

## FOOD CHOICES, CLOTHING PATTERNS AND INTERPERSONAL RELATIONS: EFFECTS OF SOCIAL MEDIA ON YOUTH'S LIFESTYLE

AHMAD B<sup>1</sup>, MAHMOOD A<sup>1</sup>, SAMI A<sup>2</sup>, HAIDER MZ<sup>2\*</sup>

<sup>1</sup> Institute of Social & Cultural Studies - University of the Punjab, P.O BOX. 54590, Lahore, Pakistan

<sup>2</sup> Department of Plant Breeding and Genetics, Faculty of Agricultural Sciences, University of the Punjab, P.O BOX. 54590, Lahore, Pakistan

\*Correspondence author email address: [zeech280@gmail.com](mailto:zeech280@gmail.com)

(Received, 17<sup>th</sup> January 2023, Revised 8<sup>st</sup> August 2023, Published 10<sup>th</sup> August 2023)

**Abstract** In today's world, almost everything is being discussed and analyzed through social media platforms, and these networks are considered an integral part of people's life around the globe. The present study examines the effects of social media on youth's life style, particularly their food choice, clothing patterns, and interpersonal relationships. This study was conducted in Punjab, the most populous province of Pakistan. Quantitative research method was used, and data were collected through a structured questionnaire filled out online by randomly selected 150 respondents. This present study found that excessive use of social media can have various effects on the lifestyle and choices of youth in changing their attitude towards food, clothing patterns, and interpersonal relationships. Social media has changed youth preferences, making them brand conscious and fooling people with unreal living standards. The study concludes that social media influences youth's behavior and attitudes and affects their lifestyle.

[Citation: Ahmad, B., Mahmood, A., Sami, A., Haider, M.Z. (2023). Food choices, clothing patterns and interpersonal relations: effects of social media on youth's lifestyle. Biol. Agri. Sci. Res. J., 2023: 23. doi: <https://doi.org/10.54112/basrj.v2023i1.23>]

**Keywords:** climate, agriculture, fruits, sugarcane, crop production

### Introduction

Social media has been playing a great role in development of the world. The technological advancements in this era have modified the ways of communication and interaction. Human beings strongly believe in communication and lead life in a way that stays connected with everything happening in the world. With time and technological advancement, communication is immensely easier than in ancient times (Moser, 2010). Unlike in ancient times, communicating with anybody, anywhere, anytime is just a click away. Mass communication ease and accessibility was also included in the agenda where better means were invented to address such problems (Carr and Hayes, 2015). Social media sites have been developed, changing the course of communication history (Kulandairaj, 2014). Technology has replaced different methods and modes of communication with newer devices like telephones replaced by mobile phones, which come up with all the solutions in one (Harris and Cooper, 2019). This term was first used in an online media environment in Tokyo in 1994 at Matisse event, where different online platforms were being developed since it was the start of commercial internet services (Bercovici, 2010). After that, different people

and companies started to use this term. Increase in social media platforms stimulated alongside their users, which were actively increasing per day. Now, social media is considered as one of the most important applications of the internet globally (Aichner et al., 2021). Social media networking has been impacting people's lives to a considerable extent (Mislove et al., 2007). Youth is using the social media and is most influenced by the patterns of social media impact. Social media or new media is now leading the charts of impacting the lives of the youth. Whether, celebrity influence or fashion industry trends, youth is only a click away from viewing the content (Nouri, 2018). The most popular applications teens use today are Instagram, Facebook, and Snapchat. Among the teens, 90% own or have access to smartphones, and 45% are constantly online on social media (McAndrew and Jeong, 2012).

Now, businesses are being conducted online, which has also developed and shaped the lifestyle since, in marketing, a business shows its products, and people select from those products (Holsapple et al., 2018). These platforms are now transformed into big marketplaces with active and running B2B and B2C businesses. Different people offer their services and

products to consumers, who then contact them and get their products and services ([Kaur, 2016](#)). Everything is being discussed and analyzed through social media platforms, and these networks are considered an integral part of youngsters' life around the globe ([Nisar et al., 2019](#)).

