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The Influence of Instagram on the Lifestyle of Female Youth: A Case Study of UMT

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Abstract: *In this study, the researcher wanted to find out the influence of Instagram on the lifestyle of female youth and was interested to know about the perspectives of youth. The researcher used a questionnaire as a tool for data collection. Same as convenient available sampling method used to select Sample. The sample size remained 203, in which; 71.9% of participants agreed that girls idealize Instagram life and 62.5% called it a threat to social values and norms while 54.2% of participants disagreed with feelings of depression after watching the lifestyle content of others. Data supported the concept of uses and gratification theory, which is used as the theoretical framework. Findings showed that the females are adopting a lifestyle inspired by Instagram content which also effecting social norms and values but on other side, it is also helping in developing modern ways of living styles and the influence is on those who are seeking it.*

Key Words: Influence, Lifestyle, Female, Youth, Instagram, University, Education

Introduction

Lifestyle is sometimes not adopted in own way but by the influence of others. In others, this may be an observation, experience or on the basis of following someone on social media and trying to be like them.

In this era, Social Media is playing an important part in influencing and manipulating its users. From dressing sense to social values, everything is a result of the influence of others. Not only western but the perspective of always idealizing someone's lifestyle over your own which automatically influences in every single way. The increase in social media usage causes decrease in self-esteem. [\(Jan & et.al. 2017\)](#)

Lifestyles are becoming more important than values. People are mainly focused on having a modern lifestyle than practicing cultural and moral values. People who share modern living style posts are more likely to get more followers and appreciation. This thing doesn't stop with sharing stuff and getting likes, comments and followers but after it, a part of the psychological behavior of every

individual engaging with that post begins. The human mind starts getting appealed to by the photos of other people showing their best versions. How to live a life with the hashtags #YOLO sets trends on lifestyles one should follow; this leads to comparison. Its human nature that if it notices this type of content repeatedly, a comparison war begins. This behavior is more common in the female gender. Another thing to observe is that finding happiness on Instagram happiness is based on getting liked by others on an appearance basis (Li & Kim, 2019).

More than over 500 million are regular users of Instagram. Of those about 60% are females under the age of 34. And if we more cut down the age, then the 15-30 is highly affected age group. Those females get highly appealed by the other female lifestyle photos that can be about fashion, fitness, cooking or beauty. It is not known to everyone that they get paid for putting up the photographs. Usually they portray that thing as it's their lifestyle but it has a great impact on their viewers which are female. They start comparing their lifestyles with them. According to the studies

majority of females unconsciously compare themselves with bloggers/influencers on Instagram, triggering the objectivity. And encourage change (Hu, 2018).

A growing body of research studying social media from a social comparison perspective suggests that browsing others' positive posts have negative effects on mood through envy and the feeling that others have a better life ((Edge, 2012); (Haferkamp & Krämer, 2011); Sagioglou & Greitemeyer, 2014; Tandoc, Ferrucci, & Duffy, 2015). This comparison also begins with body image. Bloggers sharing fitness inspiration photos and videos make an ordinary girl complexed of her own lifestyle of not taking care of herself by not joining the gym and other trendy fitness centers for a healthy lifestyle. Fashion & Beauty are also promoted in the same way that those who aren't aware of the latest trends get attracted towards them. Girls have no idea about this behavior change but it affects their mental health. The loss of peace and satisfaction in own lifestyle and neglecting all the blessings is a rising major problem.

In Pakistan, the culture and moral values are totally different from the west. Girls are more likely to explore fashion and trends on social media, where Instagram gives a platform to explore more and basically deals with photographs and videos which psychologically engage females with that thing. It is a well known thing that influencers pretend to be mentally satisfied and post daily according to their blog niche when they are depressed or under anxiety. This shows that they are always fine and having a good time which is not true but it puts a fake image like a playing card for their viewers. It affects their viewers differently, they had no idea about the suffering of people. They just feel that others are doing well and they are losing in this race.

