

Navigating Fashion Trends in the Digital Age

Team: Rohit Raj, Tarun Kumar Arya, Satyam

Roll Numbers: 2021279, 2021295, 2021284

BTP report submitted in partial fulfillment of the requirements for the
Degree of B.Tech. in Computer Science and Applied Mathematics on 29th
April 2024

BTP Track: Research

BTP Advisor: Dr. Soibam Haripriya

Student's Declaration

I hereby declare that the work presented in the report entitled “**Navigating Fashion Trends in the Digital Age**” submitted by us for the partial fulfillment of the requirements for the degree of *Bachelor of Technology in Computer Science and Applied Mathematics* at Indraprastha Institute of Information Technology, Delhi, is an authentic record of my work carried out under guidance of **Dr. Soibam Haripriya**. Due acknowledgements have been given in the report to all material used. This work has not been submitted anywhere else for the reward of any other degree.



Rohit Raj
2021279



Tarun Kumar Arya
2021295

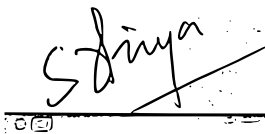


Satyam
2021284

Place & Date: IIIT Delhi, 29th April 2024

Certificate

This is to certify that the above statement made by the candidate is correct to the best of my knowledge.



Dr. Soibam Haripriya

Place & Date: IIIT Delhi, 29th April 2024

Abstract

Fashion is an essential aspect of human life. It extends beyond clothing and accessories, serves as a medium for self-expression, and reflects an individual's personality and cultural identity. In this study, we examine the complex and dynamic relationship of fashion with celebrity culture, consumer behavior and technological advancements. The first part of this study focuses on celebrity culture and how they impact and shape fashion trends. It also provides some important insights about consumer behavior and how celebrity culture influences their choices and preferences regarding fashion. The second part of the study will delve deeper into the future of the fashion industry and explore new possibilities that have arisen due to the influence of digital media. It will also discuss the changes that fashion brands may need to consider in response to the impact of digital media, particularly social media, on the fashion world.

Keywords: Fashion, Celebrity, Influencer, Digital age, Social media, Virtual reality, Future.

Acknowledgments

I would like to express my sincere gratitude to my advisor, **Dr. Soibam Haripriya**, for providing me with this opportunity and all her guidance throughout this project. The regular meetings, constructive feedback, and constant support were of great help to me in accomplishing each task. We would also like to thank our participants who participated in our survey.

I would like to thank my B.Tech project mates **Rohit, Satyam** and **Tarun** for their support and timely responses whenever I need and to ensure the smooth development process. Conducting weekly meetings to discuss the progress and following aims helped me a lot while working.

Contents

1 Introduction	
1.1 Introduction	6
1.2 Motivation	9
1.3 Hypothesis	10
2 Literature Review.....	11
3 Methodology	
3.1 Methodology.	22
3.2 Data Collection.	22
3.3 Analysis.	23
3.4 Data Extraction.	23
4 Results	
4.1 Demographics of respondents::	26
4.2 Understanding Participants' Fashion Preferences.	27
4.3 Celebrities Redefining Fashion Trends	32
4.4 Digital Evolution and Its Implications for Future Industry Trends	41
5 Conclusion	56
6 Limitations_	58
7 Future Work	59
Reference	60

Chapter 1

Introduction

1.1 Introduction

Our study titled “Navigating Fashion Trends in the Digital Age” embarks on an exploration of fashion trends in the digital age and the influence of social media on fashion. Our study also aims to focus on the impact of celebrities on shaping consumer preferences and redefining fashion trends. Fashion is a style that is prevalent at a particular time, encompassing clothing, hair, makeup and lifestyle; it extends beyond the mere clothing and captures the essence of the cultural and traditional aspects of people and the way they live.

During the early 20th century, the notion of celebrity began to emerge. Celebrities are individuals who are well-known and popular among the masses for their talent, personality and achievements[1]. Earlier during print media times, celebrities are those who come on big screens, and their photoshoots come in either newspaper or magazines, and people follow their fashion. In the times of television, the impact of celebrity on the fashion industry becomes more significant as people quite frequently see their favorite celebrity in movies and TV shows and follow their fashion. In the digital era, i.e the time when people have access to the internet, computer and smartphones, the notion of celebrity changes completely. Along with movie stars, and cricketers, common people can also become famous through posts, reels and other digital engaging activities. In the era which was dominated by print media, newspapers, and magazines served as the primary channels through which celebrities influenced people in matters of fashion. Later as technology advances, Television became more accessible to people, now the impact of celebrity on the fashion industry becomes more significant as people quite frequently see their favorite celebrity in movies and TV shows[2]. By the early 2000s, the digital era

began, where people moved towards social media, now the spectrum of celebrity widens as common people can also become famous and get the power to influence the people's fashion sense. With the advancements in the field of technology, social media has provided people the power to share their thoughts and views with others, build their own following and influence others. Social media has created a new category of influencers, influencers are those who have the ability to influence others opinion, behaviors, purchasing power. So, now any individual who has a significant number of followers on their social media handles can turn into an influencer or a so-called modern day celebrity. Since anyone can become an influencer which democratizes the way to become an influencer or a celebrity. In the future, there will be an age of metaverse, which may make the fashion industry more interesting as it enables people to connect with the whole world virtually from their homes[3] which empowers people to try different fashions more cheaply and frequently as in VR where they simply need to make an digital avatar of themselves and then try out different fashion easily.

Our study mainly addresses two themes. The first theme that our study focuses on is, "Celebrities Redefining Fashion Trends?". This theme is crucial as it aims to target the impact of celebrities and social media influencers in the realm of fashion. It also focuses on the choices that celebrities make in their clothing, accessories and overall public persona that influence the masses in shaping and disseminating their consumption preferences regarding fashion.

The second theme that our study deals with is, "Digital Evolution and Its Implications for Future Industry Trends". This question is imperative to understand as it provides insights into the rapidly changing dynamics of the fashion industry. As social media platforms take an increasingly central role in shaping public perception and taste, understanding these changes is vital for designers, retailers, marketers, and consumers alike. Our study provides a comprehensive overview of the influence of digitisation in analyzing future fashion trends.

Along with our analysis, we also develop a machine learning (ML) model which predicts the money that a user would like to spend per shopping trip as per the inputs provided by him regarding influence of celebrities or influencers or about the industry's future. This model helps us in tracking the individuals who spend more on fashion goods which implies he/she is more interested in the fashion industry than others, so analyzing the perspectives of such individuals gives the deep insights about to what extent these individuals believe in celebrity or influencer in terms of fashion and their views about its future. So that we can have more precise information about our research.

1.2 Motivation

Social media platforms like Instagram and YouTube democratize the influence and propel the evolution of fashion through engagement. According to a report, there are 5.04 billion social media users, representing 62.3% of the worldwide population[10]. Surprisingly, 97% of Generation Z (individuals born between 1997 to 2012) consider social media as the primary source for fashion stuff [5] and 71% of consumers are more likely to purchase based on social media references[11]. The above report highlights that digital media profoundly influences consumer preferences and purchasing decisions. Digital platforms digitalize celebrity culture and increase their sphere of influence. Our study aims to examine celebrity and social media influencers in shaping consumer preferences and redefining fashion trends. It also focuses on the choices that celebrities make in their clothing, accessories, and overall public personas that influence the masses in shaping and disseminating their consumption preferences regarding fashion. Furthermore, our study also motivated us to know the future trajectory of the rapidly changing dynamics in the fashion industry. By examining emerging trends and technological advancements, we provide valuable insights for designers and retailers about consumer preferences in future.

1.3 Hypothesis

Hypothesis 1 - We hypothesize that celebrities including both traditional and modern celebrities shape and redefine new fashion trends. The digitalization of celebrity influence through social media impacted consumer preferences and shopping behaviors.

Hypothesis 2 - Due to technological advancement the fashion industry is continuously evolving, we posit that social media will become more prevalent. Along with that people will also prefer personalized fashion so most probably they will also use AR/VR as it enables them to connect with the whole world virtually from homes which empowers them to try different fashion more cheaply and frequently by creating their digital avatars, on which they can try different fashion goods.

Chapter 2

Literature review

We conducted the literature review of five different research papers which mentioned below:

- (i) *“What is social media”*[6] from the book titled *“How the World Changed Social Media”* by Daniel Miller
- (ii) *“AR and social media influence beauty and fashion purchases in India”* by Times of India[5]
- (iii) *“The Impact of Social Media on the Fashion Industry”*[7] by Iris Mohr
- (iv) *“The Power of Influence: Traditional Celebrity vs Social Media Influencer”* by Melody Nouri.
- (v) *“The relationship of social media with fashion consciousness and consumer buying behavior”*[8] by three authors Muhammad Shafiq Gul, Hamid Shahzad and Muhammad Imran Khan

2.1 What is social media?

The chapter titled *“What is social media”*[6] from the book titled - *How the World Changed Social Media*, by Daniel Miller starts with one important aspect about social media which is that the true essence of social media is determined by its content rather than its technical aspects and features. From a study mentioned in the paper, it is revealed that as content travels across different platforms, social media platforms also simultaneously develop and add functionalities and new features. The paper also discusses the technical aspects of social media which are not our concern for this project.

The research has found out that the relationship between social media and the world is complex and reciprocal. It is because as much as social media shapes society; the society also shapes how social media works and its use. Before social media, the two ways through which people used to

communicate are public broadcasting and private dyadic communication. Public broadcast media consists of television, newspaper and radio, while dyadic media allows private one to one communication between two people. With the introduction of the Internet, other forms of communication media also came into picture such as email, blogs and chat rooms which engaged some audience and allowed group interactions but the communication was still dominated by the public broadcast media and private dyadic media.

Social media in its initial development was itself a scaled down version of public broadcast media as they allow communication through posts only to relatively small groups. At the same time, text messaging and internet services were evolving and developing. One specific example of such a text messaging platform is Black Berry Messenger which paved the way for upcoming text messaging and chatting platforms such as Whatsapp. The text messaging services are the scaled up version of the private dyadic communication which also includes some of the group functionalities. The groups were relatively smaller, more private and not centered on one person.

The paper identified a pattern of how the new social media platforms develop and emerge. Some of the platforms are the scaled up version of private dyadic communication media, while others are the scaled down version of the public broadcast media. This suggests that there is a spectrum of social media platforms ranging from private dyadic communication to fully public broadcasting. This spectrum can be conceptualized using two scales: one is from fully private communication to fully public communication and the other is from smallest to largest groups.

This pattern is useful from the point of view of our research as it provides a valuable perspective on understanding and determining the potential future fashion trends. For example, Social media is somewhat of a blend of public broadcast media and private communication based media, Fashion brands can also incorporate this into their marketing strategies in order to target

and engage both individual customers personally while also reaching out to larger audiences through campaigns on social media and physically. Also, by reviewing this pattern, fashion brands can anticipate the next big social media platform and determine what type of communication style is present on the platform. This can be helpful because fashion brands can target the early consumers on that platform and potentially have the upper hand over their competitors.

The paper also talks about “scalable sociality” which refers to the genre of communication and the level of privacy associated with a particular social media platform. The paper also makes it clear that the genre of interaction of an individual with the social media platform can remain stable despite migrating between different platforms. An example provided for this in the research paper is that certain types of interactions such as banter about school done by schoolchildren, can migrate from one platform such as Twitter to another such as Facebook, while being relatively stable. Despite moving between different platforms with different features, the nature of interaction remains constant. As new social media platforms start to emerge, it quickly establishes norms and usage patterns among different geographic regions. As people started to migrate onto these platforms, they started to form groups. Over time, the content available in the platform becomes largely standardized and localized.

The paper also discussed when new social media platforms intersect with the existing social groups across different geographic regions. As the technology advancements take place, the line between the online and offline began to blur, and social media became an integral part of human’s life. The paper then also discusses the theory of attainment according to which social media does not alter human behavior. It enhances the inherent capacities already present in human beings. The theory of attainment also argues that technology does not make any difference to essential humanity. Communication and sociality takes place within the cultural contexts, and the technology just facilitates the expression of the potential that humans always had.

