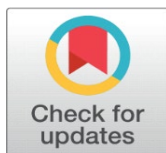
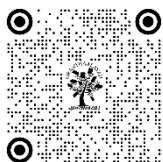


IMPACT OF SOCIAL MEDIA ON FASHION AND CONSUMER BEHAVIOUR (A SURVEY BASED STUDY)

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ABSTRACT

Social media has brought industry connectedness, innovation, and diversity to fashion. Instagram, for example, functions like a live magazine that is constantly updated with the best and latest trends, allowing users to participate in fashion rather than just viewing watches from afar. Social media has done incredible several things for the fashion industry: It has spawned fashion icons, greatly influenced heavy fashion trends, and ultimately reformed the way people apply for jobs in the field.

Traditionally, before social media, becoming a fashion icon was next to impossible. Fashion industry employees had to see you and think you were incredible. They had to build your brand from scratch. Unless you had fame from other experiences, your journey entailed audition after audition, deal after deal, catwalk after catwalk, and after all of which you would still only have the slightest chance of becoming a recognizable fashion figure. But social media has changed the game.

Users are getting themselves discovered instead of waiting for someone to discover them. With new tools like Instagram, users build their brands and find their fans and followers. Instagram has exposed average people to opportunities they otherwise would not have. Gone are the days when formal dressing would be used to highlight one's personality. Fashion and style now take centre stage. But the million-dollar question that begs to ask is: who or what primarily determined what today's young men and women choose to wear and why. Well, the simple and straight answer is fashion channels, fashion media, and social media.

Keywords: Social Media, Influencers, Fashion Icons, Trends

1. INTRODUCTION

In the world of globalization, social media seems to play a crucial role in the lives of people around the world. Some debate whether social media is improving or ruining lifestyles. Even the world's biggest news outlets have had to change and transform the way their readers process the news by putting social media platforms at the forefront of their new deliveries. Why is the fashion industry lagging behind every field such as sports, business, religion, politics, and entertainment taking the spotlight and training its value in the social media industry?

Social media has brought industry connectedness, innovation, and diversity to fashion. Instagram, for example, functions like a live magazine that is constantly updated with the best and latest trends, allowing users to participate in fashion rather than just viewing watches from afar.

- Social media has done incredible several things for the fashion industry: It has spawned fashion icons, greatly influenced heavy fashion trends, and ultimately reformed the way people apply for jobs in the field.

Before social media, it was almost impossible to become a fashion icon. Fashion industry employees had to see you and think you were incredible. You had to build your brand from the ground scratch. If you were not already famous through other experiences, you had to go through your audition after audition, contract deal after contract deal, runway catwalk after runway catwalk, and after all that, you still would not only have a snowball's chance in hell of becoming a recognized fashion figure. But social media has changed the game.

Traditionally, before social media, becoming a fashion icon was next to impossible. Fashion industry employees had to see you and think you were incredible. They had to build your brand from scratch. Unless you had fame from other experiences, your journey entailed audition after audition, deal after deal, catwalk after catwalk, and after all of which you would still only have the slightest chance of becoming a recognizable fashion figure. But social media has changed the game.

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Gone are the days when formal dressing would be used to highlight one's personality. Fashion and style now take centre stage. But the million-dollar question that begs to ask is: who or what primarily determined what today's young men and women choose to wear and why. Well, the simple and straight answer is fashion channels, fashion media, and social media. It's a major influence on young people's decisions, especially when it comes to dressing.

Many young people find role models in celebrities regarding dresses, makeup, accents, hairstyles, and even body language. Tattoos, and makeup, are required simply because their favourite actor, sportsperson, or any rock star has one. For e.g., Deepika Padukone and Virat Kohli

Many trends are going on worldwide, especially on social media. Young generations follow the trends, but who set the trends? Its media is through television radio, cinema, the internet, and various modes of advertisement. Everyone is fashion-conscious, one will not wear a winter jacket in the afternoon heat or a short skirt during a workout. Whether on social media or tv channels, they promote Western fashion as the idea of cool and popular, trendy, modern, and stylish. But traditional fashion is still irreplaceable.

