

The Influence of Media on the Trend of Saudi Women towards Purchasing Traditional Clothing

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Abstract

This study aims to assess the current trends among Saudi women towards purchasing traditional fashions, examine the influence of various forms of media, including social media platforms, television, print media, and online fashion blogs, on the desire of Saudi women to purchase traditional fashions, investigate demographic variations in the trend of Saudi women towards purchasing traditional fashions, including differences based on age, education level, socio-economic status, and geographic location., identify the underlying motivations driving Saudi women's engagement with traditional fashion, including cultural pride, religious considerations, social norms, and personal expression, and to analyse how these motivations intersect with media consumption patterns. The study found statistically significant differences in the trend of Saudi women towards wearing traditional clothing based on demographic variables such as age, geographical region, and income level. However, no significant differences were observed based on educational level. The hypothesis that posited statistically significant differences in the influence of the media on purchasing trends for traditional clothing across demographic variables was not supported. There were no significant differences based on age, income level, or education level, but significant differences were found based on geographical region.

The third hypothesis, which suggested a relationship between the influence of the media on trends and purchasing practices for traditional clothing and the trend of Saudi women towards wearing traditional clothing, was supported. The analysis revealed a statistically significant, albeit weak, positive relationship between these factors.

Keywords: Media, Traditional Clothing, Saudi Women

Introduction

Fashion has been known since ancient times as an essential factor in human life, a necessity for survival and resistance to weather variables. This necessity evolved gradually when the art of different peoples entered the world of fashion and textiles, reflecting their distinction, culture and authentic traditions (Fashion Authority, 2022). Fashion and cultural textiles are known as material evidence of all the clothing, textiles and related products contained in a particular culture Abdul Monim (2010), including portable accessories such as

bags and shoes (Lee et al., 2009). The environment, geographical location, customs and religious and historical values also play a significant role in the forms, materials and methods of making each of them (Abdul Moneim, 2010).

The Kingdom has a rich heritage of distinctive cultural fashions, with styles of dress varying between women and men in different regions. Saudi cultural dress is characterized by different fabrics such as silk, cotton, gold wires, and bright threads (Rahma, 2020). One of the main pieces that distinguish women's clothing in Saudi Arabia is the (abaya), which is an outer garment for women with long sleeves that covers the entire body except for the face, hands, and feet. It is open in the front and closed with buttons or a zipper, and is often black in color (Tashkandi et al., 2013). The abaya is considered an important part of women's cultural identity in the Kingdom.

Traditional fashion in the Kingdom is characterized by its enduring nature, with many garments and accessories retaining their relevance and significance over time. There remains a steadfast commitment to preserving and incorporating elements of traditional dress into contemporary celebrations. This dedication is further exemplified by the meticulous transfer of embroidered pieces from old garments to new ones, ensuring the continuity of cherished traditions (Fida, 2015).

The measure of a society's progress can be gauged by its commitment to preserving its cultural heritage and traditional arts. In Saudi Arabia, with its millennia-spanning history and rich tapestry of traditional arts, fashion stands as a testament to our enduring legacy. Our clothing heritage, characterized by vibrant colors, elegant simplicity, and exquisite craftsmanship, embodies our unique aesthetic sensibilities and reflects our deep-rooted customs and traditions. Drawing from this rich heritage enriches our cultural identity, fostering authenticity and harmony with the demands of contemporary life while honoring our ancient Islamic traditions (Khamis, 2023).

This study embarks on a quest to unravel the intricate nuances of this phenomenon, seeking to measure not only the trend of Saudi women towards acquiring traditional fashions but also the profound influence wielded by the media in shaping their desire to do so. Against the backdrop of a rapidly evolving media landscape, characterized by the omnipresence of digital platforms and the proliferation of fashion influencers, understanding the dynamics of media influence on traditional fashion consumption becomes increasingly imperative.

At the heart of the study lies a multifaceted exploration of Saudi women's engagement with traditional fashion, delving into the underlying motivations, preferences, and socio-cultural dynamics that inform their purchasing decisions. By measuring the trend of Saudi women towards acquiring traditional fashions, the study seeks to illuminate the evolving patterns of consumer behavior within the realm of fashion, shedding light on the factors driving the resurgence of interest in traditional attire among Saudi women.

Furthermore, the study endeavors to dissect the intricate web of media influence, probing the extent to which digital platforms, social media campaigns, and fashion-centric content shape the demand for traditional fashions among Saudi women. In an era where the boundaries between physical and digital realms blur, the media emerges as a potent force in shaping consumer perceptions, aspirations, and purchasing behaviors, exerting a profound impact on the fashion choices of Saudi women.

By examining the nexus between traditional fashion consumption and media influence, the study aims to provide valuable insights for stakeholders in the fashion industry, policymakers, and cultural observers alike. By understanding the interplay between tradition, modernity,

and media influence, stakeholders can devise strategies to foster a more inclusive, culturally resonant fashion landscape that celebrates Saudi heritage while embracing the possibilities of the digital age.

Research Problem

The trend of Saudi women towards purchasing traditional fashions and the influence of the media on their desire to buy them represent complex and multifaceted phenomena within the cultural and consumer landscape of Saudi Arabia. While traditional fashion holds deep cultural significance and serves as a symbol of identity and heritage for Saudi women, the evolving dynamics of media consumption and digital communication channels have introduced new dimensions to the way traditional attire is perceived, consumed, and valued. However, despite the pervasiveness of media in shaping global fashion trends, the specific influence of media on the trend of Saudi women towards purchasing traditional fashions remains relatively underexplored.

The research problem at hand revolves around the need to comprehensively understand the interplay between traditional fashion consumption behaviors among Saudi women and the influence wielded by media platforms and channels. Specifically, the study aims to address the following key questions:

- What are the prevailing trends among Saudi women towards purchasing traditional fashions?
- How does the media influence the desire of Saudi women to buy traditional fashions?
- Are there significant demographic variations in the trend of Saudi women towards purchasing traditional fashions?
- Do demographic variables such as age, education, and socio-economic status moderate the influence of media on the demand for traditional fashions among Saudi women?
- What are the underlying motivations driving Saudi women's engagement with traditional fashion, and how do these motivations intersect with media consumption patterns?

Research Objectives

- To assess the current trends among Saudi women towards purchasing traditional fashions.
- To examine the influence of various forms of media, including social media platforms, television, print media, and online fashion blogs, on the desire of Saudi women to purchase traditional fashions.
- To investigate demographic variations in the trend of Saudi women towards purchasing traditional fashions, including differences based on age, education level, socio-economic status, and geographic location.
- To identify the underlying motivations driving Saudi women's engagement with traditional fashion, including cultural pride, religious considerations, social norms, and personal expression, and to analyze how these motivations intersect with media consumption patterns.
- To assess the potential implications of media influence on the preservation and promotion of traditional Saudi fashion, including its impact on cultural heritage, societal norms, and the fashion industry ecosystem.

- To propose actionable recommendations for fashion industry stakeholders, policymakers, and cultural influencers to leverage media platforms effectively in promoting traditional Saudi fashion while respecting cultural sensitivities and preserving authenticity.

Research Hypotheses

- 1- There are statistically significant differences in the direction of Saudi women towards acquiring traditional clothing based on demographic variables.
- 2- There are statistically significant differences in the influence of media on attitudes and purchasing practices of traditional clothing based on demographic variables.
- 3- There is a statistically significant relationship between the influence of media on attitudes and purchasing practices of traditional clothing and the direction of Saudi women towards acquiring traditional clothing.
- 4- There is a statistically significant relationship between motives for wearing traditional clothing and the direction of Saudi women towards acquiring traditional clothing.

