Transcultural Threads: Examining the Influence of Foreign Aesthetics on Filipino Fashion Identity

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ABSTRACT:

This study examines the impact of foreign fashion on the fashion identity of first-year students at the College of Education, Bulacan State University, during the academic year 2023-2024. This study utilized a quantitative research approach with a descriptive correlational method, and utilized random sampling techniques. Data collection focused on identifying mainstream foreign fashion styles in the Philippines and their influence on student clothing choices. Analysis revealed a significant relationship between students' awareness of foreign fashion trends, their influence on clothing choices, and overall clothing behavior. Despite foreign influence, the study found that Filipino fashion identity persists, with students adapting global trends to display uniqueness and foster a sense of belonging. Notably, Korean fashion trends exerted extreme influence on student clothing choices. The study suggests further exploration of factors beyond fashion trends, such as gender norms, cultural influences, and social environments, to better understand students' clothing behavior. Overall, foreign fashion plays a significant role in shaping the fashion identity of Filipino students while local identity remains resilient amidst global influences.

Keywords: Foreign fashion, Filipino fashion, influence, identity, trends

1.0 Introduction and Background of the Study

Fashion is a dynamic and constantly evolving world that reflects cross-culturalism, personal style, and global influences. This shift is particularly striking in the Philippines, a country with a rich cultural background, where fashion becomes a tool for the young generation to showcase their uniqueness and define who they are in today's interconnected society. In everyday life, how a person looks on the outside plays a significant role in conveying nonverbal messages about their social status, values, and lifestyle. From simply showing how you appear and how you're feeling to expressing your emotions through the clothes you wear, the way you communicate through fashion has changed dramatically.

1.1 Background of the Study
1.1.1 Fashion as self-expression

Clothing and fashion can reflect a person's personality, cultural background, social status, political views, and creative flair. It can convey a lot of information about a person, both to themselves and to others. Clothing and fashion can be a form of self-expression, communication, and connection. However, the recognition of one's identity with our clothes goes beyond just expressing ourselves. It's also really important for our society, culture, and how we feel inside, so it's a complex part of our lives.

1.1.2 Evolution of Filipino Fashion

Filipino fashion has evolved over time and has been influenced by various cultures, including American and Korean (Narra Studio, 2020). In a further understanding, the Philippines experienced a rapid impact from both Korean and American cultures, largely facilitated by advancements in technology and immigration. According to Korean-style Fashion in the Philippines (2022), Korean culture is something Filipinos respect and are influenced by. It all began with K-music and popular K-dramas, which Filipinos enjoy listening to and watching. To the point that people strive to dress up like K-pop idols and singers in order to copy their fashion sense. The patronization of Korean contents influences Filipinos' view on clothing, such that even to our "tiangges", K-fashion is used to attract consumers. Just by imitating Korean idols, actors, and the general

community of Korea gives Filipinos a sense of increase in social status, satisfaction, and self-validation. Most Filipino teens copy the fashion sense of Koreans.

1.1.3 Influence of Korea to Filipino Fashion

The influence of Korean fashion style has largely impacted the fashion scene in the Philippines. Filipinos are inclined to express greater creativity in selecting clothing styles inspired by Koreans, contributing to an enhancement in their approach to fashion. According to an article by Paredes (2017), there has been a shift in the portrayal of boys from a rugged and muscular image to a more glamorous and feminine one. Similarly, girls have become more fashionable, expressing their style through the incorporation of clothing inspired by their musical preferences. Filipinos love creating stylish and colorful clothes that look classy and presentable. They enjoy trying out new and fashionable ideas, and this keeps designers in the Philippines motivated to come up with more interesting and trendy fashion styles. On the other hand, Philippine culture is slowly dying as Korean style invades the country. Filipinos even prefer to buy clothing from foreign tags over local brands. That is why Korean culture items have a negative effect on local brand markets. Filipinos are losing touch with their own culture as they increasingly admire Korean style and fashion.

1.1.4 Influence of America to Filipino Fashion

American culture became well-known and had a significant influence around the world, including in the Philippines because according to Zimmermann (2017) the United States stands out as a highly culturally diverse nation. People from all over the world have left their mark on American culture, with a significant influence coming from the English settlers who arrived in the early 1600s. Additionally, Native American, Latin American, African, and Asian cultures, including the Philippines, have played a role in shaping U.S. culture. Thus, this will significantly show the influence made by Americans to the Philippines. One example of American influence on Filipino fashion is the adoption of western formal wear, such as suits, dresses, and gowns, for special occasions such as weddings, graduations, and parties. Western formal wear is often seen as a symbol of elegance, sophistication, and professionalism, and is preferred by many Filipinos who want to impress their guests and peers. Western formal wear is also influenced by the media, such as Hollywood movies, TV shows, and magazines, which showcase the latest styles and trends from famous designers and celebrities (Narra Studio, 2020).

