

CULTURAL INFLUENCE IN FASHION MARKETING OF HEALTHCARE PRODUCTS: A CASE STUDY OF GB, PAKISTAN

Ruiqi Yang¹, Zaheer Abbas², Li Zhenhong^{*3}, Talib Hussain⁴

Abstract: This study examines the cultural factors influencing fashion tastes and marketing techniques of healthcare products in Gilgit-Baltistan (GB), Pakistan, emphasizing the region's distinctive amalgamation of tradition, traditional values, and contemporary influences. This research conducts a qualitative analysis of 120 theme responses from local participants to investigate the influence of cultural heritage, social norms, and technological advancements—specifically media and internet shopping—on fashion preferences and purchasing patterns of healthcare products. The findings underscore the pivotal influence of cultural identity and traditional values on fashion preferences, especially with modesty, community involvement, and local festivals. The study examines the increasing impact of social media and international fashion trends, as well as the obstacles and potential for local enterprises in incorporating cultural heritage into the fashion marketing of healthcare products. The study emphasizes the necessity of a balanced strategy that honors cultural traditions while integrating contemporary trends, offering insights for firms to effectively connect with local consumers. Ultimately, it proposes future study avenues centered on sustainability, digital transformation, and cross-cultural comparisons to further the comprehension of fashion marketing of healthcare products in culturally diverse areas such as Gilgit-Baltistan for healthcare products marketing.

Keywords: cultural heritage, fashion preferences, marketing strategies, modern influences, healthcare products

Influencia cultural en el marketing de moda de productos sanitarios: un estudio de caso de GB, Pakistán

Resumen: Este estudio examina los factores culturales que influyen en los gustos de moda y las técnicas de marketing de productos sanitarios en Gilgit-Baltistán (GB), Pakistán, destacando la distintiva fusión de tradición, valores tradicionales e influencias contemporáneas de la región. La investigación realiza un análisis cualitativo de 120 respuestas temáticas de participantes locales para investigar la influencia del patrimonio cultural, las normas sociales y los avances tecnológicos —específicamente, las compras en medios de comunicación e internet— en las preferencias de moda y los patrones de compra de productos sanitarios. Los hallazgos subrayan la influencia crucial de la identidad cultural y los valores tradicionales en las preferencias de moda, especialmente respecto de la modestia, la participación comunitaria y las festividades locales. Examina el creciente impacto de las redes sociales y las tendencias internacionales de moda, así como los obstáculos y el potencial de las empresas locales para incorporar el patrimonio cultural en el marketing de moda de productos sanitarios. Enfatiza la necesidad de una estrategia equilibrada que honre las tradiciones culturales, a la vez que integra las tendencias contemporáneas, ofreciendo perspectivas para que las empresas conecten eficazmente con los consumidores locales. Finalmente, propone futuras líneas de estudio centradas en la sostenibilidad, la transformación digital y las comparaciones interculturales, para profundizar en la comprensión del marketing de moda de productos sanitarios en zonas culturalmente diversas, como Gilgit-Baltistán.

Palabras clave: patrimonio cultural, preferencias de moda, estrategias de marketing, influencias modernas, productos sanitarios

Influência cultural no marketing de moda de produtos de cuidados à saúde: um estudo de caso em GB, Paquistão

Resumo: Esse estudo examina os fatores culturais que influenciam os gostos de moda e técnicas de marketing de produtos de cuidados à saúde em Gilgit-Baltistan (GB), Paquistão, enfatizando a singular fusão de tradição, valores tradicionais e influências contemporâneas daquela região. Essa pesquisa realiza uma análise qualitativa de 120 respostas temáticas de participantes locais para investigar a influência da herança cultural, normas sociais e avanços tecnológicos —especificamente compras pela mídia e internet— nas preferências de moda e padrões de compra de produtos de cuidados à saúde. Os achados destacam a influência crucial da identidade cultural e valores tradicionais nas preferências de moda, especialmente no que diz respeito à modéstia, ao envolvimento comunitário e aos festivais locais. O estudo examina os impactos crescentes da mídia social e tendências de moda internacional, bem como os obstáculos e potencial para empresas locais incorporarem herança cultural no marketing de moda de produtos de cuidados à saúde. O estudo enfatiza a necessidade de uma estratégia equilibrada que honre tradições culturais ao integrar tendências contemporâneas, oferecendo insights para empresas se conectarem com consumidores locais. Em última análise, propõe futuras linhas de estudos centradas em sustentabilidade, transformação digital e comparações interculturais para aprofundar a compreensão do marketing de moda de produtos de cuidados à saúde em áreas culturalmente diversas tais como o marketing de moda de produtos de cuidados à saúde em Gilgit-Baltistan.

Palavras chave: herança cultural, preferência de moda, estratégias de marketing, influências modernas, produtos de cuidados à saúde

¹ Emlyon Business School, International Marketing & Business Development, Lyon, France, yvonne.yangrq@gmail.com

² Postdoc Fellow, School of Management Science and Economics, Kunming University of Science and Technology, Yunnan China, zaheerabas0313@gmail.com

^{3*} School of Media and Communication, Shanghai Jiao Tong University, Shanghai, China, tonny@karon-valve.com (**Corresponding author**)

⁴ Department of Media Management, University of Religions and Denominations, Qom 37491-13357, Iran and Department of Business Management, Karakoram International University, Diamer Campus, Pakistan, talib.hussain@kiu.edu.pk

Introduction

The complex interplay between culture and consumer behavior is a vital element in the formulation of marketing strategies for fashion of healthcare products. In regions such as Gilgit-Baltistan (GB), Pakistan, where cultural legacy is profoundly embedded and unique, it is imperative to possess a comprehensive understanding of these influences. Gilgit-Baltistan is widely recognized for its diverse ethnic communities, rich traditions, and unique social dynamics. Cultural components significantly influence consumer decisions, purchasing behavior, and brand perceptions, offering a compelling context for exploring the convergence of culture and fashion marketing of healthcare products(1).

This study examines the cultural elements influencing the fashion marketing of healthcare products in Gilgit-Baltistan. This project aims to examine how local cultures, values, and social norms affect consumer choices in the fashion industry of healthcare products. This will be achieved through qualitative interviews with persons located throughout the region. This study elucidates the complexities of consumer behavior in a culturally diverse region, providing insights that businesses and marketers can leverage to develop tailored strategies that resonate with the local audience(2).

This research contributes to the broader discourse on cultural diversity in fashion marketing of healthcare products and underscores the importance of context-specific strategies in an increasingly globalized industry. This study aims to offer insightful perspectives for academics and industry professionals interested in the complex relationship between culture and commerce in the fashion industry of healthcare product marketing. This is achieved by concentrating on the unique cultural landscape of Gilgit-Baltistan(3).

In a progressively interconnected world, comprehending the cultural aspects of fashion marketing of healthcare products transcends geographical limits, providing significant insights into global consumer behavior. The interaction between tradition and modernity in Gilgit-Baltistan reflects analogous dynamics in other culturally affluent areas, where heritage-inspired fashion selections

coexist with global trends. This study enhances local market strategies and provides broader applicability for international brands aiming to operate in culturally sensitive countries. This research analyzes the influence of social conventions, digital media, and changing consumer preferences on fashion trends of healthcare products within a unique yet internationally pertinent context, offering a framework to guide marketing efforts across many cultural environments. These findings may be especially advantageous for international fashion firms of the healthcare product industry, legislators, and scholars seeking to reconcile cultural authenticity with market-driven adaptation in an age of swift globalization(4).

Background and Problem

A primary problem in the fashion marketing of healthcare products in Gilgit-Baltistan is the region's infrastructural deficiencies, which impede accessibility and the delivery of fashion products of healthcare products. The remote terrain and underdeveloped retail networks limit the availability of different fashion options, forcing many consumers to depend on online shopping, which, despite its growth, encounters logistical challenges such as inconsistent delivery services and restricted internet access in rural regions. Moreover, generational disparities significantly influence fashion inclinations. Younger generations are increasingly swayed by global fashion trends via social media and digital platforms, whilst older generations typically favor traditional apparel that reflects cultural history and modesty. The generational divide poses a marketing problem, requiring firms to mix innovation with heritage to attract a diverse consumer base. Comprehending these limits is crucial for enterprises seeking to formulate culturally adaptable and sustainable fashion marketing strategies for healthcare products that address the distinctive socio-economic and demographic context of Gilgit-Baltistan(5).

