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Effects of Fashion Magazines on Women in Bahawalpur-Pakistan

Dr. Abdul Wajid Khan*, Dr. Arshad Ali, Malik Adnan, Bilal Nawaz

Assistant Professor, Department of Media Studies, The Islamia University of Bahawalpur, Pakistan

Assistant Professor, Center for Media and Communication Studies, University of Gujrat, Pakistan

Lecturer (Communication Studies), Directorate of Distance Education, Bahauddin Zakariya University
Multan, Pakistan

Ph.D Fellow, Department of Media Studies, The Islamia University of Bahawalpur, Pakistan

Abstract

The way women adorn themselves and dressed-up reflects verse the image, status and to a certain extent their inner spirit. For Muslim women, Allah has revealed the Verse that mentions how women should preserve their 'aurah' and how they should be dressed to reflect their ethical manners. The present study explores the fashion magazines effects on the women of Bahawalpur. It further aims to explore both positive and negative influences of fashion magazines on the women of Bahawalpur and to know to what extend magazines follow society standards and social norms. The present study is conducted under the light of cultivation theory. The methodology to conduct the research is survey method and a questionnaire is selected as a tool of data collection. Sample of the present study are the women of Bahawalpur. Respondents are selected through non-random sample. Sample sizes of the present study are 100 respondents of female according to the respective population of Bahawalpur. The study concludes that women of Bahawalpur read both English and Urdu magazines. Women of Bahawalpur consult fashion magazines for both wedding and casual dressing and fashion magazines are the reason of unnecessary expenditures among the women of Bahawalpur. Results revealed that fashion magazines do not follow society standards and social norms. Study further concludes that to some extend women feel groomed in their lives and personalities due to fashion magazines. Overall women of Bahawalpur feel positive influences of fashion magazines on their lives.

Keywords: Women, Fashion Magazines, Influences, Society Standards, Social Norms.

Introduction

This study has been conducted to know about the fashion magazines effect on the women of Bahawalpur. What kind of affects these magazines leave on the women of Bahawalpur and how women feel by consult these magazines. Women of this age are very fond of fashion they always want to look beautiful and attractive and to get this all fashion has become a key factor in their lives. To be aware with new fashion trends like; dressing, make up, health and beauty tips, new wedding trends, interior designing, designer ramp shows, a fashion magazine provide women all such information in it. Competition is in the air among the women to be looking more fashionable and trendy from each other, so this factor is the reason of high purchasing of fashion magazines. It can be said that fashion magazines and women are well aware of the fact that magazines and women are demand of each other: a fashion magazine knows women's urge regarding fashion and on the other hand fashion magazines are the biggest source to arouse fashion among women. Color pages and advertisement in

magazines attracts women towards them, and sometime let them force to buy or consult the fashion magazines. Robert Worthington (1994) magazine management and economics New Mexico State University clarify in his article that the feminine magazines are different from other print media for the reason that their deliverance is more relaxed, changing tastes and interests of our civilization reveal better in these magazines and for advertisers magazines are feasible advertising medium offer advertisers a viable advertising means of transportation, at the same time magazines are different and they have not been able to avoid the decline in circulation and advertising revenues experienced by other print media. Magazine publishing industry is attempting to sustain editorial worth to survive, development not means increasing ad pages but in other ways; like, charge readers more, appear in the directions of international growth and take the benefit of rising industry. Alongside this backdrop review of research on magazine management has been conducted and the findings are

given, little has been published on the topic in academic journals and most citations in published research are from business and trade Publication. Women experience the latest trends in fashion pertaining to their dressing through mass media and the two most admired mediums for that are magazine and TV. Special column of women magazines dedicated to dressing and particularly focal point of fashion magazines are on innovative dressing trends, interior designing and health and beauty tips. The women compel to consider such up to date and trendy fashion and dressing. To generate awareness more than any other medium editorial and advertisement content in the magazines flow simultaneously. They support social codes as to attract readers to buy a dream, persuade them the right way to look, act and imagine. Sodah Wok & Shafizin Mohd (2006) over the years magazines have become collector, producer and distributors of social information. He explained this idea by three significant magazines features that; they mainly catch the attention of focused group of audiences, demographic, economic and social trends mostly amend in the magazines. Finally, social trends can manipulate through magazines. As being the media magazine attract the specified audiences and can contain a strong impact on its niche audiences. This is the reason that each particular fragment closely identify with the magazines is recognized because of the thinking that the magazine they are subscribing is specially modify according to their needs. Consequently magazines have influences on social trends adopted by their readers because magazines are capable to dictate the needs and desires of the specified fragment of the readers.