Research Significance

- This paper will contribute to the preservation of Saudi Arabia's rich cultural heritage by shedding light on the significance of traditional fashion and its role in shaping national identity. By examining the trends and influences driving the adoption of traditional attire among Saudi women, the research will highlight the enduring relevance of cultural traditions in contemporary society.
- The research will provide valuable insights for fashion designers, retailers, and policymakers seeking to capitalize on emerging trends and market opportunities.
- The research will illuminate the ways in which media platforms can empower individuals to embrace their cultural roots and challenge societal norms.
- The research has the potential to foster cross-cultural understanding and dialogue by examining the intersections of tradition, modernity, and media influence within the context of Saudi Arabia.
- The research will contribute to efforts aimed at promoting social cohesion and cultural diversity within the Kingdom.

Theoretical Review

Traditional Clothing

The traditional clothing in any society is considered a part of its heritage, civilization, and identity. It is closely linked to customs, traditions, environmental influences, economic factors, social aspects, and culture. Traditional costumes, especially women's costumes, are among the richest fields in terms of their arts, symbols, and various forms. They are the most attractive aspect in distinguishing between peoples. Each country has specifications and characteristics for its distinctive costume, and even within the same country, different regions have their own unique costumes. This distinction is reflected in the type of fabrics and materials used, the design methods, decorations, ornamental units, and colors (Khamis, 2008).

The Kingdom distinguishes itself with its vast geographical area, which results in diverse styles of women's and men's fashion. This richness and diversity make the Kingdom a source of many design and ornamental lines. In the past, Saudi women used to sew and embroider their own clothing. After the discovery of oil, the social fabric of the society changed, bringing along new clothing styles, housing, events, and other aspects of social life that accompanied the

economic changes (Khamis, 2008). Saudi women became aware of fashion trends from around the world, both modern and traditional (Alsaggar, 2023)

Fashion in the Kingdom has been influenced by several factors, including geographical, historical, customs, and traditional factors associated with clothing. This has led to its diversity depending on the different regions, with each region having its own character reflected in its costumes. The surrounding environment also plays a role in shaping the patterns, materials, and colors.

Costumes in the Kingdom share general characteristics, as they consist of the long basic robe with common features and the same method of tailoring. They have the same essential parts, including the body, the "jubba," the sleeves ("muzanid"), the "takhressa," and the differences lie in the size and length of the robe, the width of the sleeves, the shapes of the neck embroideries and finishing techniques, the colors, and decorative styles. The names, fabrics, and colors also vary (Miqllan, 2010).

In Saudi Arabia, the types and shapes of clothes differ from one cultural zone to another and from one tribal area to another (Ross, 1981; Yamani, 2004; Al-Dossary, 2012). Due to the significance of the tribal/regional identity which characterises most of the regions in Saudi society, women preserve the dress code as a representation of their tribes' customs. The symbolic value of the colours, designs and decoration can be used as denotations to index particularities of a tribal identity. Each tribe/region has a unique dress code to differentiate themselves from women from other tribes. Therefore, traditional dress is considered to be a fundamental dimension of the tribal ethos (Ross, 1981).

The most important fashion lines that distinguish each region are:

Fashion in the Northern Region of Saudi Arabia:

Fashion in the Northern Region of Saudi Arabia showcases a unique blend of influences from the Levant and the region's extreme continental climate. Spanning areas such as Al-Jawf, Arar, Tabuk, Tarif, and Rafha, this region's fashion is deeply connected to its cultural heritage. The garments, predominantly woven by the skilled Bedouins, share similar design lines with slight variations in decorations across different tribes.

The most prominent women's fashions are (Al-Mahouthal), which is a basic outer garment consisting of a long black dress that is folded in the middle to reduce its length and tied with a red cotton belt around the waist. As for head coverings, the most prominent is (Al-Shambar), which is a black cover with red ends, half a meter long, used to cover the head and tied at the top on the forehead area with a handkerchief to secure it from behind (Fashion Authority, 2022). It is followed by (Al-Usaba) as a head covering to secure the Shambar, and it is also distinguished by its variety of colors and decorative styles (Al-Ajaji and Al-Bassam, 2005).



Fig 1: Fashion in the Northern Region

Fashion in the Southern Region of Saudi Arabia

The southern region of the Kingdom is also famous for its diverse traditions and atmosphere, and this is reflected in its traditional costumes, which are characterized by high artistic taste, precision in design, and the selection of appropriate decorations (Al-Shahri, 2007). Among the most prominent women's costumes in the southern region is (Al-Mazand), which is an outer garment with long, narrow sleeves and a design that is narrow in the middle and wide at the bottom, and comes in various colors (Fashion Authority, 2022). It is followed by (Al-Majnb), which is a black cloth dress with a round neck opening in the front and straight at the back, with a narrow design at the top and hanging wide at the bottom, where a piece is added to it in the upper thigh area to give it the required width, and it is decorated with various decorations (geometric, symbolic, and plant) using a mixture of plain colors such as green, yellow, blue, orange, white, black, and red (Al-Qahtani, 2018). Women's head coverings also varied, the most prominent of which was the yellow handkerchief, which was tied from the bottom of the head at the back with a knot at its two ends, in addition to the "mahna or qata'a," which was a thick, rectangular piece of cloth in black, the edges of which were decorated with colored fringes. When wearing a garment, the fringes on the forehead were prominent from above (Al-Bassam, 2015).



Fig2: Bani Malik dress of the south

Fashion in the Eastern Region of Saudi Arabia

The Eastern Region was also distinguished by the richness of its traditional costumes, which were similar to the costumes of the Najd region due to the proximity of their geographical location. Its costumes were also influenced by the Indian style in fabrics and decoration style, which may be due to the deep-rooted trade between the two regions (Al-Bassam, 2005). Among the most prominent women's costumes is the (Nafnouf), which is a multi-colored outfit with long sleeves, defined at the waist, widened at the bottom with large or small adjacent pleats, and embroidered with silk or zari threads. It is followed as an outer garment by the (Thawb), which is a square-shaped outfit, characterized by length and width, and may be worn over the Nafnouf. It is made of transparent or thin fabrics, and has many types, the most famous of which is the (Mifhaah Thobe), which is a wide outfit with very wide sleeves, made of adjacent rectangular pieces of colored silk such as green, red, and yellow (Fashion Authority, 2022). As for head and face coverings, the most prominent of them is the "malfa'," which is a black covering made of tulle, used by women to cover their heads, faces, and upper body when they leave the house. The "malfa'" contains a piece of metal known as "al-Rubai'i" at one end, which helps to make the "malfa'" heavier and easier to fix (Al-Bassam, 2005).



Fig 3: Nashl dress from the fashion of the eastern region

Fashion in the Western Region of Saudi Arabia

As for the traditional costumes of women in the western region, they were represented by (Al-Zubun), which is an outer costume characterized by a princess cut and its fitting on the body, and consists of a vest and pants with a tight inner dress over them, and a wide white dress is worn over them with embroidery around the chest, followed by an outer costume (the dress), which is a traditional costume common in the Hijaz and the rest of the regions of the Kingdom, and it is a long costume containing large flowers, and has wide and long sleeves (Iskandarani et al., 2000). As for the head and face coverings, they were distinguished by their distinctive black color (Farghali et al., 2002). Among the head coverings are the (mahram), which is a rectangular piece of cloth made of gauze or white voile fabric, in addition to the (mudawara), which is worn over the mahram and has a square shape and is used to cover, protect and decorate the head (Iskandarani et al., 2000).



