

## Media and Lifestyle: A Study of Media influence on the Dressing Style

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### ABSTRACT

India is a diverse country of ethnic races and groups and each of the group adhere its own culture and traditions, yet there is a common lifestyle pattern followed by almost all the peoples. But the beauty lies in the fact that despite all the differences, people live with full harmony and love depicting their varied cultures, traditions and dressing styles, food habits and custom. Lifestyle represents the culture to whom one belong. Lifestyle is expressed by a way of living of individual, families, Societies. The research directs towards the study of media effect on lifestyle. The aim of the research is to study the influence of media on lifestyle as media plays a vital role in changing and adoption of the lifestyle as they get new idea about fashion trends, food culture and effect of media on their relationships. Probability sampling technique will be used to select respondent. The research had qualitative and quantitative approach. A sample of 200 respondents will be selected for study. The research will be carried out in Bhopal city of Madhya Pradesh. The main instrument for this study will structured questionnaire.

**Key Words:** Media, adoption, lifestyle, dressing, fashion trends

### INTRODUCTION

Lifestyles embody the life practices and more precisely individual and collective behaviour. It reflects the interest, opinion, behaviour, attitude and values of an individual, group or culture. In broad area lifestyle represents the culture to which one belong. Lifestyle is expressed by a way of living of individual, families, Societies. It is a recognizable behavioural pattern stemming from interaction between personal characteristics on an individual and his/her life's circumstances. Lifestyle was termed during 1950's as derivative style of art. This term was originally used by Austrian psychologist Alfred Adler (1870-1937). In the 21<sup>st</sup> century, the definition of lifestyle has changed. The whole look was changed a lot. What the lifestyle was about 20 years before has changes a lot when we compare it with today's lifestyle. Media refer to collective communication tool that is used to deliver the information to the large mass at a time, it includes print media, electronic media and new media. Print media communicate via newspaper, magazine, journals etc. Electronic media deals with broadcasting for transmitting information to the public. New media refers to social media, internet etc.

Dressing is the integral parts on the one's lifestyle. It reflects the personality of the

individual; it is the non-verbal communication tool and an expressive one at all. What you choose to wear communicates a complex array of information about who you are to others around you.

Everyone wants to look beautiful and perfect, whether past or current times, fashion always been involved in one's life and personality and they also keep looking for new ways which introduced new fashion. Fashion exist in the culture and it adopt or modify culture; the process of adopt or modify culture start with radio, television, fashion shows, internet, social websites, newspaper, banners, billboards, advertisements or through magazines because people have to deal with these mediums several times in a day which leave impact on the outfits of people. McClung & Holdorf argues that clothes are the most important thing but in present era it cannot remain within one shape. They also have said that with the passage of time, somewhat fashion has made its place in culture; slowly and steadily people are accepting latest trend and want to know the updates about the upcoming fashion which mostly provided through the media because media set a trend for us through magazines, social media or television and in through television, fashion shows play a role of providing latest news regarding latest fashion.

According to Nielsen and Kernaleguen (1976), clothing refers to a part of appearance that provided data or information about a person's age, sex, personality, socio economic status, values and political ideologies. According to Fienberg, Mataro and Burroughs (1992), there are

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three reasons why clothing is important to research. (1) Clothing is used in a daily activities (2) clothes constitute a frequent public display and (3) clothing choice is an easy manipulated symbol.

## REVIEW OF LITERATURE

Concept of lifestyle, A.J. Veal, lifestyle is the distinctive pattern of personal and social behaviour characteristics of an individual or a group. Behaviour includes activities involved in relationship with partners, family, relatives, friends, neighbour and colleagues, consumption behaviour, leisure, work and civic and religious activity characteristics may involve varying degrees of social interaction, coherence and recognisability and are formed through a process of wide or limited choices.

