

THE IMPACT OF TV AND MAGAZINE ON FASHION AND DRESSING OF URBAN WOMEN OF DIFFERENT AGES

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ABSTRACT

The way women adorn themselves and dressed-up reflects the image, status and to a certain extent their inner spirit. For Muslim women, Allah has revealed the verse that mention how women should preserve their *aurah* and how they should be dressed to reflect their ethical manners. However, present day dressing of some of the urban women particularly the younger groups are very much influenced by the Western fads and fashion trends. Such influence has penetrated the dress culture of the urban Malaysian women of various age groups. Therefore, a study on the impact of television (TV) and magazine on fashion and dressing of Malaysian women of various ages is called for. The objectives of the study are to find out (1) the level of TV and magazine use among Malaysian urban women of various age groups, (2) the level of TV and magazine influence on urban Malaysian women of various age groups, (3) the extent of TV and magazine influence on urban Malaysian women's fashion and dressing, and (4) the relationship between urban Malaysian women's fashion and dressing and the use and influence of TV and magazine of various age groups various age groups. The study was conducted among 639 urban Malaysian women using a survey design. Data were collected using questionnaires and the data were analyzed using SPSS WIN 12. Both descriptive statistics and inferential statistics were employed in the study. Results revealed TV influence has an impact on urban Malaysian women's fashion and dressing. Magazine use is associated with young adult's fashion and dressing while magazine influence is associated with adolescent's fashion and dressing.

Keywords: *TV impact, magazine impact, fashion and dressing, urban women, age*

INTRODUCTION

Ever since TV takes its strike, it has remained the most influential medium among the mass media. It can be considered a credible source of information. The reasons

being the full colour, action packed, real actors filmed make TV seem to be real to the audience. However, magazine adds credibility when full colour photographs are able to present an impressive document referable from time to time. The nature of the magazine has added value especially among urban women fashion lovers.

The influence of TV and magazine on teenagers, adolescents and youth are widespread. The influence is mainly on their dressing and their attires, that is, what they wear and what they use to adorn themselves. It is hoped that Malaysian women are less likely to be influenced by the fashion trends through TV and magazine regardless of their age groups, that is, adolescents, young adult, and old adult. Therefore, it is the intent of this study to find out the influence of TV and magazine on urban Malaysian women across all ages.

OBJECTIVES OF THE STUDY

The general objective of the study is to find out the impact of TV and magazine on urban Malaysian women's fashion and dressing across ages. The specific objectives of the study are:

- The level of TV and magazine use among Malaysian urban women of various age groups,
- The level of TV and magazine influence on urban Malaysian women of various age groups,
- The extent of TV and magazine influence on urban Malaysian women's fashion and dressing, and
- The relationship between urban Malaysian women's fashion and dressing and the use and influence of TV and magazine across age groups.

LITERATURE REVIEW

Social Learning Theory

Social Learning Theory was coined by Albert Bandura, a psychologist in 1977. Bandura proposed that individuals develop general behaviour and attitudes by modeling the behaviour of others. Individuals learn or model behaviour, values, attitudes, and skills through the observation of other individuals, or through observations of electronic or print media. This coincides with the effect of mass media on its audience, not only confined to the behavior of others in the vicinity. The theory suggests that a lot of learning take place through observation first, prior to doing it personally. Observing the behaviour of others influence their behaviour especially children's behaviour. Therefore, through exposure to the social models, TV audiences and magazine readers who are the potential consumers of the media tend to acquire knowledge on the purchasing opportunity. The role models would be the models on TV and in the magazine that are likely to influence consumer consumption, attitude and behavioral patterns desired. TV and magazine models, especially movie stars, have made an impact on the audience that the audience identifies with. That's why movie stars and TV and magazine models are used in most of the advertisement for they have large fan clubs. Martin & Bush (2000) found

that adolescents purchasing of product has some impact from the entertainers. Therefore, entertainers are perceived as important roles to our teenagers today, and women as a whole.