1.1.5 Research Gap

According to Semilla & Soriano (2017), Korean dramas bring a great impact on the lifestyle and behaviors of the students. The result showed that the two main commonly adapted/ picked up by the students in watching Korean dramas were the language and fashion. On the influence of America on the culture of the Philippines, Balinsky (2018) states that these influences clothes, as evidenced by America's limited introduction of clothing products to Filipino culture. And these include belts, polo shirts, shoes, short skirts and dresses, caps, high heels, cosmetics and many more. Although the researchers may have learned that Koreans and Americans have greatly impacted Filipino fashion, these studies failed to address how these foreign fashion influences the Filipino fashion identity.

1.1.6 Objective of the Study

The main objective of this research is to find out how the Filipino fashion identity may be preserved despite foreign influences. This will open doors to new ideas on how to promote Filipino fashion and become well-known globally and possibly influence foreign fashion just like how we were influenced by them.

Statement of the Problem

General

How may the foreign fashion influence the Filipino fashion identity?

Specific

Specifically, the study answered the following questions:

1. What is the level of awareness of the students about the foreign fashion styles that are mainstream in the Philippines today?
2. How do foreign fashion trends influence the clothing choices of the students?
3. How can the way of clothing of the students be described in terms of:
a. modesty; and
b. practicality
4. Is there a significant relationship between students' level of awareness about the mainstream foreign fashion styles and the influence of foreign fashion trends to the clothing choices and way of clothing?

2.0. Methodology

2.1 RESEARCH APPROACH

This research employed a quantitative approach, utilizing descriptive methods to identify the mainstream foreign fashion styles in the Philippines and their influence on students' clothing choices. Using a descriptive-correlational method, the study examined the relationship between students' level of awareness of mainstream foreign fashion trends, their influence on the students' clothing choices, and their way of clothing.

2.2 SAMPLE SIZE

The researchers utilized a random sampling technique to survey the respondents. Rasot was then used to determine the sample size of 260 respondents.

2.3 RESEARCHER INSTRUMENT

The researchers utilized a researcher-made questionnaire as the instrument of the study which consisted of five parts. The first part was used to identify the demographic profile of the respondents in terms of the year, section, age, and gender. Names were also included but were optional. The second part was answered by the students which determined their awareness of mainstream foreign fashion styles in the Philippines. This was based on the study of Semilla & Soriano where they discussed the impact of watching Korean dramas on the lifestyle and behavior of students. The third part of the instrument was about the influence of foreign fashion trends on their clothing choices. The questionnaire is based on an article written by Lane in 2022, where Lane talked about how the fast-paced trends of today, greatly influences college students. The fourth part of the survey questionnaire measured the students' modesty in their clothing choices. And the fifth part of the instrument measured the practicality of the students in their clothing choices. The questionnaires are based on the study of Prins (2022) where Prins talked about what college students prefer when choosing clothes to wear.

2.4 DATA PROCESSING AND STATISTICAL TREATMENT

Data collected from the four parts of the survey questionnaire were treated using statistical treatment. Mean and standard deviation was utilized to describe the data collected from the respondents in terms of level of awareness, influence, and way of clothing of the students. The researchers used a survey questionnaire for the data gathering process to get the quantitative data. Likert Scale was utilized by the researchers in obtaining further information. It consisted of several declarative statements that expressed viewpoints regarding the topic, and the respondents were asked to indicate how they strongly agree or strongly disagree with the said statements.

Results

Based on the 260 respondents of the study, there were 185 (71.15%) females and 75 (28.85%) males. In terms of age category, the distribution was as follows: 97 (37.31%) 18 years old, 140 (53.85%) 19 years old, and 23 (8.85%) 20 years old. The respondents were also asked about their awareness of foreign fashion styles in the Philippines, the influence of the foreign fashion trends to the students' clothing choices and their way of clothing.