Novelty of Study

This study provides a distinctive contribution by concentrating on the culturally affluent yet academically under-researched area of Gilgit-Baltistan (GB), Pakistan. This study contrasts with prior research that mostly focuses on fashion marketing

of healthcare products in urban and globally interconnected markets by exploring how cultural history, societal norms, and contemporary influences affect consumer behavior in a geographically isolated and diversified context. This research offers new insights into the interplay of tradition and modernity in fashion marketing of healthcare products, considering the region's unique socio-cultural context, with significant implications for local enterprises and broader cross-cultural marketing tactics. This study addresses a research gap, enhancing comprehension of consumer preferences in GB and contributing to the conversation on culturally ingrained marketing strategies in emerging economies(6).

Research objectives:

The research objectives of this study are structured around understanding the dynamic interplay between cultural heritage and evolving fashion trends of healthcare products in Gilgit-Baltistan. Specifically, the study aims to explore how deeply rooted cultural values shape individual fashion preferences and the extent to which traditional attire reflects cultural identity in everyday life and special occasions(7). Furthermore, it aims to investigate the impact of social norms and community expectations on the adoption of diverse fashion trends and brands in the region for healthcare products. The study examines the influence of media and technology, namely social media platforms and online shopping, on fashion awareness and purchasing behaviors, evaluating whether these digital factors reinforce or contest local cultural norms. This research seeks to elucidate the significance of cultural heritage in fashion marketing of healthcare products strategies and examine how local enterprises can incorporate traditional elements into their campaigns to align more effectively with the preferences and expectations of the regional populace(8).

Research Questions:

Cultural Values and Fashion Preferences

How do the cultural traditions and values of Gilgit-Baltistan influence your choices in clothing and fashion of healthcare products? Can you share specific examples of how traditional or modern attire

reflects cultural identity in your daily life or on special occasions?

Impact of Social Norms on Fashion Trends

In your opinion, how do social norms and community expectations shape the adoption of fashion trends of healthcare products in Gilgit-Baltistan? Are there particular styles or brands that are more acceptable or admired within your community?

Role of Media and Technology in Fashion Awareness

How have media and technology, such as social media platforms and online shopping, affected the fashion preferences and purchasing behaviors of people in Gilgit-Baltistan for healthcare products? Do you think these platforms represent or challenge local cultural influences?

Business Perspectives on Cultural Integration in Marketing

For local businesses or marketers, what role does cultural heritage play in promoting fashion-related healthcare products in Gilgit-Baltistan? How can fashion marketing of healthcare product campaigns better align with the cultural values and expectations of the local population?

Literature Review

Cultural Influence in Fashion Marketing

Cultural influence has been recognized as a crucial factor in customer behavior, particularly in fashion marketing of healthcare products. Culture shapes individual choices, attitudes, and perceptions, acting as a crucial factor in the styles and trends that attract different people. Fashion, as a reflection of identity, serves as an expression of personality and a medium for expressing cultural narratives. Research demonstrates that cultural values, encompassing traditions, norms, and rituals, significantly influence the adoption of fashion trends, since consumers are often drawn to fashions that align with their social and cultural identities(9). The globalization of fashion has engendered new dynamics, leading to tensions between the preservation of cultural heritage and the embrace of modern global trends. This connection is particu-

larly evident in diverse and culturally rich regions, where traditional attire coexists with contemporary influences. The rise of digital platforms and media has intensified the relationship between culture and fashion, enabling the rapid dissemination of global trends while also offering opportunities for cultural preservation and localized marketing. The integration of cultural insights into fashion marketing strategies for healthcare products, while significant, is inconsistent, highlighting the need for research that links cultural understanding with business realities. This analysis provides a basis for investigating the impact of cultural factors on fashion marketing techniques for healthcare products, focusing on the unique and under-explored area of Gilgit-Baltistan, Pakistan(1,10).

Cultural Values and Their Impact on Fashion Preferences

Cultural values serve as a foundational guide for individual and collective behaviors, significantly influencing preferences in fashion and attire. Theoretical theories, such as Hofstede's cultural dimensions, provide valuable insights into how individualism, collectivism, and power distance affect fashion tastes in various countries. Cultural hegemony and symbolic interactionism similarly highlight the power dynamics and social meanings embedded in clothing, illustrating how fashion serves as both a reflection and reinforcement of society's standards. Traditional and heritage-based garments often represent cultural identity, symbolizing values, history, and a connection to one's roots(11,12).

In regions like Gilgit-Baltistan, clothing selections are rooted in cultural traditions that embody unique ethnic and religious identities. Traditional attire functions as a manifestation of aesthetic choices and a marker of communal affiliation and social status. However, the influence of current trends and globalized fashion has started to alter these preferences, leading to a blend of traditional and modern styles. Case studies from similar culturally affluent regions demonstrate the considerable impact of cultural identification on consumer choices, as individuals often select clothes that embody their values while aligning with current trends(13). Comprehending these factors is essential for fashion marketers seeking to create and

promote products that appeal to culturally varied customers. This section analyses the complex relationship between cultural values and fashion preferences, establishing a basis for investigating how these notions are expressed in Gilgit-Baltistan(14).

Social Norms and Their Role in Fashion Adoption

Social norms profoundly impact fashion adoption, acting as implicit criteria that dictate acceptable behaviors and choices within a community. Social acceptance significantly impacts consumer behavior, as individuals often conform to collective preferences to get favor and maintain their social identity. Community expectations shape fashion trends by fostering ideas of suitability or appeal within a specific cultural or social framework. Such expectations can affect the prevalence of particular styles, often cultivating a sense of belonging among its followers(15,16).

Gender-specific standards complicate matters, as societal norms surrounding masculinity and femininity often dictate suitable attire for men and women. In older communities, norms may restrict fashion choices to culturally acceptable attire, while in more contemporary settings, they may evolve to encompass diverse and unorthodox styles. The interplay between social norms and fashion highlights the imperative for marketers to consider the cultural and social context of their target audience when formulating campaigns or promoting trends. This review analyzes the effect of these dynamics on fashion adoption, offering insights into the impact of cultural norms on consumer behavior in regions such as Gilgit-Baltistan(17,18).

Media and Technology as Drivers of Fashion Awareness

The swift advancement of media and technology has transformed fashion marketing, altering customer interaction with trends and businesses. Digital media has emerged as a pivotal force in fashion awareness, enabling marketers to engage varied audiences via visually engaging and interactive platforms(19). Social media has become a

potent instrument in changing cultural conceptions of fashion, as influencers, content providers, and brands construct trends that appeal to both global and local audiences. These platforms promote immediacy and connectedness, facilitating the spread of trends across cultural boundaries while enabling individuals to express their distinct cultural identities(20).

The amalgamation of e-commerce and digital marketing in culturally diverse areas such as Gilgit-Baltistan presents both challenges and prospects. While internet platforms offer unmatched access to global fashion, they must also account for the unique cultural preferences and sensitivities of the local population. Aligning marketing techniques with local values and practices enhances client trust and engagement(21). Conversely, barriers such as a lack of digital literacy and insufficient infrastructure in rural areas may hinder the adoption of e-commerce solutions. This section critically examines the dual role of media and technology as facilitators of global fashion awareness and as instruments for preserving and promoting local cultural influences in fashion marketing of health-care products(22).

Fashion Marketing in the Context of Local Cultures

Fashion marketing thrives at the intersection of cultural heritage and modern innovation, requiring companies to skillfully navigate the complexities of integrating cultural motifs into their branding strategy. Incorporating local cultural themes, practices, and values into fashion branding allows companies to forge authentic connections with their target audience, fostering loyalty and community involvement. Effective strategies often involve collaboration with local artisans, the use of culturally pertinent patterns or motifs, and tales that highlight the cultural legacy of products(23).

Reconciling traditional values with global changes is a distinct difficulty. Although globalisation has exposed consumers to modern fashion trends, a substantial segment of the population remains firmly anchored in their cultural identities, necessitating marketers to achieve a nuanced equilibrium. This equilibrium can be attained by tailoring global designs to local tastes or endorsing

hybrid forms that amalgamate heritage and modernity(24).

The Unique Cultural Landscape of Gilgit-Baltistan

Gilgit-Baltistan, situated in the northernmost region of Pakistan, exhibits a rich diversity of cultures and ethnicities. The region is home to various ethnic groups, including the Shina, Balti, Wakhi, and Burusho, whose cultural identities are shaped by a blend of languages, traditions, and historical influences. Diversity is seen in traditional attire, which acts as a crucial indicator of heritage, communal identity, and social status. Distinctive clothing styles, such as Balti woolen robes, Shina embroidered headgear, and vibrant Wakhi gowns, represent the region's cultural richness and are functionally suited to its harsh weather circumstances(25).