The rapid growth of anything will definitely have its effects too. That's why in this study, the influence of Instagram is under study and particularly on female youth. The variety of content catches users towards it and leaves an effect depending on others' self-esteem, like if it is low or high but somehow leaves an impression on the viewer.

Statement of the Problem

The purpose of this research is to find out the overall impacts of the reel lifestyle on the real lifestyle through Instagram how girls are taking it and their own perspective on following the bloggers to manipulate their opinions and decisions on how to carry their lifestyle. The male perspective is also added to study the case from both sides; its implementation and observations. This study will explore to which extent the perspectives are changing and girls are influenced by the Instagrammed lifestyle promotions. And also their personal judgments regarding the behavior of their same sex individuals, and how the girls observe other girls of their society who are influenced by the bloggers of Instagram.

History of Instagram

Instagram is an application. Developed in 2010 by Kevin Systrom. It is a photo and video sharing platform used to communicate worldwide. On the first day of launch, Instagram attained 25,000 users. In March 2012, the number of users reached 27 million approximately (Blystone, 2020). Instagram now is not just a visual communicator software but it provides a platform and careers. The professions like bloggers, influencers and creators are now accepted and working in societies. Also provides space for business and helps in achieving goals through helpful features. When Instagram was growing and emerging as a new trend Facebook owner Mark Zuckerberg purchased it. Now both Facebook and Instagram are linked with each other.

Significance of the Study

This research study can help in the perspectives learning of female and male implementing behavior to the observed behavior, a thinking approach of male and female individuals of the same society is under discussion. As the digital media is creating its place in Pakistan and this debate of influence can become a top issue for the human behaviors and influence effects on gender perspectives, so this study will help as literature review. This study is taken out from a fixed number of targeted people as samples for it and also their figures to calculate and understand the ratio of observations carried out by both men and women.

Objectives of the Study

- To observe the lifestyle of girls under the influence of Instagram.
- To check the effects of Instagram's influence on social and cultural values.
- To study about human behavior changes on the basis of the influence of Instagram.
- To highlight the lifestyle race through Instagram.

Literature Review

[Nyambura and Ivy \(2019\)](#) studied the purpose of how social media, mainly Instagram, playing a part in creating an influence on the body image of university students. The study was conducted in Kenya. Where the majority is of dark complexes and different body structures, they have their own definition of beauty. The results showed and added to the knowledge that it is felt that Instagram highlights the 'only' western culture and creates different beauty standards. It was also reported that this kind of continuous feeding through content becomes the reason for depression. And it was suggested by the researchers that brands should create advertising by adding different body colors and structures to balance the world.

Ahadzade & et al. (2016) explained in their article that a psychological effect like self-esteem could make the impact or influence of Instagram more effective. This study was conducted in Malaysia. It was observed that Body image satisfaction could be higher by using Instagram with a less self-worth impression; self-esteem. To test the hypothesis Partial Partial Least Squares Structural Equation Model was used. The survey was conducted among 273 university students. But it was conducted only to figure out about body dissatisfaction element caused by Instagram. And the current study is on the impact on lifestyle, covering all components as a whole.

[Milson & Rhea \(2019\)](#) Pinned in their research work that not only social exposure change the body satisfaction level among the young girls or their intention to reach the unedited photos which may change the idealization of the body. The conclusion was made on a survey through an experimental multi regression design. From 63 female participants that only the potential audience of Instagram will reach that content and be influenced through it. This means

those who are looking for idealizing materialistic body inspiration will get it. The current study will not only go for consciously getting inspiration for influence through Instagram but also the unconscious effects of this influence on daily life.

Breines & Ferzst (2019) demonstrate how Instagram impacts women negatively. The qualitative approach was used to examine the impacts and it was further divided into three themes to understand better; posting, self-promotion and engagement. Participants showed that the efforts were made during posting by choosing the best videos and photographs and after it, the number of likes and comments held value for the publisher. While posting, the user kept the comparison with other users in mind that what they showed through the picture and what kind of content they were posting. The same comparison was observed for likes and comments that people count and compare them or their content with others. And the last step of impact is in the thought of how other people will perceive it, what other people will think of snout users and their belongings.

