



THE INFLUENCE OF SOCIAL MEDIA ON CLOTHING PREFERENCES

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Abstract

This study investigates how social media affects various demographic groups' preferences for attire. Social media platforms are changing how people view and buy fashion items due to the growing influence of fashion influencers, celebrity endorsements, and user-generated content. The study looks into how often people use social media, what kinds of content influence fashion decisions, and how people feel about how social media affects their taste in clothes. The results are intended to shed light on how social media influences individual style and aids in the dissemination of fashion trends, taking into account opinions regarding sustainability in the industry.

Introduction

The emergence of social media, a key medium for trend distribution and customer impact, has profoundly changed the fashion business. Social media makes it possible for people to follow businesses, celebrities, and fashion influencers, creating a setting in which fashion trends can quickly spread throughout various geographical areas. This study looks at how social media affects fashion choices, with a particular emphasis on how sites like facebook, instagram, and twitter/x affect customer behavior. The study aims to comprehend the wider effects of social media on individual style and the availability of fashion trends by investigating how various content categories (such as user-generated content and influencer postings) affect fashion choices.

Review of literature

Influence of social media on the fashion industry (priyanka mahskey, dr. Shweta mariyappanavar and arun kumar m): the study's objective is to determine social media's influence on the fashion industry. Social media in the fashion industry refers to the use of social media platforms by fashion designers and users to promote and participate in trends. Over the past several decades, the development of social media has increased along with its usage by consumers. During covid-19 social media has come more into the picture and created new advertising channels for fashion-oriented houses to reach their target markets. Since its surge in 2009, luxury fashion brands have used social media to build interactions between the brand and its customers to increase awareness and engagement. The emergence of influencers on social media has created a new way of advertising and maintaining customer relationships in the fashion industry. Numerous social media platforms are used to promote fashion trends, with instagram, pinterest and youtube being the most popular among generation y and z. The overall impact of social media in the fashion industry included the creation of online communities, direct communication between industry leaders and consumers, and criticized ideals promoted by the industry through social media.

The impact of social media on fashion industry: empirical investigation from karachiites (nawaz ahmad, atif salman, rubab ashiq) : this study is an attempt to investigate the impact of social media on fashion industry as social media is getting very much in and within the past decade a remarkable development has been witnessed. Businesses are using social media as a promotional tool. Fashion industry is one of the businesses where frequent changes occur and social media is the most convenient and cheapest mean to communicate. Based on convenience sampling, five organizations



were selected and a sample of 130 respondents was obtained which had two variables i.e. Social media and fashion industry which further defused into four sub variables each. Reliability of the questionnaire fell within the acceptable band. As a preliminary investigation, correlation between the variables is obtained which is 45.4% and significant at 1% confidence level. Further, the results obtained through regression shows that social media is a significant predictor of fashion industry.

Research design

My primary objective is to determine how different social media platforms impact individual's clothing preferences, and my secondary objectives are to analyse the role of fashion influencers and celebrities in shaping the purchase behaviour, to examine how age factor influence the clothing preferences. My research type is descriptive research method and sampling method used here is convenience sampling for data collection. My sample size is 107 and my target respondents: social media users sample size: sample size used for the study is 107 respondents and tools for analysis : percentage analysis, one way anova, chi square

Data analysis and interpretation

1. Gender of the respondents

Gender					
		Frequency	Percent	Valid percent	Cumulative percent
Valid	Male	71	66.4	66.4	66.4
	Female	36	33.6	33.6	100.0
	Total	107	100.0	100.0	

Interpretation

From the above data, it is inferred that, 71 individuals are male, making up 66.4% of the group, 36 individuals are female, comprising 33.6% of the group. The total number of participants is 107, with males forming a slight majority (66.4%) over females (33.6%).

2. Age of the respondents

Age					
		Frequency	Percent	Valid percent	Cumulative percent
Valid	Under 18	2	1.9	1.9	1.9
	18 to 24	90	84.1	84.1	86.0
	35 to 44	10	9.3	9.3	95.3
	45 to 54	5	4.7	4.7	100.0
	Total	107	100.0	100.0	

Interpretation

from the above data it is inferred that the majority of the group falls within the 18-24 age range, making up nearly half of the total population (84.1%). The next largest group is 34-44, comprising 9.3%, the next largest group is from 45-54 comprising of 4.7% and the smallest representation is under 18 age group, with only 1.9%.



3. Occupation of the respondents

Occupation					
		Frequency	Percent	Valid percent	Cumulative percent
Valid	Student	70	65.4	65.4	65.4
	Professional	31	29.0	29.0	94.4
	Homemaker	4	3.7	3.7	98.1
	Others	2	1.9	1.9	100.0
	Total	107	100.0	100.0	

Interpretation

From the above data it is inferred that the out of 107 respondents, 65.4% respondents are students, 29% of respondents are professionals, 3.7% of respondents are home maker, 2% of respondents are others.