Nonetheless, the fashion inclinations of Gilgit-Baltistan's populace are transforming due to globalisation, more connections, and exposure to contemporary styles. Younger generations are integrating traditional components with current fashions, producing a distinctive synthesis that embodies cultural pride and modern aspirations. Notwithstanding these alterations, traditional costume continues to be a fundamental aspect of special events, festivals, and communal gatherings, highlighting its lasting significance(26).

Consumer Behavior and the Role of Local Businesses in Fashion Marketing

Cultural factors markedly impact consumer choices in Gilgit-Baltistan, where traditions, morals, and regional aesthetics deeply shape fashion preferences. Religious convictions, familial influences, and community dynamics are essential in purchasing decisions, since they often dictate the appropriateness of trends and the importance of modesty in apparel. Moreover, significant discrepancies exist between urban and rural consumers. Urban areas generally embrace modern trends and brand identity, whilst rural villages remain rooted in traditional attire, reflecting their cultural heritage(27).

Bridging Cultural Heritage and Modern Marketing Strategies

Effectively integrating cultural heritage with contemporary marketing necessitates cooperation between marketers and communities. Co-creation, which incorporates local voices and traditions into product design and marketing strategies, guarantees authenticity and enhances consumer trust. This strategy enables marketers to develop products that align with cultural values while satisfying modern requirements(28).

Narrative is an influential instrument in culturally anchored marketing initiatives. By elucidating the origins, meaning, and workmanship of traditional clothes, marketers may cultivate emotional ties with consumers, thereby enhancing loyalty and pride in local history. Nevertheless, innovation must be judiciously harmonised with cultural sensitivity. Marketers must honour cultural conventions and values while integrating contemporary features, ensuring that new designs or campaigns do not estrange or insult their target. This deliberate amalgamation of culture and innovation facilitates significant and effective marketing techniques(29).

Synthesis of Literature and Gaps

Recent research highlights the substantial influence of culture on fashion marketing, demonstrating how traditions, social norms, and collective values affect consumer behavior and brand strategy. Research demonstrates that incorporating cultural elements into fashion branding enhances authenticity and fosters more robust consumer interactions. Theoretical frameworks such as Hofstede's cultural dimensions and symbolic interactionism have been extensively employed to clarify the connection between cultural identity and fashion choices. Similarly, studies on social media and e-commerce underscore the growing importance of technology in promoting both global trends and localized fashion narratives. Case studies from many nations illustrate the effectiveness of culturally sensitive marketing strategies in enhancing client loyalty and preserving heritage(30).

This study seeks to fill these gaps by offering a detailed comprehension of fashion marketing of

healthcare products within the cultural dynamics of Gilgit-Baltistan. The research provides significant insights for marketers and policymakers by examining consumer behaviour, the function of local businesses, and the amalgamation of legacy with contemporary trends. It also enhances broader discussions on the preservation of cultural identities while promoting innovation in marketing techniques, rendering it an essential contribution to the current body of knowledge(31).

Digitalization and Fashion Marketing

The emergence of digitization has significantly transformed the realm of fashion marketing, affecting customer interaction and brand tactics. Digital platforms, including social media, e-commerce sites, and virtual storefronts, have allowed fashion firms to access broader audiences while offering tailored purchasing experiences. In culturally rich and emerging areas such as Gilgit-Baltistan, where conventional retail infrastructure may be inadequate, digitization has alleviated accessibility disparities by linking local consumers to global fashion trends. Social media influencers, targeted advertising, and algorithmic content curation have profoundly influenced purchasing behaviors, affecting consumer exposure to contemporary and classic fashion styles. The transition to digital commerce has enabled local craftspeople and small-scale fashion enterprises to present culturally significant designs to both national and international markets, promoting economic development while safeguarding history. Nonetheless, digital literacy, internet accessibility, and logistical obstacles persist as significant impediments in the region, affecting the efficacy of digital marketing techniques in reaching varied consumer demographics(32).

The Role of E-Commerce and AI in Fashion Market Expansion

E-commerce platforms, enhanced by breakthroughs in artificial intelligence (AI) and big data analytics, have transformed the fashion marketing of healthcare products through hyper-personalized recommendations and predictive trend research. AI-generated insights allow organizations to customize marketing communications, refine product selections, and improve consumer en-

gements based on behavioral trends. In areas such as Gilgit-Baltistan, where fashion choices are profoundly influenced by cultural traditions, AI-driven recommendation systems can harmonize local aesthetics with emerging global trends, offering tailored ideas that align with consumer values. Moreover, augmented reality (AR) and virtual try-on technologies are revolutionizing the internet shopping experience by alleviating consumer apprehensions regarding fit and style, hence decreasing return rates(33). The incorporation of these technologies in digital fashion marketing of healthcare products not only bolsters customer confidence in online transactions but also enables local firms to distinguish themselves by providing immersive experiences that emphasize the cultural importance of their designs. The use of these advanced digital technologies relies on enhancements in infrastructure and the bolstering of consumer confidence in digital transactions, both of which necessitate strategic development to fully realize the promise of digitalized fashion marketing of healthcare products in the region(34).

Fashion marketing in healthcare products

In the context of Gilgit-Baltistan, cultural identity plays a decisive role in shaping the fashion marketing of healthcare products, where traditional aesthetics are deeply intertwined with social values such as modesty, familial approval, and community representation. Unlike metropolitan markets, where fashion trends may evolve rapidly and are often driven by individual expression, GB consumers tend to make choices influenced by collective cultural frameworks and regional festivals that reaffirm heritage. Local fashion marketing of healthcare products—ranging from health-supportive garments like thermal wear and culturally styled facemasks to functional yet modest apparel—is increasingly reflecting this intersection of tradition and modernity. Research suggests that integrating indigenous design elements and local storytelling into branding strategies not only elevates consumer engagement but also fosters a sense of cultural preservation in the face of globalization. Thus, effective fashion marketing in healthcare contexts must transcend aesthetics and align with the symbolic and ethical codes of the community, reinforcing the idea that cultural congruence is not a constraint but a strategic advan-

tage in regional markets such as Gilgit-Baltistan.

Methodology

This study utilises a qualitative research approach to examine the cultural impact on fashion marketing of healthcare products in the diversified and culturally affluent region of Gilgit-Baltistan (GB), Pakistan. The approach was meticulously designed to guarantee depth, authenticity, and rigour, conforming to recognised qualitative research criteria(35).

Plan for the Research

Because of its ability to capture the diverse opinions, experiences, and cultural dynamics that influence consumer behaviour and marketing strategies in GB, the qualitative approach was selected as the method of investigation. It is very useful for comprehending complicated social phenomena, where context and cultural complexities play a significant role, and qualitative research is particularly helpful in this regard(36).

A Selection of Samples

In order to pick thirty respondents from a variety of districts in Gilgit-Baltistan, the research project made use of a technique known as purposive sampling. By using this strategy, we were able to ensure that the sample comprised a varied representation of society. This included participants from a variety of age groups, occupations, ethnic groupings, and socio-economic backgrounds. Those respondents who had firsthand knowledge or insight into fashion preferences, cultural norms, and consumer behaviour in the region were the focus of the inclusion criteria(37).

Collecting Numbers

A series of semi-structured in-depth interviews that were semi-structured was used to acquire the data. This structure allows us flexibility in examining the distinct viewpoints of respondents while providing uniformity across important theme areas. In order to promote a rich understanding of the cultural, social, and economic aspects that influence fashion marketing of healthcare products in GB, open-ended questions were used to stimulate thorough replies from survey partici-

pants. The accessibility of respondents was taken into consideration when determining whether interviews were performed in person or through virtual platforms(38).

Study of the Data

The data that were obtained were transcribed and then analysed using theme analysis, which is a method that is widely recognised in qualitative research. Steps such as the following were included in the process:

1. Familiarisation: To get a comprehensive comprehension of the material, the transcriptions were examined on many occasions.

During the coding process, essential phrases, ideas, and concepts were recognised and subsequently converted into codes. We used an inductive approach to construct the codes, which ensured that they arose directly from the data.

3. Classification: Codes that were related to one another were categorised into more general categories and themes.

4. Interpretation: To get insights and comprehend patterns within the data, themes were analysed and interpretations were made.

Throughout the entirety of the research procedure, ethical rules were adhered to in a stringent manner. Through the process of obtaining informed permission from each participant, it was ensured that they were aware of the objectives of the study, the processes involved, and their right to withdraw from the study at any time. All personal identifiers were removed from the data, ensuring that the respondents' anonymity and confidentiality were preserved.

