# The Role of Social Factors on the Fashion Trends (Case of Study: Female Students in Islamic Azad University of Andimeshk)

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***Abstract:*** *The fashion and increase of consumers cultural is an important problem. This paper studies the effective Socio-Cultural Factors on the fashion trends among the girl student's in Andimeshk. About 200 girls in Andimeshk (South west of Iran) were randomly chosen. The research method was survey and correlation with questionnaire. The data were analyzed through SPSS package along with Pearson coefficient correlation, Spearman coefficient correlation, ANOVA, multivariable regression and path analysis as well. There is a positive relationship between foreign mass media, self-tendency and imitation rate with the fashion trends. There is a negative relationship between religion with depend variable. There isn't a relationship between mass media and social class with fashion trends. The multivariable regression analysis shows that the independent variables explain 52.1% of changes in fashion trends. Variables like self-tendency, foreign mass media and imitation rate have the most influence on dependent variable. The direct, indirect and total influence on depend variable were 0.86, 0.37 and 1.23.*

***Keywords:*** *Fashion trends, social class, religion, foreign mass media, self-tendency, imitation rate.*

## Introduction

By examining various aspects of human social life, it is clear that fashion has always been a phenomenon in human history and it is not unique to the contemporary era. If this is done in every period of history consciously, the selection and given the cultural and intellectual context and beliefs of the community, it has not led to the creation of cultural and social failure, but it has contributed to the cultural development of societies. As a result of social, and also provides proper grounds beautification aspect of people's lives and people's appearance. Fashion and fashion trend are one of the major issues of the day. This issue has been investigated from various aspects of religious, social, political, cultural and psychological and expressed different views about it. People believe it is a sign of high civilization. In contrast, people strongly oppose it and they believe in some sort of unknown identity. In the meantime, people are trying to reconcile them by separating good and bad fashions and find common between the two groups. While they have been confusion in the definition of "good fashion" and "fashion bad".

Fashion is not specific to a particular society and culture as a social phenomenon and the rise and fall of fashion spends five steps, including the creation, presentation fashion, advertising fashion, mass production and demand of modern fashion. As a rule, tend to Western modes between youth separate cultural boundaries and process of consumer. Mode function is so fast and deep that swept across most noble aspects of human life as culture and it puts people in a serious cultural shift. So that challenge calls for identifying traditional institutions and consumption will become the main source of identity and social segregation (Golmohammadi, 2000: 73). Fashion is a phenomenon in today's world has expanded dramatically. The social process has taken root in the social strata of modern society as unprecedented. Mods are cultural patterns that is accepted by a part of the community, and they have a

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relatively short period and then forgotten. (Gharavizad, 1995: 199). Consumerism emerged as a social and economic phenomenon in the years following World War II. Marketing required products to mass-market understanding of consumer behavior. By economic growth, machine labor, wages and expansion of leisure facilities, a community in the west, industrial emerged as an important recreation category. Traditional values and norms guided to social and personal interaction, they have lost their effectiveness somewhat and action was dependent on individual choices than ever before. In recent decades, Iran like other countries, is experiencing the culture and value changes in behavior among the people of the third world countries so that proliferation of media and large advertising planned, has accelerated these changes and it has brought the community every day to consumer society (Shoaee, 2011, quoted Farhadi, 1998: 11). In the meantime, women who have a greater presence in the fields of occupational and educational and also often assumed responsibility for purchasing and household items as a result of changes in lifestyle, most mods presented in the media and advertising has been effective in the presence and patterns of values, attitudes and behavior and it has been more important than the individual and social effects of through (Movahed, 2010: 14). Modernism is faced individual with a variety of options with our facilities and the creation of diverse and complex and in the meantime, the media play an important role (Goldtorp, 304: 1991).