Social Learning Theory recognizes that much of human behaviours are learned through watching other people. TV and magazine provide such model through the actors who display such behaviour. This does not apply to only children modeling habit but also to adolescents and adults. Women are of no exception. They, too, are affected by TV and magazine once they are exposed to the media. Such exposure leads to change in knowledge, attitude and behaviour. If women watch and see the fashion and women dressing, then they will ultimately gain the knowledge on the new fads and trends on the dressing that is contemporary and popular. There is likelihood that they may change their attitude toward such fashion and probably change their way of dressing as well as they fancy such costume.

Social Learning Theory acknowledges that human beings are capable of thinking and similarly they can benefit from observations and from experiencing them. Children are good at imitating their idols, no matter who the models are. This is also true for the women's way of dressing. Cantor (1997) has applied Social Learning Theory to examine the role of TV in influencing audience ideas on thinness and ideal body shape. The researcher noted that the images of thinness and dieting are very common in the mass media, and that the mass media often provide instances of thin actors being rewarded for having such shape.

Media Influence on Women Dressing

One of the ways that the women are able to get exposure to the current trends in fashion pertaining to their dressing is through the mass media. The two most popular media are TV and magazine.

Women magazines have special column on devoted to fashion. Similarly, TV, too, has specific programmes on fashions and beauty. Women are bound to fancy such new up-to-date and trendy fashion and dressings, especially so, for the teenagers and the adolescents.

Hoffner and Buchanan (2005) found that attractiveness of the TV character associated with the rating of female character with their wishful identification. This could lead to modeling effect in term of the appearance of the women. Therefore, women are more likely to consciously model their own appearance after the model character. This leads to making TV character appealing as role models to young adults, especially women. This in turn gives an emphasis on the unique connection between audience and the media figures.

TV has a wide influence on its audience (Mohd Yusof, 2006; Saodah, 2006). It affects, not only, the knowledge of the audience but also the attitudes such as the desire for products and brand preferences. Many studies have shown that TV, to some extent, is very influential on youth clothes shopping behaviour especially for the adolescents and the young adult group (Peters, 1989). However, Koester and May (1985) found that adolescents did not seem to select clothes like those worn by persons in TV. In a similar vein, Lachance, Beaudoin & Robitaille (2003) did not find any TV influence, instead.

In general, TV has a higher credibility rating than do newspapers. People are more likely to believe in what they see. TV is the most credible source of information

and is most widely used (Brosius and Keplinger, 1990). Ibelema and Powell (2001) further found that cable TV news is the most trustworthy of all news services among Alabama residents.

Cable TV has been in Malaysia for the past ten years while private TV station has been in existence for the past 23 years. In July 2007, Malaysia has aired its Bernama 24-hour news programme in collaboration with Astro, the cable news network in Malaysia.

TV is able to provide knowledge on fashion and women dressing to its audience. TV is highly visual and seeing something on TV, like fashion, may have an impact on the audience. When local TV programme aired fashion close to home fashion design, there is more likely that the news proximate it and it is found to be realistic to them (Weitzer and Kubrin, 2004).

TV as a medium has an influence of the dressing of youths (Kaiser, 1990). Audience members tended to make changes in their appearance, values, attitudes, and other characteristics to become more like the admired celebrities (Boone & Lomore, 2001). Earlier Murray (1999) found that teenage girls frequently tempted to emulate the lead character in the programme that they watched by dressing like her.

In magazines, more than any other medium, advertisements and editorial content flow together to create an experience. They reinforce social codes as to attract readers to buy a vision, convincing them the right way to look, act and think. According to Dominick (2007), throughout history, magazines have been collectors, producers and distributors of social knowledge. He emphasized this notion by explaining that the three defining features of magazines are that first, they attract the most specialized group of audience, and second, magazines are the most in tune with demographic, economic and social trends. Finally, magazines can influence social trends.