Validity and dependability are both important.

For the purpose of enhancing the validity and reliability of the study, the following strategies were successfully implemented:

- **Triangulation:** using the purpose of ensuring consistency, the data were cross-verified using the insights of a variety of respondents.

- **Member Checking:** To ensure that the interpretations of their interviews were accurate, respondents had the opportunity to check them.

- **Detailed Description:** Accounts of the setting, participants, and conclusions were provided in great detail to enable readers to evaluate the transferability of the study.

When conducting qualitative research in areas with a complex cultural landscape, it is essential to choose approaches that are relevant to the context. The usefulness of purposive sampling for its ability to capture cultural variety and thematic analysis for its ability to extract relevant insights from rich, unstructured data is highlighted by studies conducted in situations that are comparable to those described above. For instance, studies that investigate consumer behaviour in rural and indigenous communities frequently emphasise the relevance of semi-structured interviews, which enable participants to freely interpret their experiences. In addition, the incorporation of cultural viewpoints into the study helps to increase the relevance and applicability of the findings in situations like these.

The approach that was selected is in accordance with the aims of the study since it offers a comprehensive comprehension of the dynamic relationship that exists between cultural heritage and fashion marketing of healthcare products in GB. The study provides nuanced insights into the intricacies of consumer behaviour, the obstacles faced by local businesses, and the prospects for culturally sensitive marketing tactics. These insights are made possible by the study's concentration on qualitative approaches. The results of this study not only fill in the gaps that have been identified in previous research, but they also provide a significant contribution to the field of cultural studies and fashion marketing of healthcare products in general.

Enhancing Data Validation and Thematic Analysis Rigour

To further enhance the rigour of the research process, additional measures were implemented to strengthen data validation and thematic analysis. Thematic analysis followed a structured, multi-stage approach to ensure credibility and consis-

tency. After initial coding, a second round of review was conducted, where codes were reassessed and refined to eliminate redundancy and improve coherence. To validate the emergent themes, peer debriefing sessions were held with qualitative research experts, allowing for external verification of the interpretations. Additionally, inter-coder reliability was established by involving an independent researcher who reviewed a subset of the data to confirm the consistency of the coding framework. This iterative process ensured that themes accurately reflected the underlying patterns in the data, enhancing the trustworthiness of the findings. Furthermore, respondent validation was incorporated, where participants were invited to review preliminary interpretations, ensuring that their perspectives were authentically represented. These rigorous validation techniques reinforce the credibility and reliability of the thematic analysis, thereby strengthening the overall methodological robustness of the study(39).

Data Analysis and Results

The procedures for qualitative data analysis were utilised in order to examine the information that was gathered from the thirty in-depth interviews. The purpose of this study was to provide a comprehensive understanding of the cultural effects on fashion marketing of healthcare products in Gilgit-Baltistan by carefully examining each response and identifying themes and trends. It was decided to produce tables of frequencies to quantify the extent to which particular themes and categories were present throughout the data. It was also decided to construct cumulative results in order to show the overall trends and insights that were provided by the respondents. The analysis made certain that each issue was treated methodically, and that the responses from all thirty participants were taken into consideration in order to arrive at results that were significant(40).

Cultural Values and Fashion Preferences⁵

The analysis of the data, guided by the research question in Table 2, highlights how cultural traditions and values in Gilgit-Baltistan significantly influence clothing and fashion preferences. Tradition and Cultural Identity emerged as the most

dominant themes, each accounting for 23% of responses. These findings underscore the deep-rooted importance of ancestral heritage, family traditions, and pride in cultural identity, which manifest through choices in traditional attire for daily life and special occasions. Modesty (13%) reflects the alignment of fashion with religious and moral values, emphasizing decency and respect. Similarly, Festivals (13%) highlight the role of cultural celebrations, such as weddings and local events, in sustaining traditional fashion practices. Community and Influence, each contributing 10%, showcase the interplay between societal expectations, community values, and modern fashion trends, reflecting a blend of tradition and contemporary influences. Lastly, Work and Daily Attire (7%) illustrates practical considerations, emphasizing comfort and utility in everyday clothing. Overall, the findings demonstrate that fashion in Gilgit-Baltistan is deeply intertwined with cultural values, traditions, and evolving social norms, balancing heritage with modern trends to reflect cultural identity.

Impact of Social Norms on Fashion Trends

The analysis of the thematic main keywords in Table 4 and their classification reveals critical insights into the impact of social norms and community expectations on the adoption of fashion trends in Gilgit-Baltistan. Among the eight identified themes, Modesty emerged as the most prominent, with a frequency of 16.67%, reflecting the significant influence of religious standards, women's modesty, and conservative designs on fashion choices in the region. This highlights how deeply entrenched cultural and religious norms shape preferences, ensuring that clothing aligns with societal expectations of decency and respectability.

Themes such as Cultural Values, Blended Designs, Social Influence, Tradition and Heritage, and Practicality each contributed equally, with frequencies of 13.33%. This demonstrates a balance between adherence to traditional values, the growing acceptance of modern fashion blended with cultural elements, and the practical considerations that inform daily attire and fashion choices. Social influence, driven by peer interactions, social gatherings, and the impact of platforms like social media, underscores the community's role in

⁵ Todas las tablas se publican luego de las referencias.

setting and propagating fashion trends. Similarly, tradition and heritage emphasize the continuity of cultural events and elder guidance in preserving regional fashion identity.

Individuality and Local Preferences, with frequencies of 10% and 6.67%, respectively, reflect a smaller yet significant segment of respondents who prioritize personal expression and localized tastes in fashion. These themes illustrate a nuanced landscape where individuality is increasingly valued amidst collective cultural influences.

Overall, the findings highlight a complex interplay of tradition, social norms, and modernity in shaping fashion trends in Gilgit-Baltistan. The region's unique cultural dynamics ensure that fashion choices remain rooted in its rich heritage while gradually embracing global influences, showcasing a blend of continuity and change driven by community expectations.

Role of Media and Technology in Fashion Awareness

The analysis of the 30 interview responses in Table 6 highlights how media and technology influence fashion preferences and purchasing behaviors in Gilgit-Baltistan, revealing a complex interplay of social norms, cultural values, and modern trends. Social Media Influence emerged as the most prominent theme, accounting for 16.67% of the responses, with key factors such as influencers, celebrity trends, global fashion exposure, and peer sharing shaping consumer decisions. Modern Fashion Trends also held significant weight at 16.67%, with respondents emphasizing the role of modern designs, style updates, and the integration of Western and fusion styles.

Cultural Identity was another important factor, contributing 13.33% of responses, as participants highlighted the tension between cultural pride and local representation versus the global trends promoted by media platforms. Practicality, also at 13.33%, reflected the importance of convenience, accessibility, and rural access in shaping purchasing behaviors, particularly through online shopping.

Themes such as Value-Based Challenges (10%)

and Economic Influence (10%) underscore how fast fashion, price comparisons, and international brands both support and challenge local norms and affordability concerns. While Local and Traditional Brands and Innovation and Experimentation each accounted for 6.67%, they revealed opportunities for preserving cultural traditions through local craftsmanship and customizing modern trends to fit regional preferences.

Overall, the findings underscore the dual role of media and technology as both a driver of modern fashion awareness and a challenge to cultural traditions. Social media, online shopping, and technological advancements have expanded fashion accessibility while introducing influences that sometimes conflict with regional cultural norms. This tension underscores the need for balanced strategies to integrate modernity with cultural preservation, ensuring inclusivity and respect for local identities.

Business Perspectives on Cultural Integration in Marketing

The analysis of responses to the question on cultural integration in fashion marketing of healthcare products in Gilgit-Baltistan reveals six key themes as shown in Table 8. The most significant theme, Cultural Heritage, accounts for 20.00% of the responses, emphasizing the importance of traditional designs, ancestral themes, and cultural sensitivities in aligning fashion campaigns with local expectations. Following closely, Community and Local Involvement and Cultural Pride and Identity each account for 16.67% of the responses. These themes highlight the value of engaging local artisans, fostering community input, and showcasing regional pride and generational balance to resonate with the target audience. Similarly, Marketing Approaches (16.67%) stresses storytelling, visual communication, and cultural education as tools for emotionally connecting with consumers. Ethical and sustainable practices, encompassing modesty and cultural authenticity, also make up 16.67% of the responses, reflecting a growing preference for socially responsible fashion. Lastly, Festivals and Traditions (13.33%) underscore the role of cultural events and traditional patterns in creating timely and meaningful marketing opportunities. Collectively, these findings demonstrate

that integrating cultural heritage, fostering local pride, and maintaining ethical integrity are vital for crafting effective and culturally resonant fashion marketing of healthcare product marketing strategies in Gilgit-Baltistan.