Role of influencers:

Social media influencers are the people, brands, and personalities online that people trust. They are people who spark discussion and who inspire action. No matter what the category, we can find those influencers who matter to the audience and we develop important and symbiotic relationships with them to spread messages. With these influencers, people can connect easily and can learn about new things. Influencers also inform people about ongoing trends and hacks which helps them to be informed about daily fashion. Influencers also share their opinions which helps them to build trust, content relevant to people, and most important time savers.

2. SIGNIFICANCE OF THE STUDY

Social media has had a tremendous impact on the fashion industry. It has completely changed the way people discover, shop, and consume fashion. Social media platforms like Instagram, Facebook, and Snapchat have become the go-to places for fashion enthusiasts to discover new trends, styles, and brands. With the rise of influencers and bloggers, social media has also become a powerful tool for brands to reach their target audience and promote their products.

One of the biggest advantages of social media for the fashion industry is that it has made fashion more accessible. In the past, fashion was something that was largely controlled by a small group of designers, editors, and retailers. However, with the advent of social media, fashion has become more democratic, and people from all over the world can now discover and learn about new fashion trends and styles. Social media platforms like Instagram, Facebook, and Snapchat have become the go-to places for fashion enthusiasts to discover new trends, styles, and brands.

Social media has also made fashion more inclusive. With the rise of influencers and bloggers, social media has become a powerful tool for brands to reach their target audience and promote their products. Influencers are individuals who have a large following on social media and are often seen as experts in their field. They can be fashion bloggers, models, or celebrities. Influencers have a significant impact on the fashion industry, as they can promote products and brands to

their followers. Brands can partner with influencers to promote their products, and influencers can provide valuable feedback to brands.

3. OBJECTIVES OF THE STUDY

- To identify fashion awareness among people.
- To gauge the trends from social media.
- To identify the adoption of different fashion ethnicity.
- To analyse the changing mindset of people.
- To get to know about the availability of various products online.

4. HYPOTHESES

- Women are more fashionable as compared to men.
- Social media brings awareness about fashion trends.
- Social media helps in the intermingling of various fashion ethnicities.
- People are becoming more fashion-conscious with the help of social media.
- Online shopping trends are on the rise because of social media awareness.

5. REVIEW OF LITERATURE

Celia Poncelin (2021) “according to his article fashion has changed since the advent of social media as consumers increasingly dictate trends rather than brands. Social media has led consumers to adopt and move on from fashion trends quicker than before, and to appease their customers, brands must keep up with the forecasts. Trend forecasting using social media analysis allows fashion brands to unlock their potential for commercial and creative success”.

Emmy Luker (2021) “In her study she said that social media is a powerful force shaping consumption, especially fast fashion. “Fast fashion” refers to the trendy, inexpensive clothing that imitates designs from the catwalk or celebrity culture and is mass-produced as fast as possible to make the designs conveniently available to consumers”.

Milli Patel (2021) “In her article she concluded that social media platforms are integrating new ways to facilitate shopping for brands, influencers, and their intended target audiences. Social platforms have spent the last few years introducing more purchasing features to finally bring social commerce to life. Their efforts have been paying off.”

MD Rukon Miah, and Afzal Hossain (2022) “In their research said that customers purchase their necessary products online. Customers are learning about new products being launched in the market through social media..... Customers are also motivated to purchase through social media because of positive online reviews and trustworthy celebrity endorsements.

Hawra (2022) “According to his study social media in the fashion industry isn’t just a platform for promoting your brand. It is also a place for buyers to purchase your products.

Social commerce is e-commerce that occurs directly on social media. In social commerce, buyers will click a link to your website where they can buy the product.”

Shangui Hu and Zhen Zhu (2022) “In their research they said that they had adopted a multidisciplinary perspective by combining social commerce research and cross-cultural studies to investigate the underlying mechanism whereby social media usage exerts effects on users’ purchase intention via cultural intelligence, while also considering the attenuating effects of cultural distance”.