2.2 AR and social media influence beauty and fashion purchases in India:

In a study of *“AR and social media influence beauty and fashion purchases in India”* by Times of India[5], it was found that 80% of shoppers discover beauty and fashion brands on meta platforms and to be more precise 47% through instagram reels. The study also says that 97% of people discover fashion brands on meta platforms, instagram reels have the highest contribution towards it i.e of 52%, even 39% proceeded to buy the product after watching it on reels. Post pandemic online sales is 68%, 15% more than pre pandemic. 80% acknowledge AR and its impact, 75% of the respondents virtually try ons and increase their inclination towards a particular brand especially lipstick.

2.3 The Impact of Social Media on the Fashion Industry:

The research paper titled *“The Impact of Social Media on the Fashion Industry”*[7] by Iris Mohr, highlights the role of social media, digital marketing in the fashion industry. The term digital media became significant when the challenges faced by retailers and fashion brands especially around 2008 was highlighted particularly in the luxury segment. Traditional retailers like Neiman Marcus, Saks Fifth Avenue, and Nordstrom experienced a decline in sales, however, there is also an indications of recovery in the luxury fashion stores, fashion business at Madison Avenue in New York is also considered as barometer of fashion/retail health, which shows the great sign of improvements. This all happened because of the rise of social media in 2008-09, social media gave power to fashion brands to directly engage with the people or customers through the platforms like Facebook, Twitter, YouTube, Instagram, and Pinterest. The author also gives an example: a fashion brand named “Gucci” launched a multicultural social networking site “Guccieyeweb.com” at the same time when they

launched their sunglasses collection globally, to reach as many people as possible.

The author also mentioned the concept of WOM(word-of-mouth), it is one of the most significant tools of marketing, but this can be fueled if we make WOM online as if anything gets viral by WOM online then it can reach a large number of people in a very short amount of time. Fashion blogs also play a very important role in digital marketing, it has immense power in setting fashion trends and shaping people's perception. Popular bloggers or any popular influencer on any social media platform have the ability to set a trend and big fashion brands use them in paid endorsement deals with their fashion label to promote their brand. The research paper also discusses the business models of the fashion brands, majorly there are three business models i.e Luxury business model, fashion business model, premium and super-premium model.

1. Luxury business mode: This model is adopted by globally dominant fashion houses such as Louis Vuitton, Chanel, Gucci, Hermes, and Ferrari. It includes the following principles:
 - a. Luxury brands embody local culture and refined living, communicating a dream rather than simply selling products. They prioritize maintaining full control over the value chain and distribution to ensure exclusive, high-quality experiences for all customers, regardless of ownership status.
 - b. Luxury brands avoid licensing and price reductions, always aiming to increase the average price. They focus on building personal relationships with clients, treating everyone as a VIP to uphold the brand's exclusivity and craftsmanship.
2. Fashion Business Model: This model involves decentralization of production means and uses the advantages of low cost labor forces and in this model, we didn't prioritize the timelessness.

Premium and Super-premium model: Brands under this model focus on creating premium “best” quality products while ignoring the prices, these brands use social media to enhance their engagements and make their brands more popular in public.

2.4 The Power of Influence: Traditional Celebrity vs Social Media Influencer :

The research paper titled *“The Power of Influence: Traditional Celebrity vs Social Media Influencer”* addresses the influencing power of traditional and social media influencers to promote the products. Paper defines traditional celebrities as musicians, actors and models who gain certain brand value and recognition. They have an influence on consumer desire, lifestyle, arts, fashion and people's opinions. Due to technological advancement, social media has undergone exponential growth in people's engagement, which altered the definition of traditional celebrity. Social media gives rise to micro-celebrities, which are ordinary people who have gained a fame due to their online presence. Micro-celebrity identification is based upon elements such as admiration, association, aspiration or recognition (Kutthakaphan & Chokesamritpol, 2013). Genuine connections make them impactful in driving higher sales and brand visibility. Key factors which make them highly influential are relatability and authenticity.

The common thing is that both celebrities have been transitioning from non-media people to popular media people, but the micro-celebrity focuses on the attention economy. Attention economies are strategies that prioritize relevance and authenticity to retain the attention of their target audience. micro-celebrity's mainly revolve around the attention economy, as they need people's constant engagement to succeed as a brand and commodity. They continued attention through a deeper connection with the audience by responding to comments, sharing personal experiences and hosting question-answers. These things build loyalty, trust and closeness on a personal level.

On the other hand, traditional celebrities have limited interaction with people. These communications are one-sided and mostly rely on media interviews. Although traditional celebrities have a large number of followers on social media, they often distance themselves from fans. They rarely respond to comments and engage directly with people through social media, which generates a sense of disconnectedness. Social media accounts of most traditional celebrities are maintained by their PR teams. Traditional celebrities' social media is handled mostly for brand promotions, posting luxury life as desirable and not for personal opinions. Due to these things, brands look for a wide range of celebrities for their marketing of products and services.

For example, Myprotein collaborates with sports athletes as their brand ambassadors. Still, they usually promote their product on social media and fitness enthusiasts and influencers as a large mass feel connected with them. In India, through these strategies, Myprotein has reached a diverse range of target audiences. Micro-celebrities' failure to engage with people can cause them to lose trust, authenticity and respect among the audience. For instance, Kim Kardashian's lack of response to comments on her posts as people felt disconnected from her. In India, many YouTubers have less growth and views on their channel due to irregular timing for uploading videos.

Rise in popularity on platforms such as Instagram and YouTube hold over consumer sentiments. This study urges companies to prioritize investing in social media influencers for optimal marketing results. Overall, this research sheds light on the ever-evolving celebrity landscape and its profound impact on consumer behaviors and brand promotion.

2.5 The relationship of social media with fashion consciousness and consumer buying behavior

The research paper titled *“The relationship of social media with fashion consciousness and consumer buying behavior”*[8] by three authors

Muhammad Shafiq Gul, Hamid Shahzad and Muhammad Imran Khan deals with Social media and its relationship with fashion consciousness. In today's scenario, social media has changed from being only a medium of sharing information to a source of creating opportunities and monetary income.

Social media has enabled small businesses to emerge by the endorsement and advertisement of the product to a wider audience. The study aims to focus on understanding the impact of social media platforms on shaping consumer's fashion consciousness.

According to the research paper, fashion consciousness refers to an individual degree of involvement with fashion and style. Consumers are more conscious about fashion and keep themselves updated about new fashion trends. Social media is one of the reasons responsible for changing consumer perception and behavior. Consumer decisions are made increasingly on the basis of social media information.

Data collected for the study done by the author consists mainly of random individuals in which the proportion of females who are using social media for fashion decisions are slightly higher than males. The age groups were also considered to know the impact of social media on different age groups. The data mainly consisted of individuals within the age group of 23-27 years, which is basically the youth and most of them are students which also indicates their limited ability to spend.

The results from this study done by the author indicate that the relationship between social media usage and purchasing decisions or consumer buying behaviour is positive but weak in nature. This result emerges because users active on social media did not show a significant shift in their buying habits. Social media has not been effective in persuading them to shop more than usual. For example, a person who used to shop once a month does not start shopping twice a month(Fig1).

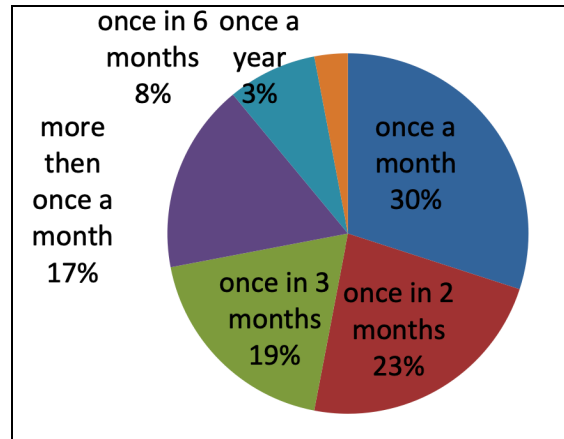


Fig1. How often social media users shop for apparels?(In the research paper “*The relationship of social media with fashion consciousness and consumer buying behavior*”, page no. 16, Fig.5)

This study also observed some shift in the shopping behavior of consumers. Consumers shopping frequency increased, however, the spending per transaction decreased, but the role of social media on their shopping behavior is still limited. The role of social media in raising awareness about fashion trends and online apparel advertising is growing. However, consumers prefer to base their buying choices on their personal experiences, prioritizing product style, brand and prize over social media reviews and ratings(Fig 2).

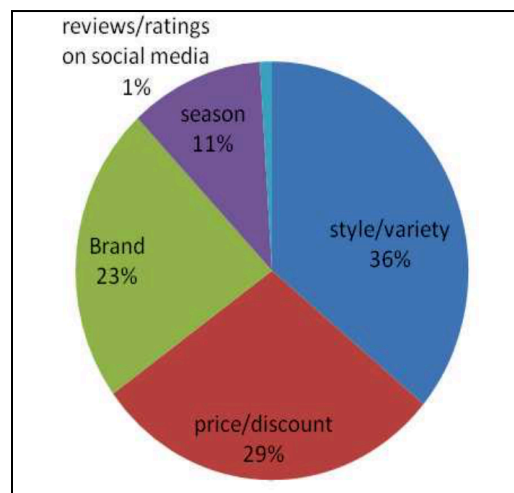


Fig 2. Factor(s) influencing Buying Decision(In the research paper “*The relationship of social media with fashion consciousness and consumer buying behavior*”, page no. 17, Fig.6)

Consumers prefer value for money and usually tend to avoid buying premium brands. The majority of participants spend around 4000 Rs or less than that for shopping for fashion apparel. Social media can help in this type of situation by acting as a catalyst in boosting the image of the brand and making it well known to the targeted audience and positively influencing the audience buying decisions(Fig 3).

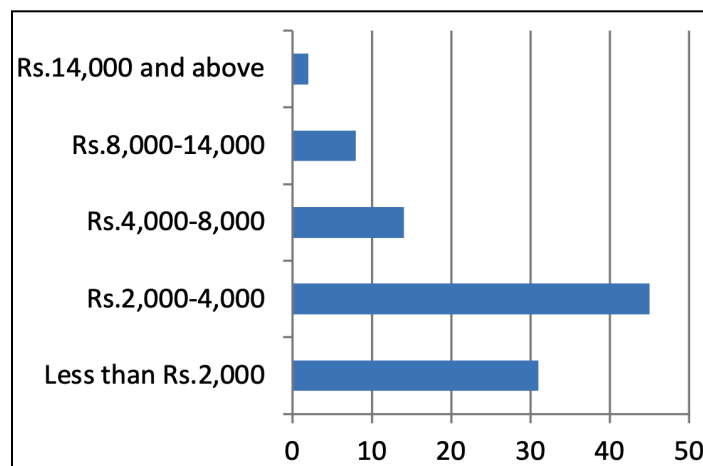


Fig 3. How much consumers spend per shopping trip(In the research paper “*The relationship of social media with fashion consciousness and consumer buying behavior*”, page no. 17, Fig.7)

This study also revealed that the online fashion apparel advertisements does influence consumers as half of the respondents showed acceptance to influence by these online advertisements. Positive public opinion and consumer reviews also play an important role in influencing online purchasing decisions. When asked about the role of social media in shaping buying decisions, the majority of participants revealed that social media does help them in exploring new fashion trends, comparing products and services, and making a better choice in online shopping.

Majority of participants in this study by Shafiq Gulet al, also highlighted the fact that they refer to social media platforms in order to know about the new offerings by the fashion apparel brands for the consumers which also

signify that social media has become a platform for consumers to gain insights about the new fashion trends. The online reviews and ratings also more than half of the time affect the consumer buying decision and influence them to form a better decision.