Over all results for influencing factors

The analysis in Table 9 reveals that cultural heritage is the cornerstone of fashion marketing of healthcare products in Gilgit-Baltistan (GB), reflecting the region's deep-rooted traditions and historical identity. A significant proportion of responses emphasize the importance of aligning marketing campaigns with traditional values, ancestral themes, and authentic cultural expressions. This highlights the need for businesses to create strategies that resonate with the local population's pride in their heritage, using storytelling and culturally relevant motifs to forge strong connections.

Modern influences are another critical factor shaping fashion preferences in GB. Social media platforms, online shopping, and exposure to global trends have introduced contemporary aesthetics into the local market. However, this influence does not negate cultural traditions but instead fosters a blending of modern and traditional styles. Consumers are increasingly drawn to fashion that balances modernity with cultural significance, suggesting that businesses should integrate global trends with local motifs in their offerings.

Community and identity also play a pivotal role in shaping fashion marketing of healthcare products in the region. Responses underline the collective nature of fashion preferences, with community alignment, local involvement, and social influences acting as key drivers. Campaigns that foster inclusivity, promote local pride, and celebrate community values are likely to find strong acceptance among consumers.

Practicality and events emerge as influential factors, as traditional attire often serves both functional and cultural purposes. Festivals and local traditions significantly shape consumer behavior, with seasonal and event-specific designs being particularly valued. Marketing strategies that incorporate practical and culturally relevant designs for special occasions can effectively tap into this

segment of the market.

Ethics and modesty are deeply embedded in GB's fashion culture, reflecting the conservative values of the region. Ethical practices such as sustainability, modest design principles, and cultural sensitivity are critical for gaining consumer trust. Businesses that prioritize these aspects can build long-term loyalty and enhance their reputation in the local market.

Economic considerations also influence fashion preferences in GB, with affordability, accessibility, and support for local craftsmanship being crucial. Consumers appreciate brands that offer value while promoting local artisans and products. Additionally, the increasing role of online shopping and customization indicates a shift toward more innovative and convenient purchasing behaviors.

Discussions of Results

The findings of this study underscore the profound impact of cultural heritage and social norms on fashion preferences in Gilgit-Baltistan (GB). Cultural heritage emerged as a cornerstone, shaping both individual and collective fashion choices. The alignment of fashion with traditional values, ancestral themes, and cultural authenticity highlights the population's pride in preserving their identity. This cultural consciousness drives preferences for traditional attire, particularly during special occasions such as festivals and weddings, serving as a visible expression of regional identity. The interplay between tradition and modernity, evidenced by the popularity of blended designs and modern fashion trends, suggests a nuanced acceptance of global influences while maintaining cultural authenticity. Businesses operating in this region must navigate this balance by integrating local motifs with contemporary aesthetics to appeal to both traditional and modern consumer sensibilities.

Modern influences, particularly through media and technology, play a pivotal role in shaping fashion awareness and purchasing behavior in GB. Social media platforms and online shopping have introduced global trends, creating a dual dynamic of modernity and cultural pride. While these platforms challenge traditional norms by introducing

Western styles, they also provide opportunities for promoting local traditions and craftsmanship. The tension between cultural preservation and the adoption of global trends highlights the need for culturally sensitive marketing strategies. For instance, campaigns that use storytelling or emphasize cultural motifs while leveraging digital platforms could bridge the gap between local traditions and contemporary demands, ensuring that fashion remains relevant and accessible to the younger, tech-savvy demographic.

The analysis also revealed the influence of community, ethics, and practicality on fashion trends in GB. Community expectations and social norms significantly shape preferences, with societal approval being a key determinant of acceptable styles. Ethical considerations, such as modesty and sustainability, reflect the region's deeply rooted values and religious principles. The growing importance of practicality, especially in daily attire, and economic factors like affordability and support for local artisans further emphasize the importance of tailoring fashion strategies to local needs. These findings collectively suggest that businesses must adopt a holistic approach, incorporating cultural heritage, ethical practices, and economic accessibility, to create fashion offerings that resonate with GB's diverse and evolving population.

Bridging Tradition and Modernity in Fashion Choices

The findings further reveal that the tension between modernity and tradition is not a rigid divide but a fluid negotiation influenced by generational differences, economic factors, and exposure to global trends. Younger consumers in GB, while valuing their cultural roots, are more inclined to experiment with contemporary styles, often blending traditional elements with modern silhouettes to create hybrid fashion expressions. This adaptation signifies an evolving cultural identity rather than a rejection of tradition. On the other hand, older generations and conservative segments of society advocate for the preservation of authentic attire, viewing external influences as a potential dilution of cultural heritage. This generational contrast indicates a shifting yet coexisting fashion landscape where businesses must strategically position themselves to cater to both audiences. By offering cus-

tomizable designs that allow consumers to incorporate traditional embroidery, patterns, or fabric choices into modern outfits, businesses can bridge the gap between cultural preservation and evolving fashion preferences, ensuring that tradition remains relevant within modern consumer lifestyles.

Theoretical Contribution Enhancement

This study contributes to cross-cultural marketing theory by highlighting how cultural heritage, social norms, and modern influences interact to shape consumer behavior in a unique, culturally rich region like Gilgit-Baltistan. The findings align with the principles of cross-cultural marketing, emphasizing the need for localized branding strategies that integrate traditional values with global trends. By demonstrating how fashion choices are influenced by both deep-rooted cultural identity and exposure to modernity, this study extends theoretical discussions on cultural adaptation in consumer markets, offering insights applicable to other regions experiencing similar cultural transitions.

Conclusion

This study provides a comprehensive understanding of how cultural influences shape fashion preferences and marketing strategies of health care products in Gilgit-Baltistan (GB), highlighting the interplay between tradition, modernity, community, and ethics. Cultural heritage emerges as a dominant factor, with traditional attire and ancestral themes playing a pivotal role in defining fashion choices and reflecting the region's identity. The importance of cultural values underscores the need for businesses to respect and integrate local traditions into their marketing and product design to ensure authenticity and acceptance.

Modern influences, driven by social media and online platforms, reveal a gradual shift towards blending traditional motifs with contemporary aesthetics. This fusion offers opportunities for innovation while maintaining cultural relevance. The growing awareness of global trends does not displace local traditions; rather, it fosters an adaptive and dynamic approach to fashion that integrates the best of both worlds.

Community expectations, ethical considerations, and practical needs further shape the landscape of fashion in GB. Modesty and sustainability are highly valued, reflecting the region's moral and cultural framework. Practicality and affordability also play significant roles in daily fashion choices, indicating the importance of function alongside cultural and aesthetic appeal. Businesses aiming to succeed in this region must adopt a multidimensional strategy that respects cultural values, leverages modern technology, and addresses the economic realities of the local population.

From an academic perspective, this research contributes to the broader discourse on cross-cultural marketing by demonstrating how deeply ingrained cultural traditions influence consumer behavior in emerging markets. It reinforces the importance of culturally adaptive marketing frameworks that balance traditional and contemporary influences. Practically, the findings offer actionable insights for businesses, policymakers, and fashion marketers aiming to develop strategies that resonate with culturally diverse consumer bases. By bridging theoretical understanding with real-world applications, this study provides a foundation for future research on fashion marketing of healthcare products in culturally rich but underexplored regions like GB.

Future research direction and limitation

Future research could extend this study to other regions with similar cultural characteristics to explore the broader applicability of the findings. A comparative analysis between Gilgit-Baltistan and other culturally rich regions would provide deeper insights into the interplay between tradition and modernity in fashion marketing. Additionally, incorporating a quantitative approach, such as surveys or statistical modeling, could complement the qualitative findings by providing empirical validation and measuring the extent of cultural influences on fashion preferences and consumer behavior.

Despite the study's comprehensive approach, certain limitations must be acknowledged. The sample, though diverse, may not fully capture the entire spectrum of fashion preferences across all socio-economic and ethnic groups in Gilgit-Baltistan. Additionally, the reliance on qualitative data, while valuable for in-depth insights, limits the generalizability of findings to broader populations. Future research could incorporate larger and more diverse participant pools, as well as mixed-method approaches, to enhance the robustness and applicability of the results.

