The Role of Popular Culture in social media on Millenniums'' behaviors and social Identity

Dina Mohamed Younis

dyounis@msa.edu.eg

Modern Science and Arts University

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ABSTRACT

Popular culture is comprised of "mainstream" attitudes, beliefs, ideas, and images that are created by different media outlets ranging from print, television and the Internet. Popular culture is being greatly endorsed and promoted by the notion of globalization. Where it's the idea that the world order is homogenous and harmonized. According to Hebdige, (2012) he defined popular culture as "a set of generally available artifacts: films, records, clothes, TV, programs, modes of transport, etc." he argues that it is often known as market culture or mainstream culture. Due to the effect of Media globalization and popular culture, adolescents are being exposed - both negatively and positively- to numerous influential figures through radio, Internet, print media and television (Giles and Maltby 2003). At the peak of media globalization and with the rise of popular culture the phenomenon of celebrity culture has emerged (Gamson 1994; Holmes and Redmond 2006;).

1. **The Role of Popular Culture in social media on Millenniums" behaviors and social Identity**

Popular culture is comprised of "mainstream" attitudes, beliefs, ideas, and images that are created by different media outlets ranging from print, television and the Internet. Popular culture is being greatly endorsed and promoted by the notion of globalization. Where it's the idea that the world order is homogenous and harmonized. According to Hebdige, (2012) he defined popular culture as "a set of generally available artifacts: films, records, clothes, TV, programs, modes of transport, etc." he argues that it is often known as market culture or mainstream culture. Due to the effect of Media globalization and popular culture, adolescents are being exposed – both negatively and positively- to numerous influential figures through radio, Internet, print media and television (Giles and Maltby 2003). At the peak of media globalization and with the rise of popular culture the phenomenon of celebrity culture has emerged (Gamson 1994; Holmes and Redmond 2006;).

Popular culture started to emerge from the 20th century, but it has changed dramatically since then. The emergences and development of the internet offered various opportunities for its expansion. Researchers argue that the internet to some extend reinvented the term popular culture. As it produced various techniques of education and changed the way individuals teach, learn, research and collaborate. n

Another definition for popular culture from Ashely, (2014) states that it is the collected store of cultural products that are available through the media such as music, art, fashion, film, and literature. These cultural products are consumed by specific groups in society who are the majority not the elite. Digital media nowadays have led the way too many new channels of communication to various people around the world from different cultures, thus allowing to have a cultural change that is uniformed and homogenized by the media.

Living in this digital era, social media has a great presence in the fashion world by making followers be able to interact with the content. Thus, individuals' dependence on social media has rapidly grown, making social media more integrated in individuals' everyday life (Taye, & NP, 2019). Since popular culture significantly exists on social media, Chua & Seock, (2020) found social media to have influence different trends in society, such as the fashion

industry.This is done by the promotion of products, videos, and images. Popular social media platforms like Instagram, Facebook, Tiktok, and Pinterest facilities influencers to reach millions of individuals and followers, which enable social media to send mainstream ideas.

Researchers showed the millenniums are seen spending considerable periods of time on a daily basis using the internet. As a result, millenniums are being exposed to a massive range of popular culture through the internet. According to Giles and Maltby, (2003) they have noted that one of the crucial effects of high exposure to the media by the millenniums is the increasing importance of which media and celebrity figures have on their social identity and behavior. The notion of millenniums in this study is taken from McDonald, 2015 definition in which is millenniums are seen as individuals between the ages of 27 and 42. A distinct characteristic of individuals in that age range is the struggle for independence and having a separate identity which is different for their siblings.

Nowadays, and forever social media has altered the way individuals create, communicate, collaborate and use content. Social media has an impact on consumer purchasing behavior from the very first stage of information searching to the last stage of post-purchase behavior. Purchasing behavior is defined as the patterns of behaviors of the consumer that determines the decision process for acquiring need-satisfying products, ideas, and or services. According to Kotler and Keller (2009, p. 150) "purchasing behavior is the study of how individuals or groups buy, use and dispose of goods, services, ideas and experiences to satisfy their needs and wants."

Albert Bandura(1969, 1977,1986) argued that much learning takes place through observing the behaviors of others. The social learning theory suggests that individuals acquire some behaviors simply by observation and storing the observations as a guide to future behavior. Social learning theory acknowledges that human beings are capable of cognition or thinking and that

they can benefit from observation and experience. Social learning theory recognizes that much human learning takes place through watching other people model various behaviors. This kind of learning can also obviously take place through the mass media. This theory is useful in helping to understand how millenniums observe, learn and model the trends and

images of popular culture that is portrayed on the famous social media platforms.