The present study examines the effects of social media on youth's lifestyle, particularly their food choice, clothing patterns, and interpersonal relationships. Social media has caused many influences on the lifestyle of the youth (Ocansey, Ametep & Oduro, 2016). It has increased the use of internet and social sites for communication with family, friends and even the people they don't know at all, entertainment from the content being shared and learning. ([O'Keeffe et al., 2011](#)) Social media is playing a main part in the process of promotion of different kinds of living standards ([Kapoor et al., 2018](#)). Social media has grown in popularity and growth over the last two decades to the point that several academics are now concerned with understanding more about these online channels and their influence on society ([Constantinides, 2014](#)). Even though practically everyone in society is linked to at least one social networking site, teenagers and adolescents are the most active and enthusiastic users of these networks, going so far as to socialize while on the course or even at chapel ([Walsh, 2020](#)). Youth has always been the interest of researchers studying this phenomenon as it is the most vulnerable group of society using social media and is ultimately more prone to the effects of social media on its living patterns ([Griffiths et al., 2014](#)). Adolescents claim that social networking sites make their lives more pleasurable, effective, and smoother, and that it has also become a way of life for them ([Mageto, 2017](#)). Social media has favorable and bad effects (Bolton et al., 2013). In this context, experts have discovered that social media platforms significantly impact the morality, conduct, daily interactions, and even education of our kids in society. According to a BBC News study, while social networking sites appear to link more individuals and keep updated, they can contribute to social isolation (Brown, 2022). Adolescents spend most of their time happen to be cut off from society. They love to spend time on social media watching whatever they wish to and get addicted to it ([Adorjan and Ricciardelli, 2021](#)). Excessive social media changes the family values system and bonds (Ali, 2016). The children reduce their interaction with family members, are reluctant to attend family gatherings, and always want to spend their time alone with no one around them ([Kaushik and Guleria, 2020](#)). Social isolation can create a variety of repercussions in these youngsters, including bodily, behavioral, cognitive, and psychiatric problems ([Almeida et al., 2021](#)).

According to G. P. Stone (1969), look is critical in identity development since it is a collection of features

people use to place themselves and others in the community. According to Roach-Higgins and Eicher (1995), a major feature of Stone's (1962) interactional framework is the verification stage that should happen. The individual must receive recognition from other concerned parties ([Tyler and Smith, 1995](#)). Social media has provoked a sense of identity development in youth, both positively and negatively. Still, mostly teenagers fake their identity and develop a false persona showing a very highly maintained lifestyle to get the approval of living the best life from the people who watch them on Instagram, whether it is in terms of food habits, clothing, opinions, and ideology ([Madden et al., 2013](#)). Instagram, launched in 2010, is a smartphone photo-sharing platform allowing users to take photos and videos promptly ([Hu et al., 2014](#)). Individuals can change photographs before uploading, using filtering algorithms just to get appraisal on their looks and lifestyle ([Easton et al., 2018](#)).

### Methods

Research methodology involves the techniques and procedures carried out to identify, process and analyze the information about any problem or topic ([Jilcha, 2019](#)). This present study was carried out using quantitative research design, because the researchers wanted to numerically measure the variables while studying the impact of social media on the lifestyle of youth. The present study's focus was mainly to understand the changes in the youth's lifestyle and social behavior by using social media. The universe for this study was youth. The research population for the present study comprised 150 students aged 18 to 35 years from the University of the Punjab, Lahore. The youth from the university's social and natural sciences departments were the respondents. The selection of respondents was done through a random sampling technique. The research tool was a self-administered questionnaire.

The built-in mathematical operations of SPSS version 21 performed the statistical data analysis. The questionnaire was comprised of twenty-six items. Researchers questioned the effects of social media on dress patterns, food patterns, and personality development of youth. Conceptualization and operationalization of the terminologies were ensured while conducting the research. Easy language was used in the research tool to ask for different phenomena to study. Analysis of the data collected from the target sample was done by the researchers using the SPSS version 21 built in operations.

