

**The relationship of virtual social networks and
consumerism with students clothes style: (Case Study:
High School girl Students in Mahshar City)**

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Abstract:

Consumerism is a feature of western lifestyles that has emerged since the industrial revolution. Consumerism has become a global phenomenon under the influence of the process of globalization and the global media. On the other hand, considering that the concern of higab and covering is inherent and is emphasized in all divine religions, especially islam, and in fact it is considered a divine command, it can be seen that in the society, some girls do not observe the appropriate dress of the society, which is related to the entry into the modern era and easy and universal access to new communication technologies. Therefore, the main purpose of this article is to investigate the relationship between virtual social networks and consumerism with the clothing style of female students in the statistical population. This research is a quantitative and survey type and a questionnaire technique has been used to collect deta. The statistical society of the study includes all female high school students in

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public and non-public schools in mahshahr. Through the Cochran sampling formula, 400 people were determined as the sample size. They were randomly selected and examined using the stratified method according to the volume. Overall, the results of statistical activity, using pearson correlation coefficient, the significant relationship between the variables of duration of use virtual networks, the use of virtual networks, the use of virtual networks and consumerism with the style of coverage has been confirmed. Also, the results of stepwise regression analysis show the effect of the consumerism variable with 0/316% as the only accepted variable and affect the coverage style.

keyword: Cover style, Consumerism, Social networks

Introduction

It must be acknowledged that with the advent of technology and the need for Internet access, new media such as virtual social networks have replaced traditional institutions of socialization and identification. Virtual social networks, as a modern technology, are one of the important factors in changing the interests and tastes of adolescents and young people. In fact, with the spread of interaction in cyberspace, cultural features have become detached from time and place and are available to people all over the world. Also, in the modern age, consumption is an identifying object that one uses to show her/his physical identity. Considering that before the new media developments and the spread of consumerism, the main source of shaping the role modeling of female students in Mahshahr was their living environment and local indigenous cultures, the use of virtual social networks, influenced by the specific characteristics and functions of these networks, puts them (female high school students in Mahshahr) in direct connection with the various values and characteristics of world culture. Therefore, the present study tries to answer the following question: To what extent do virtual social networks and consumerism affect the clothing style of female high school students in Mahshahr?



Research Methods

The present study is a quantitative research based on the type of collected data. The strategy used in this research is survey. The statistical population of this study is 10012 female high school students in Mahshahr. For sampling, a class-based proportional method based on the population of high school girls was used, in which 400 students were selected and studied as a sample. The number of respondents is determined by degree (200 first-year students and 200 second-year students) and the type of school (200 students in public school and 200 students in non-government school). The tool used in this research is a researcher-made questionnaire. Before scaling, the initial questionnaire was initially tested and by the obtained results, the existing deficiencies were eliminated and the final questionnaire was set. After collecting data, their analysis was performed by using SPSS statistical software and statistical tests appropriate to each hypothesis were used to examine the relationship between variables. In this regard, to ensure the necessary credibility, consulting and the opinions of relevant professors and experts, as well as Cronbach's alpha test has been used for the reliability of the questionnaire. By calculating Cronbach's alpha method, the reliability coefficient for the concepts of coverage style is 0.70 and consumerism is 0.93. The average of the main variables of the research including coverage style is 40.03, duration of use of social networks is 4.12, rate of use of social networks is 6.16 and consumerism is 76.56.

Research Findings

The results of Pearson correlation coefficient show that there is a direct, positive and significant relationship between the duration of using social networks and coverage style on the one hand, between the use of social networks and coverage style on the other hand, and finally, between consumerism and clothing style. Also, the results of regression analysis show the effect of the consumerism variable with 0.316 percent as the



only accepted variable and influencing the coverage style. Finally, through t-test, a significant relationship was confirmed between the variable of educational level and coverage style and there was no significant relationship between the variable of school type and coverage style.

Conclusion

Adolescents in today's society want beauty and variety in consumption. Therefore, due to the wide dominance of virtual social networks in today's societies and the possibility of ease of use and increasing acceptance, and due to the possibility of presenting and displaying different cultures on social networks, exchange of information and opinions between users around the world, the introduction of various cultural products, including clothing styles and models to a wide range of adolescent audiences, including female high school students in Mahshahr, and the degree of influence of the content presented in these networks by Mahshahr female students, increase; In a way that increases their desire to consume more, in the form of wearing various and up-to-date clothes.

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