The aim of this research is to study the role that social media has in the impact of popular culture on millenniums' purchasing behaviors and social identity. For the purpose of this study, social identity is here defined as individuals' speech and communication, beauty looks and fashion trends. Moreover, the study examined how millenniums' fashion senses, speech and communication, confidence, beauty looks and purchasing behaviors is affected and influenced by celebrity lifestyles, social influencers and social media groups. In doing so, the study shed the light on the theoretical framework of the Social Learning Theory to study how the phenomena of popular culture influence millenniums' purchasing behavior. Thus, the researcher was able to come up with the following hypothesizes to test:

H1: Exposure to popular culture on social media will influence individuals' slang and speech communication

H2: Exposure to popular culture on social media will influence individuals' purchasing behavior.

H3: Exposure to popular culture on social media will influence individuals' Fashion trends and beauty looks

2. Method of Data Collection

The study is based on Quantitative Research which is defined as "the systematic investigation of phenomena by gathering quantifiable data and preforming statistical, mathematical techniques." Quantitative research entails that the variables taken under consideration be measured. This study used survey method, where an online questionnaire was distributed among the sample through popular social media platforms such as Instagram and Facebook.

Survey method was chosen as it allows the researcher to guarantee anonymity for the respondent, it is relatively low in cost, it has a high response rate and it eliminates interviewee bias (Dominick, & Wimmer, 2013).

Survey helps in understanding the role of popular culture in social media on millenniums' behaviors and social Identity. The researcher used a non-probability sample technique in this study. A non-probability

sample "Is particularly well suited for exploratory studies where the focus is on the research ideas" (Paul S. Gray et al, 2007, pg. 105).

This study used a purposive technique to obtain data. A purposive sampling technique is used when the respondents share certain characteristic that makes them eligible to participate in this study. "Researchers purposefully choose data that fit the parameters of the project's research questions, goals and purposes" (Tracy, 2012, pg.107).

The researcher saw that a purposive sample is the most appropriate technique to be used in obtaining information, as the respondents must meet the researcher's purposes of being active users of different social media platforms and fit the age criteria. The respondents will be from both genders making them a total of 105 participants, millenniums are defined from the age of 27-42.

3. Results:

An online questionnaire was designed for this study and is composed of four parts. A total of twenty-five multiple-choice questions were developed out of the literature presented above. The questionnaire is divided into four parts, first to measure the degree of social media usage, second to measure the influence of social media and popular culture on individual's consumer behavior, third to measure the influence of social media and popular culture on speech and communication, and fourth to measure the influence of social media and popular culture on fashion trends and beauty looks. The demographic characteristics of the sample are presented in Table 1 and Table 2.

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	34	32.4	32.4	32.4
	Female	71	67.6	67.6	100.0
	Total	105	100.0	100.0	

Table 1

Education

		Bachelor Degree	Masters	PhD	Total
Age	27–30	20	9	0	29
	31–35	32	16	4	52
	36–40	9	10	1	20
	41–42	3	1	0	4
Total		64	36	5	105

Table 1 and 2: Demographic characteristics of Sample

Data on social media usage is presented in Table 5. Results show that all respondents are active social media users. With 55.3% stating that they use social media for 3-5 hours per day, 29.1% uses social media for 1-2 hours per day, and 14.6% use social media for 7- 10 hours per day (Mean= 1.86, Std= .645). The majority of the respondents with 93.2% stated that they are active users of Instagram, 73.8% are active users of Facebook, 30.1% are active users of TikTok, and 27.2% are active users of Pinterest. Table 4 shows descriptive statics regarding different social media platforms. Concerning the duration of social media usage, the majority of the respondents with 80.6% stated that they used social media for 10 years or more, 14.6% stated that they use social media from 5-9 years ago, and only 5% stated that they used social media from 3-4 years ago (Mean= 3.75, Std=.568).5% of the respondents stated that they use social media for entertainment purposes, while 62.1% uses social media for socialization and communication, and 67% uses social media for information. Results are shown in Table 3.