Magazines, being the media that attract the most specialized audience can have a powerful impact on its niche audiences. This is because each particular segment closely identify with the magazines that they subscribe to as it is thought that the particular magazine is specially tailored for their needs. As a result, magazines are able to dictate the desires and needs of the particular segment of readers and hence influence social trends adopted by the readers. Women's magazines, for example, have a significant impact on objectifying specific consciousness among their readers. Magazines that appeal to a particular group of women will suggest special emotional, psychological, physical and even spiritual needs. More specifically, teen magazines promote a youthful lifestyle that enhances trendy and colorful fashion while adult women magazine promotes stylish, elegant and most of the time branded clothing to their readers.

Since the 1970s an impressive amount of research has been focused on the role that women's magazines have played in perpetuating stereotypical gender roles, unrealistic beauty standards (Mandoki, 2003), unhealthy weights (Hamilton et al., 2007), and cultural homogeneity (Frith et al., 2004). It has been suggested that women's magazines exert "cultural leadership" in that they shape images and definitions of femininity that are designed to inform the readers' understanding of womanhood regardless of women's cultural (Bessenoff & Del Priore, 2007), and educational background (Morry & Staska, 2001). Women's magazines are not only

thought to shape a woman's view of herself but also society's view of her (Mandoki, 2003). Clearly the implication is that there is a single definition of what it means to be a woman and that woman's magazines can assist women in attaining this ideal by prescribing numerous self-improvement tasks. For instance, Hamilton et al. (2007) reported that the standard of female beauty is a woman who wears a size 4 in the hips, size 2 in the waist, and a size 10 in the bust. This body type is one that is both thinner than the average woman and genetically impossible for most women to attain

According to Mandoki (2003), women's magazines dictate every aspect of a women's life by providing social imaginaries that offer a wide range of both possible and impossible clothing, furniture, and houses. In her own words, she claimed that:

Magazines give advice for hiding a horrible wall that blocks the whole view of a humble apartment and show, at the same time, lavish residences of the rich and famous and their private landscapes. Middle class women devour these pictures and almost touch every object and detail. A little plastic vase that remotely resembles a Sevres porcelain vase in these magazines may have the power of transforming a corner of a modest apartment into a luxurious castle, like the pumpkin into a carriage. Imaginaries, by their vaporous quality, have the power of unfolding their meaning and radiating an atmosphere. The plastic vase may look like porcelain, and thus spread centrifugally a regal atmosphere around it at least for a couple of days, until it is absorbed by the habit and reality that surrounds it.

For women especially, reading magazines is related to the internalization of societal ideals and self-objectification. In their study relating magazine images and women body ideals, Morry & Staska (2001) found strong positive relations among beauty magazines, self-objectification, and eating problems. Studies on women magazines and its relationship with body image as a popular topic have been discussed for some time (Hamilton et al. 2007; Morry & Staska, 2001; Bessenoff & Del Priore, 2007). Influence on body image is closely related to the way women magazines influence how women dress. Most women become dissatisfied with their body and longing for thinner and leaner bodies so that they can dress and look like the models portrayed in the magazines they read.

This social condition can be studied through Social Learning Theory in which individuals have a strong desire to learn from what they see around them and compare themselves to others in order to gain valuable information about the self, and comparison to those viewed as better than oneself may threaten self-evaluation (Bessenoff & Del Priore, 2007). In other words, women who find that they do not fit the media images are most likely to feel less satisfied with their body and appearance.

Media Impact on Women Dressing

TV has many impacts on its audience. One of the ways is brand consciousness especially among adolescents who are exposed to a variety of programmes. The programmes range from sports to news and to reality shows. Research has shown that consumers, in general, and adolescents, in particular, who are brand-

conscious look to and appreciate the media and celebrities for information related to latest fashions trends and brands (Nelson & McLeod, 2005). They also found that commercial media consumption (movies) was positively related to brand consciousness. Brands are creeping into media content and product placements are common in the movies and TV shows. The media may be the initial stage of getting the knowledge to the types of dressing fashion. However, Nelson & McLeod (2005) argue that as the pressure and the media hype to wear brand name clothes, low brand-conscious adolescents may feel they are alone in their beliefs. Therefore, they, too, are persuaded to follow the trends. Although the study was done among US adolescents, however, imported TV programmes do colour our Malaysian homes especially those from cable TV stations.