What today has become increasingly popular as a fashion and an extremist and it is apparent as a problem, it is a form of indecent and obscene, as is generally spread by the Western capitalist countries to other countries. Purpose of promoting this type of fashion is undermines values, cultural patterns, undermining the economic, cultural and political hegemony over other nations (Mohammad Nejad, 2001). Discuss the importance and necessity of fashion trend is important in terms of the range of its influence on society and incorporates all its features, fashion trends can't be rejecting the absolute and on the other hand, it is not wise to accept full and undisputed but the best way to tend to Fashion is moderation tend to Fashion and coordination of care with their culture, their religion and nationality (Mazidi, 2010). According to Georg Simmel, fashion is the same as the immovable cultural aspects of life. It arises from a fundamental tension in the social status of people. On the one hand, we tend to imitate each other. On the other hand, we would like to be different from others and some of us will become more unified with others as Simmel argues, they both depend on the nature of man (Astonzel, 1991: 285). The growth of the phenomenon of girls' makeup and especially the university in the social environment, use the form fitting clothes, short, thick, colorful arrangements, they engender negative consequences for society and even as it endangers the safety of young girls. The main objective of this research is the understanding of social and cultural factors that influence fashion trends among female students of Islamic Azad University Andimeshk unit. This study attempts to examine the social and cultural impact of each factor on the girls' fashion trends. It could be asked why our society is going in a direction that seems ever seen (cover, layout) as a measure of personality? That people follow the fashion, what are the reasons for the trend of fashion? And that what are the factors affecting the fashion trends among female students of Islamic Azad University Andimeshk?

**Theoretical and research background**
Several studies have been conducted in the field of fashion trends at home and abroad. In each of the studies, check out some of the social, cultural and economic influence on fashion trends. In the research reviewed, the reviews are not everything at once and overall, this research aims to resolve this problem. Thus, it refers to social and cultural factors that influence fashion trends among female students of Islamic Azad University Andimeshk unit.

*Table (1): Internal investigations related to the fashion trends and results*

| Results | Researcher | No. |
|---|---|---|
| Significant relationship between, lack of religious beliefs, glaring and foreign media with luxury. | Farhadi (1999) | 1 |
| There is a significant relationship between the Eye-Rivalry, imitating the displaced and the use of local and foreign media with luxury. | Gholizadeh et. al., (2007) | 2 |
| Glaring, lack of religious beliefs, imitate and Eye-Rivalry, domestic media | Mohamadi | 3 |

| | | |
|---|---|---|
| alien culture makes a luxury for women. | (2008) | |
| Advertisements, so indirectly makes the audience to stimulate and promote consumerism. | Abdolahian and Hasani, (2010) | 4 |
| There is a relationship between the use of mass media and consumerism with respect to sex and in the meantime, more men are taking because these are most often used in the mass media. | Movahed et. al. (2010) | 5 |
| Consumption is an important component of lifestyle. Some of the principles of Islamic Sharia effect on the style of religious life, principles of appropriate use in Islam and the national media's role in promoting it is important. | Gholam Rezaee (2010) | 6 |
| The relationship between lifestyle and fashion trends and consumerism | Hamidi and Faraji (2007) | 7 |
| There is a significant relationship between education level and mother's education and adoption of media-oriented fashion, significant relationship between the media and the internet, thinking about the movie, the fashion-oriented research. | Dehghani (2012) | 8 |
| There is a meaningful relationship between traveling abroad and stay in the West and trends in fashion. Also, there is a significant relationship between watching satellite TV and video, lack of confidence, lack of strength of family relationships, the household lack of control, lack of interest in studying, attending parties with fashion trends. | Payanfard (2000) | 9 |
| There is a significant relationship between people of the same color, Eye-Rivalry, friends and peers benchmarking of others and means of communication with the desire to fashion. | Janalizadeh (2009) | 10 |
| Fashion tends to be moderate to high. There is no a significant relationship between socioeconomic status and the tendency of fashion and there is a meaningful relationship between consumerism, reference group, Eye-Rivalry, replication, seeking diversity with oriented fashion. | Rahmani Firozjah and Yousefi (2013) | 11 |
| There is a moderate positive correlation between the use of mass media and subcultures in both objective and subjective. A high percentage was very sympathetic to wear the new fashions, apparel and fashion choices. | Zakaee and Arasakhi (2005) | 12 |
| There is a significant relationship between friends, interest in media planning, media usage, idolize the artists and the social base by the tendency to fashion. | Piltan and Talebi (2005) | 13 |
| There is a positive relationship between the use of media, relationships with friends, and lifestyle and entertainment programs of interest to by the tendency to fashion. The difference between the trend of fashion in terms of socioeconomic status and educational fields. | Abbasi (2013) | 14 |
| Social class and occupation of the individual identity and orientation fashion people. Clothing and clothing is a way to pass identity of individuals. Dress is as an opportunity to communicate and an identity. | Bovon (2006) | 15 |
| Psychological and sociological factors that affect different consumers on the how to choose clothes. The most important point to look at how to change the appearance of individuals, interest, attention and exercise. | Jolin (2014) | 16 |
| There is a relationship between political behavior and tendency to fashion. | Miller (2005) | 17 |
| There is a relationship between the mass media and consumerist values. People who are younger, better educated and financially, most probably, they are the carriers of values and consumer interest in fashion. | Vi and Pan (1999) | 18 |
| Exposure to western media content, and consumer-oriented media contain, it has led to the acceptance of the value of quality and innovative consumer, as well as develop more positive attitudes towards advertising and also leads to more consumption. | Pik and Pan (2004) | 19 |