Fashion and Its Social Agendas: Class, Gender and Identity in Clothing Diana (2008) in his paper researcher talks about that social significance of clothing that has been transformed. The researcher compares nineteenth century societies France and US where social class was most salient aspect of social identity signified in clothing with late twentieth century America, where lifestyle, gender, sexual orientation, age, ethnicity are most meaningful to individuals constructing their wardrobes.

**Dr. Cornelia Bohn (2004)**, In his paper clothing as a means of communication says that clothing is one of those phenomena of everyday life which, whether we like it or not, demand an attention at least once a day, calling for decisions and prompting cultural knowhow. Clothing could be correlate of society as such; at least it is societal normality in those cultures, which we conventionally call civilized or modern. In many respects, testamentary communication can be observed analogously to speech and literacy, which are, however, prerequisites of such communication.

## OBJECTIVES

1. To study the reach and exposure of media on lifestyle.
2. To study the adoption process of dressing style in context to individual, family and society.
3. To study the influence of media in adoption process of dressing style.

## METHODOLOGY

The study is carried out with primary as well as secondary data. The primary data for this study is collected with the help of survey method and by

using self-made close and open ended questionnaires. Primary data collection is given the highest priority in this study and it draws information directly from the field. The sampling technique used for the study was purposive sampling under non-probability sampling technique. The respondent chosen were according to the purpose of the study. This technique was used to get the right data from the interested audience and reduce the causality from respondents' side. The planned sample framework was 260 but the researchers got back 191 relevant questionnaires. The universe of the study is the capital of Madhya Pradesh, Bhopal. As the lifestyle is followed by each individual person of the world and lifestyle can be studied on the population as they are compatible with the purpose of the study and somehow media is used by everybody.

## DATA ANALYSIS AND INTERPRETATIONS

All gathered data gathered for this study is organized, coded and analyse in the form of table and graphs and made all the percentage, frequencies by using Statistical Package for Social Science (SPSS) to show the result of the study.

**Table 1. showing the demographic representation of respondents**

| Variable (s) | Category (s)<br>Frequency (%)   |                                |
|--------------|---------------------------------|--------------------------------|
|              | Male                            | Female                         |
| Gender       | 80<br>(41.9%)                   | 111<br>(58.1%)                 |
|              |                                 |                                |
| Age          | 18-24 years<br>173<br>(90.6%)   | 25 above years<br>18<br>(9.4%) |
|              |                                 |                                |
| Education    | Under Graduate<br>95<br>(49.7%) | Graduate<br>96<br>(50.3%)      |
|              |                                 |                                |
| Occupation   | Student<br>118<br>(61.8%)       | Employed<br>73<br>(38.2%)      |
|              |                                 |                                |

In demographic profile of the representation of demographics were shown as per the response recorded by the respondent. As per the gender is concerned, there were 58.1% of females, 41.9% of males. The age group is classified into 2 categories i.e. 18-24 years, 25-31 years. It was found that respondents who were between the ages of 18-24 share the more than half i.e. 90.6% of respondents. 9.4% of respondent are between the age group of 25-31 years. In educational status, the largest share of 50.3% constituted with those holding Graduate degrees, whereas 49.7% of the respondent holding degree of Under

Graduate. In respect to Professional status, the largest share of 61.8% constituted with the Student as the respondents, whereas 43% of the respondents are employed.

Table 2 shows that the Print Media 47.60% of the respondent use print media less, which means that print media is less in use to get information about lifestyle. In respect to Electronic Media, there were 51.30% of the respondent are much in use with Electronic media, which indicates that half of the respondent use electronic media to know about lifestyle content. Social Media is the

of the respondent i.e. 50.30% uses mobile application regularly.