TV is not simply an entertainment medium; it has the ability to communicate norms, rules, and values of a society. This is particularly true for Asians (Zhang & Harwood, 2002).

In most cases, there are positive relationships between audience programme preferences and the influence of such programmes. This means that the higher the level of likeliness in watching a programme in TV would very much associate with the level of influence in the audience everyday life.

Carine, Janssens & Korzilius (2002) found that it is not the amount of TV exposure that influence girls and young women's images of their future, rather it is the programmes that they were exposed to.

Researchers have found that audience selected different channels to meet their information need. Buijzen & Valkenburg (2000) found that girls of higher age groups want clothing's as gift with a strong function and products that facilitate social ties and giving an impression of the self (jewelry). The agenda set by the media associate with their children's agenda.

TV programmes are carefully cast in such a way that the physical appearance and the manner of dress do develop character to the audience. This is because physical appearance was found to be related to wishful identification of especially girls. For female, appearance is of primary importance in life (Ramsey & Langlois (2002).

Adolescents tended to watch comedy programmes (Roberts & Foehr, 2004). Brown & Pardun (2004) found that girls would watch top ten girls' programmes. As such, they tend to be influenced by the programmes.

With regards to magazine, studies done suggest that magazines play important part in teaching women what it means to be feminine. For example, they emphasize on the importance of physical appearance and that attracting man is the most important goal for a girl (Dominick, 2007). The same question was addressed by Magdala Labre and Kim Walsh-Childers (2003). From their research on websites for magazines such as Cosmogirl, Teen People, Seventeen and Teen, they found that these websites seem to portray young girls body parts as something that needs to be fixed. For example, one of the magazines conducted a poll on what girls hated most about their hair. As a follow up to this notion, these websites further suggest that beauty could only be achieved through products. As such, the magazines will start proposing the types of products and fashion that is most suitable for the young girls. In the end, these magazines send the wrong message that success and happiness in life could only be achieved through physical appearance. Their research further

suggests that these magazines actually create insecurities among young women and then offer to help them by offering consumption advice.

In addition, Mandoki (2003) found that in contemporary magazines, fashion is often displayed visually with no words except for the name of the trademark. Brands like Zara, Naf-naf and Burberry are advertised and portrayed in an attractive manner that can evoke psychological and emotional sensations, thus bringing physical effects. Lines, colors, materials, forms, textures are usually presented in drama-like conditions that appeal to potential consumers. Aesthetic representation of particular attitudes, personal beauty, and ideal situations of the models enhance the look of a particular dress and bring with it other connotations to a dress such as confidence, class and beauty. For example, the image of a mannequin like model standing by the highway with her hair blown by the wind while wearing a work suit can imply that the highway, blowing winds and designer suit represent freedom and style. This is a well known mechanism used and abused by advertisement Mandoki (2003). Although most women are aware that the combination of highways and suits will not really change their looks and personality, imaginaries allow them to associate the feeling with the suit. This explains that women purchase clothes associated to sensations and imaginary settings. The influence of magazines on women dressing is significant not only on how a woman looks but also how she is seen as a person. This is why magazines tell women that the clothes they wear speaks and conveys information about their personality, profession, hierarchy, lifestyle, gender, age, even political, ideological, and sexual preferences.