Dorice Lee (2022) “In her research she revealed, while the first fashion-branded face filters provided a peek into how the fashion industry could begin adapting technology to their benefit, clothing filters and the concept of video game skins demonstrated the huge potential that virtual clothing could have. From these early innovations, we now have

numerous digital fashion start-ups creating clothing for people to wear online in all sorts of styles at all different price points, paving the way towards making this type of dressing more mainstream.”

Tin Chun Cheung and Sun Young Choi (2022) “In their research that said that Fashion designers (FD) have turned to IG due to the exposure they can get through hashtagging, which puts their content onto a news feed database. Through actively engaging and following SM, they also indirectly use it as a free form of advertising targeted at a wide audience. IG also provides them with the ease of connectivity with like-minded individuals, discovering new people and things, communicating more, and making life stories to share with their followers that seem more personal and less staged. Moreover, the Instagram shop feature, Instagram shopping, also makes IG more commerce-friendly than other SM applications”.

Outandabout Magazine (2023) “In the magazine writer said that Cultural changes influence the fashion created by the people in that specific culture or location. For example, all over the world, there are various cultures comprising millions of people following different fashion trends.”

Leslie W. Rabine (2023) “In her study revealed that for consumers in dominant Western countries, globalization means an abundance of fashions sold by giant retailers who can update inventory, make transnational trade deals, and coordinate worldwide distribution of goods at the click of a computer Each variation takes its turn as an ephemeral and arbitrary signifier of shifting identities based on age, gender, ethnicity, or subculture.”

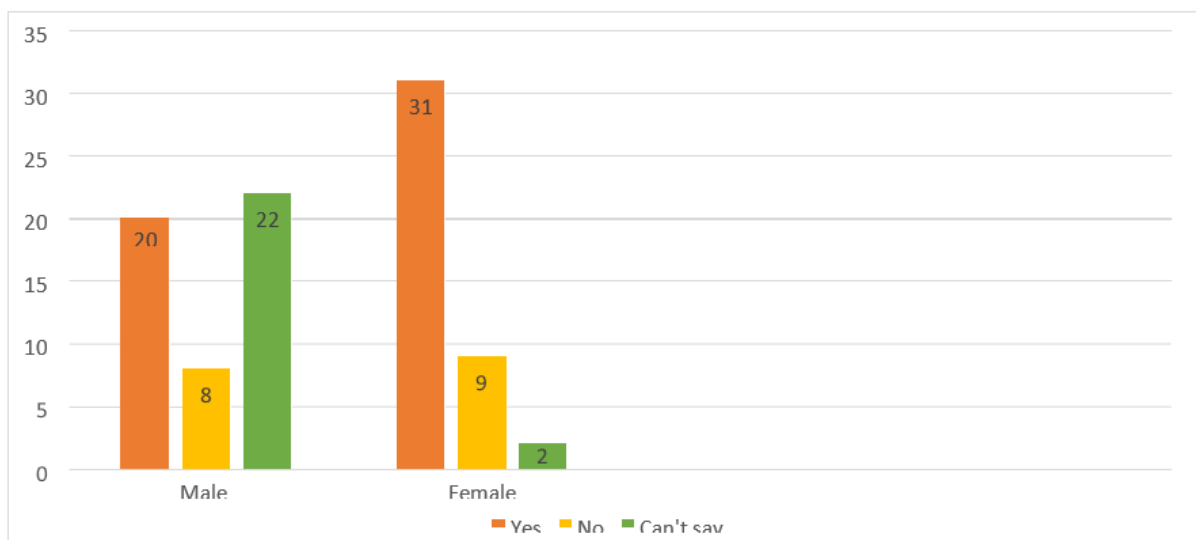
Alex Prescott (2023) “In his study he concluded that the whole process from design through to manufacture has changed due to customers demanding on-trend items more quickly. Fast fashion retailers have speeded up their processes because trend-savvy people can see fashion shows instantly due to living streaming on mobile phones. Thanks to live streaming on Facebook, Instagram, and Snapchat which makes everything so instantaneous.”