 Sociological theories have pointed to the important factors associated with each oriented fashion. If you know the effect of lifestyle fashion, Weber knew lifestyle based on consumption patterns rather than being based on production. In his view, the consumption is process which includes various social and cultural practices and it expresses the differences among social groups. Differences are not only due to economic factors. The discussion about lifestyle, it can be concluded that similarity in the pattern of behavior and consumption is often gather in certain places, and even patterns of similarity values and subjective (Fazeli, 2002: 30-27). According to Toreshtayn Veblen, fashion phenomenon is intended as dramatic and wasteful consumption and this phenomenon is the use of display starts from the upper classes and the lower classes are led. In Veblen's view, like Simmel's view, extremely important given to the role mimic (Veblen, 2003: 135-109).

In a competitive culture where people measure their worth in comparison to the others, everyone joined in the struggle that has overtaken the neighbors and fever in Eye-Rivalry is conquered everyone. Once a person has regained to the prosperity of fresh, the new criteria, like the previous criteria, it will not be enough to satisfy her. According to Veblen, taking spectacular views of dramatic and impressive ease elite symbols, they are the stuff that people are trying to look better in the eyes of the neighbors by its beta and in addition, they are also believed to be worth more (Veblen, 2004: 315). Veblen argues that the Eye-Rivalry and enhance your honor in the eyes of others, it is the source of the formation of the modern consumer and fashion trends shaping the outcome. According to Georg Simmel, fashion is not just a matter of personal choice. In fact, this choice comes from the divisions of class and social mobility. Simmel recognizes antithesis between the desire to distinguish the individual, separate and unique distinction of being and tendency to desire social equality of all people regardless of class status to accept the popular mode, it is a part of the motivation that lies behind the fashion choices and that is a reason to live unseen and usually short period each specific fashion (Kivisto, 171, 2007). For Giddens, self-assembly and self-decoration is related to the dynamics of the characters.

In this sense, Clothing furthermore it is to hide or reveal an important means of personal atmosphere, it is a kind of device hanging down, because the clothing etiquette and common principles relates to the personal identity (Giddens, 2006: 95). In Bourdieu's theory, fashion and fashion-oriented, can be considered as a kind of symbolic capital in the field of social activities, it can also be considered as a prestige, pride and dignity that should provide a landscape-oriented fashion. Because in modern thinking, fashion and models can lead to the prestige, pride and dignity of persons then, it can have a significant role in differentiating their social status, but Bourdieu challenges an alternative conception in the social field, which can have a special relationship with fashion and fashion-oriented and it is tastes. According to Abraham Maslow, one of the important needs of human is worth and dignity. Young people also want to have age requirements in terms of value and respect for others to achieve this, they use a variety of tools and techniques; some express their will through education, sports, art, and some changes with some toned appearance. So psychologically, fashion associate with the need to show off and attract others to themselves. In other words, according to Maslow, people follow the fashion models to show its and attention in the general population. In light of the theoretical framework chosen for raising the issue of research, this question has to be definite and precise meaning and specified the way in which the search will answer for him (Kiwi and Kampnhvd: 2003: 88). Therefore, the hypothesis according to Veblen's theories, Giddens theory of mass society and power of media (view of Syrayt Mills) and Simmel, they are theoretical base and also have plan to use the literature.