Tiggemann & Zoe (2016) Described how model figures create dissatisfaction with the body among women. The mood was also disturbed because It's not easy for a common woman to achieve those body goals easily. So, the presentation of celebrities or influencers especially their traveling content decreased the self-worth of lifestyle. This creates an alarming situation in the minds of users that maybe we aren't capable of it as the less is our kind of feeling to create dissatisfaction. All the components of the study are linked to causing women thoughts of incompatibility.

Rassi (2016) conducted a study on women's bodies as they are portrayed on Instagram. The major of this study was to analyze if really Instagram presents and provides space for content different from traditional media. The fact is that there were many photographs under the tags of positivity or positive body. Which only means the bond under specific measurements. Which will influence on people who will be opposite to it. The trending tags changed the meaning of positive body and made others dissatisfied with themselves.

Bagautdinova (2018) discussed that in various studies, the effect of Instagram was analyzed. But for

this research on depth interviews were conducted with 26 females to determine the effect of body dissatisfaction and selfies. The researcher concluded that none of the participants found fully satisfied with their bodies after watching celebrities and ideal body images. The number of likes and comments under any post was considered approval of society where you are just you and there is no need for change.

Verrastro & et al. (2020) explained that the digitized dysmorphia increases with the Instagram exposure among the female participants. And the high beauty standards which make others below the average for dissatisfaction and depression. Globally beauty standards were raised high, causing factors to the mental ability to choose the right. Posting photographs or sharing selfies and then comparing with beauty standards were no less than mental torture.

[Jan & et al. \(2017\)](#) examined the comparison behaviour on Instagram causing self-esteem. The aggression model was applied with SPSS to test the hypothesis and to identify the relation between self-esteem and social media. Findings show that 88% of users compare themselves with the content of others. And the research proved that there is a strong relationship between self-esteem and social media.

Theoretical Framework

The theory of uses and gratification is applied in this study. This theory is an approach to understanding why and how people actively seek out specific media to satisfy specific needs. UGT is an audience-centered approach to understanding mass communication." The main approaches of uses and gratifications are as follows:

- The audience is active and its media use is goal oriented
- The initiative in linking need gratification to a specific medium choice rests with the audience member
- The media compete with other resources for need satisfaction
- People have enough self-awareness of their media use, interests, and motives to be able to provide researchers with an accurate picture of that use.
- Value judgments of media content can only be assessed by the audience.

Relevancy of theory with present research:

UGT is relevant because the content is approached by the user, not the content approaches the user and influencing forcefully. It is observed that participants reach Instagram, make IDs for their representation and follow the content they want to see. This is how they reach their desired digital space. And after it, the process of influence or impact begins. If the user isn't approaching the influential content, then it's impossible for any kind of content to make an impact.

Research Questions

- What kind of things do girls observe from Instagram content which make an impact?
- Is it true that the impact of Instagram is changing social values and norms?
- What kind of changes are observed in human behavior on the basis of Instagram usage?
- What kind of effects are observed by the lifestyle of influencer's content?

Research Design

The researcher used a survey method to check the influence of Instagram on the lifestyle of youth. The researcher has conducted the research with a quantitative approach.

Population

The population considered for the research was the men and women, both who belong to the age group of 18-28 and have access to Instagram. The researcher preferred this age group of people because it is the most dynamic part of their lives. The population of research is taken from UMT, Lahore.

Sampling Technique

The researcher used a non-random, convenient sampling technique.

Sampling Size

This study was conducted on 203 participants in age group 18-28 from UMT, Lahore.

Data Presentation

Following is the data collected through a Likert scale survey to understand the influence of Instagram on the lifestyle of female youth and its perspectives.