Ann Young (2023) “In her research she concluded that while the fashion industry is laser-focused on eye-pleasing phenomena skilfully ingrained in our lifestyle, marketing experts can use the full potential of social media to spur growth, increase brand loyalty, and roll out new fashion styles. As practice shows, trend-setting fashion brands have figured out how to get the most out of social media marketing, using all channels available. A great example is the online retailer ASOS with a whopping 10 million Instagram followers and just slightly fewer fans on Facebook and Twitter. This article broaches the subject of social media in the fashion industry to help you understand where to start and how to move further.”

6. DATA ANALYSIS AND DATA INTERPRETATION

1) Response regarding fashion consciousness

Gender	Yes (%)	No (%)	Can't say (%)
Male	20	8	22
Female	31	9	10



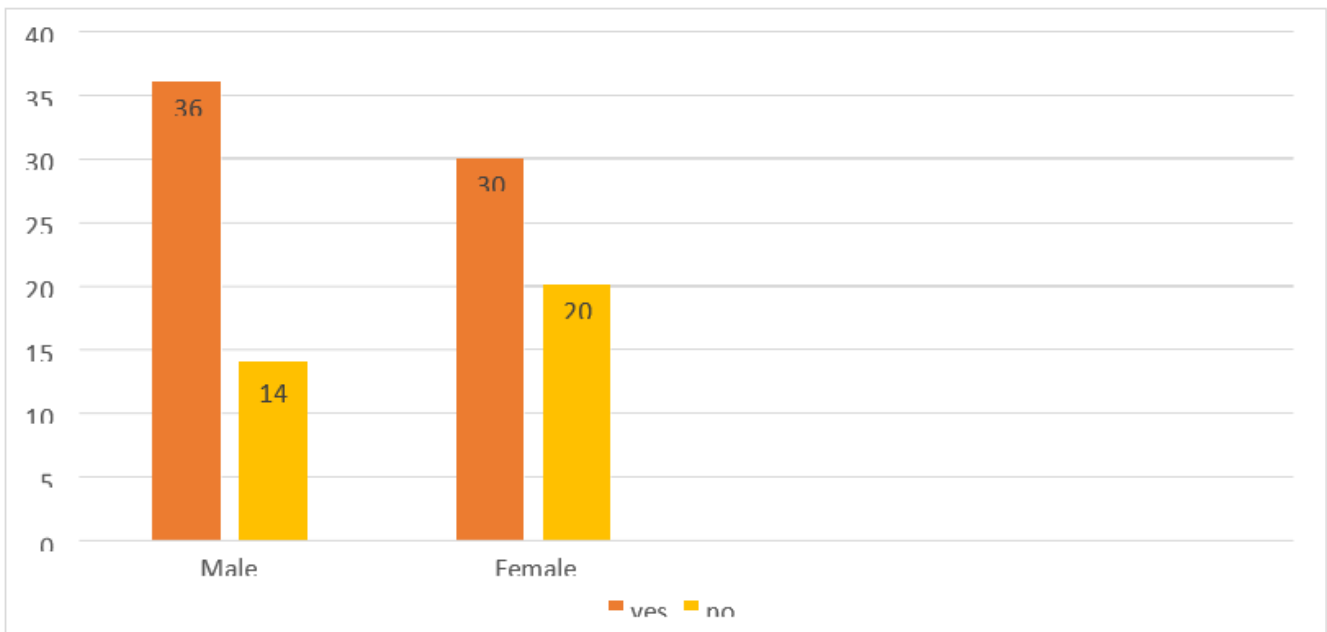
Observation:

According to the chart above 57% of respondents responds yes which means they are fashion-conscious and fashion is important in their daily life. Whereas 16% responded no and 27% can't say. This indicates that most people like fashion and look good and smart. As it is visible females are more fashion-conscious and do care about their image when they are in public.

It is observed that fashion is important in looking good and good fashion sense makes one look presentable. On the other hand, some people do not care about fashion, they like to walk freely without being concerned about what to wear and what not. There is another category also which is balanced regarding fashion they are conscious about fashion but not every day only on special occasions.