Chapter 3

Methodology:

3.1 Methodology

Firstly, we conducted the literature review of five different research papers which mentioned below:

- (i) *“What is social media”*[6] from the book titled *“How the World Changed Social Media”* by Daniel Miller
- (ii) *“AR and social media influence beauty and fashion purchases in India”* by Times of India[5]
- (iii) *“The Impact of Social Media on the Fashion Industry”*[7] by Iris Mohr
- (iv) *“The Power of Influence: Traditional Celebrity vs Social Media Influencer”* by Melody Nouri.
- (v) *“The relationship of social media with fashion consciousness and consumer buying behavior”*[8] by three authors Muhammad Shafiq Gul, Hamid Shahzad and Muhammad Imran Khan

3.2 Data Collection:

Types of Data:

We will collect two types of data quantitative data and qualitative data:

(i) Quantitative data: We have collected quantitative data by conducting surveys through google forms from a variety of individuals belonging to different age groups and across genders.

For the data collection for our survey, we employ a mixture of random sampling, convenience sampling and snowball sampling.

Random sampling: It is a type of sampling technique in which participants are selected randomly and the sample has an equal probability of being chosen.

Snowball sampling: It is a type of sampling technique in which researchers collect data on members of the target population who can be accessed and use them to locate with the other members of the population in order to collect the data.

Convenience sampling: Convenience Sampling is a type of sampling technique in which for collecting the data we rely on the available participants

First, we send emails to the people that we know them, most of them are students, some of them are working professionals, and later we asked them to circulate our google forms in their known persons, we reaches to 109 people, out of which 52 people fill ups their response, i.e we have a response rate of 47.7%.

(ii) Qualitative data: Here, we conducted interviews in a semi-structure form from our participants who participated in our survey to get some insights about consumer behavior and preferences in detail.

3.3 Analysis:

Quantitative analysis: We recognize the patterns in the trends and also use statistical tools to analyze the collected survey data. We use mathematical methods like descriptive analysis, data visualizations, and markov chains.

Qualitative analysis: Here, we use thematic analysis for interviews and content analysis. We also identify the key themes and narratives of the fashion industry led by influences and celebrities.

3.4 Data Extraction

3.4.1 Collection of Data:

For data collection, we conduct a survey via google forms, which majorly have participants from students of IIIT Delhi.

3.4.2 Pre Processing of Data:

Featured Selection:

From our dataset, that we got from our survey, we have classified 8 data parameters to study in detail and their impact on the price that a person spends per shopping trip.

Data Encoding:

We convert categorical data and qualitative data into the desired numerical data as per their degree of importance/needs. For example: if our data have values such as “Yes” or “No” to a question that “whether you are influenced by celebrities or not”, then we encode our response of No to 0 and Yes to 1.

Feature Scaling:

We scale or normalize the features to ensure that they have similar scales, which can improve the performance of certain ML algorithms.

Target Variable:

We identify the target variable for the analysis. In this case, the target variable is "Money," representing the amount of money spent on fashion per fashion trip.

3.4.3 Split the Data:

Now, we divide the dataset into training and testing sets. The training set is used to train the model, while the testing set is used to evaluate its performance.

3.4.4 Train the Model:

First, before training the model, we need to choose a ML model, so since our desired output is “Money”, which is directly related to the fashion sense of the people (we are assuming that almost all participants have same spending capacity as they are mostly from IIIT-D and are students currently), we decided to choose the “Multiple Linear Regression” and “Random Forest” model. Then we train the model using the training data. During training, the model learns the patterns and relationships in the data.

3.4.5 Evaluate the Model:

Finally, we assess the performance of the trained model using the testing data.

Chapter 4

Results:

4.1 Demographics of respondents:

Data collected through the survey mainly consisted of random individuals in which the proportion of male(55.8%) is slightly higher than that of females(44.2%). We draw upon a diverse sample primarily of students from engineering colleges in Delhi, especially students from IIIT-Delhi. In this study, we are assuming that each student possesses a distinct social standing and financial capability, enabling them to spend a reasonable portion of their funds towards fashion-related apparel.

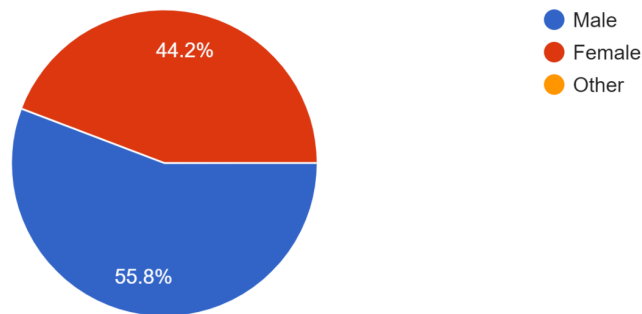


Fig - 4 Gender of respondents

The age groups were also considered in order to know the influence of social media in the sense of fashion across different age groups. The data mainly consisted of individuals in the age group of 19-25(88.5%) which represents the youth.

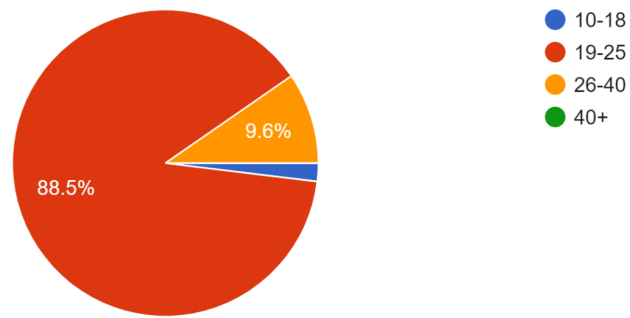


Fig - 5 Age distribution of respondents

According to the survey, the majority of participants shop for fashion apparels every few months(36.5%) followed by participants who shop once a month(23.1%) with 17.3% participants who shop multiple times per month. There are about 9.6% participants who rarely or never shop.

4.2 Understanding Participants' Fashion Preferences

Fashion preferences reflect on the personal style of an individual as something might be fashionable for one may not be as fashionable for others. Levels of interest individuals have in fashion plays an important role in shaping the fashion preferences. To understand the interest of participants regarding fashion, it is essential to know their engagement. Engagement level is analyzed through their shopping habits frequency, preferences, involvement and interaction with social media for fashion related content. By exploring the level of interest and preferences, we can understand how presently individuals are relating and interacting with fashion in their daily lives.

Analysis

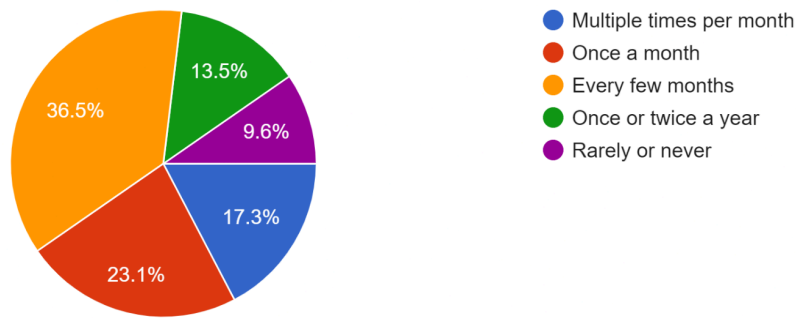


Fig 6 - How frequently do participant shop for fashion items

From our survey results, we can know people's engagement in fashion. Many people shop every few months rather than periodically, which shows that they may prefer shopping during a specific season or when they have to update their wardrobe. 40.4% of people stay updated with the latest trends and actively try out new clothing and accessories shops frequently, showing a high interest in fashion.

Further, the gender-based analysis provides insight into the shopping habits of males and women individually, showing that women are highly engaged in fashion as they tend to shop more frequently.

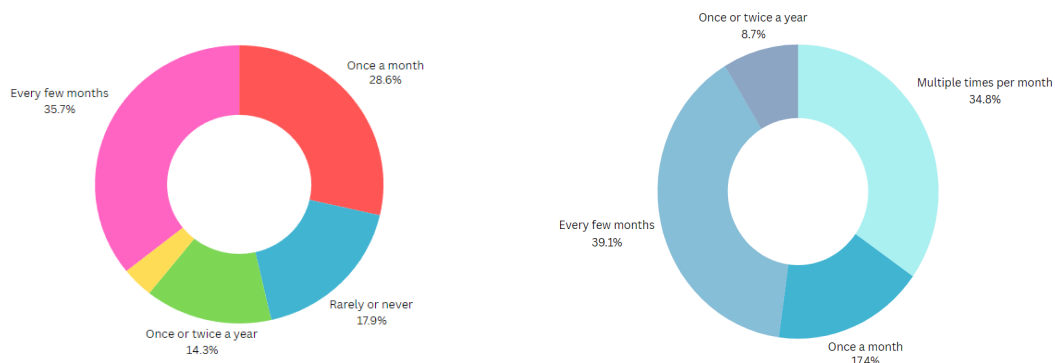


Fig 7 - (i)How frequently do male participant shop for fashion items
(ii) How frequently do female participants shop for fashion items

Women's fashion has a broader range of options which cater to diverse preferences and occasions. Women's clothing is available in more colours, prints, and patterns than men's. Additionally, In society, the importance of appearance and fashion is reinforced on women, which is why they tend to shop more frequently than men.

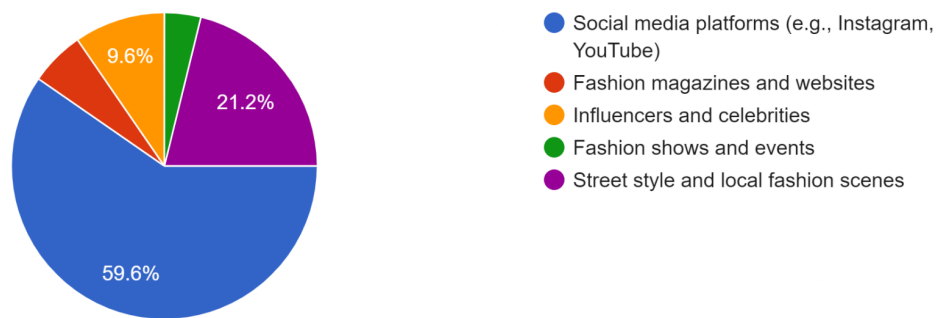


Fig 8 - Where do participants stay updated for fashion trends

From our survey results, we can know where people rely for fashion-related trends. Most participants stay updated on fashion trends through Social media platforms(59.6%). Social media platforms are more convenient and allow users to stay updated about the latest fashion trends through one scroll. Platforms such as Instagram showcase brands' products in visually appealing ways through influencers and celebrities. Social media creates buzz around trendy fashion items.

Our survey results show that people use social media multiple times per month.

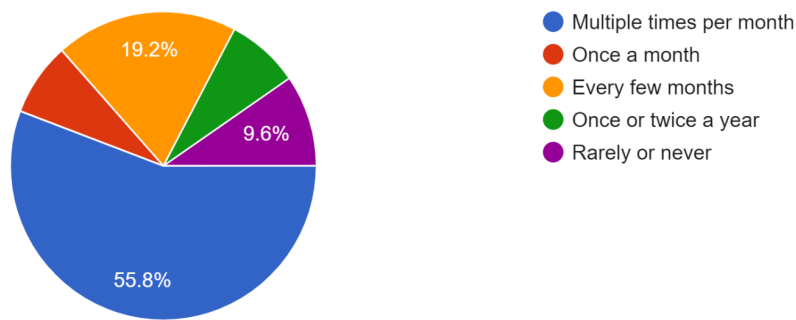


Fig - 9 How often participants see fashion-related content on social media

Gender-based analysis shows that the consumption of fashion-related content through social media is more prevalent among 78.3% of women. 44.4% of the men actively engage on social media for fashion-related stuff. Indicates that women are more fashion-enthusiastic, and there is some gender disparity in the consumption of fashion content on social media. Women are influenced by celebrities, which suggests that there is a strong connection between female consumers and celebrity endorsements. Hence, fashion brands targeting female consumers benefit from celebrity endorsement.