Table 1

Questions	Strongly Agree %	Agree %	Neutral %	Disagree %	Strongly Disagree %	Yes %	No %	Maybe-Not Regular
Are you an Instagram User?						68.5	7.9	23.6
Do you follow lifestyle Influencers/bloggers on Instagram?						61.1	38.9	
Do you think Girls idealize Instagram life?	34	37.9	16.7	10.3	1			
Did you observe any girl who is influenced by the Instagram lifestyle?						72.9	27.1	
Do you try to adopt a lifestyle inspired by Instagram bloggers and influencers?	19.2	24.6	30	20.2	5.9			
Does Instagram change your behavior?	10.8	27.6	28.6	25.1	7.9			
You will like any girl whose lifestyle looks like the lifestyle of bloggers/ influencers?						32	33	35
Do you follow female bloggers/ influencers on Instagram?						69	31	
Do you feel satisfied with your own body after watching fitness related video by any influencer?	13.3	33.5	35	13.3	4.9			
Do you change your mind after watching a video posted by any influencer	14.8	31.5	28.1	20.2	5.4			
Do you feel depressed after watching someone's lifestyle on Instagram?						23.6	54.2	23.6
Do you agree that Instagram helps in improving lifestyle?	17.2	32.5	36.5	9.9	3.9			
Do you agree that Instagram is mainly occupied by fake lifestyle posts?	18.7	31	30	17.7	2.5			
Is Instagram having a negative effect on social and cultural values under the name of 'Trending'?	30.5	32	25.1	10.3	2			

Questions	Strongly Agree %	Agree %	Neutral %	Disagree %	Strongly Disagree %	Yes %	No %	Maybe-Not Regular
Do you think because the platform provided by Instagram, Western culture & lifestyle are influencing the lifestyle of girls in Pakistan? (To observe the lifestyle of girls under the influence of Instagram)	35.5	36.5	19.2	5.9	3			
Do you believe that Instagram where helps in presenting new ideas of a maintained a lifestyle? (To study the human behavior changes on the basis of the influence of Instagram usage)	25.10	33.5	30	8.9	2.5			
Is a race of lifestyle created through influencers content?	46	22.5	28	2	2.5			

Gender

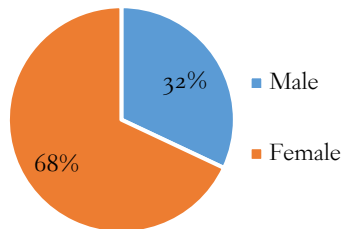


Figure 1:

Figure 1 shows that the survey approached 138 Female and 65 Male participants in order to collect data. The study is mainly for female participants.

That's why more percentage of this gender was required to get the most relevant information.

Age

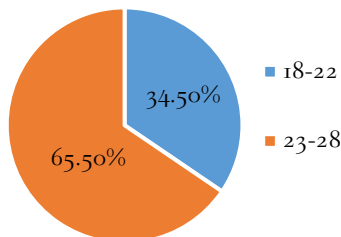


Figure 2:

Figure 2 The majority of participants belong to the matured age group, and 133 participants belong to

the second group which is 23-28. And 70 participants belonged to the other group which is 18-22.

Are you an Instagram user?

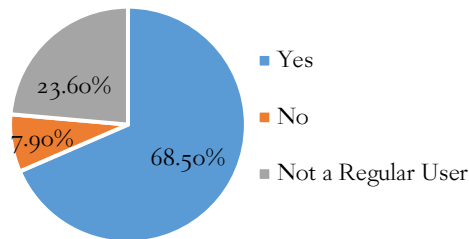


Figure 3:

Figure 3 shows how many participants are Instagram users. The percentage of option A and C is greater than the B, which is "No". Through survey, we researcher gets to know that among 203 candidates, 139 went for option "A," which means that they are

Instagram users. 48 candidates went for option "C", which means they use it but not regularly and only 16 selected option "B" let to know that they are not Instagram users.

Do you follow lifestyle influencers/bloggers on Instagram?