Among the 191 valid respondents, in respect to the Newspaper, it is analysed that 49.2% of the respondent are in less use of newspaper for getting information about lifestyle, whereas 42.90% of respondents use Magazine to get information about lifestyle, as concerned to television 48.7% of the respondent use television as a source for information. It was earlier analysed that social media is widely used and accepted communication tool, the social media platforms

**Table 2.**  
**Frequent use of media**

| SN | Variables  | Response (s)   |               |               |               |              |
|----|--|----------------|---------------|---------------|---------------|--------------|
|    |  | Very much      | Much          | Can't say     | Less          | Very less    |
| 1. | Print Media consist to be used frequently.   | 32<br>(16.8)   | 41<br>(21.5%) | 27<br>(14.1%) | 91<br>(47.6%) | 0<br>(0%)    |
| 2. | Electronic Media broadcasting is used frequently to generate Information and dissemination of it | 54<br>(28.3%)  | 98<br>(51.3%) | 11<br>(5.8%)  | 24<br>(12.6%) | 4<br>(2.1%)  |
| 3. | Social Media is the emerging platform frequently used by people.                                 | 130<br>(68.1%) | 47<br>(24.6%) | 12<br>(6.3%)  | 2<br>(1%)     | 0<br>(0%)    |
| 4. | Websites are used frequently for building up knowledge.  | 96<br>(50.3%)  | 62<br>(32.5%) | 6<br>(3.1%)   | 22<br>(11.5%) | 5<br>(2.6%)  |
| 5. | Mobile Applications used frequently by people  | 96<br>(50.3%)  | 58<br>(30.4%) | 6<br>(3.1%)   | 19<br>(10.0%) | 12<br>(6.2%) |

widely use and accepted medium, it has been analysed that 68.10% of respondent are in very much use with the social media, It is evident that among 191 valid respondent not even a single respondent confirmed the very less use of social

like Facebook and other SNS is in very much used to get information about lifestyle. 58.10% of the respondents are habitual of social media to get information about lifestyle. Among all the 191 respondents what's app and other SNA are

**Table 3**  
**Uses of media to get information about lifestyle**

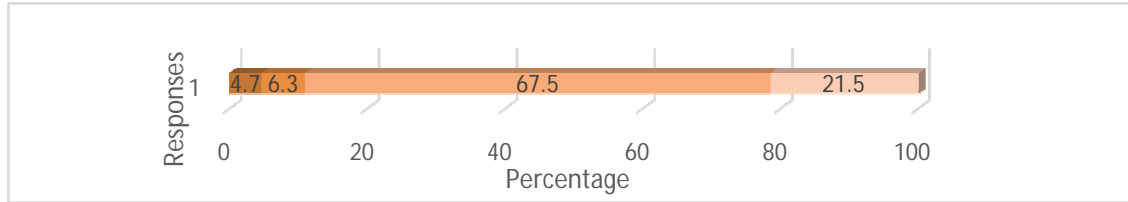
| SN  | Variables   | Response (s)   |               |              |               |              |
|-----|---|----------------|---------------|--------------|---------------|--------------|
|     |   | Very much      | Much          | Can't say    | Less          | Very less    |
| 6.  | Newspaper consists with lifestyle information.                    | 23<br>(12%)    | 45<br>(23.6%) | 23<br>(12%)  | 94<br>(49.2%) | 6<br>(3.1%)  |
| 7.  | Magazine's delivers the information regarding lifestyle.          | 28<br>(14.7%)  | 82<br>(42.9%) | 23<br>(12%)  | 47<br>(24.6%) | 11<br>(5.8%) |
| 8.  | Television show new trends of lifestyle                           | 72<br>(37.7%)  | 92<br>(48.7%) | 9<br>(4.7%)  | 16<br>(8.4%)  | 2<br>(1%)    |
| 9.  | Facebook and other SNS help to get information about lifestyle.   | 111<br>(58.1%) | 39<br>(20.4%) | 18<br>(9.4%) | 23<br>(12%)   | 0<br>(0%)    |
| 10. | What's App and other SNA used to get information about lifestyle. | 105<br>(55%)   | 52<br>(27.2%) | 18<br>(9.4%) | 13<br>(6.8%)  | 3<br>(1.6%)  |
| 11. | Websites(e-commerce) are used to                                  | 53             | 78            | 24           | 27            | 9            |

media. After the social media websites are also largely used by the respondents i.e. 50.30% are in very much use with websites whereas, half share

widely used and share by 55% of the respondent. Websites are in much use by the respondent with 40.80%.