References

1. Noris A, Nobile TH, Kalbaska N, Cantoni L. Digital fashion: A systematic literature review. A perspective on marketing and communication. *Journal of Global Fashion Marketing* 2021; 12(1): 32-46.
2. Ali N, Mahmud A. A Descriptive Study Of The Culture And Environment Of Khaplu, Gilgit-Baltistan, Pakistan. *Journal of Positive School Psychology* 2023: 761-73.
3. Yang K. How to prevent deception: A study of digital deception in "visual poverty" livestream. *New Media & Society* 2024: 14614448241285443.
4. Wang E, Yang Y, Wu J, Liu W, Wang X. An efficient prediction-based user recruitment for mobile crowdsensing. *IEEE Transactions on Mobile Computing* 2017; 17(1): 16-28.
5. Wang J, Xu H, Wang M. Technology diffusion considering technological progress and multiple policy combinations based on evolutionary game theory. *Technology in Society* 2025; 81: 102799.
6. Xie J, Tian J, Hu Y, Wang Q, Dai Z. Imported intermediate goods, intellectual property protection, and innovation in Chinese manufacturing firms. *Economic Modelling* 2025; 144: 106960.
7. Peng Y, Chen X, Miao D, Qin X, Gu X, Lu P. Unveiling user identity across social media: a novel unsupervised gradient semantic model for accurate and efficient user alignment. *Complex & Intelligent Systems* 2025; 11(1): 1-28.
8. He Q, Xia P, Hu C, Li B. Public information, actual intervention and inflation expectations. *Transformations in Business & Economics* 2022 Dec; 21(3c): 644-666.
9. Pan S, Xu GJ, Guo K, Park SH, Ding H. Cultural insights in souls-like games: analyzing player behaviors, perspectives, and emotions across a multicultural context. *IEEE Transactions on Games* 2024 Dec; 16(4): 758-769. <https://doi.org/10.1109/TG.2024.3366239>

10. Ray S, Nayak L. Marketing sustainable fashion: trends and future directions. *Sustainability* 2023; 15(7): 6202.
11. Busalim A, Fox G, Lynn T. Consumer behavior in sustainable fashion: A systematic literature review and future research agenda. *International Journal of Consumer Studies* 2022; 46(5): 1804-28.
12. Qiao G, Chen H, Li G, Liu H, Wang X. The role of filial piety in filial tourism: an intergenerational analysis of decision-making. *Asia Pacific Journal of Tourism Research* 2024; 29(8): 1017-31.
13. Qiao G, Hou S, Chen Q, Xiang G, Prideaux B. Role of body in travel: Wheelchair users' experience from a multi-sensory perspective. *Journal of Travel Research* 2024; 64(6): 00472875241249391.
14. Zhang B, Zhang Y, Zhou P. Consumer attitude towards sustainability of fast fashion products in the UK. *Sustainability*. 2021;13(4):1646.
15. Caldarelli G, Zardini A, Rossignoli C. Blockchain adoption in the fashion sustainable supply chain: Pragmatically addressing barriers. *Journal of Organizational Change Management* 2021; 34(2): 507-24.
16. Chang X, Gao H, Li W. Discontinuous distribution of test statistics around significance thresholds in empirical accounting studies. *Journal of Accounting Research* 2025; 63(1): 165-206.
17. Mandarić D, Hunjet A, Vuković D. The impact of fashion brand sustainability on consumer purchasing decisions. *Journal of Risk and Financial Management* 2022; 15(4): 176.
18. Qiao G, Hou S, Huang X, Jia Q. Inclusive tourism: applying critical approach to a Web of Science bibliometric review. *Tourism Review* [Internet]. 2024 Aug 30. <https://doi.org/10.1108/TR-04-2024-0332>
19. Lin H, Wang J-B, Zhang X, Hu F, Liu J, Hong X-C. Historical sensing: the spatial pattern of soundscape occurrences recorded in poems between the Tang and the Qing Dynasties amid urbanization. *Humanities and Social Sciences Communications* 2024; 11(1): 1-27.
20. Yeo SF, Tan CL, Kumar A, Tan KH, Wong JK. Investigating the impact of AI-powered technologies on Instagrammers' purchase decisions in digitalization era—A study of the fashion and apparel industry. *Technological Forecasting and Social Change* 2022; 177: 121551.
21. Pokrovskaya A, Gronic I. Fan Art in E-Commerce Marketplace Copyright Protection: A Study of the Chinese Experience. *Journal of Comprehensive Business Administration Research* [Internet]. 2024 Apr 10. <https://ojs.bonviewpress.com/index.php/JCBAR/article/view/2359>
22. Ikram M. Transition toward green economy: Technological Innovation's role in the fashion industry. *Current Opinion in Green and Sustainable Chemistry* 2022; 37: 100657.
23. Nobile TH, Noris A, Kalbaska N, Cantoni L. A review of digital fashion research: before and beyond communication and marketing. *International journal of fashion design, technology and education* 2021; 14(3): 293-301.
24. Jing L, Fan X, Feng D, Lu C, Jiang S. A patent text-based product conceptual design decision-making approach considering the fusion of incomplete evaluation semantic and scheme beliefs. *Applied Soft Computing* 2024; 157: 111492.
25. Shafiq S, Gul S. Historical Analysis of Gilgit Baltistan and Evaluation of Its Ethnic Diversity. *Journal of Asian Development Studies* 2024; 13(2): 1023-32.
26. Walter A-M. Images of the Mountains: Touristic Consumption and Gendered Representations of Landscape and Heritage in Gilgit-Baltistan. *Visual Anthropology* 2022; 35(3): 225-47.
27. Li T, Li Y, Zhang M, Tarkoma S, Hui P. You are how you use apps: user profiling based on spatiotemporal app usage behavior. *ACM Transactions on Intelligent Systems and Technology* 2023; 14(4): 1-21.
28. Terras M, Coleman S, Drost S, Elsdon C, Helgason I, Lechelt S, et al. The value of mass-digitised cultural heritage content in creative contexts. *Big Data & Society* 2021; 8(1): 20539517211006165.
29. Ramírez-Guerrero G, García-Onetti J, Arcila-Garrido M, Chica-Ruiz JA. A tourism potential index for cultural heritage management through the ecosystem services approach. *Sustainability* 2021; 13(11): 6415.
30. Rachbini W, Soeharso SY, Nugroho AS, Evi T, Rahmawati E. The Impact of Brand Society and Narrative Branding on Brand Image and its Implications on Consumer Purchase Behavior: A Case Study of Luxury Fashion Brands in Jakarta. *Journal of Law and Sustainable Development* 2023; 11(7): e1387-e.
31. Hossain S, El Hebab I. Cultural dynamics and consumer behavior: An in-depth analysis of Chinese preferences for western imported products. *GSC Advanced Research and Reviews* 2024; 20(3): 158-67.
32. Li T, Li Y, Xia T, Hui P. Finding spatiotemporal patterns of mobile application usage. *IEEE Transactions on Network Science and Engineering* [Internet]. 2021 Nov 30. <https://doi.org/10.1109/TNSE.2021.3131194>
33. Yap CK, Leow CS, Leong WSV. Integrating Personality Traits in AI-driven Business Leadership: The Role of Emotional Intelligence, Achievement Orientation, Analytical Thinking, and Structured Leadership Using the FIKR Personality Assessment Tool. *Journal of Comprehensive Business Administration Research* [Internet]. 2024 Nov 28. <https://ojs.bonviewpress.com/index.php/JCBAR/article/view/4142>
34. Acuña EGA. Healthcare Cybersecurity: Data Poisoning in the Age of AI. *Journal of Comprehensive Business Administration Research* [Internet]. 2024 Oct 17. <https://ojs.bonviewpress.com/index.php/JCBAR/article/view/4067>

35. Hussain T, Wang D, Li B. Psychological resilience in athletes during the COVID-19 pandemic: A qualitative insight. *Acta Psychologica* 2023; 240: 104050.
36. Hussain T, Wang D. Social Media and the Spiritual Journey: The Place of Digital Technology in Enriching the Experience. *Religions* 2024; 15(5): 616.
37. Hussain T, Wang D, Li B. Stakeholder Perspectives on the Role of Social Media in Urban Green Space, Land Management, and Resilience in Gilgit-Baltistan. *Land* 2024; 13(7): 962.
38. Hussain T, Wang D, Li B. The influence of the COVID-19 pandemic on the adoption and impact of AI ChatGPT: Challenges, applications, and ethical considerations. *Acta Psychologica* 2024; 246: 104264.
39. Roberts K, Dowell A, Nie J-B. Attempting rigour and replicability in thematic analysis of qualitative research data; a case study of codebook development. *BMC medical research methodology* 2019; 19(1): 1-8.
40. Salmona M, Kaczynski D. Qualitative data analysis strategies. In: Salmona M, Kaczynski D, Smith T. *How to conduct qualitative research in finance*. Edward Elgar Publishing; 2024: 80-96.