2) Response regarding the use of social media for fashion trends

Gender	Yes (%)	No (%)
Male	36	14
Female	30	20



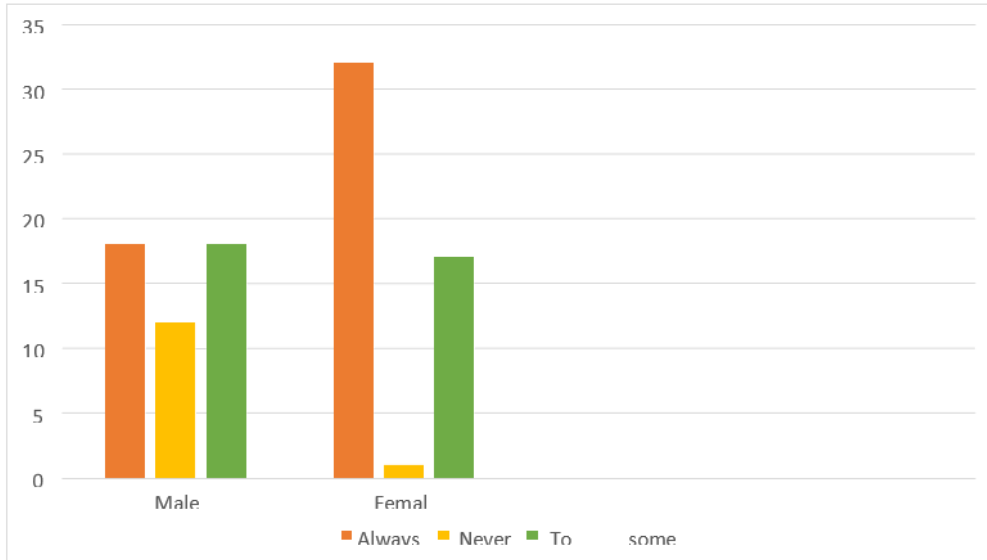
Observation:

According to the responds 53% of respondents use social media for trends and like to watch content related to fashion and ongoing trends. Conversely, 47% of respondents are not interested in ongoing trends. As it can be seen that social media is a popular medium. Though, on average males and females are equally attracted to fashion trends.

Fashion is lucrative in nature and changing at an extremely fast pace, making it a little complicated to follow every trend. It is also observed that people from middle-class families find it difficult to follow trends as it might be expensive and sometimes some trends might go appropriate with the society, they live in.

3) Response regarding social media is playing an active role in changing fashion trends

	Always (%)	Never (%)	To some extent (%)
Male	18	12	18
female	32	1	17



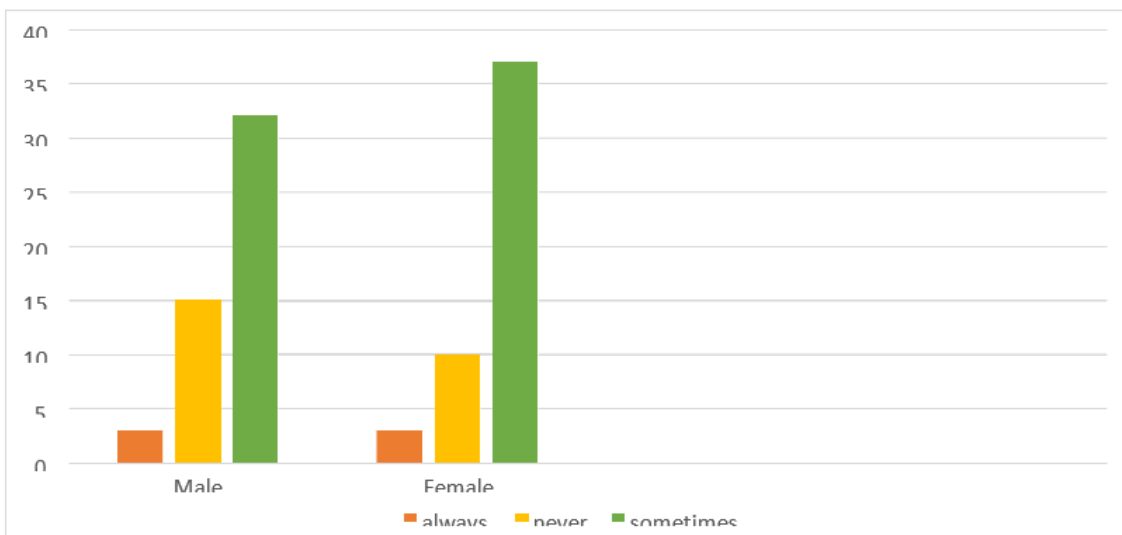
Observation:

It is observed from the chart above that 52% of respondents believe that social media is playing an active role in changing trends. Although 5% responded against the term. However, 43% of respondents admit that social media have an important role in changing fashion trends up to some extent and not always. It is visible that females are more after fashion trends than males and keep their eye on changing trends.

Though social media is an active tool to encourage people for anything and to make changes in everything. Social media works as a revolutionary tool that helps in every aspect around the globe. Fashion trends are something that changes after every 3 to 6 months like seasons. Social media here plays a significant role to make people aware of new ongoing trends.

4) Response regarding the purchasing decisions based on social media trends

	Always (%)	Never (%)	Sometimes (%)
Male	3	15	32
Female	3	10	37



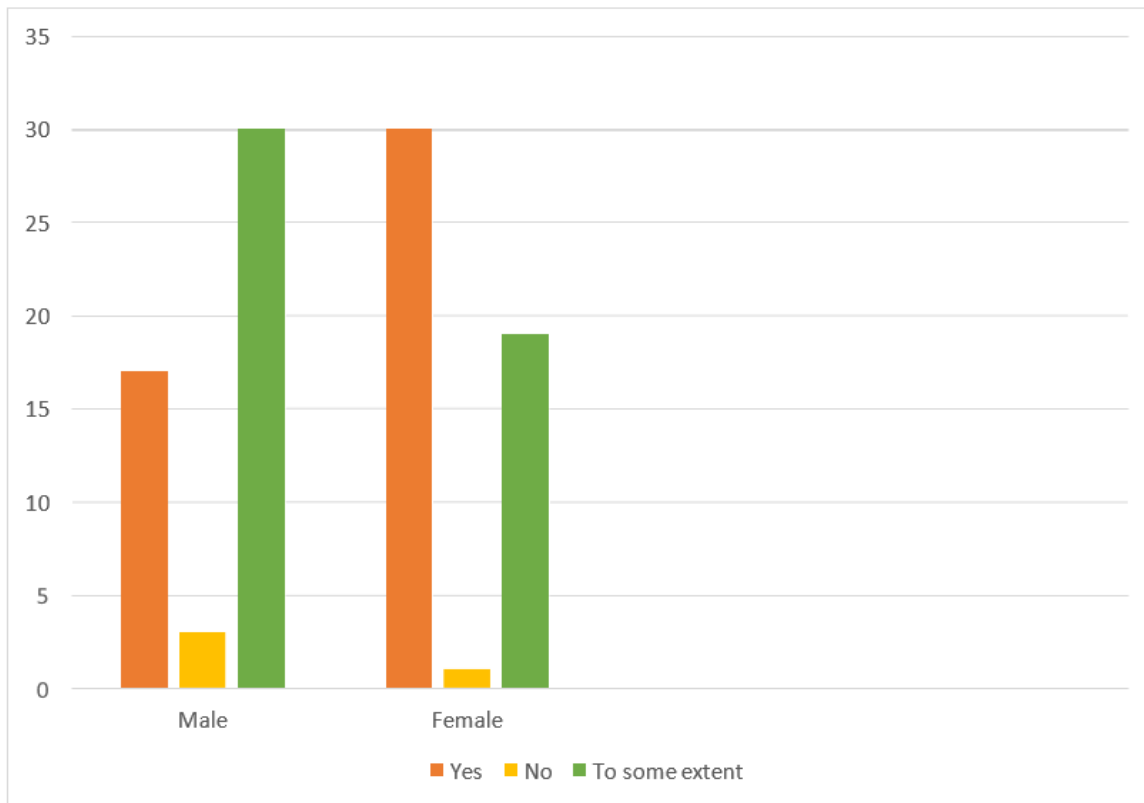
Observation:

According to the chart above 74 % of respondents said that their purchasing decisions sometimes got affected by social media but not regularly alternatively 7% responds that their buying decisions are based on social media and 19% responds that their decisions are never got affected by social media. It is found that buying decisions of both males and females sometimes depend on social media as not many will agree with it.