Literature review

Literature review purpose is to relate your research to existing knowledge in a organize way to illustrate what is researcher involvement in literature review. Potter.S (2006) discussed that literature review identify relationship, gap, contradiction, and inconsistencies in research topic. Literature review has two main grounds; to sum up the research and to price the research. Literature review has a body of information to compare with research findings. Jiawen poon (2008) states that one of the largest magazine consumers are women and to a great extent women influence by the subjects discussed in magazines. Consequently, the Caucasian look that is promoted by womanly products in these magazines is now a billion-dollar industry. Women magazines readers also say that because of certain magazine's effects women accept impractical "ideal image" and non-working characters present in the magazines through

advertisement. Melinda C. Blackman and Colleen A. K Vaska (2011) finds in their study that a lot of eating allied negative self-schemas is developed because of shocking experience through fashion and fitness magazines. A study by Vaughan and Fouts observe that ED indications more occur in the girls who extensively raise fashion magazine reading. In current women's body size grow better although thinner body images have become a society standard '(27). For women it's difficult to attain current socio-cultural "Ideal". This perfection standard is fantasize and yet risky. David Gauntlett (2008) concludes in his study that like men's magazines women's magazines also recommends ways of thinking about personal identity and suggests positive varieties of lifestyle which are energetically managed by the readers as they start their personal biography intellect of self and skills of the person. The magazines for young women are obviously anti-traditional, definitely denying older models of how women should perform, and encouraging women to express a confident thoughtful of 'liberated' uniqueness instead. While women's magazines inspire a degree of lightheartedness in relations of dress and make-up, they would never encourage women to stair outdoor their sensibly fantasy limitations of the 'sexy', the 'stylish' and the 'fashionable'. Diana Crane (2000) states that certain prospects of fashionable styles women like to acquire which they see in fashion magazines however; women not essentially see the style absolutely suitable for themselves. A study of attitudes about "least favorite" clothes recommend that people tend to decline specific types of clothing that are linked with particular status (e.g, age race, sexual orientation) as a way of demonstrating their lack of connections with particular groups (Freitas et al.1997). It can also happen because fashionable clothes and photographs of such clothing imply uncertain or exceptional interpretation of identities. Dawn H. Currie (1999) concludes if we look at the content of women's magazines, the evidence seems undeniable: the representation of women within women's magazines associates femininity with the dominance of home life and heterosexual amorousness; it emphasizes adolescence and the bodily attractiveness of whiteness; and it under represents the varied characteristics and fears of women as a social classes. It seems that these themes also emerge to illustrate that magazines specially create for teenage girls, though on this venue slight research has been conducted. These three themes are historically persistent, despite affected ups and downs in the social and economic situation of females, and wide reproach of the mass media by feminist critics. Harrison (1994) argues that