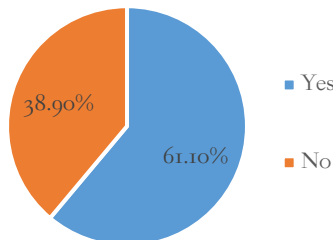


Figure 4:

Graph 4 shows that 61.10% of participants follow influencers and bloggers on Instagram and the remaining 38.90% don't follow. This figure is a base

of evaluation that the majority is experienced and will provide information close to their experiences.

Do you think 'Girls' idealize Instagram life?

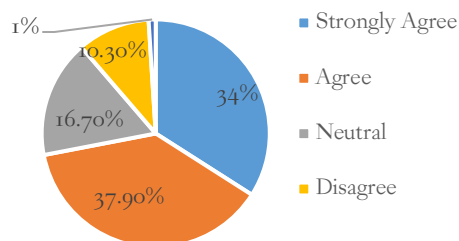


Figure 5:

Figure 5 says that 34% of participants strongly agree with the statement that girls idealise Instagram life and 37.9% agree with it. 16.70% may be mixed

thoughts; that's why they went with option "C," which is Neutral. And on another side, 10.30% of participants showed disagreement and 1% strongly disagreed with the statement.

Did you observe any girl who is influenced by the Instagram lifestyle?

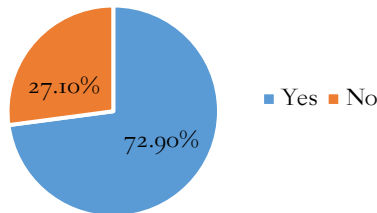


Figure 6:

Figure 6 tells the researcher that 72.90% of participants have observed girls who are under-

influenced by Instagram lifestyles and 27.10% have no experience with this kind of observation.

Which of the following content inspires you the most on Instagram

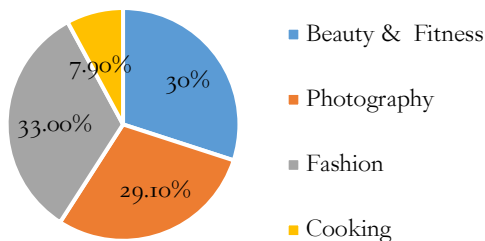


Figure 7:

Figure 7 shows that 30% of participants are inspired by the beauty and fitness content on Instagram, 29.10% by photography, 33% with fashion related posts and 7.9% by Cooking content. This graph

divides the participants on the basis of their choices and will further examine the results of the same statements from different approaches.

Do you try to adopt a lifestyle inspired by Instagram Bloggers and Influencers?

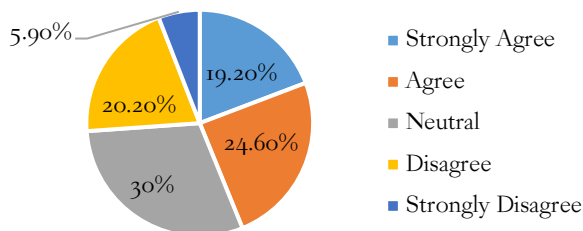


Figure 8:

Figure 8 tells the researcher that 19.2% strongly agree and 24.6% agree that they try to adopt a lifestyle inspired by Instagram bloggers and influencers. 30%

found neutral votes. And 20.20% disagree and 5.9% strongly disagree because they don't try to follow them.

Does Instagram change your behavior?

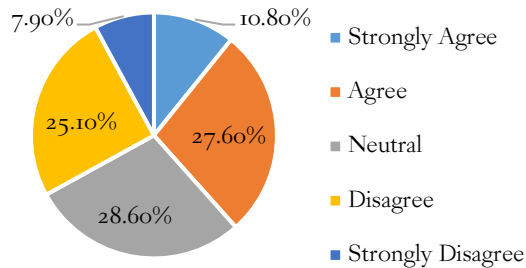


Figure 9:

Figure 9 says that 10.8% of participants strongly agree that Instagram change their behaviour and 27.6% Agree with the statement. 25.10% disagree that

Instagram change their behaviour and 7.9% strongly disagree with this statement. On the other side, 28.6% voted for the neutral option.