Fig 4: Darfat albab dress of the western region

Fifth: Fashion in the Central Region of the Kingdom of Saudi Arabia:

From the western region to the central region (Najd), we find that the most prominent women's clothing is the (maqta') or the dir'a, which is a wide, long garment with sleeves that widen from the top and gradually narrow until they reach the wrist. It has many types and shapes, and is embroidered with plant motifs (Fashion Authority, 2022). It is also an essential piece of clothing for the women of Najd, and its design is similar to the current men's thobe for men in the Kingdom (Al-Sarhan and Ammar, 2020). The most prominent head coverings are the (headband), which is a piece of cloth decorated with half piasters and silver and gold coins, followed by the (bukhnq), which is a rectangular clothing accessory, folded in half and one of its sides is sewn together, leaving a small opening from the direction of the fold for the face to emerge through. It is a covering for the head, chest and back, and its lengths vary; it may reach the middle of the body or the bottom of the feet. Girls wear it at different ages, as it is an alternative to the abaya and is made of transparent black fabric like chiffon, and is decorated either with a border around the face or with plant units or a star or crescent at the top of the bukhnq, and decorations may be distributed all over it (Al-Bassam, 2005; Al-Ajaji and Al-Bassam, 2011).



Fig 5: Najd Almoftat dress

Fashion in Saudi Arabia today

The impact of Vision 2030 on Saudi Arabia's cultural landscape has been far-reaching, with one of the most notable outcomes being the establishment of the Ministry of Culture in 2020. This ministry plays a pivotal role in nurturing and promoting the kingdom's cultural scene, both locally and on the international stage. With a strong commitment to preserving the nation's historical heritage, the ministry also strives to cultivate a vibrant cultural future that embraces diverse forms of expression.

The Ministry of Culture comprises 11 bodies, each with a specific focus and purpose. Among these bodies, the Fashion Commission holds a significant role in overseeing, regulating, and developing the fashion sector within the kingdom. By ensuring the quality and output of the fashion industry, this commission supports and empowers practitioners in the field. Additionally, the Heritage Commission works towards the development and protection of national heritage, raising awareness and fostering interest in this important aspect of Saudi culture.

These initiatives signify the kingdom's keen interest in fashion and the emergence of Saudi designers who draw inspiration from their rich heritage. They strive to create modern and contemporary fashion lines that reflect the cultural identity of the kingdom while engaging in meaningful global dialogue with other cultures.

The Ministry of Culture's comprehensive approach reflects a forward-thinking vision that recognizes the significance of cultural expression in shaping the kingdom's future. Through its support and promotion of fashion and heritage, Saudi Arabia is embracing its cultural roots while actively participating in the global cultural landscape (Ministry of Culture)

Impact of Mass Media on the Fashion Industry

In today's modern era, individuals are surrounded by a multitude of media platforms that enable them to access information within seconds. Whether it's through television, magazines, social media, or blogs, mass media has become deeply ingrained in every aspect of our daily lives. The field of fashion, in particular, has been profoundly influenced by the

immense power of mass media. As people flip through fashion magazines, tune into runway shows, or scroll through their Instagram feeds, they are inundated with a constant stream of clothing styles and trends. Over the years, mass media has played a pivotal role in shaping fashion trends, and many iconic moments in fashion history can be attributed to its influence (Shephard et al., 2016).

However, the impact of mass media on the fashion industry is not without its challenges. The relentless pressure to keep up with the latest trends has given rise to a culture of fast fashion, where clothes are produced rapidly and inexpensively, often at the expense of the environment and the welfare of workers involved in their production. Furthermore, the emphasis on unrealistic beauty standards perpetuated by the media can contribute to body image issues and feelings of inadequacy among consumers (Trad & Dabbagh, 2020).

Given this backdrop, the purpose of this study is to explore the intricate relationship between mass media and the fashion industry, with a specific focus on how mass media influences fashion trends and consumer behavior. By delving into the various ways in which mass media has shaped the fashion industry, we can develop a deeper understanding of its impact on cultural values, social norms, and environmental practices.

The Influence of Mass Media on Fashion Trends

The impact of mass media on fashion trends cannot be underestimated in today's fast-paced world. The advent of social media platforms has revolutionized the way fashion is consumed, marketed, and perceived. Coco Chanel once said, "Fashion is not limited to dresses alone. It encompasses the sky, the streets, and is intertwined with ideas and our way of life". With the power of the internet, fashion bloggers and influencers have emerged as the new trendsetters, wielding immense influence over millions of individuals through their personal style choices and recommendations.

In the past, fashion trends were primarily dictated by fashion houses and designers who showcased their collections on the runway. These industry leaders played a significant role in shaping specific fashion trends through their creative endeavors. However, the dynamics have shifted with the rise of social media. The surge in social media platforms has democratized fashion trends, allowing anyone with a passion for fashion and an internet connection to showcase their unique style and exert influence. This shift has brought about a more diverse and inclusive fashion landscape, breaking down barriers and opening doors for individuals to become trendsetters themselves (Shephard et al., 2016)

The use of celebrity endorsements is a well-known phenomenon in the fashion industry, often referred to as the "celebrity effect" or "star power." The underlying theory suggests that celebrities hold considerable sway over the fashion choices of their fans, who view them as role models. When a celebrity endorses a specific brand or flaunts a particular style, it can instantaneously impact the popularity of that brand or style. Studies have consistently shown the significant impact of celebrity endorsements on consumer behavior, with consumers often displaying a willingness to pay a premium for products associated with their favorite celebrities. For example, a study conducted by the marketing firm Nielsen revealed that advertisements featuring celebrities were more effective in raising brand awareness and influencing purchase intent compared to those featuring non-celebrities (Spry et al., 2011).

In recent years, social media has given rise to a new type of influencer known as a key opinion leader (KOL). KOLs are social media influencers with a large following and are seen as experts in their field. Like celebrities, KOLs can significantly impact fashion trends, with their followers

often emulating their fashion choices. The use of KOLs in fashion marketing has become increasingly popular in recent years, with brands partnering with influencers to promote their products on social media platforms such as Instagram and TikTok. By leveraging the influence of KOLs, brands can quickly and effectively reach a large audience and increase their brand awareness (Steensma, 2015).

Another way in which mass media shapes fashion trends is through product placements in movies and TV shows. For example, when a character in a popular TV show wears a particular outfit, it can lead to a surge in sales for that particular brand or style. This is because people often want to emulate the style of their favorite characters. The impact of mass media on fashion trends can also be seen in how consumers shop for clothes. With the rise of e-commerce platforms, consumers can easily purchase the latest fashion trends with just a few clicks. This has led to an increase in fast fashion, where clothes are designed and manufactured quickly to keep up with the latest trends (Gupta & Lord, 1998).

The impact of mass media on fashion trends is undeniable. It has revolutionized the way fashion is consumed, marketed, and perceived. While it has led to some positive changes in the fashion industry, it has also led to some negative consequences. It is up to consumers to be mindful of the impact of their fashion choices and to make responsible choices when shopping for clothes.

The influence of mass media on fashion trends is undeniable, as it has the power to shape the fashion industry and consumer behavior. However, it's important to note that mass media is not without its problems when it comes to fashion. One of the most prominent issues is the distance between mass media and people's daily lives. While mass media plays a crucial role in shaping people's perceptions of fashion and style, it may not accurately reflect the lifestyle and fashion preferences of all consumers. "Media do not simply reflect the world. They shape and reshape the world. They enable and constrain actions, thoughts, and aspirations," said by Todd Gitlin. The portrayal of fashion in mass media can often be idealized, presenting an image of perfection that is unattainable for the majority of people. This can lead to feelings of inadequacy and a sense of being left out, particularly for those who don't fit the mold of the "perfect" body type or who don't have access to the latest designer brands. It's important that fashion should be inclusive and accessible to everyone, regardless of their age, gender, body type, or socioeconomic status (Chang et al., 2020).

The excessive use of advertising in mass media can lead to a sense of overload, making it difficult to screen and identify genuinely relevant content. With so many brands vying for attention, it can be challenging to separate the wheat from the chaff and find content that truly speaks to our individual needs and tastes. As consumers, we need to be vigilant and discerning, seeking out information and advice from reliable sources and avoiding the temptation to fall for every flashy ad that comes our way.