the women's fashion magazines are the major medium to present description of women only for women utilization instead of men. Women illustrate in the photographs that after all to portray their readers started to be spread in active as against to the passive roles traditionally allocate to them in art. Daniel Delies Hill (2004) concludes maximum women's magazines covers regular and general articles on fashion trends, mostly ladies, home periodical and Decent Family Care. In adding to style journalism, women established appropriate updates of trend from mass sellers such as Sears and Montgomery ward, whose annual wish-books and frequent seasonal supplements carries the fashion memo to the isolated corners of America. Daniel Delies Hill (2004) describes that mass circulation women's magazines influence their readers through fashion advertisements that the prices of ready-to-wear dresses are more reasonable and these dresses are as much as any made-to-order copies of Paris originals. Fashion editors include more reports on the availability of ready-made clothes and trends. For example one of the standard departments of vogue provides information on the up-to-date trends on ready-made-wear and accessories. Hugh J. Silverman and Down Welton (1988) discuss that women not only like to dressed-up but they also feel happy to view the images of women in clothes because women get inspiration from the imaginaries of conveyance and transformation. Images of clothes in magazines, film and television provide us the experience to represent the situations and qualities which we take part in. Mary Vincent (2007) describes the broadly recognize essential for women to be good-looking and it means that they are always expect to follow fashion. The pages of women's even those publish by the SF, are crowded with fashion features and posters for attractiveness products. These can have a decent luster: fashion guidance frequently highlight the benefit of expert pointers in modifying dresses to be cheering and stylish. But extra features, and mostly posters, relies on the attraction of Holly Wood to advertise their products, adapting models to appearance similar like actors. Julie Willet (2010) states cosmopolitan frequently reproduce to as Cosmo, remains a women's style and attractiveness magazine that highlight a women's right to control her own sexuality and bodily attractiveness. The magazine turns trainings on up-to-date style, women's fitness, loveliness guidelines, luminary chatter, and femininity. Each magazine topographies at least one Cosmo exercise on themes from outcome out what sympathetic of girl you are to how to tell if your man is double-dealing. The magazine devotes readers who are repeatedly mentions to as Cosmo girls. Sophia

Woodward (2007) argues women's critical judgment about their own figures is not a surprise because of the current propagation of television programmers', magazines and advertisements which encourage the gradually idealistic perfect figure. The hopes on women to "apparel" (Berger, 1972) not just up to the perfect clothes but the figure beneath it should also be perfect. How the perfect figure should look like and how women can get such ideal physiques define by the cultural standards of femininity and beauty paradigm. Joann Hollows (2000) criticizes that the idea of 'natural' femininity, a 'natural' beauty is a common one among media patterns, and it is frequently deny by the appearance of the 'natural look' as one look along with a series of feminine looks. For instance, in women's magazines the beauty and fashion pages reflect 'natural look' as impressive that women should necessarily attain. For a natural skin tone severe skin care is require and applying a variety of products like colored moisturizers, brown mascara and 'barley there' lip color are require for a natural or a normal look. Joann Hollows (2000) states women get stimulation to be attractive, beautiful and fight for their rights through several women's magazines and dynamic TV shows. Such magazines and TV shows even campaign everywhere feminist matters such as sexual harassment, rape and child care. Johan fornas, Karin Becker, Erling Bjurstrom and Hillevi Ganetz (2007) states that the utilization of media descriptions is a covered movement; These are, first the images 'in' the media, on television, in publicity, in film, in magazines. This is the common way of thinking media descriptions. These are also the images that are often at the center of discussions about the effects of media on customers: advertising's effects on young children, the effects of media violence on youth behavior, the effect of fashion advertising on young women's self-image, or the obtain ability of pornography on the internet. Dawn H. Currie (1999) concludes that women's magazines perform as a guide for women to move in a male dominating society. Magazines instruct readers the ideal femininity to seek to construct about a mythical women who exist outside strong socio-cultural assemblies and limits. With the passage of time fashion magazines start to shape their division in numerous ways. Both featured attractive, well dressed (in cosmopolitan's case, half-dressed) covers with the images of celebrities or models and also articles on fitness, health, arts, relationship, work issues and sex. Fashion and beauty also include in the house-hold magazines. Motherhood status is rarely recognized in the fashion magazines.

