

Table 2 The response classification based on the respondents' description of their usage, perspectives, and opinions on traditional and non-traditional publications

Traditional fashion publications	Usage	<ul style="list-style-type: none"> - "Information in the fashion magazines is not of any particular use to me because the magazines I read were published a long time ago and the information in them is very old and out of date." - "To know what is trending now and then decide what to buy for the coming season." - "Can help me to keep up to date with the latest fashion trends." - "Know the latest trends or colours for each season and go shopping for clothes and cosmetics without having to think about how to match them or what new clothes to buy." - "For personal interest to find out about my favourite celebrities and find out what they are up to. Or I can see their photos and see what they are wearing and if I can buy the same products." - "Refer to the silhouettes of different brands or look at the seasonal inspiration and stories of the brands, which is useful for me to do my homework." - "No practical use for reading it at all, it is really just reading." - "I don't buy a whole set of outfits from magazines. I can't afford them; they are very expensive. But I do look for items that appear more frequently and then go online to buy similar items at a better price." - "There is no particular practical use for it. Even if I bought it, I would only read the parts about my favourite celebrities. The rest of the magazine is devoted to advertising and make-up, which is probably more suitable for women and not really interesting to me." - "The photos of models in magazines are occasionally used as references to help me think of character designs for my work, including costume styles and personalities. Sometimes I even refer to the photos in the magazines when setting up the scenes and arranging the props."
	Negative perspective and opinions	<ul style="list-style-type: none"> - "Less common, or not at all, that I actually apply the clothes and outfits in the magazines to myself." - "Traditional fashion magazines are very monotonous because they have a set style and the content is pretty much the same, and they all feature the same brands." - "Physical magazines, where the fashion editor writes the content, and then everyone have the same information on hand, and it might be what you want to read, but it might also be that you're not interested in anything about that issue." - "Paper magazine is basically inaccessible unless I go to a bookstore or convenience store." - "Fashion magazines often have the most popular celebrities on their covers and their fans go everywhere to buy them, making it impossible for people who really want to read the magazines to buy them. Magazines have become one of the goods of those idols, and the gap between fashion and fashion has become farther." - "Paper magazines are not practical for me, I basically only read them once and they only take up space when I buy them at home." - "Content of magazines varies from one type of magazines to another. Some of them certainly provide useful information to readers, but some magazines are really putting more and more advertisements and less and less practical information." - "Fashion magazines are bigger than the A4 size that I usually see, so it's not easy to carry them around. Although I don't buy them for myself, I see that most fashion magazines are not cheap, mostly HKD 70-80 or even over 100 dollars, which is similar to the price of some novels. So for me, the practicality and value for money is very low." - "Fashion magazines are often about expensive brand labels, and since I am a boy and a student, these magazines are not really useful to me at all." - "The downside is that there are too many advertisements in the magazines and the content is repetitive, the content is the same every season or fashion week and a printed fashion magazine is expensive." - "Fashion magazines do not reflect the local trends in Hong Kong very well. Whether it's Japanese or European fashion magazines, what's popular is different from what's available in Hong Kong, so there's a gap between them." - "The information in fashion magazines is not very practical and not very useful for the general public." - "Magazines are a hassle. I don't see anyone carrying a thick fashion magazine around with them. I'm in Canada and it's a real pain to buy a physical fashion magazine no matter offline or online."
	Positive perspective and opinions	<ul style="list-style-type: none"> - "The most eye-catching of all magazines is their covers. It's the most colourful, the most designed, the most beautiful, and it's still the most eye-catching of all magazines such as financial magazines and psychology magazines, so you can see it when you look at it." - "Whether fashion magazines have a practical use or not, for me, as a layman, I think they are somehow useful." - "Even if we are just talking to each other, even if we are not fashion readers, we may occasionally talk about clothes and trends. I believe that fashion magazines should be an important indicator of what's coming up in the fashion industry, so that people outside the industry know what's coming up." - "Great as entertainment, I'm not a fashion conscious person and it's not related to my job, so it's a good way to read for leisure and it's very satisfying to see good pictures of my favourite celebrities." - "All of them are useful and you can really find inspiration and information to refer to." - "I think fashion magazines are a good introduction to fashion for the normal people, because anyone can buy them and there are many different styles of magazines, maybe Japanese, European, Korean or Mainland." - "Fashion magazines are a great invention, an easy way to get started, to learn how to dress and to learn about fashion. For a layman who doesn't know much about clothes and brands, the easiest way to get started is to buy a fashion magazine and read it, and then start to learn more about fashion." - "For some people, a physical fashion magazine may be valuable as a collector's item, as long as it has been collected for a long enough period of time. A fashion magazine from 30 or 40 years ago may be as valuable as an antique, and some special person may want to buy it and collect it." - "Each issue of the magazine is usually consistent and has a general theme, so I can choose a particular issue to read based on the topic I am interested in."
Non-traditional fashion publications	Usage	<ul style="list-style-type: none"> - "Electronic fashion magazines and fashion bloggers are more convenient as they are available on the Internet and mobile phones. In terms of information, using my phone to find fashion articles and bloggers that I am interested in is definitely useful for me because I know what I need and want." - "With digital editions and blogs, I can read about fashionable clothes and cosmetics on my mobile phone at any time. Because the items featured in traditional magazines and recommended products are very expensive, whereas the items recommended by bloggers are generally more affordable." - "Both personal and work-related reasons. At first, it was for work, but later, because I like Japanese and Korean trends and styles, I followed more and more fashion bloggers and visited them more and more often every day."