		Responses		Percent of Cases
		N	Percent	
useall[a]	For Entertainment	92	31.2%	88.5%
	For socialization and connecting with others	65	22.0%	62.5%
	For information	70	23.7%	67.3%
	to be update	68	23.1%	65.4%
Total		295	100.0%	283.7%

Table 3: Social media usage

		Responses		Percent of Cases
		N	Percent	
Social_Media[a]	Instagram	100	41.3%	95.2%
	Tiktok	33	13.6%	31.4%
	Facebook	79	32.6%	75.2%
	Pinterest	30	12.4%	28.6%
Total		242	100.0%	230.5%

Table 4: Social media platform

		How many hours per day do you spend on Social Media?			
		1-2 hours	3-5 hours	7-10 hours	Total
How long have you been using social media?	1 year	1	0	0	1
	2-5 years	0	3	1	4
	5-9 years	5	8	2	15
	10 years or more	24	48	12	84
Total		30	59	15	104

Table 5: Social media usage per hours

For the purpose of this study, Popular culture is comprised of "mainstream" attitudes, beauty looks, images speech communication, fashion trends and ideas that are created by online media outlet, specifically focusing on popular social media platforms such as TikTok, Instagram, Facebook, etc. in order to measure the H1 respondents were asked a serious of questions in relations to popular culture on social media and slang and speech. Results showed that the majority of the millenniums did not understand the mainstream slang that is now dominating social media such as; ifykyk, POV, Main Character and so on. However, the survey showed that 54.4% of the respondent understood the slang BTW. 42.7% remained neutral when asked if using slang helps them to speak more confidently, 46.6% answered that they have learnt these slangs from using social media platforms, 23.3% agreed that they are more engaged in communication when they use this slang and 7% disagreed with the statement that they use these slangs in their everyday communication. Table 6 shows the different slangs that respondents answered that they use.

		Responses		Percent of Cases
		N	Percent	
slang[a]	ifykyk	14	9.2%	13.7%
	POV	22	14.5%	21.6%
	Aesthetics	9	5.9%	8.8%
	BTW	56	36.8%	54.9%
	OTW	5	3.3%	4.9%
	Slay	5	3.3%	4.9%
	Main Charachter	33	21.7%	32.4%
	None	8	5.3%	7.8%
Total		152	100.0%	149.0%

Table 6: Usage of Slangs

Moving on, to measure popular culture's influence on fashion trends and beauty looks on social media respondents where asked the following. First, if they see social media helping in learning the latest trends, second if social media keeps them up to date with beauty and makeup looks, third, if social media influence their decision in their daily outfits, fourth if social media helps with choosing different fashion looks, and fifth if social media aids their decision in choosing what to wear. Results showed that the majority agreed with the above statements with 31.4%, 26.7%,18.1%,17.1%,16.2% respectively.

For the respondents' purchasing behavior a series of questions were asked in order to measure it. First the respondents were asked did you ever make a final purchase decision on social media? 79% answered with yes, they made a purchase decision on social media, while 21% answered with no (Mean= 1.21, Std=.409). Second respondents were asked when was the last time purchase while using social media? the majority answered last week with 42.9%, 26.7% answered last month, 12.4% answered 6 months ago and 18.1% answered 1 year ago or more (Mean= 2.06, Std=1.134). Finally, respondents were asked at what rate do you purchase products through social media, the majority answered with 45.7% sometimes, 20% answered all of the time, 21.9% answered rarely, while 12.4% answered with never (Mean=2.27, Std=.923). Table 7 shows descriptive statistics of mean and standard deviation to questions related to purchasing behavior.

		Did you ever make a final purchase decision on social media?	When was your last purchase while using social media?	what rate do you purchase products through social media?
N	Valid	105	105	105
	Missing	0	0	0
Mean		1.21	2.06	2.27
Median		1.00	2.00	2.00
Mode		1	1	2
Std. Deviation		.409	1.134	.923

Table 7: Purchasing behavior descriptive statistics.

Finally, in order to measure popular culture influence on respondents' fashion trends and beauty looks. A series of questions were asked that included; social media helps me learn the latest fashion trends, social media keeps me up to date with beauty and makeup looks, social media influence my outfit decisions, social media helps me in choosing different fashion looks, and social media aids my decision when choosing what to wear. Results showed that the majority agreed with the above statements with 29.5%, 49.5%,35.2%,44.8%,52.4% respectively (Mean= 2.59, Std=1.035, Mean= 2.30, Std=.940, Mean= 2.50, Std=1.075, Mean= 2.09, Std=.889, Mean= 2.59, Std=.815).

4. Discussion:

H1 Stated that exposure to popular culture on social media will influence individuals' slang and speech communication. Here the researcher is testing respondents' level of exposure to popular culture on social media by asking the number of hours per day respondents are online and using social media. Statistical tests employed to see the significance between popular culture on social media exposure and respondents' slang and speech communication. slang and speech communication were measured through a series of statements that were mentioned above. Table 8: displays findings from a one-way ANOVA test that shows that there is a statistically significant difference between popular culture exposure on social media and individual's speech and slang communication (p=.005). finding supported H1.