Theoretical frame work

Cultivation theory:

Cultivation theory states that the more a person is exposed to a message provided by the media, the more likely that person is to believe the message is real. Cultivation research looks at the mass media as a socializing agent and investigates whether television viewers come to believe the television version of reality the more they watch it. Cultivation theory is an experimental research and is on TV violence but in this study it used to see how magazines cultivate their readers/users minds. Cultivation theory applies in this study because mass media cultivate attitudes and values which are already present in a culture. Fashion magazines are responsible for shaping, or cultivate readers or users conception of social reality for individuals and, ultimately, for our culture as a whole. Women are fond of fashion magazines to great extent because it is women's instinct to adorn them and to look beautiful. It is the common attitude of the women towards fashion, beauty and perfect body image which is already present in our society. Fashion magazines take that attitude of women which are already present and re-present them bundled in a different packaging to their readers. Fashion magazines cultivate women's esthetic more. It can be explained by an example as; Magazines portrays stereotype images and fantasies, like, 'ideal thin bodies' as being beautiful and desire able, yet most of the women in advertisement on TV and fashion magazines can be considered to be dangerously underweight when looking at them from a medical perspective. This continuous flood of thinness being the ideal has led to a rise in body dissatisfaction and an increasing in eating disorders among women.

Objectives of the study:

The general objective of the study is to find out the impact of fashion magazine on Bahawalpur women's dressing and on their lifestyle.

The specific objectives of the study are:

1. The usage of magazines among the women of Bahawalpur
2. To analyze the both positive and negative influences on the women of Bahawalpur
3. To what extent magazine follow society standards and social norms

Methodology:

Methodology is a research strategy which presents the methods, procedures, and techniques to gather and analyze information. "Methodology is a research strategy that translates ontological and epistemological principle into guidelines that shows

how research is to be conducted". (Sarantakos, 2005, p.30)

Researcher used experimental method to conduct the present study.

Research questions:

1. What are the influences of fashion magazines on the women of Bahawalpur?
2. Do fashion magazines follow social standards and norms?

Hypotheses:

H1: Fashion magazine change the trends and culture in society.

H2: Women improve their living style and skills through reading/using fashion magazine.

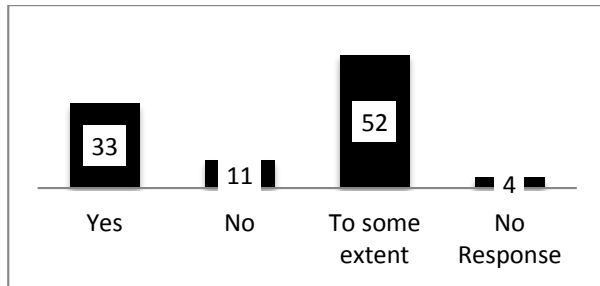
H3: Fashion magazines encourage unnecessary expenditures.

The universe of the present study is the women of Bahawalpur City. This research enclosed a large numbers of women in Bahawalpur City. It was infeasible for the researcher to cover the whole area, so researchers used non-random method and selected female of age group from 18 to 50 year old in Bahawalpur City. Non random sample is a sample technique in which all participants are not equally balanced or objectively represented. Researchers used convenience sampling technique of Non-random method to conduct this study.

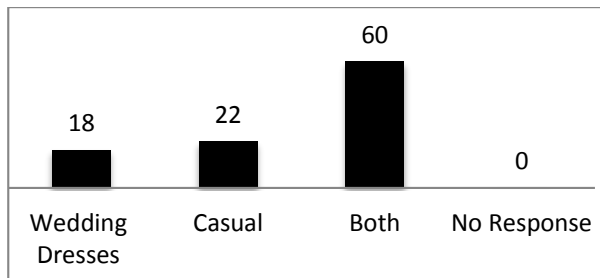
Convenience sampling is probably the most common of all sampling techniques. With convenience sampling, the samples are selected because they are accessible to the researcher. Subjects are chosen simply because they are easy to recruit. This technique is considered easiest, cheapest and least time consuming. Sample sizes of the present study are 100 women. Researcher distributed 150 questioners and selected 100 questioners. Unit of analysis for the study was students, working women and house wives of the age limit from 18-45 years. Researcher made three categories to students, working women and house wives between age limit 18-45 to interpret data categorically. For the study researcher selects the survey method for the data collection. A questionnaire was developed to collect the information. And it was according to the objectives of the study and also with the help of pilot testing researcher had checked the validity of the data collection

Findings of the study:

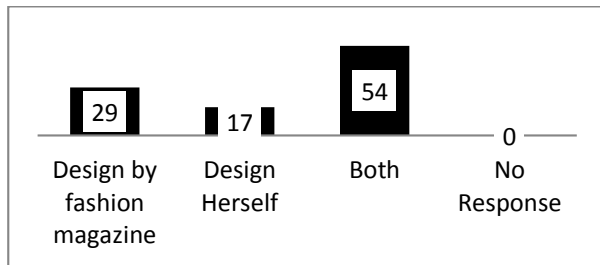
Women feel that these magazines are playing a role in grooming Their Personality



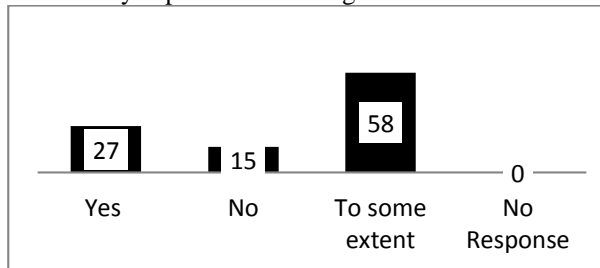
For which type of Clothes You Take Guidance from Fashion Magazine:



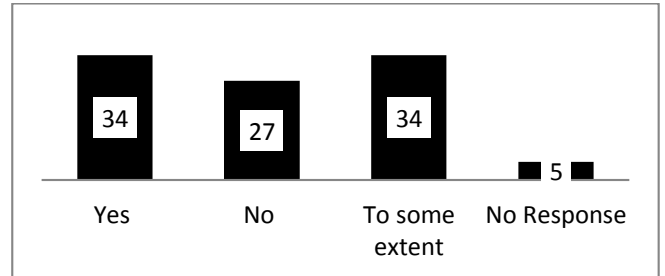
Women feel satisfaction by clothes which are: (i) designed by fashion magazine (ii) designed by herself (iii) both:



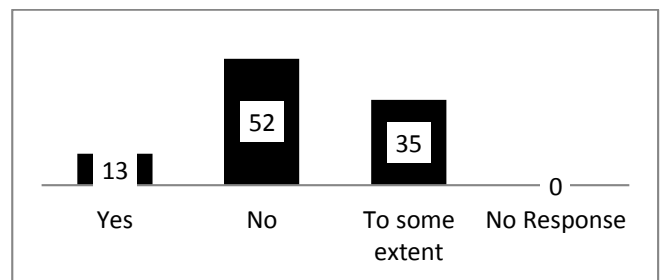
Fashion magazines becoming the reason of unnecessary expenditures among women



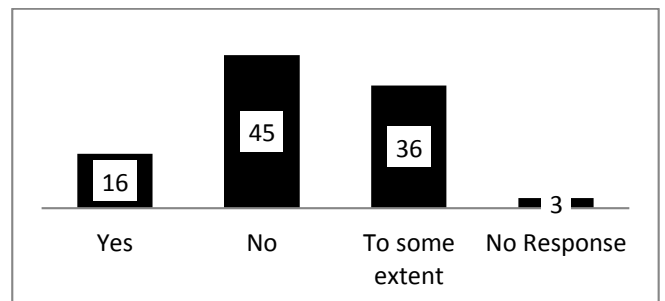
Fashion magazines are creating complexes among women



Magazines Observing social norms of the society



Fashion magazines motivate Women to adopt the fashion against social norms



Discussion and analysis

Research question number 1) what are the effects of fashion magazines on the women of Bahawalpur? Both positive and negative effects of magazines on the women of Bahawalpur has found in the present study. According to the positive effects, 52% women feel groomed in their lives because of fashion magazines. Fashion magazines are big and affordable source of information for women. Women like to dress up and want to wear all those latest dressing cuts which they observe in fashion magazines wore by models for publicity campaigns. Fashion magazine suggest women that how they should dress up formally and what suitable dressing trends are for them in casual wear. Question asked by the researcher for which type of clothes you get guidance from fashion magazines. The result shows that 60% of the research population