Related studies have consistently found that women frequently compare themselves to other women presented in magazines, often with detrimental affects to self-esteem and self-concept. Research has shown that clothing advertisements tend to objectify and emphasize the body (Frith et al. 2004; Sengupta, 2006; Bessenoff & Del Priore, 2007). A preponderance of clothing advertisements in teen magazines may indicate that all women are being constructed in terms of the body. Clothing advertisements tend to dehumanize models by placing them in unnatural, non-active situations or positions that emphasize appearance (Sengupta, 2006). Clothing is used to highlight the body and to make models more attractive to viewers, which is consistent with the stereotypical view of women as decorative objects.

METHODOLOGY

The methodology used for the study is a survey method. The research started in January 2006 and data collection via questionnaire administration was carried out from July to September of the same year. The data were gathered through stratified random sample, using race and age group as the selected variables for the study. A total of 639 respondents, belonging to different races and different age group were collected in line with the population statistics of the women population of the nation. Data were analyzed using SPSS WIN 12 for the descriptive and inferential statistics to answer the objectives of the study. Frequency, percentage, mean and standard deviation were used to describe the findings. In addition, ONEWAY ANOVA was used to compare TV and magazine, use and influence, and influence on dressing among the ages. Correlation and regression analysis were used to test the relationships between dressing and the media use and media influence.

Respondents of the Study

A total of 639 urban Malaysian women within the age range of 15 to 65 years from the Klang Valley were selected for the study. These groups were chosen to represent women at three different stages in life, consisting of 215 adolescents (15-24 years), 212 young adults (25-39 years), and 212 old adults (40-65 years). The mean age of the respondents is 32.8 years old. The distribution of the respondents according to selected demographic characteristics is presented in Table 1.

Table 1:
Demographic characteristics of the respondents

Demographic Characteristics	Age group (%)			Total (%)
	Adolescent (13-24 years)	Young Adult (25-39 years)	Old Adult (More than 40 years)	
Race:				
Malay	20.5	18.5	16.9	357 (55.9)
Chinese	8.3	9.9	11.7	191 (29.9)
Indian	4.9	4.9	4.5	91 (14.2)
Total (N)	215	212	212	639
Marital Status:				
Single	32.7	16.7	2.8	334 (52.3)
Married	0.9	16.1	26.0	275 (43.0)
Divorced/ widowed	0	0.3	4.4	30 (4.7)
Total (N)	215	212	212	639
Educational Achievement:				
SPM and lower	14.2	8.9	19.7	274 (42.9)
HSC and Diploma	16.4	18.5	9.7	285 (44.6)
Degree	3.0	5.8	3.8	80 (12.5)
Total (N)	215	212	212	639
Employment status:				
Employed	12.8	30.0	24.9	427 (67.7)
Unemployed	21.1	3.5	7.8	204 (32.3)
Total (N)	214	211	206	631
Individual - monthly income:				
RM1000 and less	13.8	11.7	11.9	239 (37.4)
RM1001-RM3000	3.3	14.4	10.8	182 (28.5)
RM3001 and more	16.6	7.0	10.5	218 (34.1)
Total (N)	215	212	212	639

Across the age groups, Malays made up more than half of the respondents (56%). From the total, the adolescents are mainly single (33%) while the young adults are either single (17%) or married (16%) and the old adults tended to be married (26%). In terms of educational achievement, the old adults tended to have SPM or lower (20%) compared to the adolescents who tended to have HSC or Diploma (16%) and the young adults having HSC, Diploma or degree (24%). The employed adolescents made up 21% of the total respondents while the 30% young adults and 25% old adults are employed. The adolescents get income less RM1000 (14%) while the young adults getting between RM1000 – RM3000 (26%) and the old adults (33%) have a wider range of income, that is, from RM1000 – more than RM3001.

FINDINGS OF THE STUDY

The findings of the study will be discussed according to the objectives of the study.

1. Level of TV and Magazine Use among Urban Malaysian Women by Age

Across the ages, the respondents use TV “most of the time”. The adolescents (M=4.15, SD=1.05) use TV the least while the young adults (M=4.39, SD=0.94) use it the most (Table 2). When compared across the various age groups, it found that there are differences between the young adults and the adolescents (F=3.911, p=0.02) in using TV.