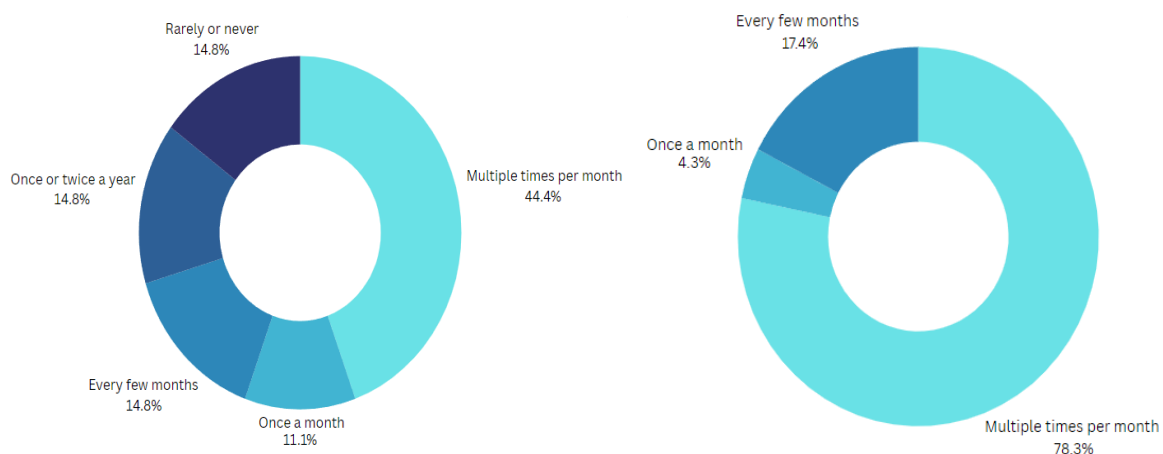


Fig 10-(i) male & (ii) female sees fashion related content on social media

According to a survey, only 11.5% of respondents shop online which shows that social media platforms also serve as a powerful source of inspiration among individuals who may not actively shop online.

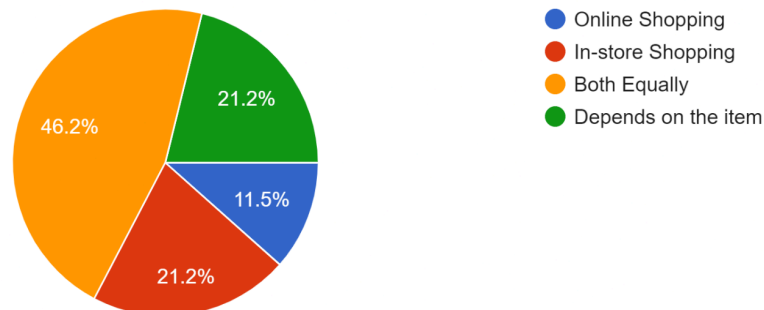


Fig 11 - For fashion-related items, participants prefer online or in-store shopping

Furthermore, gender based analysis shows that 37.9% of men and 56.5% of women prefer online and in-store shopping for purchasing fashion-related items. Women (26.1%) and men (17.2%) both exhibit a high tendency to shop depending on items. In-store shopping is more prevalent among men than women. Simultaneously online shopping is more prevalent among women than men.

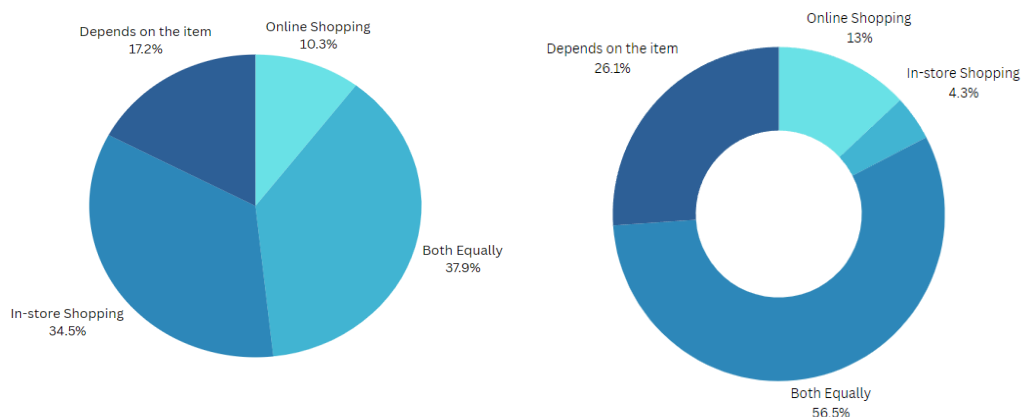


Fig 12- For fashion related items, (i) male & (ii) female prefer online or in-store shopping

Women prefer online shopping, whereas most men prefer in-store shopping. Almost every one man and woman out of 5, make their choices

depending on the item they are going to purchase. Women are more fashion-conscious than men; that's why they prefer online shopping so they can try more fashion stuff in a short amount of time, and men usually do not spend much of their time on fashion. Hence, they just go to fashion stores to make sure of the quality in less time.

4.3 Celebrities Redefining Fashion Trends:

The first question of our study “How do celebrities shape and redefine fashion trends, influencing our sense of style?” aims to understand the relationship between celebrity culture and fashion trends. The celebrities here consist of both traditional celebrities(which consists of Actors/Actresses, TV media personalities, Sports personalities, etc.) as well as modern day celebrities(which includes social media influencers and content creators). It also aims to understand the impact of celebrities on the landscape of fashion, which not only consists of their clothing and accessories, but the overall public persona.

This section is divided into 2 subthemes:

1. Celebrities Influence on Consumer Shopping Behavior.
2. Financial Influence of Celebrities in Fashion Industry

We also try to get the opinion of participants on whether the influence of celebrities surpasses that of the fashion designers(Question-09, Annexure). Getting an individual opinion on this topic is important as it provides crucial information about the influence by these two sources in shaping fashion trends.

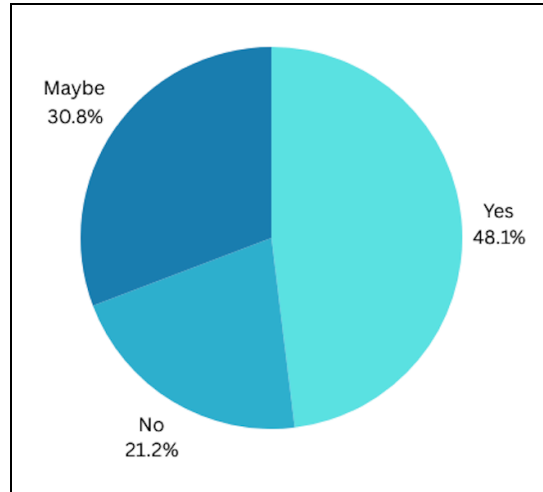


Fig 13- Does the influence of celebrities on fashion style surpass that of fashion designers?

From the result, it is observed that the majority of participants believe that celebrities are more influential than fashion designers when it comes to fashion, emphasizing the impact of celebrity culture on fashion consumption, behavior and preference of a consumer. There is also a low percentage of consumers who disagree with the opinion of the majority. It underscores the need for fashion designers to stay relevant and competitive in an industry heavily influenced by celebrity culture. The remaining proportion of participants are uncertain about this question, it may be due to the complex and multifaceted relationship between celebrity culture and fashion designers on shaping fashion trends.

In our survey, we asked the participants whether celebrity fashion styles influenced their clothing choices while shopping for fashion apparel (Question-07 from our Annexure). This question directly investigates the influence of celebrity fashion sense on the clothing choices of an individual while shopping, thus helping us understand celebrities' impact on fashion trends.

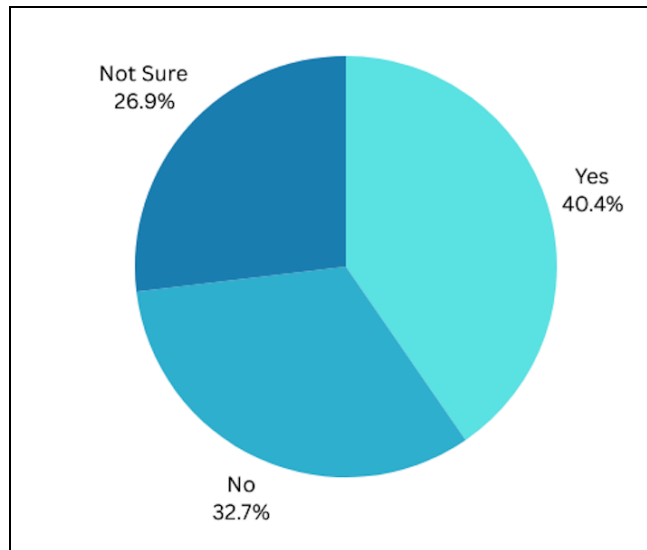


Fig 14- The participants were asked whether their clothing choices are influenced by celebrities' fashion style.

The results show that celebrity fashion sense plays a role in shaping fashion trends and influencing the clothing choices of a significant portion of the population. It may be due to the prominent presence of celebrities in our daily lives as part of Pop-culture and also a substantial segment of the population looks to celebrities as a source of inspiration and guidance. Interestingly, a significant portion of the population is resistant and unaffected by the prominent presence of celebrities in the fashion industry, highlighting the fact that the influence of celebrities is not absolute or universal. A portion of the population is still uncertain about celebrities' fashion influence. Thus, this can include those individuals who are unaware of the impact of celebrity on their choices or those who want to maintain their own unique identity.

One of the questions we asked our participants is from which categories of individuals they find most influential when making fashion-related purchases (Question-08, Annexure). This question is important considering it gives important insights about the relative impact of individuals from different categories on fashion consumption, thus, helping us understand how they shape fashion trends.

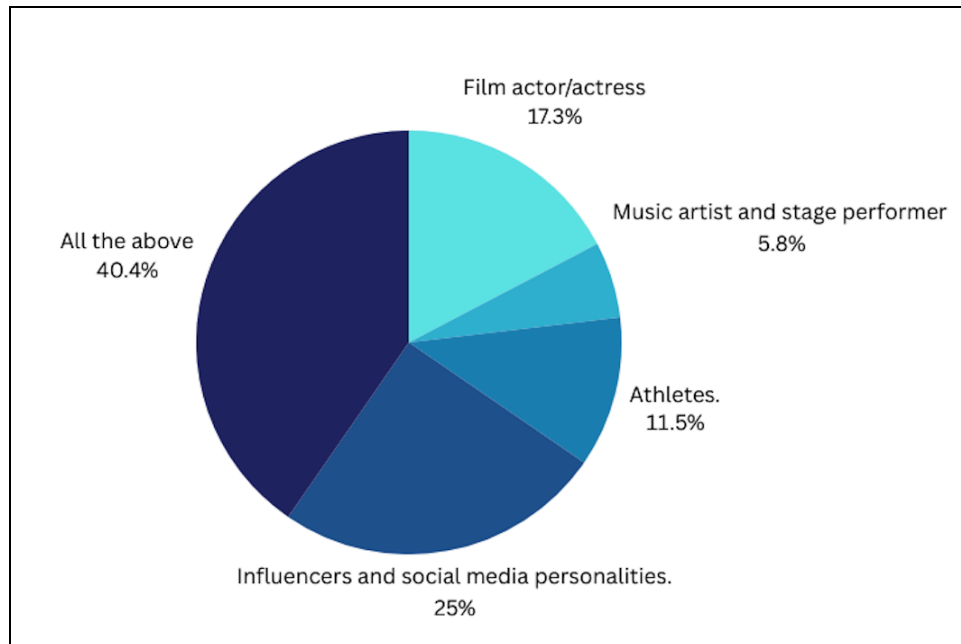


Fig 15- Which category of individuals does participants find most influential when making fashion-related purchases?

Majority of participants selected “All of the above” indicating that participants may draw inspiration from a diverse range of celebrities and individuals when it comes to fashion. Thus, collaborative marketing between influencers from different fields can be done in order to cater a wider range of audience. A significant proportion of participants selected Influencers and Social Media personalities. This may be due to the substantial rise of social media platforms which have democratized access to fashion-related content, thus allowing social media influencers to reach a wider range of audience. This underscores the need for researchers to consider the role of social media platforms in mediating the celebrity influence on fashion consumption.

We asked the participants to what extent celebrities influence your fashion sense (Question-13, Annexure) in order to determine the level of influence that celebrities have on the individual’s fashion choices. This question directly investigates the impact of celebrity on fashion trends.