Factors and determinants cause, control and shape an individual's behaviour related to consumption.

According to this model, various factors and determinants contribute to and influence an individual's consumption behavior. Engel et al (1995: 147-154) discuss these factors, which can be broadly categorized as follows:

Methodology

To answer the research's hypothesis a questionnaire was designed to investigate the preferences and behaviors of Saudi women regarding the purchase of traditional fashions and

how media influences their choices. Participants were encouraged to respond based on their personal experiences and opinions.

The questionnaire comprised 3 axes as follows

Axis 1: Influence of Media on Trends and Purchasing Practices for Traditional Fashions

This axis focuses on understanding the role of media in shaping Saudi women's awareness and purchasing behaviors related to traditional fashion.

Awareness of Advertisements: Participants are asked to indicate their exposure to traditional fashion advertisements on different media platforms (Internet, social media, fashion magazines, television).

Engagement with Heritage Fashion: Questions assess the extent to which participants interact with and share heritage fashion content online.

Online Shopping Behavior: Attitudes towards online shopping for traditional fashion, including concerns about quality and preferences for reliable sources of information.

Preference for Online Shopping: Participants are asked about their preference for online shopping over traditional in-store purchases and the perceived benefits of online shopping.

Axis 2: Motives for Acquiring Traditional Fashions

This axis explores the motivations behind Saudi women's interest in acquiring and wearing traditional clothing.

National Identity and Pride: Participants indicate whether they acquire traditional fashions to express their national identity and pride.

Preservation of Customs and Heritage: Questions assess participants' views on preserving national customs, traditions, and heritage through clothing.

Appreciation of Originality: Participants express their appreciation for the originality and uniqueness of traditional attire.

Occasion-Based Wear: Preferences for wearing traditional clothing on national occasions are explored.

Axis 3: Trend towards Acquiring Traditional Fashions

This axis examines specific trends and behaviors related to the acquisition of traditional fashions among Saudi women.

Usage Patterns: Participants indicate whether they purchase traditional clothing for home use, special occasions, or everyday wear.

Shopping Behavior: Questions assess attitudes towards price sensitivity, influence on family members, and preferences for discounts and quality assurance.

Perceptions of Traditional Fashion: Participants' beliefs about the relevance and availability of heritage costumes representing their region are explored.

Support for Local Production: Participants' views on supporting local production through the establishment of factories for traditional fashion are assessed.

Participants are asked to indicate their agreement with each statement using a five-point Likert scale: Strongly Agree, OK, Neutral, Not Agree, Strongly Disagree.

Statistical Analysis

Data on the trend of Saudi women towards purchasing traditional clothing and the influence of the media on the demand to purchase traditional clothing were analyzed. Frequencies and percentages were calculated to describe demographic variables. To measure the validity and

reliability of the study tool, the correlation coefficient was calculated for each item with the total score of the axis in the three axes of the study to evaluate the internal consistency between the items and axes, and using the Cronbach's alpha coefficient, the reliability of the tool was verified. These tools enhance the reliability and dependability of analytical results. Descriptive statistics and significance tests were also calculated in the paragraphs of each of the three axes, which show the level of agreement at the level of the paragraphs and axes. The evenness of the data distribution for the three axes was tested to determine the appropriate statistical method from parametric or nonparametric tests. Using the Kruskal-Wallis test, the hypotheses related to the levels of demographic variables were tested, and the strength of the relationship between the influence of the media, motivations, and the tendency of Saudi women towards wearing traditional clothing was measured using the Pearson correlation coefficient and the regression method.

Demographic Characteristics

Table 1

Frequencies and percentages of levels of demographic variables for the study sample

Variable	Levels	Repetition	Percentages
Age	Less Than 30 Years Old	39	39.0%
	From 31 - 40 Years Old	33	33.0%
	From 41 - 50 Years Old	26	26.0%
	Older Than 50 Years	2	2.0%
Geographic Area	Northern Region	20	20.0%
	Southern Region	20	20.0%
	Eastern Region	20	20.0%
	Western Region	20	20.0%
	Central Region	20	20.0%
Income Level	Low (Less Than 5 thousand)	37	37.0%
	Average (From 5 To 15 thousand)	49	49.0%
	High (More Than 15 thousand)	14	14.0%
Education Level	Postgraduate	49	49.0%
	Bachelor's	45	45.0%
	Diploma	3	3.0%
	Secondary	2	2.0%
	Other	1	1.0%

In analyzing the demographic characteristics of the study sample, it was observed that participants under 30 years of age constituted the largest group, comprising 39% of the sample. Conversely, participants over 50 years of age represented the smallest group, accounting for only 2% of the sample. Geographically, each region exhibited equal representation within the study sample, with all regions contributing 20%.

Regarding income levels, 49% of the study sample reported an average income ranging from 5,000 to 15,000, demonstrating a predominant income bracket. In terms of educational attainment, 49% of participants held postgraduate degrees, followed by 45% with bachelor's degrees. The remaining 5% encompassed secondary education, diplomas, and other qualifications.

Validity and Reliability of the Research Tool

Internal Consistency Validity

To assess internal consistency, Pearson correlation coefficients were utilized to evaluate the relationship between individual statement scores and the aggregate scores of their respective axes. Internal consistency indicates the degree of agreement among respondents' answers, with higher consistency suggesting uniformity in participant responses.

Internal Consistency of Statements within the First Axis (Influence of Media on Purchasing Trends and Practices)

Table 2 presents correlation coefficient values for statements within the first axis. Notably, all statements exhibited significant correlations with the total score of the first axis (Influence of Media on Purchasing Trends and Practices), with significance levels below 0.05 for all statements. The correlation coefficients ranged from strong (exceeding 0.6) to moderate (0.3 to 0.6), indicating robust internal consistency among statements within the first axis.

Table (2)

Correlation coefficients for the first axis statements (the influence of the media on purchasing trends and practices)

M	Phrases	Correlation coefficient	Moral
1	I notice that there are advertisements promoting traditional clothing on the Internet and social media	0.730	0.000
2	I notice that there are advertisements promoting traditional clothing in fashion magazines	0.651	0.000
3	I notice that there are advertisements promoting traditional clothing on television	0.715	0.000
4	I notice that there are sites that sell traditional clothing online	0.781	0.000
5	I interact with traditional fashion advertisements online and social media	0.833	0.000
6	Exchange traditional fashion ads with others via the Internet and social media	0.831	0.000
7	I hesitate to buy traditional clothes online due to lack of confidence in their quality and lack of verification of the material	0.363	0.000
8	I buy traditional fashion through online shopping sites	0.704	0.000
9	I prefer shopping for traditional fashion online more than traditional shopping	0.760	0.000
10	Shopping for traditional fashion online saves me time and effort	0.579	0.000

11	I will only buy traditional clothing as soon as they are offered through reliable media outlets.	0.540	0.000
12	Providing detailed and reliable information about the product in the media encourages me to buy	0.527	0.000

Internal Consistency of the Second Axis Statements (Motivations for Wearing Traditional Clothing)

The analysis of internal consistency for the second axis (motivations for wearing traditional clothing) is presented in Table No. (3). The table displays correlation coefficient values between individual statements and the total score of the second axis.

Key findings reveal a robust and significant correlation across all statements with the total score for the second axis, as indicated by a significance level (p-value) of less than 0.05 for each statement. Furthermore, the correlation coefficient values consistently exceed 0.6 for all statements, signifying a strong and consistent relationship between the statements within this axis.