### Results and discussion

#### Demographic information

It is very important to understand and interpret the demographic information collected while analyzing the whole collected data as it describes the traits of the population under the research study ([Treiman et al., 2012](#)). The researchers collected the data from the student and working-class population that falls under

the youth category. While evaluating demographical analysis, it was observed that sixty two percent of females contributed to this research, whereas thirty-eight percent were men. Most respondents were from the age group ranging between 21-25 years old. Most respondents were settled in urban areas with a Nuclear

Family type. Instagram users had the highest percentage, followed by Facebook users. Almost half of the participants used social media for 1 to 3 hours daily.

Descriptive analysis

**Table 1.1 Percentage and frequency distribution of respondents by Changes in food patterns of youth due to social media**

	Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree	
	<i>f</i>	%	<i>f</i>	%	<i>f</i>	%	<i>f</i>	%	<i>f</i>	%
You prefer ordering food online rather than homemade food.	11	7.3	28	18.7	38	25.3	46	30.7	27	8.0
You think traditional/regional food has been replaced by fast food.	22	14.7	70	46.7	27	18.0	21	14.0	10	6.7
You think awareness in terms of food diversity is very much due to social media.	51	34.0	68	45.3	23	15.3	8	5.3	-	-
You find social media ads and commercialization convincing enough to change your food habits.	27	18.0	56	37.3	30	20.0	27	18.0	10	6.7
You think social media has increased consumption of fast food.	47	31.3	77	51.3	17	11.3	8	5.3	1	0.7

The above table shows that most respondents agreed that food habits, patterns, and choices have changed due to the influence of social media and its advertisements. Athens et al (2016) also present views regarding growing fast-food markets, which are changing the eating dynamics among the population. Over half (61.4%) of the respondents either agreed or strongly agreed that fast food has replaced local cuisine. A huge majority (79.3%) of the respondents either agreed or strongly agreed with the rise in awareness of food diversity due to social media. Over

half (55.3%) of the respondents agreed or strongly decided to change food habits due to social media commercialization. Similarly, according to a huge majority (82.6%) of the respondents, social media has increased fast food consumption. Although social media usage has changed the food consumption behavior of adolescents, it is negatively related to their dietary satisfaction as the more convenience they prefer in the food they eat results in less satisfaction with the meal being taken in ([McAndrew and Jeong, 2012](#)).

**Table 1.2 Percentage and frequency distribution of respondents by Changes in Clothing Patterns and Styles due to Social media**

	Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree	
	<i>f</i>	%	<i>f</i>	%	<i>f</i>	%	<i>f</i>	%	<i>f</i>	%
Social media made you brand conscious.	37	24.7	48	32.0	24	16.0	27	8.0	14	9.3
You prefer shopping online rather than going to stores/outlets.	8	5.3	28	18.7	36	24.0	52	34.7	26	17.3
You think social media has played a key role in replacing traditional outfits with western ones.	47	31.3	67	44.7	26	17.3	8	5.3	2	1.3

You think international brands are more preferred than local ones.	33	22.0	64	42.7	30	20.0	20	13.3	3	2.0
You think our local brands are endorsing western style clothing.	47	31.3	61	40.7	29	19.3	13	8.7	-	-

From the above table, it was observed that most respondents agree that their clothing preferences have changed due to social media since it has developed brand consciousness and awareness. Over half (56.7%) of the participants agreed or strongly agreed that social media makes them brand conscious. Half of the respondents (52%) disagreed or strongly disagreed with online shopping. Most (76%) respondents agreed or strongly agreed to replace

traditional outfits with Western ones. Over half of the respondents (64.7%) agreed or strongly agreed that international brands are preferred more than local ones. Most (72%) respondents either agreed or strongly agreed that the local brands also endorse Western style. Brands are an important attracting factor for consumer buying decisions ([Saleem et al., 2014](#)).