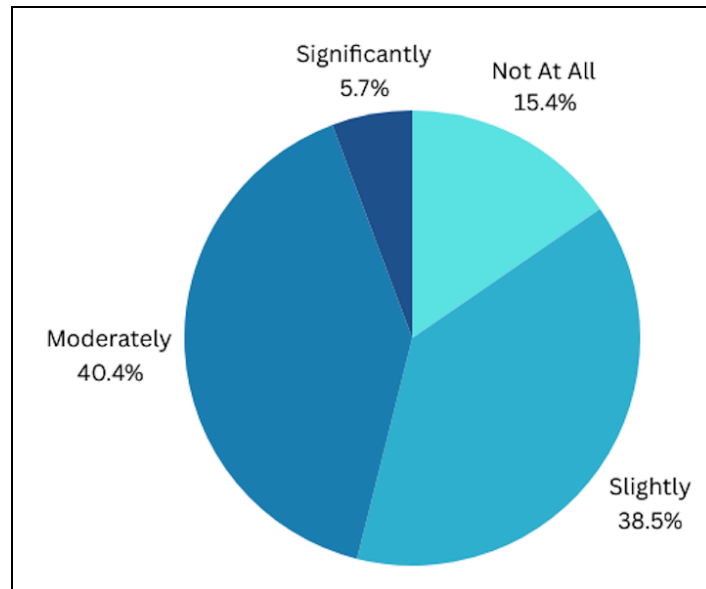


Fig 16- To what extent does celebrity influence fashion choices of a consumer?

Celebrities have moderately influenced the majority of the participants in their fashion choices, suggesting that although the influence is not overwhelming, there is a segment of the population whose fashion style gets impacted by celebrities and influencers. There are also significant proportions of participants in each level of influence, underlining the nuanced nature of celebrity influence; some are influenced more while others are less. There is also a significant proportion of individuals who are “Not At All” influenced by celebrities, suggesting that the individual prefers his own unique identity and has a personal taste in fashion.

To investigate further, we asked users whether they look specifically for fashion apparels that are promoted or endorsed by celebrities and influencers (Question-10, Annexure), further assessing the direct impact of celebrity endorsement on consumer behavior and preferences.

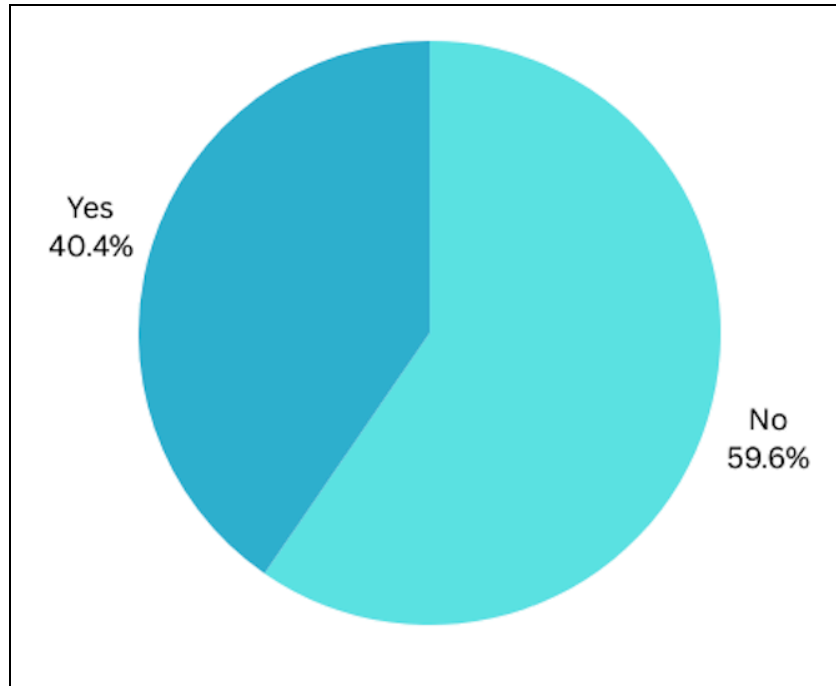


Fig 17- Do participants specifically look for fashion apparel endorsed by celebrities and influencers?

Although a minority, there is still a significant portion of the population that seek out celebrity endorsed fashion products when they go out for shopping, reflecting the influence that celebrities have on the consumer behavior and preferences as consumers are ready to spend their money on celebrity endorsed products suggesting that a celebrity can effectively influence the purchasing decision of an individual. Also, the majority of participants do not look specifically for celebrity endorsed products. It may be due to various factors such as personal taste and style preferences, quality, brand loyalty or price. It highlights the fact that though celebrity influences the fashion sense of an individual, it is not a dominant factor.

We built on the previous question in our survey and asked the participants if they ever switched brands due to the influence of celebrities (Question-11, Annexure). This question is important because it discusses one of the important aspects of consumer behavior, that is, brand loyalty. If an individual is able to change his/her usual brand preferences for one promoted by celebrities, then it suggests to us the influence that a celebrity has on consumer behavior is more than that of the brand identities.

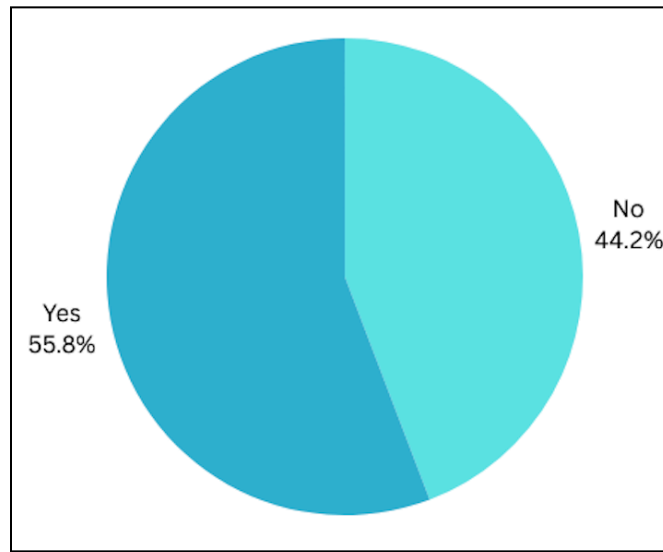


Fig 18 - Have participants ever switched brands due to the influence of celebrity and influencers

From the result, it is evident that celebrity endorsements highly influence consumer behavior and choices as the majority of participants have switched brands due to the influence of celebrity and influencers. It suggests that customers are highly susceptible to celebrity endorsements and are willing to change their usual brand preferences and purchasing behavior based on celebrity associations, highlighting the power of celebrity culture in driving consumer trends. Though in minority, a significant section of the population also showed resistance to the celebrity endorsement and are loyal to their own choices and brand preferences, highlighting the fact that brand loyalty still holds an important position among consumer behavior.

To get relevant information about celebrity influence on the purchasing behavior of an individual in relation to fashion and whether there is a correlation between them and to know more about consumer behavior and their spending habits within the fashion industry, and we asked the participants how much they usually spend per shopping trip on fashion apparel (Question-12, Annexure).

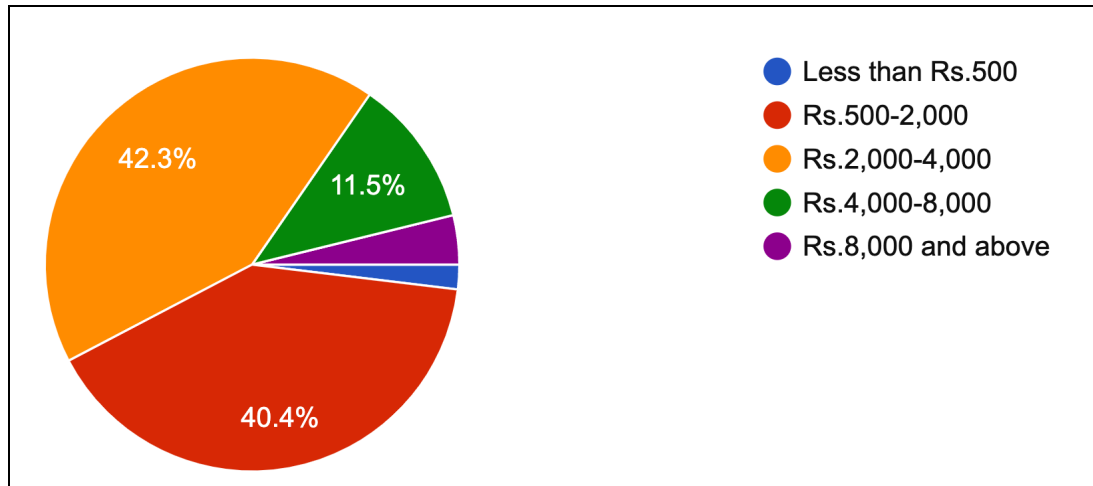


Fig 19 - How much a participant usually spend per shopping trip

From the result, it is evident that the majority of the participants spend in the range of ₹2000 to ₹4000, followed by the participants who spend in the range of ₹500 to ₹2000. This shows that the consumers are willing to spend a moderate amount of money on fashion apparels on a per shopping trip, thus, making them a part of the market segment as mid-range consumers. This proportion of mid-range consumers is also maybe due to the fact that most of our participants consist of individuals who are in the age group of 19-25, which basically represents the youth. So, it is apparent that their spending habits will be less in comparison to other individuals belonging to higher age groups. There is also a segment of population that prefers spending above ₹4000, which reflects the aspirational buying behavior influenced by celebrity culture. This also reflects varying levels of market segmentation and the opportunities associated within the fashion industry. This distribution of spending habits also reflects different levels of consumer preferences and their brand loyalty.

4.3.1 Celebrities Influence on Consumer Shopping Behavior:

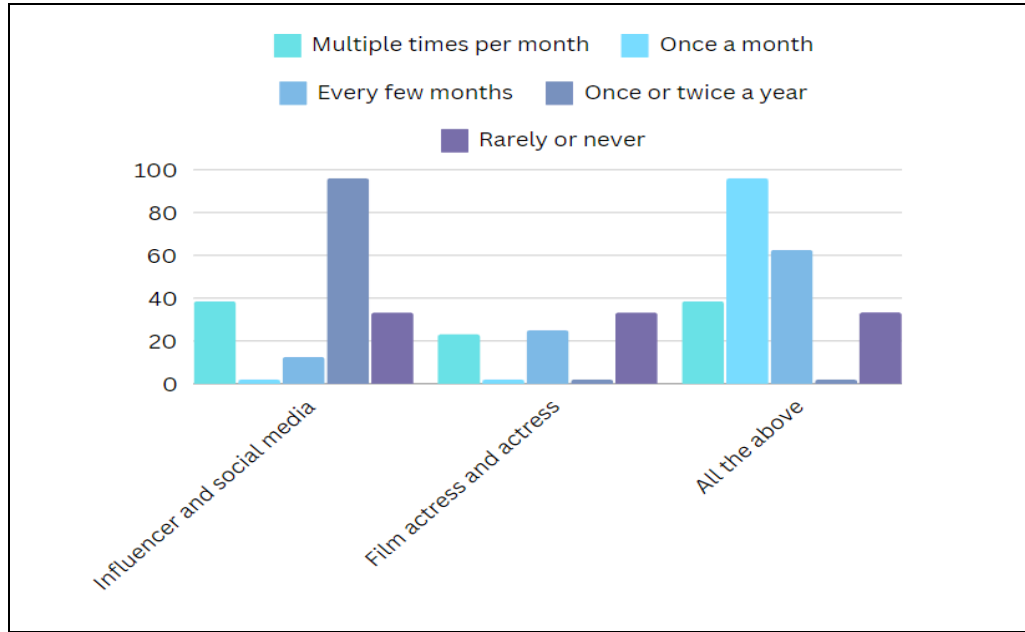


Fig 20- frequency of shopping influenced by celebrity

There is a high percentage of people influenced by social media shops once or twice a year which suggests that their impact may not translate to frequent shopping behavior, but they have a strong impact.