takes guidance from fashion magazines for both wedding and casual wear. Weddings in our country are big events for women to dress up women do special preparation for that and magazines are full of how to make a wedding memorable from dressing, make up jewelry to event management. Some magazines are specially publishing for wedding events, like; she, brides and you etc. women take full advantage of such magazine publication to full fill their all needs related to wedding. In spite of weddings for casual wear magazines are also the need of the masses. Winter and spring summer collections in magazines are always the talk of the women. Question asked by the researcher do you feel satisfaction by clothes designed by yourself or designed by fashion magazines. 29% of the research population said that they feel satisfaction by clothes design by fashion magazines, 17% feel satisfaction by their own designing and 54% said that they feel satisfaction by clothes designed by both ways. The result of the present study illustrates that majority of women feel satisfaction by clothes designed by fashion magazines.

Result of the sub question asked by the researcher, what positive effects of fashion magazines you feel on your life shows that magazine tell the women how to dress up, how to groom personality; what's new hair and makeup trends, what are latest trends for them in casual wear; winter and spring summer collections, and how women can keep maintain their households; interior decoration, cooking recipes, home remedies. These all are the positive influences of magazines that women feel in their lives.

When it comes to negative influences question asked by the researcher do fashion magazine generate unnecessary expenditures among women. 27% of the research population said yes to this question, 15% said no to this question and according to 58% to some extent fashion magazines are becoming the reason of unnecessary expenditures among the women. This result shows majority women feel that fashion magazines are the reason of unnecessary expenditures. Everything; from dressing to interior showcased in magazines is very high profiled, and majority of women aware of the fact that fashion trends present in magazines are out class and expensive which are not affordable for everyone.

Question asked by the researcher fashion magazine are creating complexes among women. 34% of the research population said yes to this question, 27% said no and according to 34% respondents to some extent fashion magazines are creating complexes among

women. This result indicates that respondents of the study that are women of Bahawalpur feel that fashion magazines are creating different complexes. Fantasies created in the magazine in the way that an ideal body dressed up in a unique and expensive dress exposed in a fully furnished house, such imaginary portrayal showcased in the magazines generate complex among the women. Majority of the women want to dressed up like those images and want to décor their houses as fashion magazine suggests them, but when women could not reach to such fantasies in reality then they do not feel satisfaction from their present living standard and feel inferiority complex. 52% respondents of the study were of the view that fashion magazine motivate them to adopt fashion against social norms.

Sub question asked by the researcher that what type of negative effects you feel on your life. Response of this question reflected that women think that fashion magazines are one cause for their unnecessary expenditures. Women also opinioned that due to these magazines women are get temptation to spend more on their dresses, interior decoration etc. Magazines portray fashion against the social and cultural values of the society and fashion magazines create complexes among women. In spite of all such negative influences majority women feel satisfaction and positive effects of fashion magazines in their life style.

Question asked by the researcher from the women of Bahawalpur what effects of fashion magazines they feel on their lives? The result shows that 50% of the research populations that are women of Bahawalpur feel positive effects of fashion magazines.

(Research question number 2) Do fashion magazines follow society standards and social norms?

According to 52% respondents that are women of Bahawalpur fashion magazines do not observe social norms of the society. Westernization in local magazines is increasing day by day. Magazines of the day present all dressing and styling trends out of culture and society norms. Magazine present images as women are just an object to men stare. This objectification of women is totally against our society standards and social norms. On the name of fashion half – dressed images of models is called modernism which could be seen in our society because women are very much inspired by such clothing styles and they want to follow what they saw in fashion magazines.

Question asked by the researcher fashion magazine motivate you to adopt fashion against social norms.

16% said yes to this question, 45% said no to this question and according to 36% respondents of the study that are women of Bahawalpur fashion magazine motivate them to adopt fashion against social norms of our society to some extent. The result shows that majority women feel that fashion magazines are promoting fashion which is against social norms of our society. It can be explain as that fashion and style trends present in these magazines rapidly penetrate in the whole society and in this race of looking trendy and fashionable on the name of modernism women ignore social norms of our society. Women want adopt all such western influential fashion trends which are against Pakistani culture and society.