Table 1

Students' Level of Awareness

Statements	Mean	SD	Descriptive Interpretation
1. I watch Korean Dramas.	4.38	0.75	Extremely Aware
2. I like the fashion styles I see on Korean Dramas I watch.	4.44	0.74	Extremely Aware
3. I idolize K-pop artists.	4.37	0.81	Extremely Aware
4. I listen and watch music videos of K-pop artists.	4.52	0.68	Extremely Aware
5. I like the fashion styles I see on music videos of k-pop artists.	4.45	0.73	Extremely Aware
6. I follow American fashion icons on my social media platforms (e.g. The Kardashians, Justine Bieber, Selena Gomez, etc.)	4.35	0.89	Extremely Aware
7. My personal fashion style is influenced by American fashion trends.	4.02	1.01	Moderately Aware

8. I prefer wearing clothing items that are popular in the United States.	**3.97**	**1.02**	**Moderately Aware**
9. I am more likely to purchase clothing items endorsed by American influencers.	**3.91**	**1.12**	**Moderately Aware**
10. I seek out American fashion magazines or online platforms for style inspiration.	**4.04**	**1.07**	**Moderately Aware**
OVERALL	**4.24**	**0.48**	**Extremely Aware**

SD - Standard Deviation

Table 1 showed the illustration that students were extremely aware of foreign fashion trends in the Philippines (M= 4.24; SD= 0.48). This means that most students agree and pay attention to fashion from other countries, showing they're interested in global fashion. This result supports the statement of Tahuenco (2019) that American cultural elements have permeated various aspects of Filipino life, including fashion. The Philippines has been exposed to American trends, lifestyle, and consumerism and the claim of Sanchez (2017) that such cross-border engagement and integration are visible in K-fashion's more wearable and real items. Also, the standard deviation (0.48) indicates that there is some commonality in the perceptions of the respondents which suggests that most of them are aware of the foreign fashion trends here in the Philippines.

Respondents answered with conviction when asked if they listen and watch music videos of k-pop artists which means they are extremely aware of the fashion trends coming from Korea (M= 4.52; SD= 0.68). This entails that they are significantly attuned to the latest trends and styles from Korea brought about by music videos, this also proves that k-pop has a substantial impact on fashion awareness among Filipino students. This aligns with what Maniego et al. (2018) said that Korean popular culture has a great impact on younger generations. Modern Korean culture, which includes customs, dramas, cuisine, especially music and fashion trends. The vast majority of Korean fans learn about Korean culture by watching K-dramas, fangirling over their favorite groups, and immersing themselves in Korean culture through clothing and other activities.

The table also showed that the students are extremely aware of the fashion styles they see on music videos of k-pop artists (M= 4.45; SD= 0.73) which means that k-pop artists play a significant role in shaping the styles of students. This result supports the idea of Galang (2022) that k-pop idols serve as influential figures in fashion and beauty standards of Filipino Youth. The distinct styles, hairstyles, and makeup of K-pop stars often inspire Filipino fans to experiment with their own fashion choices, contributing to a fusion of global and local aesthetics.

The table, however, showed that students are only moderately aware about the clothing items endorsed by American influencers (M= 3.91; SD= 1.12). This suggests that students are not that aware of the fashion trends from America but are still influenced by it. This corresponds to the findings of a survey done by Rakuten Insight (2023), which revealed that 72% of female and 62% of male respondents in the Philippines purchased things after an influencer suggested them.

Table 2

Influence of Foreign Fashion Trends

Statements	Mean	SD	Descriptive Interpretation
1. I buy clothes from well-known foreign fashion brands (e.g. Nike, Guess, Converse, Crocs, Supreme, etc.)	**4.06**	**1.05**	**Moderately Influential**
2. I consider the latest fashion trend before I buy clothes.	**4.19**	**0.95**	**Moderately Influential**
3. I keep track of fashion trends so I know when to stop/start wearing a certain style.	**4.53**	**0.83**	**Extremely Influential**
4. I try to incorporate foreign fashion trends on outfits I wear.	**4.54**	**0.77**	**Extremely Influential**
5. I follow the latest fashion trend to feel a sense of belongingness.	**4.54**	**0.86**	**Extremely Influential**
6. I follow the latest fashion trends because I feel pressured to do so.	**4.43**	**1.02**	**Extremely Influential**
7. I take inspiration from celebrities' outfits for formal wear.	**4.35**	**1.09**	**Extremely Influential**
8. I buy clothes inspired by the latest designs at fashion shows.	**4.43**	**1.01**	**Extremely Influential**
9. I follow the latest fashion trends due to peer-influence.	**4.45**	**0.95**	**Extremely Influential**
10. I save money to be able to follow the latest fashion trends.	**4.05**	**1.17**	**Moderately Influential**
OVERALL	**4.36**	**0.97**	**Extremely Influential**