People who are influenced by all kinds of celebrities, including social media and film actors, shop multiple times per month at a rate of 38% which is similar to the percentage of people influenced by social media celebrities, which shows that the frequency of shopping multiple times per month among consumers are similar regardless of celebrity.

4.3.2 Financial Influence of Celebrities in Fashion Industry:

In this part, we analyze what category of celebrities most influence the spending habits of an individual. This is important to understand because it provides insights for fashion brands and their marketing teams, to tailor their marketing strategies and involve those categories of consumers and collaborate with them for brand endorsements and advertising.

Analysis:



Fig 21- Influence of celebrities on purchasing power

- a) Influencer and social media celebrities - generally, most people are influenced by social media influencers' purchases within the range of 500-2,000, and none of them shops with less than 500; this suggests that fashion style is still prevalent for them that's why Rs 500 is lower limits but as fashion due to social media is rapidly changing that's why most of them shop within 2,000-8,000 depending on financial status and none of them shop above Rs 8,000.
- b) The result for film actresses and actors here is surprising because, with respect to purchasing power, people are distributed from less than Rs 500 to Rs 8000 and above, which suggests that all kinds of people are influenced by traditional celebrities.

Around 50% of people shop for Rs 8,000 or more, which suggests that these kinds of fashion items can be branded as long-term fashions.

- c) People who shop less than 500 Rs, are the ones who most likely don't have any particular interest in the fashion world.

d) People influenced by social media influencers don't shop above 8,000, whereas people influenced by traditional celebrities tend to shop above 8,000; this suggests that influencers increase fashion influence, but within some Rs 2,000 - 8,000 to tackle premium fashion stuff can be impactful through film celebrities only.

4.4 Digital Evolution and Its Implications for Future Industry Trends

This problem statement deals with the ways in which fashion brands and fashion designers are going to interact with the people in order to promote their fashion stuff. There are three sub themes of the above theme which are:

1. Social Media Influence on Fashion Trends: Current Exposure and Future Impact
2. Shopping Frequency and Likelihood of Purchasing Clothing through Virtual Try-on experience
3. Consumer Preference : Sustainable Fashion Products or Celebrity Endorsed Fashion Products

The digital age refers to the modern era characterized by the widespread use and reliance on digital technologies, especially computers, smartphones, the internet, and social media, to create, store, and exchange information. Since we all live in the technological hold which keeps evolving day by day rapidly, it becomes necessary for people and fashion brands to be aware about the potential future trends in the fashion industry. So, for the analysis purpose, we pick 7 questions for our survey.

The 20th question of our annexure is “ In your opinion, how do you foresee social media continuing to influence industry fashion trends in the future?”, which tells us the relevance of social media in future fashion.

Question 14 of Annexure, “Which digital platforms(social media, VR, AR, etc) do you believe will have the most significant influence on future fashion trends?” This question helps us to tell which digital platforms are going to be most influential in fashion. This data helps fashion brands to choose which digital platforms they should pick for the future.

Question 15 of annexure, “How likely are you to purchase clothing items through virtual try-on experiences in the future?” tells us whether the concept of virtual try-ons in the future really has some potential or is it just a buzzword in today’s time.

If we talk about the future, then our discussion will remain incomplete without AI, our next question (16 of annexure), “Will you accept AI recommendations for your fashion-related choices?”, tells us that if people believe in AI for fashion choices in future, our next question is a kind of extension to it, that is question 17 of annexure “Do you think the generation of artificial demands plays a crucial role in the future's fashion industry?” This question helps us in knowing common people's physiology, i.e does people purchase fashion related stuff due to FOMO (fear of missing out) which is created maybe by fashion brands by creating artificial demands.

After AI, the next major issue in future is going to be sustainability, which is covered by question 18 of our annexure. This will help us in knowing how much a fashion brand needs to be aware while making their fashion goods and at the same time managing environmental issues.

The next question of our annexure i.e question 19, “Do you think fashion companies will adopt personalized fashion in future?”, it deals with the expectation of personalized fashion offerings. This can inform brands about the potential importance of customization and personalization in future fashion strategies.

Analysis:

20) In your opinion, how do you foresee social media continuing to influence industry fashion trends in the future?

52 responses

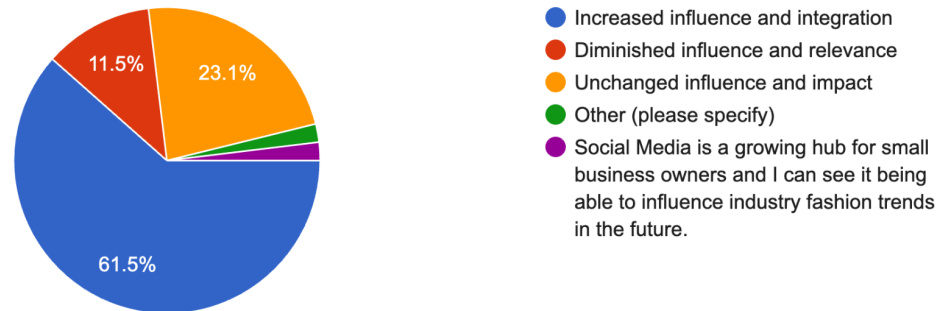


Fig 22 - Survey result(20)

From our survey results we can clearly see that people still believe that the influence of social media in fashion is going to be more prominent in future, so all fashion brands and fashion designers have to put all their attention on social media, to reach as many people as possible.

14) Which of the following digital platforms do you believe will have the most significant influence on future fashion trends?

52 responses

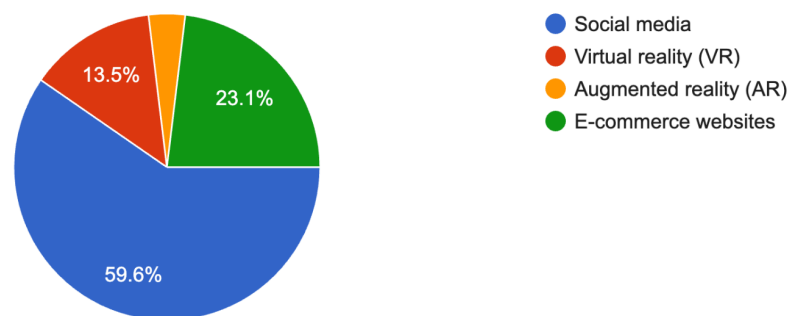


Fig 23 - Survey result(14)

This result supports our previous argument, i.e fashion brands needs to be more active on social media platforms as compared to other technologies

like AR, VR, although , these fashion brands can't neglect other digital platforms like e-commerce websites and virtual reality platforms as almost 35% people choose these platforms as their first preference for future.

15) How likely are you to purchase clothing items through virtual try-on experiences in the future?
52 responses

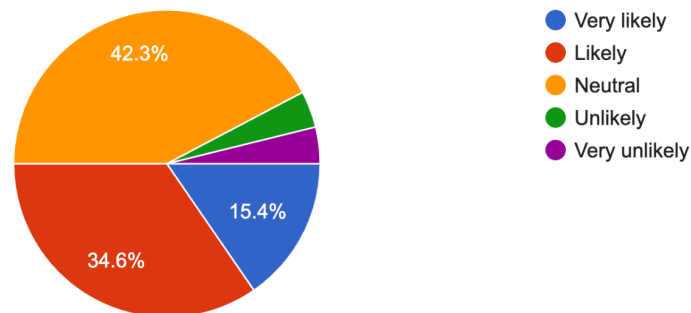


Fig 24 - Survey result(15)

So, earlier we discussed that fashion brands cant ignore e-commerce sites and virtual reality platforms, here is also an interesting finding that came out is that most of the people (around 75%), is likely to use virtual try ons for choosing their fashion stuffs, so all fashion designers and fashion brands should make sure that their products are available for virtual try ons. There is no future for them without VRs.

16) Will you accept AI recommendations for your fashion-related choices?

52 responses

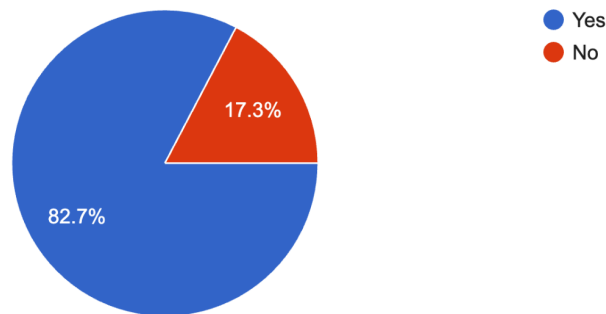


Fig 25 - Survey result(16)

Since most of the people are willing to accept the recommendations from the AI, which is a clear indicator that AI is going to play a huge role in future trends in the fashion industry. So, all fashion brands need to heavily invest in AI if they want to rule the fashion industry in future.

17) Do you think the generation of artificial demands plays a crucial role in the future's fashion industry?

52 responses

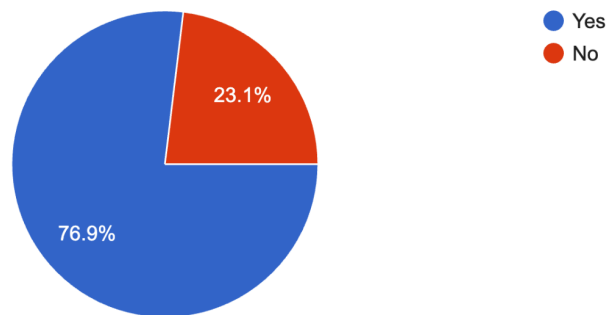


Fig 26 - Survey result(17)

Artificial demand refers to the creation or manipulation of consumer desire for a product or service through marketing strategies rather than genuine consumer interest or need. This data tells us that in future, people needs to

be aware, because with rise in technology, it's also became accessible to everyone but at the same time inseparable from us, so it's quite possible that big fashions brands may manipulate our needs and desire, which may subconsciously forces us to buy something which neither we like nor need.

18) Do you shop for clothes that promote sustainable fashion and reduce waste in the future?

52 responses

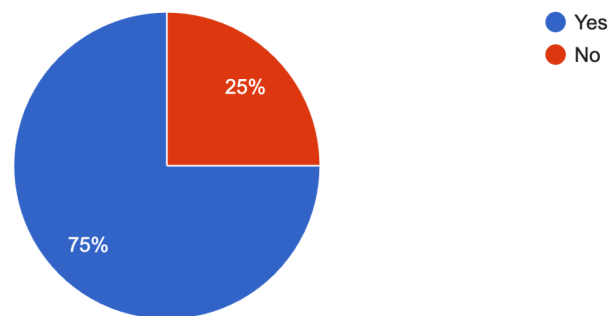


Fig 27 - Survey result(18)

Sustainability is one of the major concerns that humanity will have in future even right now we are facing an environmental crisis. From the data, it is clear that people started becoming more and more aware about environmental causes, they tend to prefer those brands or fashion items which seem to be more environmentally friendly, so all fashion brands have developed their products in an environmentally friendly manner. Also, the price of such products needs to be put down, so that all people can afford it.

19) Do you think fashion companies will adopt personalized fashion in future?

52 responses

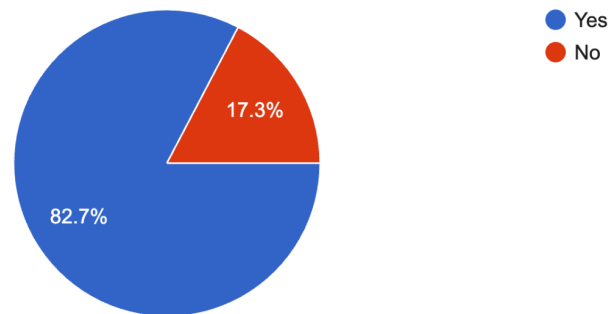


Fig 28 - Survey result(19)

From the data, it is clear that people want more personalized fashion stuff in future, which suits their needs, requirements and matches with their sense of style.