You will like any girl whose lifestyle looks like the lifestyle of bloggers or influencers on Instagram?

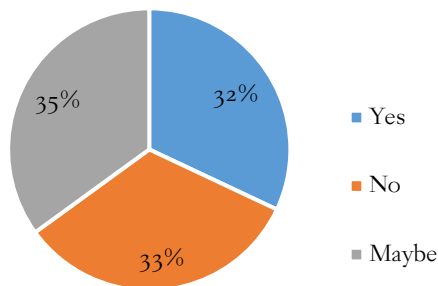


Figure 10:

Figure 10 shows that 32% of participants will like a girl whose lifestyle looks like the lifestyle of an

Instagram blogger, 32% selected option No and 35% selected May be option for this statement.

Do you follow Female Bloggers/Influencers/Content Creators on Instagram?

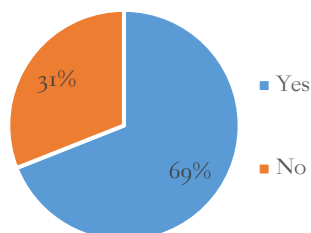


Figure 11:

Figure 11 shows the researcher that 69% of participants follow female influencers and bloggers on Instagram and 31% don't.

Do you feel satisfied with your own body after watching any fitness related video by any influencer?

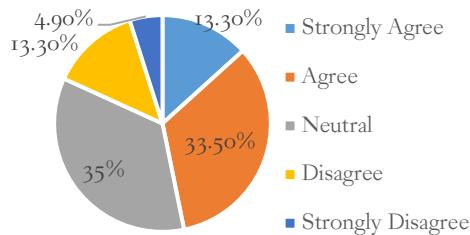


Figure 12:

Figure 12 tells that 13.3% strongly agree and 33.5% agree that they feel satisfied with their own bodies after watching fitness related content on Instagram

and 4.9% strongly disagree and 13.3% disagree with the statement and 35% presented as neutrals in this approach.

Do you change your mind after watching any video posted by an influencer?

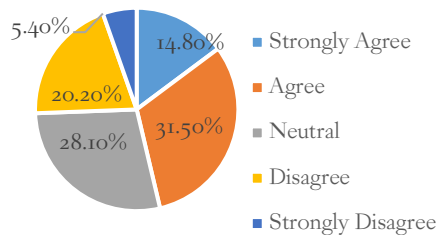


Figure 13:

Figure 13 shows the researcher that 14.8% strongly agree and 31.5% of participants agree that they change their minds after watching related content on

Instagram. On the other side, 20.20% disagreed and 5.4% strongly disagreed that they changed their minds and 28.10% stayed neutral in this query

Do you feel depressed after watching someone's lifestyle on Instagram?

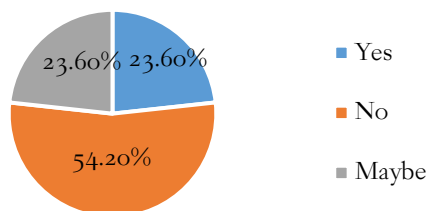


Figure 14:

Figure 14 shows that 54.20% of participants don't feel depressed after watching others' lifestyle content on Instagram, 23.6% went with the option Yes that they

feel the same and 23.6% selected the option Maybe that they aren't sure about themselves.

Do you agree that Instagram helps in improving lifestyle?

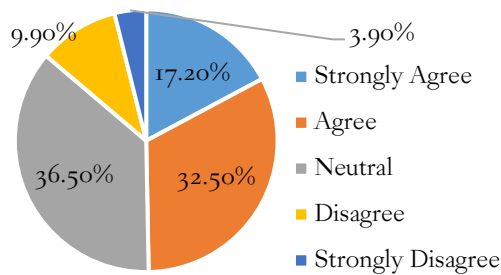


Figure 15:

Figure 15 tells the researcher about the different perspectives of participants over one query 17.20% of participants strongly agreed and 32.50% agreed that they think Instagram is helping in educating

modern lifestyles but on the other side, 36.5% of participants found themselves neutrals in it. 9.9% and 3.9% went for disagreement.