**Table 4.**  
**Shows the responses of media imparts knowledge about lifestyle.**

| SN  | Variables                                     | Response (s)  |                |              |             |           |
|-----|---|---------------|----------------|--------------|-------------|-----------|
|     |   | Very much     | Much           | Can't say    | Less        | Very less |
| 12. | "Media imparts the knowledge about lifestyle" | 41<br>(21.5%) | 129<br>(67.5%) | 12<br>(6.3%) | 9<br>(4.7%) | 0<br>(0%) |



In establishing knowledge of lifestyle by the media, the table 4 indicates that the respondents are widely agree and in favour of the statement with 67.50% as it covers more than half of the

social media and digital platforms and different responses are gathered and collected by the respondent on the use of media to know about dressing styles. Newspaper is in less to know

**Table 5:**  
**Media Platforms Used to know about Dressing Styles.**

| SN | Variables                | Response (s) |            |           |            |           |
|----|--------------------------|--------------|------------|-----------|------------|-----------|
|    |                          | Very much    | Much       | Can't say | Less       | Very less |
| 1. | Newspaper                | 26(13%)      | 28(14%)    | 19(9.5%)  | 105(52.5%) | 22(11%)   |
| 2. | Magazine's               | 31(15.5%)    | 31(15.5%)  | 27(13.5%) | 85(42.5%)  | 26(13%)   |
| 3. | Television               | 45(22.5%)    | 105(52.5%) | 24(12%)   | 21(10.5%)  | 5(2.5%)   |
| 4. | Facebook and other SNS   | 96(48%)      | 39(19.5%)  | 27(18.5%) | 30(15%)    | 8(4%)     |
| 5. | What's App and other SNA | 86(43%)      | 42(21%)    | 31(15.5%) | 30(15%)    | 11(5.5%)  |
| 6. | Websites(e-commerce)     | 68(34%)      | 52(26%)    | 39(19.5%) | 27(13.5%)  | 14(7%)    |

**Table 6.**  
**Showing the responses on factors that influence the dressing styles.**

| SN | Variables                | Response (s)   |                |               |               |                |
|----|--------------------------|----------------|----------------|---------------|---------------|----------------|
|    |                          | Very Important | Important      | Indifferent   | Unimportant   | Less important |
| 1. | Parents                  | 50<br>(25%)    | 88<br>(44%)    | 32<br>(16%)   | 21<br>(10.5%) | 9<br>(4.5%)    |
| 2. | Peer group               | 39<br>(19.5%)  | 94<br>(47%)    | 41<br>(20.5%) | 23<br>(11.5%) | 3<br>(1.5%)    |
| 3. | Celebrities              | 41<br>(20.5%)  | 51<br>(25.5%)  | 64<br>(32%)   | 37<br>(18.5%) | 7<br>(3.5%)    |
| 4. | Self-identity            | 103<br>(51.5%) | 60<br>(30%)    | 26<br>(13%)   | 10<br>(5%)    | 1<br>(0.5%)    |
| 5. | Society                  | 86<br>(43%)    | 67<br>(33.5%)  | 35<br>(17.5%) | 2<br>(1%)     | 10<br>(5%)     |
| 6. | Culture                  | 88<br>(44%)    | 68<br>(34%)    | 27<br>(13.5%) | 13<br>(6.5%)  | 4<br>(2%)      |
| 7. | Professional Environment | 48<br>(24%)    | 113<br>(56.5%) | 21<br>(10.5%) | 14<br>(7%)    | 4<br>(2%)      |
| 8. | Fashion and              | 57             | 93             | 27            | 18            | 5              |

respondents, it has been analysed that none of the respondent are strongly disagree with the statements.