4.4.1 Social Media Influence on Fashion Trends: Current Exposure and Future Impact:

Participants who see fashion related content multiple times per month, the majority(55.17%) of them believe that social media will have an increased influence on future fashion trends. 24% of participants believe that social media influence on fashion trends will remain unchanged, while 13% believe that its impact will only decrease in the future.

Participants who see fashion content on social media a few times per month, 50% of the participants foresee increasing influence of social media on future fashion trends, while 50% of participants believe that this impact will remain unchanged.

Participants who see fashion content on social media in every few months, the majority of 80% of participants thinks increased influence and integration of social media on future fashion trends. While 10% believe diminishing impact, while the rest 10% foresee unchanged influence.

Participants who see fashion content on social media rarely or once or twice a year, majority of them thinks positive influence, while 22.2% feels that it will have an unchanged influence and 11.1% thinks negative impact.

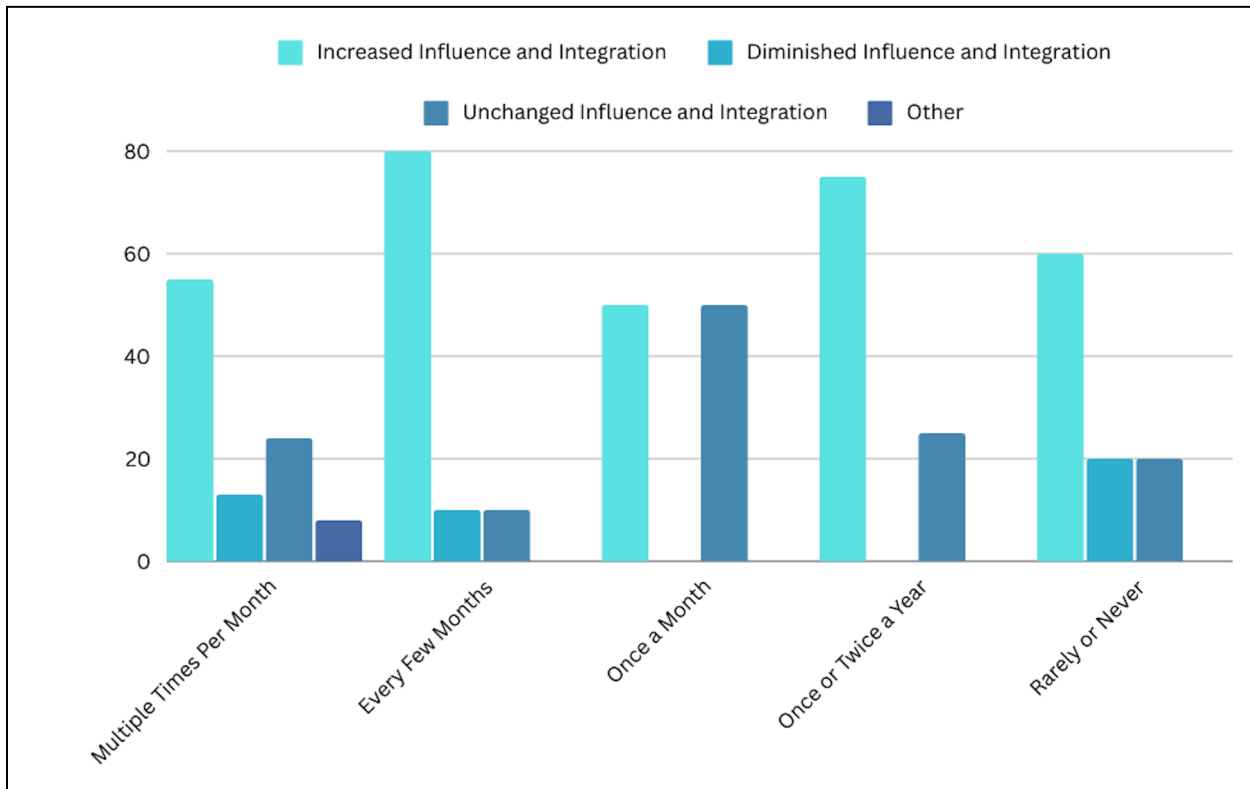


Fig 29 - Bar Graph representing the participants quantity of consumption of fashion related content on social media(x-axis) and people’s perception and belief of future influence of social media on future fashion trends(on y-axis in percentage).

Analysis:

From the collected data, we can observe a direct correlation between how often people see fashion related content in social media and the belief of people in increasing influence of social media on future fashion trends as the majority of participants consumes fashion related content on social media and they foresee increasing influence of social media on future fashion trends. However, it can also be seen from the data that across different groups of participants, it seems consistent that, though, not the majority of people, but rather small or minor groups believe that there will

be not a significant increase or decrease in social media's impact on shaping future fashion trends.

There can be many implications that can be drawn with the correlation discussed above such as :

- **Marketing and Advertising:** As the majority of participants believe that social media will play a huge role in setting fashion trends in the future. It will be fair to say that fashion brands, especially the emerging ones should strategise on the exposure of their product to the wider audience and its marketing on social media.
- **Diversity in Fashion Content:** As there are an increasing number of participants who consume fashion related-content on social media, it will be safe to say that there will be a diversification of fashion content being produced and shared.
- **Consumer Engagement and Feedback:** Social media can also be used by the fashion brands as a great way to engage as well as take feedback from the consumers and know their preferences and behavior related to the fashion apparels. This could potentially result in the faster adaptation of trends and more consumer-influenced fashion collections.
- **Oversaturation of Fashion Content:** One negative implication that could potentially occur is the over saturation of fashion related content on social media. So, there can be a possibility of an excessive amount of similar fashion related content available on the social media platforms. This could make consumers overwhelmed due to similar content on social media which can make them desensitized to any new trend or fashion apparel. Fashion brands may also find it difficult to make their product stand out and be authentic from the other competitors.

4.4.2 Shopping Frequency and Likelihood of Purchasing Clothing through Virtual Try-on experience:

With the help of our data, we found that of the participants who shop multiple times in a month, about 33% are likely to purchase their clothing apparel using virtual try-on in future. At the same time, 55% of them have a neutral opinion, while the rest 11% discarded the option for virtual try-ons.

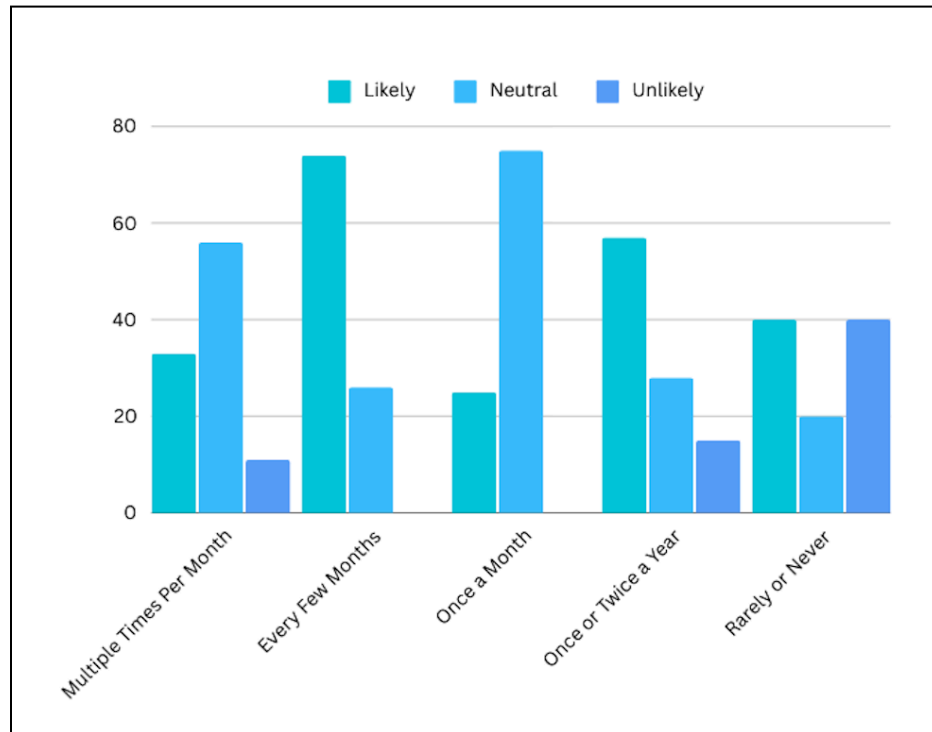


Fig 30- Bar Graph representing the frequency of people shopping for fashion apparels and the Likelihood of their

From the data collected, it is evident that the majority, who shop for fashion related items every few months, of such individuals are likely to use the option of virtual try-ons while shopping for clothes, with the proportion of 74%, 26% of the participants having neutral opinions.

From the data, it can be seen that 25% participants who shop once a month are likely to use the option of virtual try-ons, while the rest 75% of the participants have a neutral opinion.

Out of those participants who choose to shop once or twice a year, the majority(57%) of them choose to try virtual try-ons, while 28% of them choose to have a neutral opinion, and only 14% participants are unlikely to use virtual try-ons.

From the participants who rarely shop, there are about 40% individuals who are likely to use the option of virtual try-on, while 20% have a neutral opinion, and the rest 40% did not want to incorporate the option of virtual try-on.

Analysis:

The level of interest in using virtual try-on experiences in purchasing clothing or fashion-related apparels is varying among different participants. It can be seen from the data that people who shop frequently for fashion related stuff are more likely to try virtual try-ons than those who rarely or never shop as they show low interest in virtual try-on experiences as majority of them were unlikely to use them.

Overall, it seems that the frequency of shopping fashion related items is related to the likelihood of virtual try-ons.

There can be certain factors behind this correlation such as:

- **Reduce Risk:** The participants who shop more frequently, are likely to face the issue of fitting and sizing for their clothing apparels. So, they are more likely to reduce that risk by choosing virtual try-on experience.
- **Saving Time:** Participants who shop more frequently are likely to spend more time shopping. So, they can save their time with the help of virtual try-ons without needing to physically visit the store.
- **Experimentation:** Participants who shop more frequently can try a variety of fashion styles and experiment with their own fashion sense using virtual try-on experience.

- **Convenience:** People who shop more frequently may find value in convenience and efficiency in their shopping experience as virtual try-ons remove the hectic need to physically visit the store.

4.4.3 Consumer Preference : Sustainable Fashion Products or Celebrity Endorsed Fashion Products

Results:

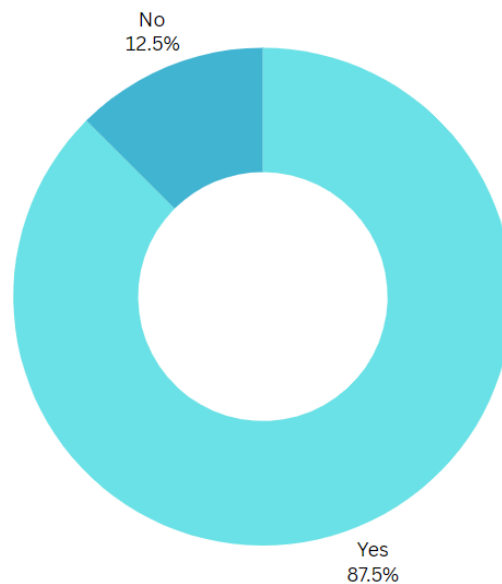


Fig 31- The response of people to Do you shop for clothes that promote sustainable fashion and reduce waste in the future..? who says “Not at all” to To what extent celebrities influence your fashion sense.

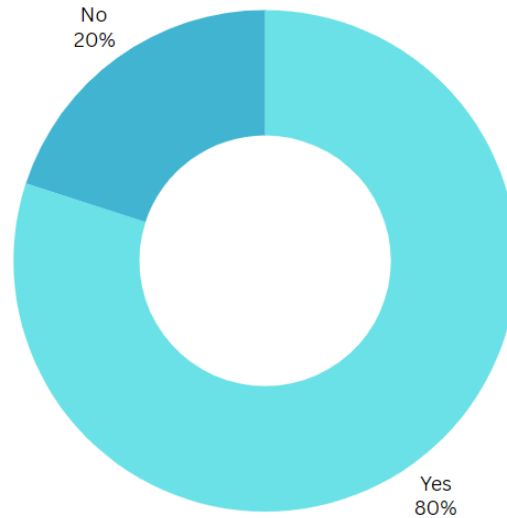


Fig 32- The response of people to Do you shop for clothes that promote sustainable fashion and reduce waste in the future..? who says “Slightly” to To what extent celebrities influence your fashion sense.