It is observed that somewhere sometimes social media influence purchasing decisions. No matter whether it's because of ongoing trends or getting influenced by celebrities or influencers. Somewhere, People get affected by fashion styles. Especially youth for whom social media is a special part of their lives.

5) Response regarding the intermingling of cultural ethnicities with the help of social media

	Yes (%)	No (%)	To some extent (%)
Male	17	3	30
Female	30	1	19

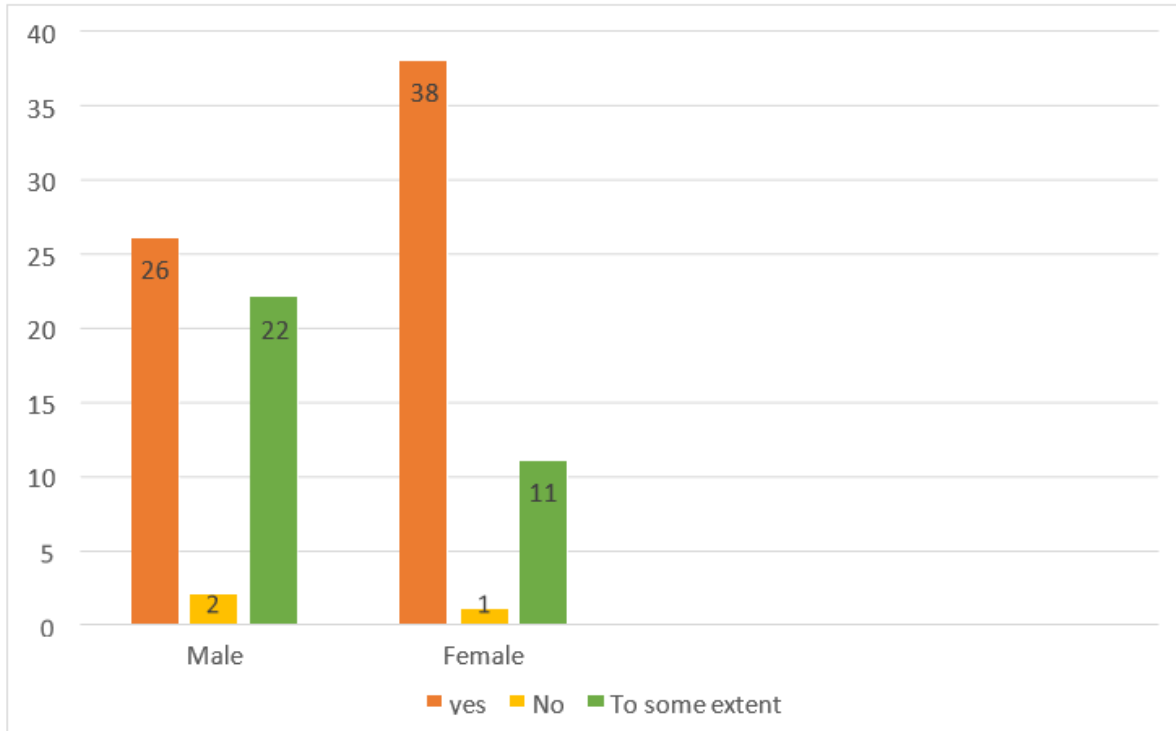


Observation:

According to 58% of the majority say that social media helps in intermingling cultural ethnicities. On the other side, 34% respond that to some extent, only social media affects cultural ethnicities while 8% think that social media does not affect knowing different cultures. People have different opinions, but as we can see social media has a lot of potential to bring people from different cultures together, especially when it comes to sharing and learning about each other's traditions and perspectives. It may happen because when we see only one kind of content and are not open to worldwide content then we think that only the same kind of fashion or any other particular thing is going on.