SD - Standard Deviation

Table 2 displayed that students were extremely influenced by foreign fashion trends on their clothing choices (M= 4.36; SD= 0.97). The findings indicate that students are highly influenced by foreign fashion trends on students' clothing preferences. There is strong consensus among respondents regarding this influence, and their perceptions show minimal variability. This proves the idea in the blog of Fabusse (2018),

foreign countries have showcased their impact on the fashion industry, possibly through their intricate designs or by embracing a playful approach to strike a balance between traditional and modern styles. Furthermore, the standard deviation of 0.97 implies that there is minimal variation in the extent to which students are influenced by these trends. In other words, most students consistently demonstrate a high level of influence from foreign fashion trends.

They responded with conviction when asked if they incorporate foreign fashion trends on the outfits they wear and whether they're following the latest fashion trends to feel a sense of belongingness (M= 4.54; SD= 0.86). The respondents try to incorporate foreign fashion trends on outfits they wear, and follow the latest fashion trend to feel a sense of belongingness. Khan (2023) stated that social influence and individual preferences impact students' clothing choices. Therefore, students often prioritize keeping updated on global fashion trends to foster social integration and express themselves.

The respondents were extremely influenced to keep track of fashion trends for them to know when to stop/start wearing a certain style (M= 4.53; SD= 0.83) in which the respondents keep track of fashion trends for them to know when to stop/start wearing a certain style. Adani and Mehta (2023) stated that adolescents often experience a sense of discomfort when they wear attire that differs from what their peers are wearing. Consequently, keeping track of fashion trends becomes an integral aspect of their social identity among their peers.   The students were moderately influenced when it came to saving money to be able to follow the latest fashion trends (M= 4.05; SD= 1.17). This finding suggests that while social influence significantly affects students' fashion spending decisions, there are likely additional factors contributing to their choices. According to Andreas (2024) if you aspire to follow current fashion trends, you'll spend plenty of money on clothing. As a result, students who prioritize keeping up with latest fashion trends often dedicate a considerable portion of their budget to clothing expenses. Hence, fashion can serve as a mode of self-expression and confidence for many, it is crucial to balance personal style with financial responsibility and sustainability concern.

Table 3

Modesty in Clothing

Statements	Mean	SD	Descriptive Interpretation
1. I like to wear clothes that show the chest area.	2.42	1.22	Slightly Preferred
2. I like to wear clothes with short hemlines.	2.51	1.13	Slightly Preferred
3. I like to wear tight-fitting clothes.	2.83	1.32	Somewhat Preferred
4. I like to wear sleeveless clothes.	2.55	1.26	Slightly Preferred
continuation of table 3. Modesty in Clothing			
5. I like to wear cropped tops or clothes that show the stomach area.	2.59	1.29	Slightly Preferred
6. I think showing skin when dressing up is okay as long as I can carry myself.	3.56	1.24	Moderately Preferred
7. I feel more confident when I wear revealing clothes.	2.52	1.30	Slightly Preferred
8. I am okay with seeing someone wearing revealing clothes in public.	3.62	1.28	Moderately Preferred
9. I feel more like myself when I am wearing revealing clothes.	2.52	1.23	Slightly Preferred
10. I consider the opinions of others when choosing my clothing.	3.03	1.37	Somewhat Preferred
OVERALL	**2.82**	**1.26**	**Somewhat Preferred**

SD - Standard Deviation

Table 3 presented that students somewhat prefer modesty in clothing (M= 2.82; SD= 1.26). This indicates that most students tend to prefer modest clothing, but there are variations in how much they value modesty. This supports the claim of Phillips (2024) that when it comes to fashion, there are many different opinions and ideas about what is considered appropriate and respectful. The standard deviation entails a broad perception of the respondents when it comes to liberation in clothing.

The students moderately prefer seeing other people wear revealing clothes (M= 3.62; SD= 1.28). This implies that in modern society people are slowly getting comfortable around the idea of seeing someone wear revealing clothes. This validates Peris's (2022) statement that revealing clothes was once considered indecent. As a result, women who wore revealing apparel were perceived as self-demeaning, and no one wanted to associate with them. However, this is no longer the case. In the twenty-first century, society accepts that revealing clothing is fashionable and appropriate for both men and women. As society's perception of revealing clothing has shifted, an increasing number of people have begun to wear it.