However, with regards to magazine use, it is found that across the ages, the magazine use is used sometimes only. The mean ranges from 3.31 to 3.21. It is found that there is no mean difference between the three groups of women in terms of magazine use.

Table 2:
Level of TV and magazine use by age

Age Group (years)	TV			F, df, p	t-com-parison	Magazine			F, df, p	t-com-parison
	Mean*	SD	N			Mean	SD	N		
Adolescent (15 – 24)	4.15	1.05	215	F=3.911 Df=2,636 P=0.02	Young adult-adolescent	3.21	1.14	212	F=0.500 Df=2,631 P=0.606	No difference
Young adult (25 – 39)	4.39	0.94	212			3.31	1.08	212		
Old adult (40 and above)	4.37	0.98	212			3.22	1.12	210		
Total	4.30	0.99	639			3.25	1.11	634		

* On a 5-pointscale where 1= never, 2=rarely, 3=sometimes, 4=most of the time, 5=always

2. Level of TV and Magazine Influence on Urban Malaysian Women by Age

Table 3 show that TV influence on women’s fashion and dressing across all ages. The influence ranges from “sometimes” to “most of the time” with adolescents having the highest influence (M=3.98, SD=0.94) compared to the young adults (M=3.75, SD=1.07) and the old adults (M=3.82, SD=1.11). There is no mean difference between the various age groups in terms of TV influence. Therefore, it can be considered that they are similar in being influenced by TV despite the fact that the adolescent use less than the young adults.

On the contrary, the magazine influence is considered to influence the women “sometimes” only across all ages. Upon further analysis, it is found there is no mean difference between the various age groups. This implies that magazine influence is similar across all ages.

Table 3:
Level of TV and magazine influence by age

Age Group (years)	TV			F, df, p	t-com-parison	Magazine			F, df, p	t-com-parison
	Mean*	SD	N			Mean	SD	N		
Adolescent (15 – 24)	3.98	0.94	214	F=2,601 Df=2,632 P=0.075	No differ-ence	3.20	1.04	210	F=0.246 Df=2,620 P=0.782	No dif-ference
Young adult (25 – 39)	3.75	1.07	210			3.21	0.99	206		
Old adult (40 and above)	3.82	1.11	211			3.14	1.06	207		
Total	3.85	1.04	635			3.18	1.03	623		

* On a 5-pointscale where 1= never, 2=rarely, 3=sometimes, 4=most of the time, 5=always

3. Media Influence on Urban Malaysian Women’s Fashion and Dressing by Age

When asked whether media have any influence on their fashion and dressing (Table 4), the adolescents (M=3.45, SD=1.14) tended to claim that the media have “sometimes” to “most of the time” influenced their fashion and dressing while the young adults (M=3.11, SD=1.07) and the old adults (M=3.02, SD=1.07) thought that the media “sometimes” have influenced them on their fashion and dressing. When tested using ONEWAY ANOVA, it is found the differences in media influence on fashion and dressing lies between the adolescent with the young adult and the old adult (F=9.208, p=0.0001). This implies that the adolescents are likely to be influenced more than either the young adults or the old adults.

Table 4:
Media influence on women’s fashion and dressing by age

Age Group (years)	Media			F, df, p	t-comparison
	Mean*	SD	N		
Adolescent (15 – 24)	3.45	1.14	212	F=9.208 Df=2,624 P=0.0001	Adolescent - young adult Adolescent - old adult
Young adult (25 – 39)	3.11	1.07	208		
Old adult (40 and above)	3.02	1.07	207		
Total	3.19	1.11	627		

* On a 5-pointscale where 1= never, 2=rarely, 3=sometimes, 4=most of the time, 5=always

4. Relationships between Media Influence on Women’s Fashion and Dressing with TV and Magazine, Use and Influence across Ages

Women’s fashion and dressing is further correlated with TV and magazine, use and influence (Table 5). It is found that there is a positive relationship between old adult women’s fashion and dressing with TV use ($r=0.220$, $p=0.001$). However, TV use among them is not a good predictor for their fashion and dressing mode.