Table (3)

Correlation coefficients for the second axis statements (motivations for wearing traditional clothing)

M	Phrases	Correlation coefficient	Moral
1	To emphasize national identity and pride	0.934	0.000
2	To preserve national customs and traditions	0.922	0.000
3	To preserve national traditional and highlight its importance to future generations	0.967	0.000
4	Appreciating and cherishing originality	0.869	0.000
5	To be worn on national occasions	0.833	0.000

Internal consistency of the third axis statements (the tendency toward wearing traditional clothing)

The correlation coefficient values for the phrases within the third axis are presented in Table No. (4). The analysis reveals a significant correlation between the individual statements and the total score for the third axis (tendency towards wearing traditional clothing), with all phrases demonstrating a significance level (p-value) of less than 0.05.

The correlation coefficient values range from strong (greater than 0.6) to moderate (0.3 to 0.6), indicating internal consistency among the statements within the third axis. These results suggest a cohesive relationship between the statements, reinforcing the reliability and validity of this axis within the research tool.

Table (4)

Correlation coefficients for the third axis statements (the tendency toward wearing traditional clothing)

M	Phrases	Correlation coefficient	Moral
1	I make sure to buy traditional fashion to wear at home	0.574	0.000
2	I make sure to buy traditional clothing as their prices are high	0.641	0.000
3	I make sure to buy traditional costumes to wear on national occasions	0.676	0.000
4	I encourage my family members to buy traditional clothes	0.739	0.000
5	I prefer to buy when there are discounts while ensuring quality	0.560	0.000
6	Wearing traditional clothing was considered a custom that did not keep pace with the general trend	0.416	0.000
7	I find it difficult to find traditional costumes that represent my region	0.634	0.000
8	I don't mind wearing traditional costumes that represent other regions	0.478	0.000
9	There is a scarcity of outlets selling traditional fashion	0.650	0.000
10	I encourage the establishment of local factories for the mass production of traditional clothing	0.435	0.000

Internal consistency of the items in the third factor (Attitudes towards wearing traditional clothing)

Table 4 displays the correlation coefficients for the items within the third factor, highlighting a significant correlation between these items and the overall score of the third factor (Attitudes towards wearing traditional clothing). The significance value (p-value) was less than 0.05 for all items, underscoring the statistical significance of these relationships.

The correlation coefficients ranged from strong (greater than 0.6) to moderate (0.3 to 0.6), indicating internal consistency among the items within the third factor. This consistency suggests that the items collectively contribute to a cohesive understanding of attitudes towards wearing traditional clothing among the study participants.

Additionally, internal consistency was assessed by calculating the Pearson correlation coefficient between the total scores of each axis and the overall tool score. The following table presents these correlation coefficients:

Table (5)

Values of correlation coefficients between the total score for each axis and the total score for the study tool

Axis	Correlation coefficient	Moral
The first axis	0.805	0.000
The second axis	0.534	0.000
The third axis	0.768	0.000

The correlation coefficients presented in the previous table demonstrate statistical significance, with all axes having a significance value (p-value) of less than 0.05. This indicates strong internal consistency among the axes comprising the questionnaire, affirming the validity and reliability of the questionnaire's constructs.

Tool Stability: Reliability Assessment

Reliability was assessed using Cronbach's alpha coefficient, as shown in Table 6. The values of Cronbach's alpha coefficients exceed 0.7 for all axes, indicating high internal consistency and reliability of the tool.

Table (6)

Cronbach's alpha coefficient values for each axis and for the tool as a whole

Axis	Number of items	Cronbach's alpha coefficient
The first axis	12	0.894
The second axis	5	0.942
The third axis	10	0.762
The tool as a whole	27	0.876

Frequencies, Percentages, and Descriptive Statistics for Each Axis and Overall Axes:

First Axis (Impact of Media on Purchasing Trends and Practices):

Analysis from Table 7 reveals that the statement "I buy traditional clothing through online shopping sites" exhibits a disagreement rate of 40%, while "I prefer shopping for traditional clothing online more than traditional shopping" shows a higher disagreement rate of 57%.

Table 8 illustrates the significance of each statement, with a significance level below 1% for all statements except "I notice that there are advertisements promoting traditional clothing on television", "I exchange traditional fashion advertisements with others via the Internet and social media", and "I buy traditional fashion through online shopping sites".

Looking at the average values for each statement, it is apparent that all statements have an average score higher than 3, indicating agreement with these statements. However, "I buy traditional fashion through online shopping sites" and "I prefer shopping for traditional fashion online more than traditional shopping" received average scores below 3, indicating disagreement with these statements.

Table (7)

Frequencies and percentages of statements for the first axis (the influence of the media on purchasing trends and practices)

M	Phrases	Frequency/Percentages	Strongly Agree	Agree	Neutral	Not Agree	Strongly Disagree
1	I notice that there are advertisements promoting traditional clothing on the Internet and social media	Repetition	21	56	17	6	---
		Percentage	21.0%	56.0%	17.0%	6%	---
2	I notice that there are advertisements promoting traditional clothing in fashion magazines	Repetition	14	50	28	7	1
		Percentage	14.0%	50.0%	28.0%	7.0%	1.0%
3	I notice that there are advertisements promoting	Repetition	17	25	19	28	1
		Percentage	17.0%	25.0%	19.0%	28.0%	1.0%

	traditional clothing in fashion magazines						
4	I notice the presence of sites selling traditional clothing online	Repetition	23	32	37	8	---
		Percentage	23.0%	32.0%	37.0%	8.0%	---
5	I interact with traditional fashion advertisements online and social media	Repetition	21	24	30	24	1
		Percentage	21.0%	24.0%	30.0%	24.0%	1.0%
6	Exchange traditional fashion ads with others via the Internet and social media	Repetition	15	21	33	28	3
		Percentage	15.0%	21.0%	33.0%	28.0%	3.0%
7	I hesitate to buy traditional clothes online due to lack of confidence in their quality and lack of verification of the material	Repetition	19	59	15	7	---
		Percentage	19.0%	59.0%	15.0%	7.0%	---
8	I buy traditional fashion through online shopping sites	Repetition	9	24	27	36	4
		Percentage	9.0%	24.0%	27.0%	36.0%	4.0%
9	I prefer shopping for traditional fashion online more than traditional shopping	Repetition	8	19	16	50	7
		Percentage	8.0%	19.0%	16.0%	50.0%	7.0%
10	Shopping for traditional fashion online saves me time and effort	Repetition	16	71	7	3	3
		Percentage	16.0%	71.0%	7.0%	3.0%	3.0%
11	I will only buy traditional clothing as soon as they are offered through reliable media outlets.	Repetition	22	66	6	2	1
		Percentage	22.0%	66.0%	6.0%	2.0%	1.0%
12	Providing detailed and reliable information about the product in the media encourages me to buy.	Repetition	32	63	4	1	---
		Percentage	32.0%	63.0%	4.0%	1.0%	---

Table (8)

Descriptive statistics for the statements of the first axis (impact means media on trends and practices purchasing)

M	Phrases	SMA	standard deviation	T value	Moral
1	I notice that there are advertisements promoting traditional clothing on the Internet and social media	3.92	0.787	11.68	0.000
2	I notice that there are advertisements promoting traditional clothing in fashion magazines	3.69	0.837	8.24	0.000
3	I notice that there are advertisements promoting traditional clothing on television	3.19	1.15	1.64	0.102
4	I notice the presence of sites selling traditional clothing online	3.70	0.915	7.64	0.000

5	I interact with traditional fashion advertisements online and social media	3.40	1.10	3.63	0.000
6	Exchange traditional fashion ads with others via the Internet and social media	3.17	1.09	1.56	0.123
7	I hesitate to buy traditional clothes online due to lack of confidence in their quality and lack of verification of the material	3.90	0.784	11.46	0.000
8	I buy traditional fashion through online shopping sites	2.98	1.06	-0.188	0.851
9	I prefer shopping for traditional fashion online more than traditional shopping				
10	Shopping for traditional fashion online saves me time and effort	2.71	1.10	-2.62	0.010
11	I will only buy traditional clothing as soon as they are offered through reliable media outlets.	3.94	0.789	11.91	0.000
12	Providing detailed and reliable information about the product in the media encourages me to buy	4.09	0.668	16.31	0.000
The first axis as a whole		3.57	4.26	0.579	21.75

Analysis from Table 9 reveals a high approval rate for all statements within the second axis, with a remarkable 97% approval rate for the statement "to wear it on national occasions" and a 98% approval rate for the remaining statements.