6) Response regarding the influence of social media on online shopping

	Yes (%)	No (%)	To some extent (%)
Male	26	2	22
Female	38	1	11



Observation:

Somewhere it is true that social media increase the revenue of online shopping sites. According to 73% of the majority, online shopping gets more hyped with the help of social media, and people are getting more influenced by it. Whereas 22% say that surely social media affects online shopping but only to some extent and not for all due to many factors which act as barriers like internet service, poor to no connection, no smartphones, no access to knowledge, etc. Social media has made online shopping more accessible and convenient. With the rise of social media, many brands have started selling their products online, and social media platforms have made it easier for people to discover and purchase these products. Additionally, social media influencers and bloggers often share links to the products they're wearing or using, which can make it easier for their followers to find and buy those products. Overall, social media has had a significant impact on the way we shop, and it has made it easier for people to find and purchase the products they want. However, 5% responds with no because again there might be many factors that affect it.

Hypothesis 1: women are more fashionable as compared to men.

Response regarding the research on if women are more fashionable as compared to men and the answer is yes. As it is found that women are more fashion-conscious than men. As a result, it is found that most women have the answer to being fashion-conscious whereas men are not sure if they are fashion-conscious in their consciousness or subconsciousness. Fashion is something that is not based on gender. It is about creativity and a great sense of style. Fashion sense helps to style yourself more presentably. Women might have spent more time exploring fashion magazines, and shows or might be more into looking good. Thus, the first hypothesis proved right.

Hypothesis 2: social media brings awareness about fashion trends.

According to the result of research regarding how social media bring awareness about fashion trends is that social media is extremely helpful if you want to know about fashion trends. Almost around 53% of people use social media platforms for fashion trends or like to know about trends and on the other side, people also feel that social media platforms also play an important role in changing fashion trends. Because social media platforms made it easier for consumers to come across and put money into new fashion items. It helps in creating a brand image. And make people aware of it. Therefore, the second hypothesis was also proved right.

Hypothesis 3: social media helps in the intermingling of various fashion ethnicities.

The response regarding how social media helps in the intermingling of various fashion ethnicities is that the majority of people think in favour of the term. Social media gives people the platform to explore and adopt whatever they like. It helps people grow in every single aspect and helps people to know about various lifestyles. Everything is just under one click, from trends to hacks, DIY to travel, classes to knowledge. Based on the results it is found that people like to take a look at various fashion ethnicities and would love to give it a try on. Hence, the third hypothesis proved right.

Hypothesis 4: People are becoming more fashion-conscious with the help of social media.

According to this survey, the majority of the population agrees that people are becoming more fashion-conscious because of social media. Social media creates excitement among consumers before the release of the product. Social media is also full of fashion inspiration, ideas related to outfits, styling tips, and hacks. Easy to access feature of social media makes people more comfortable surfing it and spending their time on it. Being fashion-conscious is not just an innate talent but also a well-learned skill as well. With the exploration tool, people learn more about different fashion styles, making them wear according to every occasion and not the same type of casual wear everywhere. Fashion has many varieties, from casual to formal, street style to ethnic.

Hence, the fourth hypothesis has also been proved right.

Hypothesis 5: Online shopping trends are on the rise because of social media awareness.

Based on the survey, the majority with 73% of the population has said that with the rise in the use of social media, online shopping got affected heavily. The e-commerce business is at its peak. Social media plays an indispensable role in increasing online sales. Hypertext links within redirect customers to another webpage to help them find their desired item. For businesses, it is essential to improve their social media or update it from time to time through surveys, and research to get insights from customers. Thus, the fifth hypothesis has been proved right.

7. CONCLUSION

Based on the research conducted, It can be concluded that social media plays a significant role in promoting fashion and its trends. The study found that social media platforms like Instagram, Facebook, YouTube, TikTok, and others are widely used for learning about fashion and knowing what is going on in a trend present. Knowing your fashion sense also helps to stand out unique in the crowd, boost confidence, and level up awareness about your body.

Through social media, 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 and TikTok 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 that are promoted by the industry through social media.

CONFLICT OF INTERESTS

None.

ACKNOWLEDGMENTS

None.

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