ANOVA

Slang_Speech

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	147.440	2	73.720	8.230	<.001
Within Groups	904.714	101	8.958		
Total	1052.154	103			

Table 8: ANOVA test to measure the relationship between popular culture on social media and speech and slang communication of the respondents

For the second hypothesis the researcher wanted to measure the respondents' level of exposure to popular culture on social media and how this influences their purchasing behavior. Thus, H2 stated that exposure to popular culture on social media will influence individuals' purchasing behavior. Purchasing behavior was tested through a series of questions about first if they ever bought a product through social media, second how often do the respondents buy products on social media, and third when was the last time the respondents purchased a product through social media. Table 9 represent findings from a one-way ANOVA test that was done to show that there is a statistically significant difference between popular culture exposure on social media and respondents' purchasing behavior (p=.005). finding supported H2.

ANOVA

Purchasing_Behavior

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	107.243	2	53.621	5.487	.005
Within Groups	986.979	101	9.772		
Total	1094.221	103			

Table 9: ANOVA test to measure the relationship between popular culture on social media and the purchasing behavior of the respondents

Concerning the third hypothesis the researcher wanted to measure the respondents' level of exposure to popular culture on social media and how this influences their fashion trend and beauty looks. Therefore, H3 states that exposure to popular culture on social media will influence individuals' Fashion trends and beauty looks. The researcher wants to examine how popular culture on social media affects the respondents' daily choice of outfit selection, their beauty looks and make up trends, their wardrobe and their day to day clothe. Respondents were asked a series of questions concerning their fashion trends, how they chose their clothe, how they purchase their fashion looks and make up products through the exposure of popular culture on social media. Table 10 represent findings from a one-way ANOVA test that was done to show that there is a statistically significant difference between popular culture exposure on social media and respondents' fashion trends and beauty looks ($p=.020$). finding supported H3.

ANOVA

Fashion_Trends

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	128.781	2	64.391	4.078	.020
Within Groups	1594.747	101	15.790		
Total	1723.529	103			

Table 10: ANOVA test to measure the relationship between popular culture on social media and Fashion trends and beauty looks of the respondents

Results supported all three hypotheses for this research, where a statistical difference was found in all of the tests employed above. The study found a relationship between the social learning theory and popular culture on social media, where it was showed that individuals learn fashion trends, beauty looks, and slang language through watching other people model these behaviors on social media. They tend to imitate and be easily influence by popular culture messages that are portrayed on social media platforms. According to Bandura, (1977) he argues that the social learning theory is based on the notion that individuals learn from interactions with others in a social context. Through the observation of the behaviors of others, individuals start to develop the similar behaviors. Then after observations, individuals adapt and imitate the observed behavior especially if they are positive experiences or include rewards. Whereas, it was found that respondents browse popular social media platforms for fashion outfits, beauty and makeup looks, and products purchase. Results found

individuals are easily influenced by social media, where the majority made a final purchase decision for products on social media in during the last week. It was also found that individuals are heavily influenced and learn from social media platforms when coming to make decisions concerning their daily outfits.

5. Conclusion:

In a nutshell, popular culture is mainly defined across different studies as the representation of a community or society in symbols, ideas, movies, images and rituals of everyday life. Popular culture in the past has been largely defined by traditional media such as television, radio, books, movies, and music. Today, popular culture is mainly defined by non-tradition media, which is social media (Mitra, & Fyke, 2017). Thus, this paper studied the role that popular culture has in social media on millennium's fashion trends, purchasing behavior, and speech and communication. Studying popular culture thus offers an understanding of fundamental process of individual's behaviors regarding mainstream trends that they are exposed to online. In short, the study of popular culture might provide insight into millenniums' social speaking skills, appearance, behaviors, and beauty values. This study has shed the light on the social learning theory, to understand how individuals observe, learn, and imitate the behaviors that they are exposed to on the popular social media platforms. Results showed that all three hypothesizes proposed were supported, where a statistical difference was found when conducting the analysis of the survey distributed. This showed that millenniums are in fact exposed to popular culture on social media, and that they are in fact influenced through their purchasing behavior, fashion trends, speech and communication. This study faced the limitation of timing, where the researcher was not able to reach a large sample because of timing constrains. The researcher recommends that this study to be replicated on a broader scale, using a probability sampling technique in order for the results to be generalized. The researcher also recommends including more variables that are affected by popular culture to study.

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