In Table 10, all statements demonstrate statistical significance, with a significance level below 1% for each statement.

Upon reviewing the average values for each statement, it becomes evident that all statements have a notably high average score, indicating strong agreement with the motivations for wearing traditional clothing as outlined in the second axis.

Table (9)

Frequencies and percentages of statements for the second axis (motivations for wearing traditional fashions)

M	Phrases	Frequency/percentages	Strongly Agree	OK	neutral	not agree	Strongly Disagree
1	To emphasize national identity and express pride in it	Repetition	67	31	1	---	1
		percentage	67.0%	31.0%	1.0%	---	1.0%
2	To preserve national customs and traditions	Repetition	69	29	2	---	---
		percentage	96.0%	29.0%	2.0%	---	---
3	To preserve national traditional	Repetition	71	27	1	---	1
		percentage	71.0%	27.0%	1.0%	---	1.0%

	and highlight its importance to future generations						
4	Appreciating and cherishing originality	Repetition	71	27	1	1	---
		percentage	71.0%	27.0%	1.0%	1.0%	---
5	To be worn on national occasions	Repetition	70	27	1	1	1
		percentage	70.0%	27.0%	1.0%	1.0%	1.0%

Table (10)

Descriptive statistics for the statements of the second axis (motivations having traditional Fashion)

M	Phrase	SMA	standard deviation	T value	Moral
1	To emphasize national identity and express pride in it	4.63	0.613	26.55	0.000
2	To preserve on Habits And traditions Nationalism	4.67	0.513	32.51	0.000
3	To preserve national customs and traditions	4.67	0.604	27.65	0.000
4	In appreciation for originality and pride with it	4.68	0.548	30.64	0.000
5	To preserve national traditional and highlight its importance to future generations	4.64	0.659	24.87	0.000
The second axis as a whole		4.66	4.66	0.531	31.21

Third Axis (Trend towards Wearing Traditional Clothing)

Analysis from Table 11 indicates a high level of agreement across all statements within the third axis. Notably, the statement "I consider wearing traditional clothing an old habit that does not keep pace with the general trend" stands out with the highest percentage of disagreement, with 83% strongly disagreeing or disagreeing.

In Table 12, all statements demonstrate statistical significance, with a significance level below 1% for each statement.

Upon reviewing the average values for each statement, it becomes evident that all statements exhibit a high mean score, signifying strong agreement with the sentiments expressed in the third axis regarding the trend towards wearing traditional clothing. However, the statement "I consider wearing traditional clothing an old habit that does not keep pace with the trend" received a mean score of less than 3, indicating disagreement with this particular sentiment. Overall, these findings highlight the prevailing agreement with the trend towards wearing traditional clothing among the study participants, with notable exceptions for specific statements reflecting differing perspectives on this trend.

Table (11)

Frequencies and percentages of statements for the third axis (the trend towards wearing traditional clothing)

M	Phrases	Frequency Percentages	Strongly Agree	Agree	Neutral	Not Agree	Strongly Disagree
1	I make sure to buy traditional fashion to wear at home	Repetition	38	38	13	9	2
		Percentage	38.0%	38.0%	13.0%	9.0%	2.0%
2	I make sure to buy traditional clothing as their prices are high	Repetition	34	36	16	11	3
		Percentage	34.0%	36.0%	16.0%	11.0%	3.0%
3	I make sure to buy traditional costumes to wear on national occasions	Repetition	57	38	4	---	1
		Percentage	57.0%	38.0%	4.0%	---	1.0%
4	I make sure to buy traditional costumes to wear on national occasions	Repetition	49	41	8	1	1
		Percentage	49.0%	41.0%	8.0%	1.0%	1.0%
5	I prefer to buy when there are discounts while ensuring quality	Repetition	53	43	4	---	---
		Percentage	53.0%	43.0%	4.0%	---	---
6	Wearing traditional clothing was considered an old custom that did not keep pace with the general trend	Repetition	10	2	5	53	30
		Percentage	10.0%	2.0%	5.0%	53.0%	30.0%
7	I find it difficult to find traditional costumes that represent my region	Repetition	19	26	41	9	5
		Percentage	19.0%	26.0%	41.0%	9.0%	5.0%
8	I don't mind wearing traditional costumes that represent other regions	Repetition	24	39	33	1	3
		Percentage	24.0%	39.0%	33.0%	1.0%	3.0%
9	There is a scarcity of outlets selling traditional fashion	Repetition	24	37	30	6	3
		Percentage	24.0%	37.0%	30.0%	6.0%	3.0%
10 M	I encourage the establishment of local factories for the mass production of traditional clothing	Repetition	75	16	7	1	1
		Percentage	75.0%	16.0%	7.0%	1.0%	1.0%

Table (12)

Descriptive statistics for the statements of the third axis (the trend towards wearing traditional clothing)

M	Phrases	SMA	standard deviation	T value	Moral
1	I make sure to buy traditional fashion to wear at home	4.01	1.02	9.80	0.000
2	I make sure to buy traditional clothing as their prices are high	3.87	1.09	7.92	0.000
3	I make sure to buy traditional costumes to wear on national occasions	4.50	0.674	22.25	0.000
4	I encourage my family members to buy traditional clothes	5.36	0.759	17.92	0.000
5	I prefer to buy when there are discounts while ensuring quality	4.49	0.577	25.18	0.000
6	Wearing traditional clothing was considered an old custom that did not keep pace with the general trend	2.09	1.15	-7.87	0.000
7	I find it difficult to find traditional costumes that represent my region	3.45	1.06	4.25	0.000
8	I don't mind wearing traditional costumes that represent other regions	3.80	0.921	8.68	0.000
9	There is a scarcity of outlets selling traditional fashion	3.73	0.993	7.35	0.000
10	I encourage the establishment of local factories for the mass production of traditional clothing	4.63	0.747	21.80	0.000
The third axis as a whole		3.89	3.89	3.89	0.000

Testing the Study Hypotheses

Prior to hypothesis testing and to determine the appropriate statistical methods (parametric or nonparametric) for each hypothesis, the Kolmogorov-Smirnov Test was conducted to assess the normality of the data within each axis and for the overall tool. The objective was to confirm whether the data met the assumption of normal distribution required for parametric testing. The results of the Kolmogorov-Smirnov Test, as presented in Table 13, indicate that the data are not normally distributed. This conclusion is drawn from the significance value (p-value) being less than 0.05 across all axes and for the tool as a whole. Consequently, the non-normal distribution of the data necessitates the use of nonparametric tests instead of parametric tests for hypothesis testing in this study.

Table (13)

Test statistics and significance value of the Klomogorov-Simmernov test to test the normal distribution of the axes and the instrument

Axis	Test statistics	Moral
The first axis (the impact of the media on purchasing trends and practices)	0.131	0.000
The second axis (motivations for wearing traditional clothing)	0.360	0.000
The third axis (the trend towards wearing traditional clothing)	0.095	0.026
The tool as a whole	0.149	0.000

Hypothesis Testing

First Hypothesis: The first hypothesis examines whether there are statistically significant differences in the trend of Saudi women towards wearing traditional clothing based on demographic variables.

To test this hypothesis, the Kruskal-Wallis test was employed as a nonparametric alternative to analysis of variance (ANOVA) due to the non-normal distribution of the data in the third axis. This test was used to assess the differences between demographic variables (age, geographical region, income level, education level) and their impact on Saudi women's trend towards wearing traditional clothing.