It is observed that the knowledge about dressing styles is being widely disseminated through

about dressing styles 52.50% i.e. almost half of the respondent don't use newspaper to know about dressing style.42.50% respondent less use Magazines to know about dressing styles. Television is widely use for the dissemination of knowledge about dressing styles

**Table 7.**  
**Consistency for dressing style**

| Item-Total Statistics |   |                                  |                                  |          |
|-----------------------|---|----------------------------------|----------------------------------|----------|
| S.No.                 |   | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted | Action   |
| 26.                   | Newspaper consists with knowledge about dressing style.                                 | .131                             | .590                             | Required |
| 27.                   | Magazines covers the information of dressing style                                      | .109                             | .597                             | Required |
| 28.                   | Television seems to be trend setter and delivers information about dressing style       | .523                             | .515                             | Required |
| 29.                   | Facebook and other SNS is highly used platform to know about dressing style             | .371                             | .536                             | Required |
| 30.                   | What's App and other SNA turns to be the effective source of knowledge.                 | .233                             | .568                             | Required |
| 31.                   | Websites (e-commerce) is used to know about dressing style.                             | .166                             | .583                             | Required |
| 32.                   | Preference of dresses by Parents influences the dressing style.                         | .313                             | .553                             | Required |
| 34.                   | Peer group had a great impact on the chosen dressing style.                             | .374                             | .542                             | Required |
| 34.                   | Celebrities' endorsement, fashion and trends motivate people to follow dressing styles. | .250                             | .566                             | Required |
| 35.                   | Self-identity affects the dressing style of people.                                     | .314                             | .554                             | Required |
| 36.                   | Professional Environment leads to change in dressing style.                             | .232                             | .569                             | Required |

i.e. 52.50% of respondent much use television to get knowledge about dressing styles. 43% of respondent use social media to know about dressing styles and 34% of the respondent use websites to get knowledge about dressing styles.

The analysis revealed that Parents are important factor that influence dressing style, there were 44% of the respondent who says that parents are very much influence the dressing style. Peer Group is important factor for influencing lifestyle there were 47% of respondent says that peer group is very much important factor for their dressing style. Celebrities are indifferent for influencing the dressing styles. The finding shows that 32% of respondent says that celebrities are important factor in influencing dressing style. 51.50% of respondent says that self-identity is very important factor for their dressing style. The analysis revealed that society and Culture are very important factor that influence dressing style, there were 43% of the respondent who says that society and culture is very important factor of dressing style. 56.50% said that Professional Environment is important factor for influencing dressing style.

#### • **Statistical Analysis of Consistency for Dressing Style**

The reliability table with Consistency of Dressing Styles shows the Cronbach's Alpha value of the variable is nearest to the reliability value and but removal of question 25 would result in high value of Cronbach's Alpha so the removal of question 25 is helpful for high reliability and it lead to a small improvement in Cronbach's Alpha and we can also see that the "**Corrected Item Total Correlation**" value is low (.087) for this item. This might lead us to consider the removal of item.

#### **Factor Analysis for Media Influence**

##### **KMO and Bartlett's Test**

|  |         |
|--|---------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | .647    |
| Approx. Chi-Square                               | 417.179 |
| Bartlett's Test of Sphericity                    | Df      |
|  | 66      |
|  | Sig.    |
|  | .000    |

There are four factors identifying on the basis of Eigen value by using factor analysis these are Awareness, Social Media Usage, Print Media Usage and Information.