**Table 1.3 Percentage and frequency distribution of respondents by Changes in Interpersonal relations of youth due to social media**

	Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree	
	f	%	f	%	f	%	f	%	f	%
You feel yourself comfortable in developing new friendships through social media.	11	7.3	30	20.0	32	21.3	52	34.7	25	16.7
You experience changes in your lifestyle due to online friendships.	8	5.3	34	22.7	35	23.3	52	34.7	21	14.0
You feel social media has detached you from loved ones and real world.	32	21.3	56	37.3	32	21.3	20	13.3	10	6.7
It is very easy for you to trust your social media friendships.	4	2.7	19	12.7	27	18.0	51	34.0	49	32.7
By being frequently online you face difficulty in making friends in person.	17	11.3	31	20.7	36	24.0	46	30.7	20	13.3

Above table depicts that half (51.4%) of the respondents either disagreed or strongly disagreed to having a comfort level in initiating online friendships. About half (48.7%) of them either disagreed or strongly disagreed in experiencing any changes in lifestyle due to online friendships. More than half (58.6%) agreed or strongly agreed that social media has detached them from their loved ones and the real world. More than half (66.7%) disagreed or strongly

disagreed with trusting online friendships. About half (44%) of the respondents either disagreed or strongly opposed to the statement of facing difficulties in making friends in person after being friends with people online. Adolescents also use social media websites and tools to interact online, enhancing interpersonal relationships dynamics ([Nesi et al., 2018](#)).

**Table 1.4 Percentage and frequency distribution of respondents in terms of Personality Development by the influence of Social Media**

	Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree	
	f	%	f	%	f	%	f	%	f	%

Social media helped you to enhance your communication.	35	23.3	81	54.0	20	13.3	9	6.0	5	3.3
Social media is the exact reflection of what you're in person.	8	5.3	37	24.7	33	22.0	48	32.0	24	16.0
Social media boosted your confidence to reach out to new people.	21	14.0	53	35.3	48	32.0	23	15.3	5	3.3
Social media has promoted approval seeking behavior in you.	12	8.0	49	32.7	56	37.3	25	16.7	8	5.3
Lifestyle of social media influencers/celebrities fantasize you.	17	11.3	56	37.3	31	20.7	23	15.3	23	15.3

The last variable measured the relationship between social media usage and personality development. The above table shows that most (77.7%) respondents either agreed or strongly agreed that social media has enhanced communication. Almost half (48%) disagreed or strongly disagreed that social media is the exact reflection of a person's real life. Almost half (49.3%) agreed or strongly agreed to boost their confidence in reaching out to new people. Less than half (40.7%) of the respondents agreed or strongly agreed that social media promotes approval-seeking behaviors. Whereas, about half (48.6%) of them either agreed or strongly agreed that the lifestyle of influencers fantasizes them. The four aspects of social media that impact the personality development

**Pearson's correlation among different variables (N=150)**

No.	Relationships	Sig. (2-tailed)	Pearson's correlation
1	USM ↔ C	.072	-0.117
2	USM ↔ FP	.526	-0.052
3	USM ↔ IPR	.073	0.028

Correlation analysis between 'usage of social media' and 'clothing patterns and styles of youth' indicated a weak negative correlation ( $r = -0.117$ ,  $p < .01$ ) so for the correlation between 'usage of social media and changes in food patterns' ( $r = -0.052$ ,  $p < .01$ ). Results demonstrate that 'usage of social media' and 'Changes in lifestyle of youth in terms of clothing and food patterns' are affected differently but in a weak or unreliable manner. Correlation analysis between 'usage of social media' and 'changes in interpersonal relationships or interacting patterns' indicated a weak positive correlation ( $r = .028$ ,  $p < .01$ ), demonstrating that frequent use of social media changes interpersonal relations in various manners.

### Conclusion

Social media influences youth's lives, including food, clothing, interpersonal relationships or personality

process include approval-seeking behavior, unreal standards of appearance, prevalence of depression and anxiety, and culture of popularity i.e., everyone wants to be known in any way either by choosing good actions or bad ([Alzahrani and Bach, 2014](#)).

### Bivariate Analysis

Bivariate analysis is concerned with the relationships between two variables. It also explores the extent of association between two variables. The association is based on how two variables simultaneously change: the nation of co-variation. Pearson correlation test was applied to ascertain the significance of the relationship between independent and dependent variables of the present study.

development. Clothing is considered an integral part of an individual's personality and in making an impression. It is quite clear from this study that social media trends influence youth. Social media has influenced the lives of youth through different posts, influencers, and reel life. The majority claim that their interpersonal communication is not impacted negatively due to the use of social media; instead, social media have groomed them and changed their preferences. Research also gathered adequate information required to conduct research and reach a deductive conclusion that social media does have a significant impact on the lives of youth.