Do you agree Instagram is mainly occupied by fake lifestyle posts?

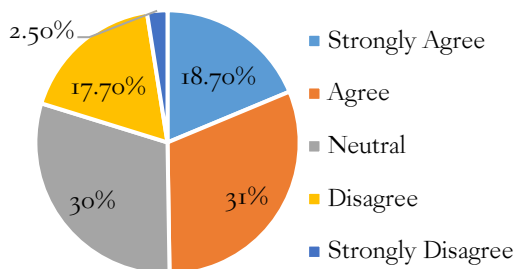


Figure 16:

Figure 16 breaks the results related to the study that 18.7% strongly agree and 31% agree that Instagram is occupied by fake lifestyle content. 30% of

participants stayed neutral. 17.7% and 2.5% disagreed and strongly disagreed that fake lifestyle holds Instagram.

Research Questions

Is it true that the impact of Instagram is changing culture and values?

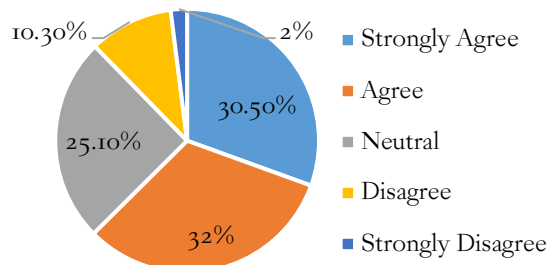


Figure 17:

Figure 17 shows the examined results to the researcher that 30.5% strongly agreed with this statement, like asking about social and cultural

values. 32% agreed with it, 25.10% Stayed neutrals, 10.3% disagreed and 2% strongly disagreed.

Do you think because of the platform provided by Instagram, Western culture & lifestyle is influencing the lifestyle of girls in Pakistan? (To observe the lifestyle of girls under the influence of Instagram)

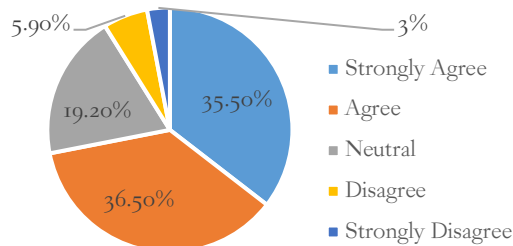


Figure 18:

Figure 18 tells that 35.5% and 36.5% of participants think that the platform of Instagram the Western culture is influencing the lifestyle of females in

Pakistan. 19.2% chooser to remain neutrals. 5.9% and 3% disagreed with the statement

Do you believe that Instagram where helps in presenting new ideas for a maintained lifestyle? (To study the human behavior changes on the basis of the influence of Instagram usage)

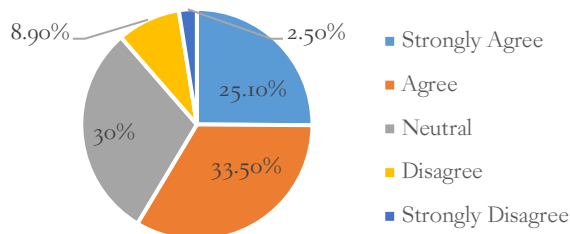


Figure 19:

Figure 19 shows the researcher that 25.10% and 33.5% of participants believe that Instagram is destroying the basics of society. On the other side,

8.9% and 2.5% disagree with this. 30% presented themselves as neutrals.

Is lifestyle race created through influencer's content?