Age: Significant differences in the trend of Saudi women towards wearing traditional clothing were observed across different age groups.

Table 14 presents the results of significance tests for the trend of Saudi women towards wearing traditional clothing across age groups. The Kruskal-Wallis test revealed a statistically significant difference among age groups in the tendency to acquire traditional clothing ($p < 0.05$). Specifically, the age group "less than 30 years old" exhibited the highest average ranks, indicating a stronger inclination towards acquiring traditional clothing within this age bracket.

Table (14)

Results of the Kruskal-Wallace test on Saudi women's attitudes towards wearing traditional clothing according to age levels

Age levels	Number	Average rank
Less than 30 years old	39	61.35
From 31 - 40 years old	33	47.42
From 41 - 50 years old	26	38.29
Older than 50 years	2	48.50
Kruskal- Wallace test statistic		
	10.53	
Degrees of freedom		
	3	
Moral		
	0.015	

Statistically significant differences were identified in the trend of Saudi women towards wearing traditional clothing based on geographical region.

Table 15 displays the results of significance tests for the trend of Saudi women towards wearing traditional clothing across different geographical regions. The Kruskal-Wallis test revealed a significant difference in the tendency of Saudi women towards wearing traditional clothing based on geographical region ($p < 0.05$). Specifically, the highest average ranks were

observed in the central region, followed by the eastern region, indicating varying levels of inclination towards acquiring traditional clothing among different geographic areas.

Table (15)

Results of the Kruskal-Wallace test on Saudi women’s attitudes toward wearing traditional clothing according to region

Region	Number	Average rank
North	20	40.00
South	20	39.95
Eastern	20	63.93
Western	20	37.58
Central	20	71.05
Kruskal- Wallace test statistic	23.76	
Degrees of freedom	4	
Moral	0.000	

Statistically significant differences were observed in the trend of Saudi women towards wearing traditional clothing based on income level.

Table 16 presents the results of significance tests for the trend of Saudi women towards wearing traditional clothing across different income levels. The Kruskal-Wallis test revealed a significant difference in the tendency of Saudi women to acquire traditional clothing based on income level ($p < 0.05$). Specifically, the highest average ranks were found in the low-income level category, followed by the high-income level category, indicating varying levels of inclination towards acquiring traditional clothing among different income groups.

Table (16)

Results of the Kruskal-Wallace test on Saudi women’s attitudes towards wearing traditional clothing according to income level

Income level	Number	Average rank
Low (less than 5 thousand)	37	61.91
Average (from 5 to 15 thousand)	49	40.26
High (greater than 15K)	14	56.21
Kruskal- Wallace test statistic	12.48	
Degrees of freedom	2	
Moral	0.002	

Educational Level:

Statistically significant differences in the trend of Saudi women towards wearing traditional clothing based on educational level were investigated.

Table 17 presents the results of significance tests for the trend of Saudi women towards wearing traditional clothing across different levels of education. The findings from the Kruskal-Wallis test indicate that there is no significant difference in the tendency of Saudi women towards wearing traditional clothing based on levels of education, with a significance value greater than 0.05.

Table (17)

Results of the Kruskal-Wallis test on Saudi women's attitudes towards wearing traditional clothing according to level of education.

Education Level	The Number	Average Rank
Postgraduate	49	45.40
Bachelor's	45	57.10
Diploma	3	56.67
Secondary	2	22.25
Change Yours	1	41.50
Kruskal- Wallace Test	6.024	Statistic
Degrees of freedom	4	
Moral	0.197	

In light of the above, regarding the testing of the first hypothesis, which asserts that there are statistically significant differences in the trend of Saudi women towards wearing traditional clothing based on demographic variables, this hypothesis can be partially accepted. The analysis has revealed statistically significant differences in the tendency of Saudi women towards wearing traditional clothing based on their age, geographical region, and income level. However, no statistically significant differences were observed in relation to the level of education.

Regarding the second hypothesis, which suggests that there are statistically significant differences in the influence of the media on purchasing trends and practices for traditional clothing across demographic variables, the Kruskal-Wallis test was employed as a nonparametric alternative to analysis of variance (ANOVA). This choice was made because the data for the first axis (the influence of the media on trends and purchasing practices for traditional clothing) are not normally distributed. The Kruskal-Wallis test was utilized to examine the statistically significant differences between the levels of each demographic variable (age, geographical region, income level, education level) within this data set.

Specifically concerning age, statistically significant differences were identified in the influence of the media on trends and purchasing practices for traditional clothing across different age groups.

Table (18)

Results of the Kruskal-Wallace test for the influence of the media on trends and purchasing practices for traditional fashions according to age levels

Age levels	Number	Average rank
Less than 30 years old	39	53.58
From 31 - 40 years old	33	43.98
From 41 - 50 years old	26	55.75
Older than 50 years	2	29.75
Kruskal- Wallace test statistic	3.99	
Degrees of freedom	3	
Moral	0.262	

Table (18) presents the results of significance tests for the influence of the media on trends and purchasing practices for traditional clothing across different age levels. The findings from the Kruskal test indicate that there is no significant difference in the influence of the media on trends and purchasing practices for traditional clothing based on age levels, as the significance value exceeded 0.05.

Geographical Region: Significant differences in the influence of the media on trends and purchasing practices for traditional fashion were observed based on geographical region.

Table (19) displays the results of significance tests for the influence of the media on trends and purchasing practices for traditional clothing according to geographical region. The Kruskal test revealed a significant difference in the influence of the media on trends and purchasing practices for traditional clothing based on geographical region ($p < 0.05$). Specifically, the highest average ranks were observed in the northern region, followed by the central region.

Table (19)

Results of the Kruskal-Wallace test of the influence of the media on trends and purchasing practices of traditional fashion according to region

Region	the number	Average rank
North	20	70.65
South	20	52.28
Eastern	20	35.55
Western	20	40.88
Central	20	53.15
Kruskal- Wallace test statistic	17.49	
Degrees of freedom	4	
Moral	0.002	

Income level: There are statistically significant differences in the influence of the media on trends and purchasing practices for traditional fashion according to income level.

Table (20) shows the results of the significance tests for the influence of the media on trends and purchasing practices for traditional clothing according to income level. It is clear from the results of the Kruskal test that there is no significant difference in the influence of the media on trends and purchasing practices for traditional clothing according to income level. Where the significance value was greater than 0.05.

Table (20)

Results of the Kruskal-Wallace test for the influence of the media on trends and purchasing practices of traditional fashion for income level

Income level	Number	Average rank
Low (less than 5 thousand)	37	51.58
Average (from 5 - 15 thousand)	49	49.65
High (greater than 15K)	14	50.61
Kruskal- Wallace test statistic	0.094	
Degrees of freedom	2	
Moral	0.954	

Educational level: There are statistically significant differences in the influence of the media on trends and purchasing practices for traditional fashion according to the level of education. Table (21) shows the results of the significance tests of the impact of the media on trends and purchasing practices for traditional clothing according to the level of education. It is clear from the results of the Kruskal test that there is no significant difference in the influence of the media on trends and purchasing practices for traditional clothing according to education levels, as the significance value was greater than 0.05.

Table (21)

Results of the Kruskal-Wallace test of the influence of the media on trends and purchasing practices of traditional clothing according to level of education

education level	Number	Average rank
Postgraduate	49	52.54
Bachelor's	45	46.49
diploma	3	56.67
secondary	2	79.25
Change yours	1	55.00
Kruskal- Wallace test	3.244	
Degrees of freedom	4	
Moral	0.518	

In light of the foregoing analysis, when testing the second hypothesis, which posits that there are statistically significant differences in the influence of the media on trends and purchasing practices for traditional clothing across demographic variables, this hypothesis cannot be partially accepted. It was found that there are no statistically significant differences in the influence of the media on trends and purchasing practices for traditional clothing based on age, income level, and education level. However, there are statistically significant differences in the influence of the media on trends and purchasing practices for traditional fashion based on geographical region.