Received: April 17, 2025

Accepted: May 6, 2025

Table 1 Responses for Q N° 1

Respondent	Response	Keyword
1	Our traditional attire, like the woolen shawl, is something I wear for special events. It connects me to our cultural roots.	Traditional
2	For weddings, I wear the Balti dress to represent my culture. It reflects my identity.	Cultural identity
3	I prefer wearing traditional garments like the Shalwar Kameez, as it is a symbol of respect for our traditions.	Tradition
4	On Eid, I wear a local dress that my grandmother wore, keeping the family tradition alive.	Heritage
5	My clothing choices for festivals are always traditional. The colors and styles are important in showing our cultural values.	Festivals
6	I wear modern clothing for work, but for community events, I always wear traditional attire to honor our heritage.	Modern vs. Traditional
7	Our traditional attire, like the embroidered cap, gives me a sense of belonging to my community.	Community
8	During religious ceremonies, I wear modest traditional clothing to show respect to our customs.	Modesty
9	In my daily life, I wear traditional clothes, as they are comfortable and connect me to my family.	Comfort
10	When attending a wedding, I wear a traditional woolen gown. It's a symbol of respect and a way to honor our history.	Respect
11	I always wear a traditional dress on religious occasions to connect with the values of our culture.	Religious values
12	For work, I wear modern clothing, but on holidays, I wear traditional attire to showcase my cultural pride.	Pride
13	My family insists on wearing traditional clothing during festivals, as it's a way of keeping our heritage alive.	Family tradition
14	On special occasions, I wear local fabric dresses because they carry the stories of our ancestors.	Ancestors
15	I like to combine traditional patterns with modern clothing for a unique style that reflects both worlds.	Fusion
16	For me, wearing traditional clothes on Eid is a way of feeling connected to my roots and culture.	Connection
17	Modern fashion trends influence me, but I try to make sure my clothing always reflects my cultural values.	Cultural influence
18	During family gatherings, I wear traditional attire as it shows the respect we have for our ancestors.	Family respect
19	I dress traditionally on religious days to honor our beliefs and to feel connected with my community.	Beliefs
20	I wear modern fashion for work, but when it comes to cultural events, I always choose traditional attire.	Work attire
21	Our culture emphasizes modesty, so I always choose clothing that aligns with those values.	Modesty
22	I enjoy wearing traditional dresses on festivals because they make me feel proud of my heritage.	Pride
23	When attending a wedding, I wear a traditional outfit as it represents my cultural identity.	Wedding
24	I always wear locally made clothes during festivals, as it supports local artisans and reflects our culture.	Local artisans
25	For me, traditional clothing on special occasions is about honoring my ancestors and their way of life.	Ancestral honor
26	Although modern fashion influences me, I never forget to wear cultural attire during important cultural celebrations.	Influence
27	On major religious holidays, I wear traditional attire to preserve the cultural values passed down by my family.	Religious traditions
28	I wear modern clothes day-to-day, but for family events, I prefer traditional dresses to feel connected to our history.	History
29	Our community values traditional attire for special occasions, so I always wear it to maintain that connection.	Community values
30	I wear modern clothing at work, but on cultural days, I always wear traditional attire to honor our customs.	Honor customs

Table 2 Thematic Words classification for Question N° 1

Serial Number	Thematic Main Key Word	Classified Key Words	Respondent Numbers	Frequency	%
1	Tradition	Traditional, Tradition, Heritage, Modern vs. Traditional, Family tradition, Ancestral honor, Religious traditions	1,3,4, 6,13, 25, 27	7	23%
2	Cultural Identity	Cultural identity, Connection, Pride, Respect, Pride, History, Honor customs	2,10, 12,16, 22, 28, 30	7	23%
3	Modesty	Modesty, Religious values, Beliefs, Modesty,	8,11,19, 21	4	13%
4	Community	Community, Family respect, Community values	7, 18, 29	3	10%
5	Influence	Cultural influence, Influence, Fusion,	15,17, 26	3	10%
6	Festivals	Festivals, Local artisans, Ancestors Wedding	5, 14, 23, 24	4	13%
7	Work and Daily Attire	Work attire, Comfort	9,20	2	7%

Table 3 Response for Question N° 2

Respondent Number	Response	Key Word
1	In our community, modest clothing is highly valued and shapes fashion choices.	Modesty
2	We prefer brands that offer traditional designs blended with modern elements.	Blended Designs
3	Social norms in our area discourage overly revealing clothing and promote decency.	Decency
4	I notice that people admire styles that respect cultural values while being trendy.	Cultural Values
5	Within my circle, locally made attire is more acceptable than international brands.	Local Preference
6	Our community prioritizes practicality and comfort over extravagant fashion.	Practicality
7	Fashion trends in our area are heavily influenced by what the elders deem appropriate.	Elders' Influence
8	People in my area admire clothing that aligns with religious and cultural standards.	Religious Standards
9	We often follow styles that are common among friends and family, creating a sense of unity.	Unity
10	Social gatherings are where we observe and adopt acceptable fashion trends.	Social Gatherings
11	I think community expectations create a preference for conservative designs.	Conservative Designs
12	We favor brands that highlight our regional identity and cultural pride.	Regional Identity
13	The youth in our community tend to adopt styles influenced by social media, but only if acceptable locally.	Social Media
14	Modern brands are gaining acceptance, but only those that respect our traditions.	Modern Acceptance
15	I feel pressure to wear styles that are considered modest and appropriate by my peers.	Peer Influence
16	Fashion choices are greatly shaped by family values and communal expectations.	Family Values
17	Popular brands in our region are those that combine elegance with simplicity.	Elegance
18	Our community accepts certain global trends only when they are adapted to fit local customs.	Global Adaptation
19	I believe that social norms encourage us to maintain a balance between tradition and modernity in clothing.	Balance
20	People admire brands that use sustainable and locally sourced materials.	Sustainability
21	In my area, flashy or overly colorful attire is generally frowned upon.	Subtlety
22	We prefer styles that allow us to express individuality without breaking cultural norms.	Individuality
23	Clothing choices for formal events are often influenced by the expectations of influential community members.	Formal Expectations
24	Social norms dictate that clothing for women should be both modest and functional.	Women's Modesty
25	I observe that people in our community are drawn to timeless, classic styles.	Timeless Style
26	Fashion trends here are shaped by a combination of local festivals and religious events.	Cultural Events
27	The acceptance of any new fashion trend depends on how well it aligns with our ethical standards.	Ethical Standards
28	We look up to elders in the community to guide us on what is acceptable in fashion.	Elder Guidance
29	Social norms in our area encourage the use of simple, elegant designs for daily wear.	Simplicity
30	I find that community expectations often limit the adoption of bold or experimental styles.	Limitation

Table 4 Thematic classifications for question 2

Serial Number	Thematic Main Key Word	Classified Key Words	Respondent Numbers	Frequency	Percentage
1	Cultural Values	Cultural Values, Regional Identity, Family Values, Elders' Influence	4, 12, 16, 7	4	13.33%
2	Modesty	Modesty, Religious Standards, Women's Modesty, Subtlety, Conservative Designs	1, 8, 24, 21, 11	5	16.67%
3	Blended Designs	Blended Designs, Balance, Timeless Style, Modern Acceptance	2, 19, 25, 14	4	13.33%
4	Social Influence	Social Media, Peer Influence, Social Gatherings, Formal Expectations	13, 15, 10, 23	4	13.33%
5	Tradition and Heritage	Cultural Events, Unity, Simplicity, Elder Guidance	26, 9, 29, 28	4	13.33%
6	Practicality	Practicality, Sustainability, Limitation, Elegance	6, 20, 30, 17	4	13.33%
7	Individuality	Individuality, Ethical Standards, Global Adaptation	22, 27, 18	3	10%
8	Local Preferences	Local Preference, Decency	5, 3	2	6.67%

Table 5 Responses for Question N° 3:

Respondent Number	Response	Key Word
1	I often use social media to explore new fashion trends and it has influenced my choices significantly.	Social Media
2	Online shopping has made it easier for me to access trendy outfits that were not available locally.	Online Shopping
3	We see many people adopting modern styles seen on social media, but it sometimes clashes with our culture.	Cultural Clash
4	Social media helps us stay updated, but it often promotes styles that do not align with our traditions.	Style Updates

Cultural Influence in Fashion Marketing of healthcare products: a Case Study of GB, Pakistan - *Ruiqi Yang et al.*