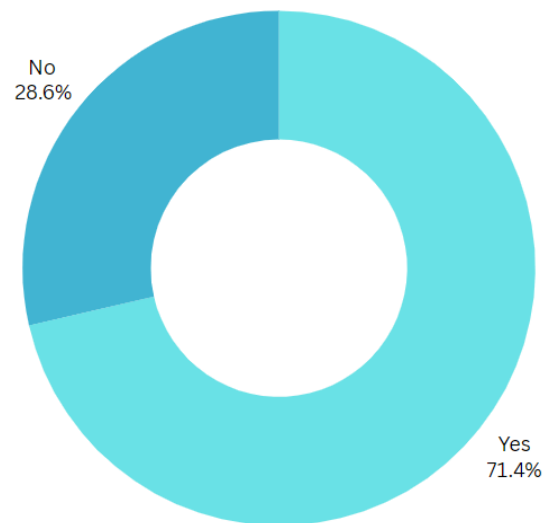


Fig 33- The response of people to Do you shop for clothes that promote sustainable fashion and reduce waste in the future..? who says “Moderately” to To what extent celebrities influence your fashion sense.

Those people who say that celebrities don't play any role in their fashion choices(voted for “not at all”), the majority of these people (87.5%) still choose to shop for clothes that promote sustainable fashion.

Among those who feel slightly influenced by celebrities, 80% also shop for sustainable fashion.

The people who are moderately influenced by celebrities, almost every 3 of 4 such persons (71.4%) like to shop for those fashion products that are environmentally friendly.

Analysis:

From the result it is clear that people choose sustainable products over celebrities endorsed products, it is a clear indicator to all fashion brands that they need to make their products environmentally friendly in order to expand their reach in future. Also, we need to remember the fact that people still get influenced by celebrities, so ignoring them may have a negative effect on the fashion brands, so in order to stand out in the market, companies should endorse their products with celebrities but the product should be environmentally friendly. These companies need to creatively innovate their fashion products to make it sustainable with the environment.

Chapter 5

Conclusion:

In our study, we delve deep into the intricate relationship between celebrity culture, fashion trends and consumer behavior. Our study explored several key aspects and provided some proper insights about the dynamic landscape of fashion consumption. Firstly, it was revealed that the influence of celebrity culture is prominent within fashion as it was acknowledged by the majority of participants. The celebrities does not include only traditional celebrities but it consists of modern-day celebrities as well. Apart from the majority, there was still a section of the population that showed resistance to celebrity influence on their fashion choices, emphasizing the individuality and uniqueness of identity in fashion. One of the important findings from our study regarding consumer behavior was that the majority of the participants who were inspired by celebrities for their fashion choices, constituted the mid-range segment, with some aspirational buying behavior influenced by celebrity culture. Overall, the first part of our study explored the complex dynamics between celebrities, fashion trends and consumer preferences, informing strategies for stakeholders in the fashion industry.

Furthermore, our study also shed light on the future of the fashion world. Our analysis clearly shows that the future of the fashion world is going to be completely different from today and all people around the world and all the fashion brands too, need to adapt to these changes. First of all, all these fashion brands have to make sure to have a strong presence on digital technologies like social media, virtual reality and augmented reality with paying additional attention to social media. They should invest heavily in new technologies like AI and creating a system for virtual try-ons in a sustainable manner. Also, in future many people are preferring personalized fashion, so the fashion brands should also avoid bad marketing practices like generating artificial demands for any fashion products as they can harm their own businesses in the long run.

About our ML Model:

To get the estimated money of the individual that he/she is going to spend per shopping trip, it is essential to know their shopping frequency, so the first question is, “Enter the frequency of how you shop per month”.

Analyzing the relationship between individual and celebrity influence, the question is, “Do you specifically look for fashion stuff that is endorsed or advertised by celebrities?”, “To what extent do celebrities influence your fashion sense?”, and “Do any celebrity fashion styles ever influence your clothing choices while shopping?”. There are a variety of platforms that shape consumer preferences and drive trends within the fashion industry. Presently, social media is the dominant force. Still, to analyze the future landscape of digital platforms, e.g. AR, VR, etc the next question ML model have asked is, “What Digital Platforms With Significant Influence On Future Fashion Trends?”. To know fashion engagements and excitement on the future landscape, we have asked, “AI recommendations for fashion-related choices in the Future?”.

Lastly, we asked the question, “What Social Media Influence Fashion Trends in the Future?”

Chapter 6

Limitations:

In this paper, we try to analyze in as much detail as possible about the “influence of celebrities on fashion” and “Digital Evolution and Its Implications for Future Industry Trends” but there is always a scope for improvement, so here are some limitation in our research work:

(i) Demographic of the people: In our research, we collected our most of the data from the students of IIIT-Delhi, so first of all, most of the participants are students who usually have less spending capacity and they are from IIIT-Delhi collage, so it's not accurate to generalized this research to people of all age groups and other geographical locations.

(ii) Upgradation in technology: While predicting the future trends in fashion industry, we made our predictions on the basis of current technologies like social media and virtual reality(VR), if any new technology emerges suddenly in near future which is completely different from what we have today, our research may not be able follow accurately.

(iii) Existing biases: The persons who participated in our survey or data collection process, may have some preconceived notions and biases which can affect our research and result.

Chapter 7

Future Work:

During our research, we meticulously collected and analyzed data in a robust manner using statistical tools. Our next objective is to leverage this data and our analytical findings to construct comprehensive datasets. Subsequently, we plan to use these datasets to train machine learning models that can predict outcomes more accurately based on selected parameters tailored to user needs. Additionally, our research work can be useful for the fashion designers and fashion brands to know their customer profile in detail, which can help them to perform their business operations more efficiently and profitably.

References:

1. Definitions of “Fashion”, “Digital Age”, “Celebrity” are taken from Cambridge University, Oxford University, Britannica.

Warner, Helen. (2014) 2014. Fashion on Television. 1st ed. Bloomsbury Publishing.

<https://www.perlego.com/book/875269/fashion-on-television-identity-and-celebrity-culture-pdf>.

3. Stefan Zak, Maria Hasprova. (2020) “The role of influencers in the consumer decision-making process”. The 19th International Scientific Conference Globalization and its Socio-Economic Consequences 2019 – Sustainability in the Global-Knowledge Economy. 74, 2020 : 7

(https://www.shs-conferences.org/articles/shsconf/pdf/2020/02/shsconf_glob2020_03014.pdf) (to be analyzed in detail)

4. Read more at:

http://timesofindia.indiatimes.com/articleshow/105355395.cms?utm_source=contentofinterest&utm_medium=text&utm_campaign=cppstAR and social media influence beauty and fashion purchases in India

(<https://timesofindia.indiatimes.com/gadgets-news/social-media-amplifies-ar-influence-on-beauty-and-fashion-purchases-in-india-study/articleshow/105355395.cms>)

5. Miller, Daniel, Elisabetta Costa, Nell Haynes, Tom McDonald, Razvan Nicolescu, Jolynna Sinanan, Juliano Spyer, Shriram Venkatraman, and Xinyuan Wang. "What Is Social Media?" In *How the World Changed Social Media*, 1st ed., 1:1–8. UCL Press, 2016.

<https://doi.org/10.2307/j.ctt1g69z35.8>.What is social media?

(<https://www.jstor.org/stable/j.ctt1g69z35.8>)

6.The role of social media on Fashion

(<https://apparelmagic.com/the-role-of-social-media-in-todays-fashion-business-landscape/#:~:text=It%20not%20only%20facilitates%20the,between%20fashion%20brands%20and%20consumers>)

7. Ahmad, Nawaz and Salman, Atif and Ashiq, Rubab, The Impact of Social Media on Fashion Industry: Empirical Investigation from Karachiites (April 30, 2015). *Journal of Resources Development and Management*, Vol. 7, 2015: ISSN 2422-8397, Available at SSRN:

<https://ssrn.com/abstract=2603275>

8. Shafiq, Muhammad & Shahzad, Hamid & Imran Khan, Muhammad. (2014). The Relationship of Social Media with Fashion Consciousness and Consumer Buying Behavior. *Journal of Management Info.* 1. 12-20. 10.31580/jmi.v2i1.4.

9. Nouri, Melody, "The Power of Influence: Traditional Celebrity vs Social Media Influencer" (2018). *Pop Culture Intersections*. 32.

10. Simon Kemp "5 BILLION SOCIAL MEDIA USERS". *Datareportal*.

11. Christoph Kastenholz “Gen Z And The Rise Of Social Commerce”.
FORBES

Annexure:

Survey Questions

- 1) How frequently do you shop for fashion items?
 - A) Multiple times per month
 - B) Once a month
 - C) Every few months
 - D) Once or twice a year
 - E) Rarely or never

- 2) Where do you primarily stay updated on fashion trends?
 - A) Social media platforms (e.g., Instagram, YouTube)
 - B) Fashion magazines and websites
 - C) Influencers and celebrities
 - D) Fashion shows and events
 - E) Street style and local fashion scenes

- 3) For purchasing fashion-related items, do you prefer online shopping or in-store shopping?
 - Online Shopping
 - In-store Shopping
 - Both Equally
 - Depends on the item

- 4) How often do you see fashion-related content on social media?
 - A) Multiple times per month
 - B) Once a month
 - C) Every few months
 - D) Once or twice a year
 - E) Rarely or never

- 5) How much impact do online ratings and reviews have on you while shopping...?
 - a) Very likely
 - b) Likely
 - c) Neutral
 - d) Unlikely
 - e) Very unlikely

6) What factors influence your decision to adopt or ignore a fashion trend promoted on social media?

- Celebrity endorsements
- Personal style preferences
- Affordability and accessibility
- Peer influence or social validation
- Brand reputation or ethos
- Other (please specify)

Title 1

7) Do any celebrity fashion styles ever influence your clothing choices while shopping?

- Yes
- No
- Maybe
- Not Sure

8) From which category of people you influenced most of the time, to buy fashion related stuff?

- A) Film actor/actress
- B) Music artist and stage performer
- C) Athletes.
- E) Influencers and social media personalities.
- All the above

9) Is the influence of celebrities on fashion styles more than that of fashion designers?

- Yes
- No
- Maybe
- Not Sure

10) Do you specifically look for fashion stuff that are endorsed or advertised by celebrities?

- Yes
- No

11) Have you ever switched fashion brands due to the influence of celebrities?

- Yes
- No

12) How much can you spend on fashion apparel per shopping trip?

Less than Rs.500
Rs.500-2,000
Rs.2,000-4,000
Rs.4,000-8,000
Rs.8,000 and above

13) To what extent do celebrities influence your fashion sense?

Not at all
Slightly
Moderately
Significantly
Exclusively

Title 2

14) Which of the following digital platforms do you believe will have the most significant influence on future fashion trends?

- a) Social media
- b) Virtual reality (VR)
- c) Augmented reality (AR)
- d) E-commerce websites
- e) Other (please specify)"

15) How likely are you to purchase clothing items through virtual try-on experiences in the future?

- a) Very likely
- b) Likely
- c) Neutral
- d) Unlikely
- e) Very unlikely

16) Will you accept AI recommendations for your fashion-related choices?

Yes
No

17) Do you think the generation of artificial demands plays a crucial role in the future's fashion industry?

Yes
No

18) Do you shop for clothes that promote sustainable fashion and reduce waste in the future?

Yes

No

19) Do you think fashion companies will adopt personalized fashion in future?

Yes

No

20) In your opinion, how do you foresee social media continuing to influence industry fashion trends in the future?

Increased influence and integration

Diminished influence and relevance

Unchanged influence and impact

Other (please specify)

Some other Links:

Link of Dataset of survey: [Link](#)

Link of Dataset for ML model: [Link](#)

Link of ML model: [Link](#)