates that correlation coefficient (r) value for choices of attires is 0.448 which found to be moderately positive. The p value is 0.000 which is less than 0.05 which means that the relationship is statistically significant. So it is statistically significantly inclined toward their choices of attire like formal, causal & sports is proven. Hence, H2 is supported.

**Table 6:** *Regression Analysis Exposure of Instagram & Attire Choices*

<b>Model</b>	<b>R</b>	<b>R Square</b>	<b>Adjusted R Square</b>	<b>Std. Error of the Estimate</b>
<b>1</b>	.448 <sup>a</sup>	.201	.199	.55713

Table 6, indicates the R-square value 0.201, which means that independent variable that is usage of Instagram causes 20.1% change in dependent variable that is attire brands. According to the model description, the linear regression model, which looks into the relationship between exposure of Instagram and attire brands among young adults, has a weak overall fit.

**Table 7:** *Chi-Square Tests*

	<b>Value</b>	<b>df</b>	<b>Asymptotic Significance (2-sided)</b>
<b>Pearson Chi-Square</b>	746.034 <sup>a</sup>	306	.000 <sup>b</sup>
<b>Likelihood Ratio</b>	363.551	306	.013
<b>Linear-by-Linear Association</b>	80.023	1	.000 <sup>b</sup>
<b>N of Valid Cases</b>	400		

Table 7 represents a. 319 cells (93.3%) have expected count less than 5. The minimum expected count is .00. The p value 0.000 is less than the standard threshold of 0.05. So we can say that the relationship between independent variable i.e. Exposure of Instagram and dependent variable i.e. attire brands is statistically significant. Hence, H1 is supported.

**Table 8: Chi-Square Tests**

	Value	df	Asymptotic Significance (2-sided)
<b>Pearson Chi-Square</b>	746.034 <sup>a</sup>	306	.000 <sup>b</sup>
<b>Likelihood Ratio</b>	363.551	306	.013
<b>Linear-by-Linear Association</b>	80.023	1	.000 <sup>b</sup>
<b>N of Valid Cases</b>	400		

a. 319 cells (93.3%) have expected count less than 5. The minimum expected count is .00.

Table 8 indicates the results of Chi-square test. The p value 0.000 is less than the standard threshold of 0.05. So we can say that the relationship between independent variable i.e. Usage of Instagram and dependent variable i.e. attire choices is statistically significant. Hence, H2 is supported.

## 6. DISCUSSION & ANALYSIS

The distribution of responses regarding the influence Instagram influencers on style choices of attire. The data reveals that 3.75% of participants strongly disagree, and 11.0% disagree that Instagram influencers don't influence their choices of attire. In contrast, 25.00% express a neutral stance, 42.75% agree, and 17.50% strongly agree with the statement. While, the distribution of responses regarding the influence Instagram influencers on choices of attire .The data reveals that 7.00% of participants strongly disagree, and 20.50% disagree that they don't follow the recommendations made by Instagram Influencers. In contrast, 26.00% express a neutral stance, 39.00% agree, and 7.50% strongly agree with the statement.

Moreover, the distribution of responses regarding the effects of Instagram influencers on choices of attire, the data reveals that 3.00% of participants strongly disagree, and 6.50% disagree that the content posted by Instagram influencers does not increase their awareness. In contrast, 16.50% express a neutral stance, 51.25% agree, and 22.75% strongly agree with the statement. While, the distribution of responses regarding the influence Instagram influencers on choices of attire .The data reveals that 3.00% of participants strongly disagree, and 19.00% disagree that influencer's posts don't urge them to follow attire brands that they promote. In contrast, 33.00% express a neutral stance, 33.25% agree, and 11.75% strongly agree with the statement. Furthermore, the data reveals that 5.50% of participants strongly disagree, and 17.50% disagree that they don't perceive Instagram influencers content as authentic and credible. In contrast, 41.75% express a neutral stance, 26.00% agree, and 9.25% strongly agree with the statement. Moreover, the data reveals that 5.00% of participants strongly disagree, and 19.25% disagree that the more they trust an Instagram influencer, the more appealing they find the attire brands they promote. In contrast, 26.00% express a neutral stance, 37.25% agree, and 12.25% strongly agree with the statement.

Furthermore, the data reveals that 1.25% of participants strongly disagree, and 18.25% disagree that if they perceive an Instagram influencer as credible, they are more likely to be attracted to the attire brands they endorse. In contrast, 29.75% express a neutral stance, 38.25% agree, and 12.50% strongly agree with the statement. Additionally, the data reveals that 4.25% of participants strongly disagree, and 17.25% disagree that they trust on an Instagram influencer affects their intention to purchase the attire brands they recommend. In contrast, 26.50% express a neutral stance, 36.50% agree, and 15.50% strongly agree with the statement. Likewise, the data reveals that 7.25% of participants strongly disagree, and 19.25% disagree that they are more likely to remain loyal to attire brands endorsed by Instagram influencers they trust. In contrast, 30.50% express a neutral stance, 30.75% agree, and 12.25% strongly agree with the statement.

In reference to H1 The literature review explains in detail how Instagram influencers aware,affect, shape the style choices, and even change preferencesof young adults. The research of Cross (2020), Hund (2017), and Marwick (2015) highlights how Instagram serves as an active platform to influence people and promote various products, including attire. A high percentage of people using Instagram as a primary

business platform to promote products. Similarly, influencers promote multiple products, such as attire, and tend to follow them.

Moreover, with reference to H2 The studies by Leban, Thomsen, and Vejlgard (2020), Woods, Smith, and Taylor (2023), Khamis, Ang, and Welling (2017), elaborate on the usage/ exposure of Instagram as a platform for active communication. Influencers utilize this social network to intercommunicate with young adults and build reliance. This trustingness modify them to support views and services efficaciously than on other social network. Statistical data shows that young adults ensure Instagram influencers, who act as opinion leaders. This trusty relationship between Instagram influencers and the young adults has led to new possiblenss for enterprises and promotion.

## **7. CONCLUSION**

Instagram plays an effective role in fashion awareness of young adults. It gives them exposure and shape their attitudes towards style choices of attire. The results accent the captious value of article of clothing branding, befitting online communication, and enlightened content consumption to enhance style choices of attire brands. Instagram influencers leading the young adults to choose attire and style it with moderanity.

### **7.1 Limitations of the Study**

1. This research paper particularly focuses only on Instagram, omitting other media and ways that potentially influence attire perceptions, fashion views and brand awareness among young adults.
2. The sample size of 400 students from Narowal, Pakistan only. Due to the limitations of the study other cities of Pakistan were not included in this research.

### **7.2 Future Recommendations**

1. Future researchers can apply content analysis, discourse analysis of Influencers profiles and information shared on Instagram to identify patterns of attire perception and exposure to diverse viewpoints.
2. A comparative analysis of different social networking sites other than Instagram can be done.

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