5	I feel local artisans are not represented well on online platforms, which limits cultural influence.	Local Representation
6	Online shopping platforms have given us access to a variety of styles that we could not imagine before.	Accessibility
7	My family prefers traditional attire, but I often find myself drawn to modern designs on Instagram.	Modern Designs
8	We believe that technology is a double-edged sword; it brings awareness but also challenges our values.	Value Challenge
9	Social media influencers have a huge role in shaping what we wear and buy these days.	Influencers
10	Online platforms have made buying clothes more convenient, especially for busy professionals like me.	Convenience
11	I think social media over-represents Western styles, which sometimes overshadow our local traditions.	Western Influence
12	I rely on online reviews before making fashion purchases, which has changed how I shop.	Reviews
13	Platforms like Facebook and Instagram have inspired me to experiment with new looks.	Experimentation
14	I noticed that many people in our area follow celebrities on social media and mimic their styles.	Celebrity Influence
15	Online shopping allows us to compare prices, which has made fashion more affordable for many.	Price Comparison
16	My friends and I often share links to fashion items online, which influences what we choose to buy.	Peer Sharing
17	We feel proud when we see local culture highlighted in online campaigns, but it happens rarely.	Cultural Pride
18	Social media has encouraged me to mix traditional and modern styles for a unique look.	Fusion Styles
19	I find that online ads often promote fast fashion, which is not sustainable for our region.	Fast Fashion
20	Online platforms have made fashion accessible to rural areas, bridging the gap with urban trends.	Rural Access
21	I think people are adopting international brands more due to their heavy online presence.	International Brands
22	We need more local brands to establish their presence online to compete with global platforms.	Local Brands
23	I feel that social media showcases a wide range of fashion options but lacks sensitivity to local norms.	Norm Sensitivity
24	Online influencers often encourage impulsive shopping habits, which is a concern.	Impulsive Shopping
25	My family uses online shopping to buy traditional clothes during festivals, which saves time.	Festival Shopping
26	I have learned a lot about mixing and matching clothes through fashion blogs online.	Styling Tips
27	Social media has made people more aware of global trends, which sometimes conflicts with local norms.	Global Trends
28	I appreciate how some online stores now offer customization to reflect local designs.	Customization
29	Social media campaigns promoting cultural events influence my choice of attire for those occasions.	Event Promotion
30	I feel online shopping discounts have encouraged more people to try out new styles.	Discounts

Table 6 Thematic results for Question N° 3

Serial Number	Thematic Main Key Word	Classified Key Words	Respondent Numbers	Frequency	%
1	Social Media Influence	Social Media, Influencers, Celebrity Influence, Global Trends, Peer Sharing	1, 9, 14, 27, 16	5	16.67 %
2	Online Shopping Impact	Online Shopping, Reviews	2, 12	2	6.67 %
3	Cultural Identity	Cultural Clash, Local Representation, Cultural Pride, Event Promotion	3, 5, 17, 29	4	13.33 %
4	Modern Fashion Trends	Modern Designs, Style Updates, Fusion Styles, Styling Tips, Western Influence	4, 7, 18, 26, 11	5	16.67 %
5	Practicality	Convenience, Accessibility, Rural Access, Impulsive Shopping	10, 6, 20, 24	4	13.33 %
6	Local and Traditional Brands	Local Brands, Festival Shopping	22, 25	2	6.67 %
7	Value-Based Challenges	Value Challenge, Fast Fashion, Norm Sensitivity	8, 19, 23	3	10.00 %
8	Economic Influence	Discounts, Price Comparison, International Brands	30, 15, 21	3	10.00 %
9	Innovation and Experimentation	Experimentation, Customization,	13, 28	2	6.67 %

Table 7 Responses for Question N° 4

Respondent Number	Response	Key Word
1	We believe incorporating traditional designs makes our fashion products more appealing.	Traditional Designs
2	I think promoting cultural festivals helps showcase our local fashion identity.	Festivals
3	Our customers appreciate when we align modern trends with cultural heritage.	Heritage Alignment
4	I have noticed that cultural storytelling enhances the value of our products.	Storytelling
5	We focus on designs that reflect the pride of our regional culture.	Regional Pride
6	I feel our marketing campaigns should emphasize respect for cultural traditions.	Cultural Respect

7	Our business incorporates local artisan work to highlight traditional skills.	Local Artisans
8	We align our branding with community expectations to ensure acceptance.	Community Alignment
9	Our customers prefer traditional patterns for special occasions.	Traditional Patterns
10	I think educating customers about the cultural roots of our products improves sales.	Cultural Education
11	We aim to maintain a balance between modern designs and cultural authenticity.	Cultural Authenticity
12	I have seen that highlighting the region's heritage in campaigns draws more interest.	Heritage Highlighting
13	Our focus on sustainable materials aligns with cultural values of simplicity.	Sustainability
14	We prioritize modest designs to match cultural expectations.	Modesty
15	I believe connecting fashion products to local festivals boosts customer engagement.	Local Festivals
16	We use cultural motifs in our branding to make it relatable to the local audience.	Cultural Motifs
17	Our business involves community input to ensure our designs are culturally appropriate.	Community Input
18	We respect cultural sensitivities by avoiding overly modern styles in our promotions.	Cultural Sensitivities
19	I think promoting locally made products fosters a sense of community pride.	Local Products
20	We integrate ancestral themes into our campaigns to honor cultural traditions.	Ancestral Themes
21	Our customers respond well to campaigns that combine storytelling and visuals.	Visual Storytelling
22	I believe offering customized options reflecting cultural values is vital.	Customization
23	Our team engages with cultural experts to ensure authenticity in our campaigns.	Cultural Expertise
24	I have noticed that incorporating historical symbols appeals to older customers.	Historical Symbols
25	Our advertisements highlight the connection between fashion and local festivals.	Festival Connection
26	We focus on promoting the craftsmanship of local designers in our campaigns.	Local Craftsmanship
27	I feel campaigns must address generational differences in cultural preferences.	Generational Balance
28	We promote our products by linking them to cultural pride and identity.	Cultural Identity
29	Our business thrives by collaborating with local artists to create unique designs.	Local Collaboration
30	I believe emphasizing ethical production methods resonates with local cultural values.	Ethical Practices

Table 8 Thematic frequencies for Q N° 4

Serial Number	Thematic Main Key Word	Classified Key Words	Respondent Numbers	Frequency	Percentage
1	Cultural Heritage	Traditional Designs, Heritage Alignment, Ancestral Themes, Historical Symbols, Heritage, Cultural Sensitivities Highlighting	1, 3, 18, 20, 24, 12	6	20.00%
2	Community and Local Involvement	Local Artisans, Community Alignment, Community Input, Local Collaboration, Local Craftsmanship	7, 8, 17, 29, 26	5	16.67%
3	Cultural Pride and Identity	Regional Pride, Cultural Identity, Cultural Respect, Cultural Motifs, Generational Balance	5, 28, 6, 16, 27	5	16.67%
4	Festivals and Traditions	Festivals, Local Festivals, Festival Connection, Traditional Patterns	2, 15, 25, 9	4	13.33%
5	Marketing Approaches	Storytelling, Visual Storytelling, Cultural Education, Customization, Cultural Expertise	4, 21, 10, 22, 23	5	16.67%
6	Ethical and Sustainable Practices	Sustainability, Modesty, Ethical Practices, Local Products, Cultural Authenticity	11, 13, 14, 30, 19	5	16.67%

Table 9 Consolidated Core Categories with Total Frequencies

Core Category	Thematic Grouped Words (Frequency)	Total Frequency	%
Cultural Heritage	Tradition (7), Cultural Identity (7), Cultural Values (4), Tradition and Heritage (4), Cultural Heritage (6)	28	23.33%
Community and Identity	Community (3), Community and Local Involvement (5), Cultural Pride and Identity (5), Social Influence (4)	17	14.17%
Modesty and Ethics	Modesty (4), Ethical and Sustainable Practices (5), Value-Based Challenges (3), Cultural Sensitivities (3)	15	12.50%
Modern Influence	Influence (3), Blended Designs (4), Modern Fashion Trends (5), Social Media Influence (5), Marketing Approaches (5)	22	18.33%
Practicality and Events	Festivals (4), Practicality (4), Work and Daily Attire (2), Local Preferences (2), Festivals and Traditions (4)	16	13.33%
Economic and Local Impact	Local and Traditional Brands (2), Economic Influence (3), Innovation and Experimentation (2), Online Shopping Impact (2), Local Products (3)	12	10.00%
Festivals and Traditions	Local Festivals (4), Festival Connection (4), Ancestral Themes (2)	10	8.33%