**Table 8 Factors Analysis for media influence**

| S.NO | Factor Name     | Eigen Value | % Variance | No | Statement  | Loading |
|------|-----------------|-------------|------------|----|--|---------|
| 1.   | Awareness       | 2.753       | 22.944     |    | Media imparts the knowledge about lifestyle  | .790    |
|      |                 |             |            |    | What's App and other SNA used to get information about lifestyle.                                | .655    |
|      |                 |             |            |    | Electronic Media broadcasting is used frequently to generate Information and dissemination of it | .597    |
|      |                 |             |            |    | Media imparts the knowledge about lifestyle  | .790    |
| 2.   | Ease to Use     | 1.923       | 16.029     |    | Websites (e-commerce) are used to get information about lifestyle.                               | .742    |
|      |                 |             |            |    | Mobile Applications used frequently by people.   | .694    |
|      |                 |             |            |    | Websites are used frequently for building up knowledge.  | .670    |
|      |                 |             |            |    | Social Media is the emerging platform frequently used by people.                                 | .539    |
| 3.   | Trustworthiness | 1.314       | 10.947     |    | Magazine's delivers the information regarding lifestyle.   | .758    |
|      |                 |             |            |    | Newspaper consist with lifestyle information.  | .686    |
|      |                 |             |            |    | Print Media consist to be used frequently.   | .546    |
| 4.   | Interest        | 1.042       | 8.683      |    | Television show new trends of lifestyle  | .722    |
|      |                 |             |            |    | Facebook and other SNS helps to get information about lifestyle.                                 | .458    |

**Table 9 Factor Analysis for dressing style**

| S. No. | Factor Name           | Eigen value | % variance | N | Statement   | Loading |
|--------|-----------------------|-------------|------------|---|---|---------|
| 1.     | Branding Information  | 2.503       | 22.757     |   | Facebook and other SNS is highly used platform to know about dressing style             | .820    |
|        |                       |             |            |   | What's App and other SNA turns to be the effective source of knowledge.                 | .818    |
|        |                       |             |            |   | Television seems to be trend setter and delivers information about dressing style       | .591    |
| 2.     | Influence             | 1.669       | 15.174     |   | Peer group had a great impact on the chosen dressing style.                             | .847    |
|        |                       |             |            |   | Preference of dresses by Parents influences the dressing style.                         | .846    |
| 3.     | Attractiveness        | 1.459       | 13.261     |   | Newspaper consists with knowledge about dressing style.                                 | .854    |
|        |                       |             |            |   | Magazines covers the information of dressing style                                      | .843    |
| 4.     | Confidence            | 1.178       | 10.709     |   | Websites (e-commerce) is used to know about dressing style.                             | .855    |
|        |                       |             |            |   | Self-identity affects the dressing style of people.                                     | .643    |
| 5.     | Celebrity Endorsement | 1.048       | 9.524      |   | Celebrities' endorsement, fashion and trends motivates people to follow dressing styles | .849    |
|        |                       |             |            |   | Professional Environment leads to change in dressing style.                             | .347    |

## Factor Analysis for Dressing Style

### KMO and Bartlett's Test

|  |      |         |
|--|------|---------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. |      | .583    |
| Approx. Chi-Square                               |      | 382.037 |
| Bartlett's Test of Sphericity                    | Df   | 55      |
|  | Sig. | .000    |

There are five factors identifying on the basis of Eigen value by using factor analysis these are Media Usage, Impact, Print Media Usage, Motivation, Trends.

### Chi-Square Hypothesis Testing

#### • Lifestyle Content from Media:

**Ho:** there is no association in the perception of male and female towards getting lifestyle content from media.

**Ho:** there is no association in the perception of 18-24 years and 25-31 years above years towards getting lifestyle content from media.

**Ho:** there is no association between Graduate and Post-Graduate towards getting lifestyle content from media.

**Ho:** there is no association between Unemployed and Employed towards getting lifestyle content from media.

media. Hence the null hypothesis is true by the results.

- The obtain chi square value is .019 is less than to table value of  $\chi^2$  (3.841) it mean that there is no association in the perception of Age i.e. 18-24 years and 25-31 years towards getting lifestyle content from media. Hence the null hypothesis is true by the results.
- The obtain chi square value is 1.417 is less than to table value of  $\chi^2$  (3.841) it mean that there is no association in the perception of Education i.e. Graduate and Post-Graduate towards getting lifestyle content from media. Hence the null hypothesis is true by the results.
- The obtain chi square value is .037 is less than to table value of  $\chi^2$  (3.841) it mean that there is no association in the perception of Occupation i.e. Unemployed and Employed towards getting lifestyle content from media. Hence the null hypothesis is true by the results.