Students moderately prefer to wear revealing clothes because they think that it is okay as long as they can carry themselves. This means that so long as they are confident or their own body they can "pull off" such revealing clothes. This result supports the ideas of Johnson et al.(2018) that clothing choices can impact self-perception and Williams (2023) that students who feel confident and self-assured may embrace revealing clothing as an expression of body positivity. Confidence and self-assuredness not only impact personal well-being but also influence how others perceive various aspects, including clothing choices. When individuals exude confidence, it can positively shape their interactions and self-image.

When asked about whether they liked to wear clothes that show the chest area, the students' response was that they only slightly prefer it (M= 2.42; SD= 1.22). was low. This means that only a few students are comfortable in showing their chest area when dressing up. The result goes along with the statement of Manaher (2023) that while cleavage is often considered a desirable physical feature, it can also be a source of discomfort or self-consciousness for some women.

Table 4

Practicality in Clothing

Statements	Mean	SD	Descriptive Interpretation
1. I always wear clothes that are comfortable.	4.75	0.46	Extremely Preferred
2. I wear clothes that allow me to move freely.	4.76	0.51	Extremely Preferred
3. I prefer clothes that are easy to clean.	4.47	0.80	Extremely Preferred
4. I prefer purchasing clothes that have a long lifespan.	4.62	0.61	Extremely Preferred
5. I prefer clothing made from breathable fabrics.	4.59	0.64	Extremely Preferred
6. I buy clothes that are cheaper in price.	4.30	0.89	Extremely Preferred
7. I always go to thrift stores first before any other fashion stores.	4.04	0.95	Moderately Preferred
8. I always buy clothes that I can wear on many occasions.	4.42	0.78	Extremely Preferred
9. I prefer clothing that is resistant to wrinkles.	4.05	0.89	Moderately Preferred
10. I prefer clothing that is resistant to fading from frequent washing.	4.36	0.85	Extremely Preferred
OVERALL	**4.44**	**0.74**	**Extremely Preferred**

SD - Standard Deviation

Table 4 presented that students highly prefer practicality in clothing (M= 4.44; SD= 0.74). This indicates that students select clothing that will make them feel comfortable and at ease. According to a study by Teyeme et al. (2021) that the goal of comfort can be met by addressing freedom of movement, examining how the garment preserves the body shape, and analyzing mechanical characteristics, breathability, smoothness, and softness. Also, the standard deviation of 0.74 indicates a favorable choice by the students in terms of their coziness in clothing.

The respondents extremely prefer to wear clothes that will allow them to move freely (M= 4.76; SD= 0.51). This provides compelling evidence for the study by Kaplan and Okur (2017), which found that the two least significant garment attributes were brand and fashion, and the most significant ones were comfort, easy care, and durability. Design, fashion, comfort, and assured quality were found to be the most crucial characteristics of the clothing.

Students extremely prefer to wear clothes that are comfortable (M= 4.75; SD= 0.46) This means that if students are comfortable with their clothes, they are more confident in themselves. According to a study by Franka (2023), confidence in clothes is more than just wearing trendy clothing; it is about wearing ensembles that complement your personality and make you feel powerful.

Students moderately prefer to go first to thrift stores before any other fashion stores (M= 4.04; SD= 0.95). This indicates that students are more likely to buy clothes from thrift stores because they are less expensive. This clearly confirms Sagarino's (2017) argument that second-hand clothes are one of the most profitable businesses in the Philippines today because many Filipinos adore these products. Other causes included traditional reasons such as durability, a diverse range of options, and the availability of branded products at a reasonable price.

Table 5

Students' level of awareness about mainstream foreign fashion trends and Students' way of clothing

Variables Correlated	r	Description	Sig-value	Decision	Interpretation
Level of Awareness and Way of Clothing	0.76	**a strong uphill (positive) relationship**	0.00	**Reject the null hypothesis**	There is a significant relationship

This table showed the correlation analysis between students' level of awareness and way of clothing in terms of modesty and practicality variables, using Pearson correlation coefficient. The correlation coefficient between students' level of awareness and way of clothing is 0.76, which shows a strong uphill (positive) relationship linear relationship. Additionally, the p-value score is 0.00 which is less than 0.05 which signifies that the null hypothesis is rejected. The interpretation of data indicates that there is a significant relationship between the two variables. This means that the students are aware about the mainstream foreign fashion trends therefore it manifests to the modesty and practicality of their way of clothing. Overall, this implies that students who are more aware of global fashion tend to adopt and incorporate foreign fashion trends into their clothing choices. As stated by Jain (2022) the success of a fashion is determined by how society interprets the fashion trend. Therefore, students who are attuned in global fashion trends might view specific styles as more socially appealing or trendy, prompting them to imitate these trends in their personal wardrobe choices.