### Limitations and Future Research

The present study was conducted for academic purposes, and the time frame was also limited. Due to these factors, the sample size was small, and covering



the whole population was impossible. Since the data was collected online, people who did not have access to the internet couldn't become part of this study. The data was collected from youth belonging to different localities and traditions and it is impossible to count everyone based on this research study. The research was an initiative to study the effects of social media on youth differently, shaping their lifestyles through its content. This research will be helpful for other researchers as it will assist and give them ideas about the aspects that should be studied in this context that we missed or couldn't cover.

#### Declarations

#### Data Availability statement

All data generated or analyzed during the study are included in the manuscript.

#### Ethics approval and consent to participate

Not applicable

#### Consent for publication

Not applicable

#### Funding

Not applicable

#### Conflict of Interest

Regarding conflicts of interest, the authors state that their research was carried out independently without any affiliations or financial ties that could raise concerns about biases.

#### References.

- Adorjan, M., and Ricciardelli, R. (2021). Smartphone and social media addiction: Exploring the perceptions and experiences of Canadian teenagers. *Canadian Review of Sociology/Revue canadienne de sociologie* **58**, 45-64 <https://doi.org/10.1111/cars.12319>.
- Aichner, T., Grünfelder, M., Maurer, O., and Jegeni, D. (2021). Twenty-five years of social media: a review of social media applications and definitions from 1994 to 2019. *Cyberpsychology, behavior, and social networking* **24**, 215-222 <https://doi.org/10.1089/cyber.2020.0134>.
- Almeida, I. L. d. L., Rego, J. F., Teixeira, A. C. G., and Moreira, M. R. (2021). Social isolation and its impact on child and adolescent development: a systematic review. *Revista Paulista de Pediatria* **40** <https://doi.org/10.1590/1984-0462/2022/40/2020385>.
- Alzahrani, S., and Bach, C. (2014). Impact of social media on personality development. *International Journal of Innovation and Scientific Research* **3**, 111-116.
- Carr, C. T., and Hayes, R. A. (2015). Social media: Defining, developing, and divining. *Atlantic journal of communication* **23**, 46-65 <https://doi.org/10.31123/akil.1083078>.
- Constantinides, E. (2014). Foundations of social media marketing. *Procedia-Social and behavioral sciences* **148**, 40-57 <https://doi.org/10.1016/j.sbspro.2014.07.016>.
- Easton, S., Morton, K., Tappy, Z., Francis, D., and Dennison, L. (2018). Young people's experiences of viewing the fitspiration social media trend: Qualitative study. *Journal of medical Internet research* **20**, e9156 doi: [10.2196/jmir.9156](https://doi.org/10.2196/jmir.9156).
- Griffiths, M. D., Kuss, D. J., and Demetrovics, Z. (2014). Social networking addiction: An overview of preliminary findings. *Behavioral addictions*, 119-141 <https://doi.org/10.1016/B978-0-12-407724-9.00006-9>.
- Harris, A., and Cooper, M. (2019). Mobile phones: Impacts, challenges, and predictions. *Human Behavior and Emerging Technologies* **1**, 15-17 <https://doi.org/10.1002/hbe2.112>.
- Holsapple, C. W., Hsiao, S.-H., and Pakath, R. (2018). Business social media analytics: Characterization and conceptual framework. *Decision Support Systems* **110**, 32-45 <https://doi.org/10.1016/j.dss.2018.03.004>.
- Hu, Y., Manikonda, L., and Kambhampati, S. (2014). What we instagram: A first analysis of instagram photo content and user types. In "Eighth International AAAI conference on weblogs and social media" <https://doi.org/10.1609/icwsm.v8i1.14578>.
- Jilcha, K. (2019). Research design and methodology. *Cyberspace. IntechOpen*. <https://doi.org/10.5772/intechopen.85731> <https://doi.org/10.29138/ijebd.v4i1.994>.
- Kapoor, K. K., Tamilmani, K., Rana, N. P., Patil, P., Dwivedi, Y. K., and Nerur, S. (2018). Advances in social media research: Past, present and future. *Information Systems Frontiers* **20**, 531-558. <https://doi.org/10.1007/s10796-017-9810-y>
- Kaur, S. (2016). Social media marketing. *Asian Journal of Multidimensional Research (AJMR)* **5**, 6-12 <https://doi.org/10.1016/j.sbspro.2015.03.229>.
- Kaushik, M., and Guleria, N. (2020). The impact of pandemic COVID-19 in workplace. *European Journal of Business and Management* **12**, 1-10 DOI: 10.18775/ijom.2757-0509.2020.11.4004.
- Kulandairaj, A. J. (2014). Impact of social media on the lifestyle of youth. *International Journal of Technical Research and Applications* **2**, 22-28 <https://doi.org/10.1016/j.procs.2020.05.022>.
- Madden, M., Lenhart, A., Cortesi, S., Gasser, U., Duggan, M., Smith, A., and Beaton, M. (2013). Teens, social media, and privacy. *Pew Research Center* **21**, 2-86 <https://doi.org/10.5210/fm.v11i9.1394>.
- Mageto, J. (2017). "Impact of Social Media on the youth," GRIN Publishing.
- McAndrew, F. T., and Jeong, H. S. (2012). Who does what on Facebook? Age, sex, and relationship status as predictors of Facebook use.