#### Adoption of Dressing Style

**Ho:** there is no association in the perception of male and female towards Adoption of Dressing Styles.

**Ho:** there is no association in the perception of 18-24 years and 25-31 years years towards the Adoption of Dressing Styles.

**Ho:** there is no association between Graduate

**Table.10 chi square hypothesis between variable and lifestyle content from media**

| Variable   | Category      | Lifestyle content from media |    | Statistical Values |    |      |                |
|------------|---------------|------------------------------|----|--------------------|----|------|----------------|
|            |               | Yes                          | No | $\chi^2$           | Df | P    | Table $\chi^2$ |
| Gender     | Male          | 68                           | 12 | .013               | 1  | .910 | 3.841          |
|            | Female        | 95                           | 16 |                    |    |      |                |
| Age        | 18-24 years   | 107                          | 18 | .019               | 1  | .889 | 3.841          |
|            | 25-31 years   | 56                           | 10 |                    |    |      |                |
| Education  | Graduate      | 85                           | 18 | 1.417              | 1  | .234 | 3.841          |
|            | Post Graduate | 78                           | 10 |                    |    |      |                |
| Occupation | Unemployed    | 120                          | 22 | .307               | 1  | .579 | 3.841          |
|            | Employed      | 43                           | 6  |                    |    |      |                |

### Interpretation

- The obtain chi square value is .013 is less than to table value of  $\chi^2$  (3.841) it mean that there is no association in the perception of male and female towards getting lifestyle content from

and Post-Graduate towards the Adoption of Dressing Styles.

**Ho:** there is no association between Unemployed and Employed towards Adoption of Dressing Styles.

**Table. 11 Hypothesis testing between variable and Adoption of dressing style**

| Variable   | Category      | Adoption of dressing style |    | Statistical Values |    |      |                |
|------------|---------------|----------------------------|----|--------------------|----|------|----------------|
|            |               | Yes                        | No | $\chi^2$           | Df | P    | Table $\chi^2$ |
| Gender     | Male          | 51                         | 29 | .302               | 1  | .583 | 3.841          |
|            | Female        | 75                         | 36 |                    |    |      |                |
| Age        | 18-24 years   | 80                         | 45 | .624               | 1  | .429 | 3.841          |
|            | 25-31 years   | 46                         | 20 |                    |    |      |                |
| Education  | Graduate      | 65                         | 38 | .816               | 1  | .366 | 3.841          |
|            | Post Graduate | 61                         | 27 |                    |    |      |                |
| Occupation | Unemployed    | 93                         | 49 | .056               | 1  | .150 | 3.841          |
|            | Employed      | 33                         | 16 |                    |    |      |                |

**Interpretation**

- The obtain chi square value is .302 is less than to table value of  $\chi^2$  (3.841) it mean that there is no association in the perception of male and female towards adoption of dressing style through media influence. Hence the null hypothesis is true by the results.
- The obtain chi square value is .624 is less than to table value of  $\chi^2$  (3.841) it mean that there is no association in the perception of Age i.e. 18-24 years and 25-31 years and above towards adoption of dressing style through media influence. Hence the null hypothesis is true by the results.
- The obtain chi square value is .816 is less than to table value of  $\chi^2$  (3.841) it mean that there is no association in the perception of Education i.e. Graduate and Post-Graduate towards adoption of dressing style through media influence. Hence the null hypothesis is true by the results.
- The obtain chi square value is .056 is less than to table value of  $\chi^2$  (3.841) it mean that there is no association in the perception of Occupation i.e. Unemployed and Employed towards adoption of dressing style through media influence. Hence the null hypothesis is true by the results.