**Table (2): Theoretical background assumptions**

| Theoretical background | Hypothesis |
|---|---|
| Theory of Anthony Giddens | As much weaker religious beliefs, it tends to increase among female-oriented fashion. |
| Theory of Torshtayn Veblen | As much stronger Glaring, it tends to increase among female-oriented fashion. |
| Theory of Torshtayn Veblen | As much imitate and emulate be greater, the fashion tends to |

| | increase. |
|---|---|
| The theory of mass society and power of media (C. Wright Mills) | There is a significant relationship between the use of media and fashion-oriented girls. |
| The theory of mass society and power of media (C. Wright Mills) | There is a significant relationship between foreign media and fashion trends oriented in girls. |
| Theory of Torshtayn Veblen and Georg Simmel | Much higher social class, tend to be more fashion-oriented among girls. |

**Materials and Methods**

This paper is a survey method and a cross. The statistical population is all students of Islamic Azad University in Andimeshk branch based on available statistics, the total number of statistical population is equal to 2500. The number 200 was chosen as a sample size based on the Cochran formula. The sampling method is simple random. Unit of analysis in this paper is a responsive and thus the micro-level analysis. Data collected in this study is a questionnaire. In the research findings and analyze them has used by descriptive analysis (descriptive statistics) and inferential analysis (inferential statistics). Also, this study has used appropriate statistical tests such as Pearson and Spearman correlation coefficient. Also, has used the analysis of variance and multiple regression and path analysis to examine the relationship between variables.

The data were edited after collection and final processing was analyzed by using SPSS. Valid in the sense that this indicator is suitable to measure and assess the subject or not (Rafipoor, 2005: 142). In fact, the measure is a valid measure to gauge what it is our chosen (Davas, 63: 2003). It is also used, as it is the facial validity of the experts agrees on one thing. This credit is based on expert judgments. Also, has used Cronbach's alpha reliability coefficient of research tools. The alpha is equal to 0.883 fashion-oriented shows which items should be correlated. In the variables of religious beliefs, and the Glaring Eye-Rivalry, the alpha value is equal to 0.825, 0.731 and 0.761. In the amount of use of mass media and the use of foreign media variables, Cronbach's alpha coefficient is equal to the amount 0.87 and 0.66 that reliability was high for all variables.

*Table (3): Crobach's alpha coefficients for reliability of data*

| Cronbach's alpha coefficient | Item number | Variable Name |
|---|---|---|
| 0.825 | 14 | Religious Beliefs Rate |
| 0.761 | 11 | Glaring Rate |
| 0.731 | 5 | Eye-Rivalry Rate |
| 0.655 | 9 | Media usage Rate |
| 0.874 | 6 | Foreign media use Rate |
| 0.883 | 12 | Fashion oriented Rate |

**Results and Discussion**

Subjects were studied in the range of very low to very high and one score was given to those who have believed to the very low and five for the people who have believed to the very strongly. Score of three is the mean and median Comments in the people. Religious beliefs rate is high and most of the items are mean between 3 and 4. Distribution of respondents in terms of the trend Glaring shows that in most statements, the average is below average and the number three. This would indicate a lower tendency to the Glaring among subjects.

Distribution of respondents in terms of Eye-Rivalry demonstrates that in most statements, the average is below average and the number three. This indicates the low Rate vision and rivalry among individuals. Advantage rate and using media such as television, newspapers and the Internet on society are moderate to high. Among the items of variable interest Rate to the foreign media, two items average listening to music and western happier music and watch foreign networks are the average upper-middle but in the other item is average less than average (number three). Fashion oriented is a

moderate rate of downward and most of them are average less than three. The subjects believe to the things like the eyebrows sort of fashion, depending on the brand when buying clothes, I spent my time to the choosing clothes and make-up before going out, fashionable dresses that are compatible with my spirit moderate. Six hypotheses were proposed and the following results were obtained:

- **A:** Pearson correlation between religious beliefs and fashion oriented trends is equal to 0.162 to and significant level 0.011. There is a significant relationship between two variables because the significance level in the correlation coefficient is less than five percent and the assumption is approved.
- **B:** Pearson correlation coefficient between Rate two variables tend to Glaring and trends Rate fashion oriented among girls is equal to 0.657 and significance level is zero. Because of the significance level is less than five percent of in the correlation coefficient, so the hypothesis is confirmed.
- **C:** Pearson correlation coefficient between the imitation and Eye-Rivalry and interest rate to the oriented fashion is equal to 0.481 and significance level is zero. Therefore, there is a significant correlation between their relationship and the possibility of more than 99 percent. With the increasing Rate duplication, and the Eye-Rivalry, increasing the Rate fashion oriented and conversely, a decrease, decrease the Rate oriented of fashion among girls.
- **D:** There is no significant relationship between the use of media and fashion oriented variable Rate among girls In the Pearson correlation coefficient. Because its value is equal to 0.18 and significance level is 0.799. Because of the significance level in the correlation coefficient is greater than five percent, therefore, there is a significant relationship between these two variables and hypotheses are confirmed.
- **E.** the Pearson correlation coefficient between the biased foreign media rate and trend of fashion oriented is equal to 0.443 and its significance level is zero. By increasing in the biased foreign media rate, increasing the fashion oriented rate and its reduction, is reduced the fashion oriented rate among girls. Since the significance level is less than five percent error therefore, there is a significant correlation between their relationships and can be accurately correlated with the probability of more than 99 percent.
- **F:** Results show that 35.1% of those are in the middle class, 9.28% in the upper middle class and 5.19% in the downstairs. About 5.12 percent located in the upper-middle class and 4% on the top floor. Spearman correlation coefficients between social class and fashion oriented rate are equal to 0.139 and the significant level is 0.059. As a result, there is not a significant relationship between social class and the level of fashion oriented. ANOVA showed that there are significant differences between the social class and oriented fashion rate, because the test value is equal to 1.131 and significant level of 0.345. Duncan's test indicated no difference between the mean values of fashion amongst different social classes. Average fashion oriented in girls downstairs is equal to 28.36 that they have fewer tendencies to fashion oriented and in the upper classes were those with the highest propensity to fashion and fashion oriented is average 37.4. Although the difference is equal to 9.04 classes, but this difference was not statistically significant.

*Table (4): Correlation coefficients of independent variables with the fashion oriented*

| Test Results | Significance level | Coefficient value | The correlation coefficient | Independent variables |
|---|---|---|---|---|
| Negatively and inversely significant correlation | 0.011 | -0.162 | Pearson | Religious beliefs Rate |
| Positively and directly significant correlation | 0.000 | 0.657 | Pearson | Glaring Rate |
| Positively and directly significant correlation | 0.000 | 0.481 | Pearson | Eye-Rivalry Rate |
| Lack of Correlation | 0.799 | 0.18 | Pearson | Media usage Rate |
| Positively and directly significant correlation | 0.000 | 0.443 | Pearson | The use of foreign media |
| Lack of Significant Correlation | 0.059 | 0.139 | Pearson | Social Class |

Multiple correlation Coefficient value is equal to 0.772 so that it shows high relationship between the independent variables and fashion oriented among girls, Islamic Azad University Andimeshk unit. The

coefficient of determination is equal to 0.521 and the fact that 52.1% of the variation in the level of fashion oriented is related to the independent variables. The standard error of the estimate is equal to 6.65 which show the predictive power of the regression. The value of Durbin Watson test is 2.06 also indicate independence between research data.

*Table (5): Summary of multiple regression results in the fashion oriented*

| Durbin Watson test | Standard deviation | Adjusted coefficient of determination | Determine Coefficient | Multiple Correlation Coefficient |
|---|---|---|---|---|
| 2.06 | 6.65 | 0.497 | 0.521 | 0.722 |
| | F = 21.966 | | Sig. 0.000 | |

Variables' including Glaring Rate is 0.49, the use of foreign media 0.241 and Eye-Rivalry Rate is 0.19 that is greater than the other variables. Large beta value indicates the relative importance of in the variables. So variables of Glaring, the use of foreign media and Eye-Rivalry have larger share in the anticipated fashion oriented.