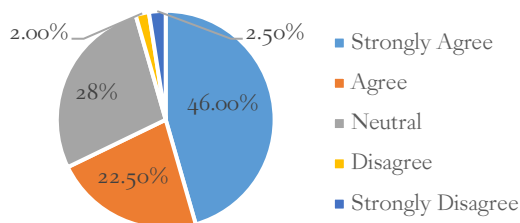


Figure 20:

Figure 20 shows that 46% & 22.5% of participants agreed with the statement and 2% and 2.5% had the other opinion. The researcher found 28% of participants neutrals in this query through data received.

Which Effects of Instagram do you observe in daily life?

According to data collected, fashion adoption is one of the main effects of Instagram content. Blogger's fashion content appeal to the users they want to style like them. Another category is lifestyle maintenance bloggers and influencers share their good side of life which makes the users to think about having a perfect life. It also helps to groom individuals. On the other side, participants also highlight how it is dramatically shifting the traditional values and living styles to modernization, which is removing our basics from our lives. This effect is limited because some participants also noticed that these lifestyle contents don't influence much on them.

Discussion

In this study, the researcher shows how the influence of Instagram is changing the social values of our society. The majority answered that our social and cultural values are somehow being disturbed by its practice which is taking it to a negative turn. The positive is the getting influencing and the part of 'individual personality'.

The majority of respondents showed that they are aware of this influence and observing in daily life. There is also space for neutral respondents who are confused in selecting one side or have no intentions to observe such activities.

Another factor under observation from the data collection is that the survey is observed to fill with conscious and unconscious effects during observation one thing is valid but the same thing is invalid when inquiring to the observer.

In the present research, 76.4% of participants were Instagram users. The uses and gratification concept clears the fact that a person reaches the content that he actually needs. Kircaburun and et al. (2018) find out that every user has his own different personality and his desires for exposure are different, so he will seek different content through different platforms as 71.9 % of participants from the survey

thinks that girls idealize the Instagram lifestyle which tells the researcher that those girls may be desires that lifestyle content to inspire and groom their daily life routine. But when asked about their adoption of a lifestyle inspired by lifestyle content creators of Instagram, 43.8 % appeared to go with this thought and 30% remained neutral that may be they will adopt or maybe not.

A shift in data is observed by the researcher that the majority of respondents went with the thought of changing behavior through Instagram content but refused to mention themselves as being un-satisfied by their own-self after watching content on Instagram, which means they are satisfied with their own self and no influence on themselves. Here the researcher wants to mention conscious and unconscious self-observation being an observer. Even if the respondent called Instagram a reason of influence still unconsciously creates his own image it clear that he don't follow such bandwagons of social media and individuals' own image is always positive. This creates variations in the data collected, but this is how it is.

It is also examined that 62.5% of respondents think that the change through the influence of Instagram is destroying the social, traditional living styles, where girls used to stay in simplicity and focus on the household, now adopting modern means of living and adding their-selves to priority. From fashion to fitness and modern living styles, they inspire through the western mode of bloggers content on social media. In the present research, majority showed that they observe females practising Instagram lifestyle but the same participants disagree in majority which is 54.2% that they feel depressed by watching other's lifestyle routines.

Conclusion

This study aimed to examine the effects of Instagram's influence on the lifestyle of females. Basically, the researcher wants to analyze the effects and the awareness ratio among the youth. Instagram is growing faster day by day and the main reason behind its influence of its. If there is no influence, people will stop reaching it. So the influence makes users bound to use this app to explore more in this way. The Instagram officials try to keep it updated and add new features after regular intervals. On one side the influence is modernizing the societies by

shaping opinions of users but on other side is also affecting the basic cultural and social norms. It was also observed that in many cases, influence is not working on participants. This can be considered as a limited effect.

Recommendations

There are some recommendations for better usage of Instagram in future. These suggestions are sourced from respondents' responses.

- Creating space for content related to the society we live in, so the youth will take inspiration from it.
- Educational seminars create a sense of responsibility for oneself, so the level of influence of the Western lifestyle can be decreased.
- Education on values to inspire, not the filter selfies for inspiration.
- Opportunities to experience modern variations of lifestyles in the society's limitations.
- Education on self-esteem.

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