**Table.12**

| Model Summary                              |                   |          |                   |                             |               |
|--|-------------------|----------|-------------------|-----------------------------|---------------|
| Model                                      | R                 | R Square | Adjusted R Square | Std.. Error of the Estimate | Durbin-Watson |
| 1  | .293 <sup>a</sup> | .086     | .081              | 4.81671                     | 1.925         |
| a. Predictors: (Constant), Media Influence |                   |          |                   |                             |               |
| b. Dependent Variable: Dressing Style      |                   |          |                   |                             |               |

**Table.13 ANOVA**

| Anova                                      |            |                |     |             |        |                   |
|--|------------|----------------|-----|-------------|--------|-------------------|
| Model                                      |            | Sum of Squares | Df  | Mean Square | F      | Sig.              |
| 1  | Regression | 412.184        | 1   | 412.184     | 17.766 | .000 <sup>b</sup> |
|  | Residual   | 4384.926       | 189 | 23.201      |        |                   |
|  | Total      | 4797.110       | 190 |             |        |                   |
| a. Dependent Variable: Dressing Style      |            |                |     |             |        |                   |
| b. Predictors: (Constant), Media Influence |            |                |     |             |        |                   |

**Table 14 Coefficient**

| Coefficients                          |                 |                             |             |                           |       |      |
|---------------------------------------|-----------------|-----------------------------|-------------|---------------------------|-------|------|
| Model                                 |                 | Unstandardized Coefficients |             | Standardized Coefficients | t     | Sig. |
|                                       |                 | B                           | Std.. Error | Beta                      |       |      |
| 1                                     | (Constant)      | 26.764                      | 3.183       |                           | 8.409 | .000 |
|                                       | Media Influence | .287                        | .068        | .293                      | 4.215 | .000 |
| a. Dependent Variable: Dressing Style |                 |                             |             |                           |       |      |



## Regression Analysis:

**H0:** there is no impact of media influence on dressing style

The value of R (0.293) indicating that there is positive correlation between media influence and dressing. The value of  $R^2$  (0.086) indicating that media influence have 8.6% variance to dressing style or media influence dressing style 8.6%. The Durbin-Watson value is under control (1 to 3) indicating that there is no auto correlation between media influence and dressing style.

The F-value (17.766) in ANOVA table at the level of 0.00% significant indicating that overall model is good fit.

The t-value (4.215) is greater than to standard value of t (1.96) at the level of significant (0.000) indicating that there is impact of media influence on dressing style. Hence ( $P < 0.05$ ) Null hypothesis is rejected by the results.

## FINDINGS AND CONCLUSION

- The present study is based on influence of media on lifestyle where the effect of media is seen on different variables of the lifestyle. While talking about usage of media the widely use media in today's era is social media and it is has been observed used by maximum youth but on the other side the use of print media is declining by every year and especially youth are in less use of print media which is threat to the original content delivered by print media.
- Lifestyle is the medium to express our life and the content regarding lifestyle is highly disseminated by the media especially social and digital media, as we use to get to know about new dressing style from social media platforms or the websites of the e-commerce like flipkart, amazon etc.
- When we talk about adoption of dressing style is adopted by the people through media, as they get knowledge about different dressing styles through different medium. It was analysed that the adoption of dressing style through media by early adopters like they follow the newest fashion trends. Social media is widely use to get knowledge about dressing style. It was extracted from the study that self-identity is very important for the dressing style of people. Whereas, it was assume that dressing style is highly influenced by celebrities but it was not the factor of influence for youth. As Indian Society judged the character of a person through its cloth and they make perception about a person by the

dressing style is choose to adopt, as society characterised that the girl who wear short dresses are slut or characterless, in the study it was found that the youth doesn't consider society as a factor through which their dressing style is influenced.

- It can be concluded that there is no association between the influence of media on genders i.e. male or female to get the knowledge about lifestyle content. Likewise there is no perception of the education or qualification of a person on the knowledge of the lifestyle content. It was also noted that the difference in the age does not influence adoption of knowledge about lifestyle through media.
- It was analysed that the there is no association between the effect of media on relationships according to the gender, age, qualification or education of the people.
- The adoption of dressing style had no association with the gender, age, education and qualification of the people.
- Regression analysis shows that media influence affect Dressing Styles.

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