Magazine use is positively correlated with women’s fashion and dressing across all ages. However, it is found that magazine use predicts significantly the young adult women’s fashion and dressing ($t=2.516$, $p=0.013$). This implies that even though magazine use is correlated with women’s fashion and dressing but it has a significant influence on the young adult women, not the adolescents and the old adult women. This is because the young adult women need to be properly dressed for work, if possible according to the fads and fashion of contemporary executives.

TV influence is positively associated with women’s fashion and dressing across all ages. It is also a good predictor for the adolescent’s fashion and dressing ($t=2.583$, $p=0.010$), for young adults ($t=2.786$, $p=0.006$) and for the old adults ($t=2.106$, $p=0.036$). This implies that TV has a good influence on the women’s fashion and dressing for all age groups.

With regards to magazine influence, it is found that it is positively associated with women’s fashion and dressing across all ages. Specifically, it is able to significantly predict the adolescent’s fashion and dressing mode.

The findings coincide with the findings on TV influence on women’s dressing by Peter, (1989); Kaiser, (1990); and Nelson & McLeod, (2005) and on magazine influence on women’s dressing by Murray, (1999) and Mandoki, (2003).

Table 5:
Correlation and Simple Multiple Regression between media influence on women’s fashion and dressing by selected variables across age groups

Media Use and Influence	Age Group	N	r	p	B	Beta	t	p
TV Use	Adolescent (15 – 24)	206	0.102	0.073	0.084	0.78	1.116	0.266
	Young adult (25 – 39)	202	0.060	0.198	-1.141	-0.125	-1.532	0.127
	Old adult (40 and above)	201	0.220	0.001	0.002	0.002	0.024	0.981
Magazine Use	Adolescent (15 – 24)	206	0.211	0.001	0.075	0.075	0.899	0.370
	Young adult (25 – 39)	202	0.198	0.002	0.184	0.188	2.516	0.013
	Old adult (40 and above)	201	0.282	0.0001	0.163	0.167	1.948	0.053
TV Influence	Adolescent (15 – 24)	206	0.266	0.0001	0.225	0.187	2.583	0.010
	Young adult (25 – 39)	22	0.229	0.001	0.265	0.260	2.786	0.006
	Old adult (40 and above)	201	0.297	0.0001	0.188	0.191	2.106	0.036
Magazine Influence	Adolescent (15 – 24)	206	0.302	0.0001	0.233	0.213	2.410	0.017
	Young adult (25 – 39)	202	0.189	0.004	0.010	0.009	0.104	0.917
	Old adult (40 and above)	201	0.307	0.0001	0.114	0.111	1.216	0.226

CONCLUSION

Based on the findings, the following conclusions can be made. First, across all ages, the level of use of TV is said to be “most of the time”. The young adult women use more TV than the adolescents while magazine use is similar across all ages. Second, the level of influence for TV and magazine is similar for all ages of women. They use both media “sometimes” only. Third, media tend to influence adolescent’s fashion and dressing more than the young adult and the old adult women. Finally, media influence on women’s fashion and dressing tend to be associated with TV use for old adults only while magazine use, TV influence and magazine influence for all women of various ages. Nonetheless, women’s fashion and dressing is predicted by the amount of magazine used among the young adult women, by the amount of

TV influence for all ages of women, and by magazine influence for the adolescent. Therefore, TV influence is a powerful indicator for women's fashion and dressing, regardless of age groups. Magazine use has an impact on young adult women's fashion and dressing while magazine influence has an effect on the adolescent's fashion and dressing. Both TV and magazine to a certain extent have some impact on various age groups of urban women in Malaysia.

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