Table 6

Influence of Foreign Fashion trends and Students' Way of Clothing

Variables Correlated	r	Description	Sig-value	Decision	Interpretation
Influence of Foreign Fashion trends and Way of Clothing	0.75	**a strong uphill (positive) relationship**	0.00	**Reject the null hypothesis**	There is a significant relationship

This table showed the correlation analysis between the "influence of foreign fashion trends and way of clothing in terms of modesty and practicality " variables, using Pearson correlation coefficient. The correlation coefficient between students' level of awareness and way of clothing is 0.75, which shows a strong uphill (positive) relationship linear relationship. Additionally, the p-value score is 0.00 which is less than 0.5 therefore, the null hypothesis is rejected. The interpretation of data indicates that there is a significant relationship between the two variables. Thus, the influence of foreign fashion trends can be observed on the modesty and practicality of the students' way of clothing. This strongly supports the claim in the study of Casanguan (2018) that foreign fashion has a significant impact on the clothing preferences of young Filipino individuals. Most Filipinos favor foreign fashion for its styles and designs that can stay up with current fashion and trends, as well as the quality of the items.

Conclusions

After the analysis and interpretation of the gathered data, the researchers had the following conclusions:

1. **The level of awareness of the students about the foreign fashion styles that are mainstream in the Philippines today.**
The students were significantly attuned to the latest trends and styles from Korea brought about by music videos, this also proves that k-pop has a substantial impact on fashion awareness among Filipino students. This showed a marked awareness of the latest trends and styles from Korea. Furthermore, this emphasizes the significant influence of K-pop on fashion awareness among Filipino students, indicating a strong integration of global cultural aspects into local fashion preferences.

2. **The influence of foreign fashion trends to the clothing choices of the students.**
Based on the results, the students actively seek to integrate foreign fashion trends in their clothing choices, and they follow the latest trend to feel a sense of belongingness, indicating a desire to align with global style influences. Through adopting these trends, students not just showcase their uniqueness but also establish connections with broader cultural movements, fostering a sense of inclusion and belonging within their social circles.

3. **The way of clothing of the students can be described in terms of:**
   a. **Modesty.** The results showed the students' clothing choices in terms of modesty. The students' personal preferences play a crucial role, as some of them prioritize modesty for personal reasons, while others prioritize comfort and individual expression. Peer influence and societal expectations further complicate modesty as students navigate between conformity in their clothing decisions.
   b. **Practicality.** The students prioritize practicality and comfort in their clothing choices, valuing ease of movement, versatility, durability, affordability, and personal expression. Factors such as modesty and practicality play a significant role in shaping their outfit preferences, reflecting a blend of personal, social, and economic influences. Overall, students seek attire that fits their lifestyle and needs, balancing individuality with societal norms.

4. **The relationship among students' level of awareness about the mainstream foreign fashion styles and the influence of foreign fashion trends to the clothing choices and way of clothing.**
The researchers used a Pearson Correlation Coefficient Calculator to analyze the relationship between three variables: students' awareness of foreign fashion trends, the influence of these trends, and their clothing choices. They found a significant relationship, suggesting that awareness of foreign trends often influences buying behavior and clothing style. This reflects the global nature of fashion today. To convey their findings effectively, the researchers created an infographic. They chose this format for its shareability on social media and its ability to capture attention, aiming to promote both Filipino fashion and awareness of global trends.

Recommendations

Based on the findings of the study, the researchers recommend the following:

1. The researchers recommend conducting a study on other foreign fashion influences like Japanese as this study only focuses on Korean and Western fashion influence.
2. Researchers also suggest exploring challenges contributing to Filipinos' lack of cultural awareness.
3. They also recommend to delve into the impact of digital platforms on shaping global fashion preferences and cultural identities because the researchers believe that it plays an important role in the evolution of global fashion, shaping not only what people wear but also how they perceive and express their cultural identities.
4. Further investigation into society's role in shaping fashion preferences and cultural identities globally is also proposed.
5. The researchers also suggest exploring other factors affecting the way of clothing of students aside from fashion trends like gender

norms, cultural factors, and social environment.

6. Diving deeper on what specific clothing trends from Korea are mostly seen among students is also recommended

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