*Table (6): Regression coefficients of the independent variables with the fashion oriented*

| Significant Level | t test | Beta Coefficient | Standard Error | Regression Coefficient | Independent Variable |
|---|---|---|---|---|---|
| 0.655 | 0.448 | - | 5.977 | 2.678 | Constant |
| 0.457 | -0.746 | -0.052 | 0.081 | -0.06 | Religious beliefs |
| 0.000 | 6.315 | 0.49 | 0.107 | 0.674 | Glaring |
| 0.011 | 2.568 | 0.19 | 0.195 | 0.501 | Eye-Rivalry |
| 0.659 | 0.442 | 0.03 | 0.115 | 0.051 | Use of the Media |
| 0.001 | 3.259 | 0.241 | 0.107 | 0.348 | Use of foreign media |
| 0.742 | -0.33 | -0.022 | 0.586 | -0.193 | Social Class |

Based on the path analysis, direct effect rate of the independent variables on the dependent variable, the fashion oriented rate is equal to 0.86 and indirect effect is equal to 0.37 and sum of the direct and indirect effects is equal to 1.23. Variable of glaring is impact factor 0.5 and the use of foreign media is 0.23, they have the greatest direct impact. Also, variables in Eye-Rivalry and use of foreign media with effect rate 0.21 and 0.28 have more indirect effects.

**Discussion and Conclusion**
Throughout human history, fashion has always existed and is not unique to the present day. Fashion always has emerged in the framework of cultural ideas and it has less penetration in communities where they have deep thoughts and steadier but it has crept Greater In the communities that do not have a genuine and spiritual beliefs and thoughts. Of course fashion is not always traumatic and not lead to the emergence of cultural and social failures but sometimes led to productive and culture development and Civilization in the different societies as the experiences and achievements of human and it is because of superficial ornament in the people's lives. Maybe the fashion caused to rise of civilizations in the ancient times, now we inherit them; but today it has become a complicated issue and nodes. Like other communities, the Iranians are also vulnerable to damage and so people especially teenagers and young adults are greater susceptible to fashion trends. Consumption has become a multi-dimensional reality at the end of the twentieth century so that cultural meanings and social implications associated with their in addition to economic aspects and requirements (Bakak 2: 1993).

Human is nature seeking, sometimes this nature and instinct is going in a safe and correct way and it moves parallel to the social norms In their bed and when the music beats and moves in the opposite habits of community opposition. Seeking man, the way is open to a variety of tastes and the same way that some tastes influenced by other people's minds and it is prevalent in the community. In fact, fashion is pervasiveness of a thought and taste in the form of imitation (Meyar, 2004). There is not a

significant relationship between the level Use of media and fashion trends. For social scientists, the formation in identity of individuals is influenced by multiple sources, including family, media, school and peer groups. Of these, the mass media have a particular significance with regard to the scope and reach of their influence. Television and satellite networks has led to formation of personality and identity of individuals and it is influenced by multiple and sometimes conflicting information. TV, print and Internet advertising platforms that enable a variety of new modes and by the way, they prepare the ground for a new fashion trend toward families and especially young people. The mass media have a clear role in promoting the culture of consumerism and fashion oriented and they increase the fashion trends rate, especially among young girls.

The results do not match the findings of Abbasi (2013), Farhadi (1999), Gholizdeh et al (2007), Mohammadi (2008), Janalizadeh (2009), Abdollahyan and Hassani (2010), Movahed and others (2010), Dehghani, (2012), Payanfard (2000), Rahman Firozjaee and Yousefi (2013), Zokaei and Araskhy (2005), Vi and Pan (1999), Kim Yanhi (2008), Irwin and others (1997) and Pavlosy (1997). Whatever religious beliefs are weaker, fashion trends are increasing among girls. Means to strengthen and increase religious beliefs rate, oriented fashion rate is reduced and conversely, a decline in religious beliefs, it grows with the Rate fashion oriented among girls. Pearson correlation coefficients between the biased foreign media and fashion trends rate is the 0.443. Since there is a positive correlation relationship between two variables, the trend foreign media rate and fashion trends rate among girls, it should be noted that with the increasing trend of foreign media, increasing the fashion oriented rate, conversely, by reducing the tendency of to foreign media, fashion oriented rate is reduced among girls. The results are consistent with the view and finding Toreshtayn Veblen and Gholizadeh et al (2007), Farhadi (1999), Muhammadi (2008), Janalizadeh (2009) and Rahmani firozjaee and Yousefi (2013).

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