Hypothesis 1: Fashion magazine changes the trends and culture in society.

Results obtained from the data approved this hypothesis. This indicates that effects of fashion magazines are very powerful to bring changes in culture and trends in society. Fashion magazines are also called society magazines because they inform women about the different trends of society in different ways. After every week or month new trends portrayed in the fashion magazines and majority of women want and like to adopt latest trends. Due to this exposure of fashion and beauty in magazines rapid changes in culture and society are observed from the past few years. Women prefer to do all those experiments which they saw in fashion magazines it could be said that now women are more experimental then before. Question asked by the researcher do you utilize magazines to get guidance in different aspects of life. 23% respondents said yes to this question, 38% said no to this question and according to 39% women they utilize magazines for getting guidance in different aspects of life. This result demonstrates that 62% of the respondents that are women of Bahawalpur utilize fashion magazines for getting guidance in different aspects of life. This result is showing the changing culture and trend of the society because now women are not just consult magazines for dress designing they want to follow the changing trends and culture of the society in every aspect of life. On the other hand it could be said that magazines are becoming the reason of changes in trends and culture of the society in every aspect of life. Fashion magazines are more influenced by westernization, and ultimately the Women of this era prefer international trends in their clothing and overall outlook. There was a myth that women who belongs to upper class and from big cities adopt these trends but this myth is no more existing because of the exposure of fashion through TV and fashion magazines. In this media and information age new

trends are very rapidly spreading everywhere and becoming the culture of the whole society.

Hypothesis2: Woman improves their living style and skills through use of the fashion magazine.

This hypothesis strongly support by result obtained from the present study. As the result shows that 50% of the respondents feel positive effects on their lives by consult fashion magazines.

Sub question asked by the researcher that besides dress designing you get guidance from fashion magazines for which different aspects of your life style. The study result shows that besides dress designing women utilize fashion magazines for health and beauty tips, interior designing, cooking recipes and home remedies. Women likes to do experiments not only to get beauty but they also want that from their house decor to cooking everything should be different and must be appreciated by others, to attain this desire fashion magazine helps women to be skillful. Numerous fashion magazines are publishing in Pakistan and by consulting these magazines women are really bringing positive changes in their lives. Women become skilful by following that how they can take care of their families, kids and how women can keep maintain their houses. Women oriented stories and articles in the fashion magazines helps women to understand the different phases of women's life as from a wife to become a mother. As in Pakistan more women lives in joint family systems, in this regard Magazines through its thought provoking articles and expert interviews helps women to bring happiness in family life and also help them to understand child psychology as being mothers. Fashion magazine suggest women to re-decorate the house interior, cooking experiments and shopping tips to remain in a low budget. Women are bringing improvement in their living style because of all such information that magazine suggest them. Home remedies in magazines are very popular among women and these remedies in real meanings make women skillful and experimental. Fashion magazines give health and beauty tips to the women, it helps women to cook different cosines, and how they can better decorated their house and can bring positive changing in their family life and personalities to move in a modernized society in a better way.

H3: Fashion magazines are the reason of unnecessary expenditures among women.

Result obtained from the present study strongly supports this hypothesis. Question asked by the researcher do fashion magazine among women

becoming the reason of unnecessary expenditures. 27% respondents said yes to this question, 15% disagreed this statement and according to 58% respondents of the present study fashion magazines becoming the reason of unnecessary expenditures to some extent. This result shows that majority women feel that usage of fashion magazine is the reason of unnecessary expenditures for them.

Fashion magazines promote dressing, hair, makeup trends, and home décor. These all are expensive and however highly cost. Women take inspiration from these magazines and they want to look like the images showcased in these magazines. Rapid changes in dressing and hair and makeup trends are becoming the reason of unnecessary expenditures among women.