	<ul style="list-style-type: none"> - “When I have a general direction and an idea, I just look for fashion articles or read a few fashion bloggers.” - “When I want to buy a new outfit, I look at these fashion bloggers online to find out the latest trends.” - “Can find out more about new information related to idols. I can also read about seasonal trends.”
Negative perspective and opinions	<ul style="list-style-type: none"> - “Maybe because I don't know much about fashion, I think sometimes the fashion bloggers I see on Little Red Book or Instagram are a bit strange, sometimes the style feels too flashy, they just want to draw attention to themselves and create a buzz, but those outfits don't fit in with everyday life.” - “Not very good at using electronic things, so I might have an account with a fashion magazine website and have bought certain issues, so I have to log on to that account to read the digital magazines, but I regularly forget my account and password, which costs me more money than I would have spent on the paper magazines.” - “The downside is that more and more fashion bloggers are emerging and becoming proliferated and the styles are becoming more homogeneous.” - “Information in the electronic version feels fragmented and not very consistent.” - “Even if the same fashion blogger has something useful for me in one post, the next post may not be suitable for me.” - “But in terms of content, it feels like they are becoming more and more alike. One blogger may have a new post or a new style, and then two days later other bloggers will start copying the same type of outfit or content.”
Positive perspective and opinions	<ul style="list-style-type: none"> - “I find the information available on the electronic media platforms more informative and useful. First of all, the electronic version is more up-to-date and can be published on a daily or weekly basis, whereas many paper magazines only publish one issue a month.” - “The electronic fashion magazines and bloggers are updated quickly and easily, so it's easy to search for them.” - “The biggest use of the digital version for me is that I can zoom in and out on the screen, which is probably easier for me to read.” - “Very convenient, I can read it on my phone when I'm waiting for the bus, and it's very informative and useful.” - “Digital version of a fashion magazine or fashion blog feels practical and more convenient, as it is easy to read on the mobile phone, rather than having to find a place to buy a fashion magazine.” - “Digital version feels like more issues are published and I can quickly find the articles I want to read, and the information is more up-to-date.” - “E-magazines and fashion blogs are more convenient, I can easily find what I want to read through keywords, and I can also bookmark articles and posts directly on the website and platform so that I can find them quickly if I want to look for them again.” - “Fashion bloggers, like paper magazines, do include advertisements in their posts, but perhaps not in large numbers, and that the products in the advertisements are more affordable and more accessible, whereas in fashion magazines, many of the advertisements are for luxury brands, which feels distant.” - “Electronic fashion magazines are great, as they make reading more convenient and better for the reader, just like regular e-books. Fashion bloggers, on the other hand, have lowered the threshold for the general public to access fashion, making it more accessible to the masses.” - “Easier to find articles and information about a specific style or brand, and it is also more environmentally friendly.” - “Fashion bloggers are more suitable for the masses and young people.” - “Electronic fashion magazines and fashion bloggers are much more convenient and if a person hasn't already read paper fashion magazines or collect them, there's really no point to spend money on them. But on Instagram, it's easy to access them and you can click save to see them next time.” - “It's very convenient and I don't have to go out of my way to find them. So it's easy to follow more and more fashion bloggers.” - “I admire these fashion bloggers because many of them look about similar age and body figure as me, but they can pull off a lot of great looks, and I am grateful for what they have to share so that normal people like me can dress in a more fashionable way. I think they have a very positive influence on the public and are a good channel for the public to get in touch with fashion.” - “The fashion bloggers feel more approachable and have more reference value. Some of the bloggers I see on Instagram are from Hong Kong and some are from Korea, and the outfits they share feel closer to the style of people you see on the street in Hong Kong now.” - “Blogger's opinions and recommendations give a more realistic feel, whereas fashion magazines feel a lot more commercial. It also feels faster and more up-to-date than a paper magazine, and the information provided feels more real.” - “Very convenient, different people can find the right style for themselves, there are so many fashion bloggers they can refer to, and it doesn't cost anything extra, they can see it on their own mobile phones.”