- Computers in human behavior* **28**, 2359-2365  
doi <http://www.yalsa.ala.org/jrlya/about>.
- Mislove, A., Marcon, M., Gummadi, K. P., Druschel, P., and Bhattacharjee, B. (2007). Measurement and analysis of online social networks. In "Proceedings of the 7th ACM SIGCOMM conference on Internet measurement", pp. 29-42 <https://doi.org/10.1145/1298306.1298311>.
- Moser, S. C. (2010). Communicating climate change: history, challenges, process and future directions. *Wiley Interdisciplinary Reviews: Climate Change* **1**, 31-53 <https://doi.org/10.1002/wcc.11>.
- Nesi, J., Choukas-Bradley, S., and Prinstein, M. J. (2018). Transformation of adolescent peer relations in the social media context: Part 1—A theoretical framework and application to dyadic peer relationships. *Clinical child and family psychology review* **21**, 267-294 <https://doi.org/10.1007/s10567-018-0261-x>.
- Nisar, T. M., Prabhakar, G., and Strakova, L. (2019). Social media information benefits, knowledge management and smart organizations. *Journal of Business Research* **94**, 264-272 <https://doi.org/10.1016/j.jbusres.2018.05.005>.
- Nouri, M. (2018). The power of influence: Traditional celebrity vs social media influencer [https://doi.org/scholarcommons.scu.edu/engl\\_176/32](https://doi.org/scholarcommons.scu.edu/engl_176/32).
- O'Keeffe, G. S., Clarke-Pearson, K., Communications, C. o., and Media (2011). The impact of social media on children, adolescents, and families. *Pediatrics* **127**, 800-804 <https://doi.org/10.1542/peds.2011-0054>.
- Saleem, S., Akhtar, S., Ali, T., and Khan, M. A. (2014). Consumers' adoption of apparel fashion: The role of innovativeness, involvement, and social values <https://doi.org/10.5539/ijms.v6n3p49>.
- Treiman, D. J., Lu, Y., and Qi, Y. (2012). New approaches to demographic data collection. *Chinese sociological review* **44**, 56-92 <https://doi.org/10.2753/CSA2162-0555440303>.
- Tyler, T. R., and Smith, H. J. (1995). Social justice and social movements <https://doi.org/10.1002/9780470561119.socpsy002030>.
- Walsh, J. P. (2020). Social media and moral panics: Assessing the effects of technological change on societal reaction. *International Journal of Cultural Studies* **23**, 840-859 <https://doi.org/10.1177/1367877920912257>.



**Open Access** This article is licensed under a Creative Commons Attribution 4.0 International License, which permits use, sharing, adaptation, distribution, and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons licence, and indicate if changes were made. The images or other third-party material in this article are included in the article's Creative Commons licence, unless indicated otherwise in a credit line to the material. If material is not included in the article's Creative Commons licence and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder. To view a copy of this licence, visit <http://creativecommons.org/licenses/by/4.0/>. © The Author(s) 2023