Summary and conclusion

Present study examines the fashion magazine's effects on the women of Bahawalpur. As women are the major part of the total population and their contribution in every field matters a lot. Mostly women from a house wife to a working lady in cities want to look fashionable and trendy as it's been women's right. Fashion magazine is a powerful tool for awareness and information for women regarding fashion and life style. Many national and international fashion magazines are available in the market but the study reflects that women in Bahawalpur consult English and Urdu magazines to fulfill their needs. The magazines of different fashion designers and labels (brands) are also very popular, in fact these magazines are more popular among the women of Bahawalpur. The most readable magazines among the women of Bahawalpur are: MAG (The weekly magazine), Akhbar-e-jahan (weekly magazine), Family magazine (weekly mag), She, Brides & you and the magazines of different designers and labels like; Gul Ahmed, AL-KARAM, Chen One, Breeze, Nishat, Warda. Some digest magazines because of their fashion pages also popular among women for fashion guidance as: Khwateen, Shoua and Anchal etc.

It's reflecting the availability of designer outlets and brand or labels in the city. Present study shows that fashion magazines cater women's these needs successfully and helpful for women to adopt new life style to move in a society where to look fashionable and trendy has become the need of the day. The result of the present study shows that 51% respondents of the study that are women of Bahawalpur are the users of fashion magazines. 46% respondents of the present study use both English and Urdu magazines. Women like to consult fashion magazines generally to get

guidance for dressing, life style, health and fitness, cooking recipes, home remedies, and celebrity gossip. The result of the present study shows that 60% take the guidance from fashion magazines for both wedding (formal) and casual clothes. The result of the study shows that women in Bahawalpur are not much satisfied by the prices of the fashion magazines. According to 42% respondents prices of these magazines are not satisfactory and 46% respondents that are women of Bahawalpur are satisfied by the prices of fashion magazines to some extent, it shows that majority of women do not purchase fashion magazines on regular basis. Fashion magazines effects on women's dressing trend also reflect by this fact that now a day's majority of women take the services of tailors to stitch their clothes, because they want to wear those trends that are the part of fashion magazines. Findings of the present study shows that 76% respondents of the study get the services of tailors to stitch their clothes. Tailors are already aware of their customer's need of fashionable and magazines influenced cloth designing so the availability of such magazines on tailor's shop is a usual thing and it helps women to not purchase magazines on regular basis. As it is proved by the study that 73% women who do not purchase magazines by themselves, they get the guidance from these magazines at their tailor's shop. The study shows that according to 58% respondents that are women of Bahawalpur fashion magazines are the reason of unnecessary expenditures to some extent. when women could not reach to such standards that present in the magazines then it generate complex in the women as the study result shows that 34% respondents feel inferiority complex because of magazine usage which is in fact, not a big ratio of women those feel inferiority complex.

According to 52% respondents of the study that are women of Bahawalpur fashion magazines do not follow social norms of our society. Adaptation of western culture is increasing day by day in Pakistani magazines which are not only against Pakistani culture but also against religion. It is the reason that majority of respondents think that these magazines are against social norms of our society. It may also be the reason that more women do not feel complex if they could not access these magazines due to prices or family restrictions.

52% respondents of the study that are women of Bahawalpur feel that fashion magazines are playing a role in their personality grooming to some extent. It's because of the reason that fashion magazine in itself means to provide information women that how they can groom themselves and to look beautiful. Result of

the study shows that 62% women in Bahawalpur city utilize fashion magazines for getting guidance in different aspects of life. This result reveals that majority women utilize magazines for getting guidance in different aspects of life. 52% Respondents of the study that are women of Bahawalpur are of the view that fashion magazine motivate them to adopt fashion against social norms of our society. It shows that women to some extent are bound to adopt some fashion trends which are against social norms because adaptation of western culture in our society increasing day by day and sometimes women even go against their social norms just for looking fashionable, trendy and different from others. Promotion of fashion against social norm is not a good sign for our society. Sub question asked by the researcher if women think that fashion magazines motivate them to adopt fashion against social norms then why they utilize these magazines. The result shows that women utilize fashion magazines to know what are in's and out's in fashion. Women utilize these magazines to be entertained and also for time pass. In spite of all westernization in magazines, 50% women feel positive influences on their lives as fashion magazine is a source for women to fulfill their instinct to look beautiful and to be feminine.

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