

Field of Study: Textile Engineering and Sustainable Technology
Title: Analysis of social media influence on consumer preferences to predict emerging fashion trends in the textile industry.
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Title: Analysis of Social Media Influence on Consumer Preferences to Predict Emerging Fashion Trends in the Textile Industry. <u>Abstract:</u> <p>The growing development of social platforms has impacted consumer behaviour and mentality remarkably, especially in the clothing industry. The goal of the research is to understand the implications of social media interaction for consumers and how it influences predicting the development of new trends in the fashion industry. Based on responses collected, the model sheds light on aspects determining trend virality, such as the number of instances of interaction with fashion content off social media and the probability of adopting sustainable eco trends. The results of the Chi-square test show a statistically significant association between the engagement frequency and the sustainable trend adoption ($p = 0.038$); the daily vigour considers a smooth transition into higher engagement practice. Moreover, the predictive strength of the importance of sustainability as a factor during purchasing decision-making broadens the scope of understanding consumer behaviors. This research utilizes social media for wearing analysis, searches for specific words, and assesses user attitudes towards fabrics and brands, thereby assisting business practitioners in gaining relevant ideas. The results discussed make clear the importance of social media as a precursor in identifying trends, streamlining marketing plans, and encouraging the invention of textiles. This research also contributes to the discourse on sustainable fashion and highlights the transformative power of social media in influencing consumer behavior and driving industry practices.</p>
<u>Keywords:</u> Social Media Influence, Consumer Preference, Fashion Trends, Textile Industry.