Regarding the third hypothesis, which suggests a statistically significant relationship between the influence of the media on trends and purchasing practices of traditional clothing and the trend of Saudi women towards wearing traditional clothing, the Pearson correlation coefficient was employed. This analysis examined the relationship between the total score for the first axis (the influence of the media on purchasing trends and practices for traditional clothing) and the total score for the third axis (the tendency of Saudi women towards purchasing traditional clothing). Additionally, linear regression was used to explore the impact of the media (independent variable) on the tendency of Saudi women towards purchasing traditional clothing (dependent variable).

Table 22

Correlation coefficient and significance between the first axis (the influence of the media on trends and purchasing practices for traditional clothing) and the third axis (the trend of Saudi women towards wearing traditional clothing)

Correlation coefficient	Moral
0.289	0.004

It is clear from Table 22 that the correlation coefficient between the first axis (the influence of the media on trends and purchasing practices for traditional clothing) and the third axis (the trend of Saudi women towards purchasing traditional clothing) is statistically significant. However, the value of the correlation coefficient is weak, and therefore there is a positive and significant relationship between the influence of the media on the tendency of Saudi women to acquire traditional clothing.

Table 23

Regression model of the third axis (the trend of Saudi women towards purchasing traditional clothing) on the first axis (the influence of the media on the trends and purchasing practices of traditional clothing)

Sample	Sum of squares	Degrees of freedom	Mean squares	F value	Moral
Regression	2.227	1	2.227	8.903	0.004
The rest	24.518	98	0.250		
Total	26.745	99			

It is clear from Table 23 that the regression model of the third axis (Saudi women's tendency towards wearing traditional clothing) on the first axis (the influence of the media on the trends and purchasing practices of traditional clothing) is statistically significant, as the P value was 8.903 and the significance value was 0.004, which is less than 0.05. Therefore, the first axis

(the influence of the media on trends and purchasing practices of traditional clothing) has a contribution to the change in the trend of Saudi women towards wearing traditional clothing. It is clear from Table 24 that the regression coefficient of the third axis (the trend of Saudi women towards purchasing traditional clothing) on the first axis (the influence of the media on the trends and purchasing practices of traditional clothing) is statistically significant, as the value of the regression coefficient was 0.241 and the significance value was 0.004, which is less than 0.05. Therefore, the trend of Saudi women towards purchasing traditional fashion increases with the increase in the influence of the media on the trends and purchasing practices of traditional fashion. It is also clear that the value of the coefficient of determination is 0.29, which means that the first axis (the influence of the media on trends and purchasing practices of traditional clothing) contributes 29% of the change that occurs in the third axis (the trend of Saudi women towards wearing traditional clothing).

Table 24

Regression coefficients of the third axis (the trend of Saudi women towards purchasing traditional clothing) on the first axis (the influence of the media on the trends and purchasing practices of traditional clothing) and the value of the coefficient of determination

Sample	Regression coefficients	T value	Moral
Constant	3.031	10.342	0.000
The first axis	0.241	2.984	0.004
The coefficient of determination	0.29		

From the above, we can accept the third hypothesis, which states: There is a statistically significant relationship in the influence of the media on the trends and purchasing practices of traditional clothing on the trend of Saudi women towards wearing traditional clothing.

Fourth hypothesis: There is a statistically significant relationship between the motives for wearing traditional clothing and the tendency of Saudi women to acquire traditional clothing. To test this hypothesis, the Pearson correlation coefficient was used between the total score of the second axis (motivations for wearing traditional clothing) and the total score of the third axis (Saudi women's tendency toward wearing traditional clothing). The linear regression method was also used to study the effect of motivations for wearing traditional clothing (independent variable) on Saudi women's tendency towards wearing traditional clothing (dependent variable).

Table 25

Correlation coefficient and significance between the second axis (motivations for wearing traditional clothing) and the third axis (Saudi women's tendency towards wearing traditional clothing)

Correlation coefficient	Moral
0.535	0.004

It is clear from Table 25 that the correlation coefficient between the second axis (motivations for wearing traditional clothing) and the third axis (Saudi women's tendency towards wearing traditional clothing) is statistically significant. However, the value of the correlation coefficient is weak, and therefore there is a positive, significant relationship between the motives for wearing traditional clothing and the tendency of Saudi women to acquire traditional clothing.

Table 26

Regression model of the third axis (Saudi women's tendency towards wearing traditional clothing) on the second axis (motivations for wearing traditional clothing)

Sample	Sum of squares	Degrees of freedom	Mean squares	F value	Moral
Regression	7.650	1	7.650	39.26	0.000
The rest	19.095	98	0.195		
Total	26.745	99			

It is clear from Table 26 that the regression model of the third axis (Saudi women's tendency towards wearing traditional clothing) on the second axis (motivations for wearing traditional clothing) is statistically significant, as the F value was 39.26 and the significance value was 0.000, which is less than 0.05. Therefore, the second axis (motivations for wearing traditional costumes) has a contribution to the change in the trend of Saudi women towards wearing traditional costumes.

It is clear from Table 27 that the regression coefficient of the third axis (Saudi women's tendency towards wearing traditional clothing) on the second axis (motivations for wearing traditional clothing) is statistically significant, as the regression coefficient value was 0.523 and the significance value was 0.000, which is less than 0.05. Therefore, the trend of Saudi women towards purchasing traditional costumes increases with the increase in motives for wearing traditional costumes. It is also clear that the value of the coefficient of determination is 0.54, which means that the second axis (motivations for wearing traditional clothing) contributes 54% of the change that occurs in the third axis (the trend of Saudi women towards wearing traditional clothing).

Table 27

Regression coefficients of the third axis (Saudi women's tendency towards wearing traditional clothing) on the second axis (motivations for wearing traditional clothing) and the value of the coefficient of determination

Sample	Regression coefficients	T value	Moral
Constant	1.456	3.719	0.000
The first axis	0.523	6.266	0.000
The coefficient of determination	0.54		

From the above, we can accept the fourth hypothesis, which states: There is a statistically significant relationship between the motives for wearing traditional clothing and the tendency of Saudi women to acquire traditional clothing.

Conclusions

The study found statistically significant differences in the trend of Saudi women towards wearing traditional clothing based on demographic variables such as age, geographical region, and income level. However, no significant differences were observed based on educational level.

The hypothesis that posited statistically significant differences in the influence of the media on purchasing trends for traditional clothing across demographic variables was not supported.

There were no significant differences based on age, income level, or education level, but significant differences were found based on geographical region.

The third hypothesis, which suggested a relationship between the influence of the media on trends and purchasing practices for traditional clothing and the trend of Saudi women towards wearing traditional clothing, was supported. The analysis revealed a statistically significant, albeit weak, positive relationship between these factors.

The study also supported the fourth hypothesis, which proposed a relationship between motives for wearing traditional clothing and the tendency of Saudi women to acquire traditional clothing. The analysis showed a statistically significant, positive relationship between these factors, with motivations contributing significantly to the trend of acquiring traditional clothing.

Overall Implications

Age, geographical region, and income level are significant factors influencing the trend of Saudi women towards traditional clothing.

The influence of the media plays a role in shaping trends and purchasing practices related to traditional clothing, particularly across different geographical regions.

Motivations for wearing traditional clothing strongly correlate with the tendency of Saudi women to acquire such clothing, highlighting the importance of personal motivations in cultural practices.

These findings provide insights into the complex interplay of demographic variables, media influence, and personal motivations in shaping cultural practices related to traditional clothing among Saudi women. Further research could delve deeper into the specific mechanisms driving these relationships and their broader societal implications.

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