4. Area of the respondents

Area					
		Frequency	Percent	Valid percent	Cumulative percent
Valid	Urban	68	63.6	63.6	63.6
	Rural	21	19.6	19.6	83.2
	Semi urban	18	16.8	16.8	100.0
	Total	107	100.0	100.0	

Interpretation

From the above data, it is inferred that, 68 individuals are from urban, making up 63.6% of the group, 21 individuals are from rural, comprising 19.6% of the group, 18 individuals are from semi-urban, comprising 16.8% of the group the total number of participants is 107.

5. Chi square

Null hypothesis (h_0):

There is no significant association between following fashion influencers or celebrities on social media and the frequency of purchasing clothing based on trends seen on social media.

Alternative hypothesis (h_1):

There is a significant association between following fashion influencers or celebrities on social media and the frequency of purchasing clothing based on trends seen on social media.

Test statistics		
	Do you follow fashion influencers or celebrities on social media	How often do you purchase clothing based on trends you see on social media
Chi-square	4.944 ^a	16.785 ^b
Df	1	4
Asymp. Sig.	.002	.002



Interpretation

The calculated significant value is 0.002 is lower than the significant value 0.05 ($0.002 < 0.05$) hence null hypothesis is rejected and alternative hypothesis is accepted. There is a significant association between following fashion influencers or celebrities on social media and the frequency of purchasing clothing based on trends seen on social media.

6. One way ANOVA

- **Null hypothesis (h0):**

There is no significant difference in the influence of social media on clothing preferences based on different age groups.

- **Alternative hypothesis (h1):**

There is a significant difference in the influence of social media on clothing preferences based on different age groups.

Anova					
Age					
	Sum of squares	Df	Mean square	F	Sig.
Between groups	.627	4	.157	.564	.689
Within groups	28.345	102	.278		
Total	28.972	106			

Interpretation

The calculated significant value is 0.689 is greater than significant value 0.05 ($0.689 > 0.05$). Hence null hypothesis is accepted and alternative hypothesis is rejected. There is no significant difference in the influence of social media on clothing preferences based on different age groups.

Findings

According to the study, from the above data, it is inferred that, 71 individuals are male, making up 66.4% of the group, 36 individuals are female, comprising 33.6% of the group. The total number of participants is 107, with males forming a slight majority (66.4%) over females (33.6%), from the above data it is inferred that the majority of the group falls within the 18-24 age range, making up nearly half of the total population (84.1%). The next largest group is 34-44, comprising 9.3%, the next largest group is from 45-54 comprising of 4.7% and the smallest representation is under 18 age group, with only 1.9%, from the above data it is inferred that the out of 107 respondents, 65.4% respondents are students, 29% of respondents are professionals, 3.7% of respondents are home maker, 2% of respondents are others, from the above data, it is inferred that, 68 individuals are from urban, making up 63.6% of the group, 21 individuals are from rural, comprising 19.6% of the group, 18 individuals are from semi-urban, comprising 16.8% of the group the total number of participants is 107, the survey's findings reveal the frequency of social media use. It is a significant part of the daily lives of the majority of respondents, 70.1%, who use it frequently throughout the day. Just 7.5% check it a few times a week, compared to 13.1% who use it once a day. Just 2.8% never use social media, while 6.5% use it infrequently. Social media is widely used in this demographic, as evidenced by the fact that 83.2% of people use it at least once a day. Very often (11.2%): a small percentage of consumers regularly buy these things, frequently (21.5%): more people frequently purchase clothing that is influenced by trends, occasionally (31.8%): the largest group occasionally purchases apparel based on



trends, infrequently (24.3%): many responders only occasionally do this. Never (11.2%): a tiny percentage of people never use social media to make clothing purchases. Overall, 64.5% of consumers say they occasionally base their clothes purchases on trends, demonstrating the powerful effect of social media. But 35.5% of people buy infrequently or never, showing that not everyone is influenced by internet trends. According to the data, the majority of respondents (60.7%) follow celebrities or fashion influencers on social media, whilst only 39.3% do not. This shows that participants are very interested in fashion content, indicating that celebrities and influencers have a big impact on consumer behaviour and fashion trends.

Suggestion

1. Since a significant portion of respondents (84.1%) falls within the 18-24 age range, consider focusing marketing efforts on platforms popular with this demographic, like instagram and facebook , to better engage them.
2. Since there are mixed opinions about social media promoting sustainable fashion, brands can create campaigns to educate consumers on sustainable practices and promote eco-friendly products.
3. Given that a large number of respondents think social media makes fashion trends more accessible, companies should make sure their products are reasonably priced and accessible on several platforms in order to attract a larger audience.
4. Examine the causes of any unfavourable opinions regarding the impact of social media on fashion choices. Brands may address issues and enhance their marketing tactics with the use of this knowledge.

Reference

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