



# Influence Of Social Media On The Fashion Industry

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## ABSTRACT

The study's objective is to determine social media's influence on the fashion industry. Social media in the fashion industry refers to the use of social media platforms by fashion designers and users to promote and participate in trends. Over the past several decades, the development of social media has increased along with its usage by consumers. During COVID-19 social media has come more into the picture and created new advertising channels for fashion-oriented houses to reach their target markets. Since its surge in 2009, luxury fashion brands have used social media to build interactions between the brand and its customers to increase awareness and engagement. The emergence of influencers on social media has created a new way of advertising and maintaining customer relationships in the fashion industry. Numerous social media platforms are used to promote fashion trends, with Instagram, Pinterest and YouTube being the most popular among Generation Y and Z. The overall impact of social media in the fashion industry included the creation of online communities, direct communication between industry leaders and consumers, and criticized ideals promoted by the industry through social media.

## KEYWORDS

Social media, Social media sites, Fashion industry, Influencer, Fashion bloggers.

## INTRODUCTION

Social media has had a major impact on the fashion industry in recent years. From influencers to brands, everyone is taking advantage of the opportunities social media provides. During COVID-19 social media has come more into the picture and created new channels of advertising for fashion-oriented houses to reach their target markets. Its emergence increased in 2009 when many luxury fashion brands used social media to build interactions between the brand and its customers to increase awareness and involvement. Social media has had an enormous impact on fashion trends, changing the way we perceive, request, and purchase clothing. From Instagram influencers to YouTube bloggers, social media has provided individuals with an outlet to showcase their unique style and inspire others. Trends now shift much faster than before, as users can share, comment, purchase, and wear clothing all within a couple of minutes. This has created an entirely new landscape of fashion, where trends, styles, and designers are now asked more than ever to keep up with social media culture.

With social media playing such a large role in influencing fashion trends, it is no surprise that many brands have begun to invest heavily in social media marketing. From sponsored posts to social media campaigns, these strategies have allowed companies to capitalize on the influence social media wields over fashion trends. By using varied platforms such as YouTube and Instagram, fashion designers can reach consumers more quickly and cost-effectively to market their collections and gauge interest from customers. Consequently, fashion trends that were once determined purely by industry insiders are now largely influenced by what social media users have to say, creating a more democratic approach to the industry and allowing greater consumer

choice in what they wear. Social media has become a critical element for various types of fashion influence. Social media has altered how the fashion industry operates by giving people a public forum to discuss and advertise fashion trends. Customers now have an easier time locating brands and fashions that suit their unique preferences and values due to the shift towards more consumer choice. Social media has therefore made it possible for customers to interact with the fashion business more and create unique lifestyles.

Media is a two-way interactive digitally mediated platform that forms the sharing or exchanging of information, ideas, and other forms of virtual communication and network. Some of the most popular social media platforms are Facebook, Instagram, Twitter, LinkedIn, etc. The business world has become more and more dependent on these platforms for proliferation and profits. Social media plays a vital role in marketing campaigns for companies. The social media platform is not only for advertisement, but it also helps companies create customer relations and get feedback, (Sayani Saha, Prakriti Saha, 2021). The current prevailing trend is for the fashion industry to embrace blogging because it is determining, changing and revolutionizing the media industry and its operation. The fashion Industry is now becoming more and more easily accessible to the general public all thanks to social media which has massively grown in recent years. Social media has become one of the most popular fashionable tools which creates a link between brand and the consumer. This link not only gives a boost to the purchase intent but also increases oral communication. In addition to this social media can be very helpful in projecting the brands' image in the minds of well-informed and conscious consumers, (Nawaz Ahmad, Atif Salman, and Rubab Ashiq, 2015). 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.

## METHODS ADAPTED IN THE STUDY

The study adopted a desktop methodology. Desk research refers to secondary data or that which can be collected without fieldwork. Desk research is involved in collecting data from existing resources hence it is often considered a low-cost technique as compared to field research, as the main cost is involved in executive's time, telephone charges, and directories. Thus, the study relied on already published studies, reports, and statistics. This secondary data was easily accessed through online journals and libraries.

1. **Identifying key social media platforms:** Instagram, YouTube, and Pinterest have had a profound influence on the fashion industry, reshaping various aspects including trends, marketing, and consumer behaviour.
2. **DIY and Personalization:** Pinterest is not just about following trends but also about personalization and individual expression. Users can create boards and pins based on their personal style preferences, allowing them to curate their own fashion collections and DIY projects. This aspect of Pinterest encourages creativity and empowers users to express themselves through their fashion choices. YouTube and Instagram is a hub for fashion tutorials and do-it-yourself (DIY) videos. Viewers can learn how to style outfits, apply makeup, and create accessories, empowering them to experiment with their style.
3. **Inspiration and Trend Discovery:** These serve as a platform for users to discover new fashion trends, styles, and outfit ideas. Users can browse through countless images, curated boards, and pins created by other users, fashion influencers, and brands. This exposure to diverse styles and trends helps users stay updated on the latest fashion movements. Instagram has become a hub for trendsetters, influencers, and fashion enthusiasts to share their styles and discoveries. Fashion influencers with large followings often set trends by showcasing new styles, outfits, and brands to their followers, leading to the rapid dissemination of trends worldwide.
4. **Consumer Behaviour, engagement, Purchase Intent, and Feedback:** these social media platforms influence consumer behaviour by acting as a visual search engine for fashion inspiration. Users often use Pinterest to find specific items they are interested in purchasing, and the platform can drive traffic to retailers' websites. Many users utilize Pinterest for planning outfits and gathering ideas for upcoming purchases, making it a valuable tool for brands to reach potential customers. Instagram enables direct interaction between brands and consumers, providing a platform for feedback, customer service, and community building. Brands can engage with their audience in real time, respond to inquiries, address concerns, and incorporate consumer feedback into their product development and marketing strategies.

5. **Sustainability and ethical fashion:** YouTube and Instagram creators often discuss topics related to sustainability, ethical fashion, and conscious consumerism. These conversations raise awareness about environmental and social issues within the fashion industry and encourage viewers to make more informed purchasing decisions.
6. **Accessibility and Democratization of Fashion:** These platforms have democratized the fashion industry by providing a platform for emerging designers, models, and stylists to gain exposure without the need for traditional gatekeepers like fashion magazines or agencies. This has allowed for greater diversity and inclusivity in the industry. YouTube and Instagram have made fashion more accessible to a wider audience. Anyone with a camera and internet connection can share their personal style, tips, and insights, democratizing fashion in a way that traditional media couldn't.
7. **Direct-to-Consumer Marketing:** Fashion brands leverage Instagram as a powerful marketing tool to reach their target audience directly. They can showcase their products, engage with customers through comments and direct messages, and even sell directly through the platform using features like Instagram Shopping.
8. **Influencer Marketing:** Instagram and YouTube influencers have become key players in fashion marketing. Brands collaborate with influencers to promote their products to their followers, often resulting in increased brand visibility, credibility, and sales. Fashion influencers on YouTube have become powerful tastemakers, shaping trends and driving sales through sponsored content and affiliate marketing. Brands leverage influencer partnerships to reach niche audiences and increase brand awareness. Pinterest has become a popular platform for fashion influencers to share their style and collaborate with brands. Influencers often curate boards featuring their favourite products or outfit ideas, which can help drive traffic and sales for brands. Collaborating with influencers on Pinterest can also help brands reach new audiences and strengthen their online presence.
9. **Brand Exposure and Engagement:** Fashion brands and designers use these platforms to showcase their collections, promote their products, and engage with their audience. By creating visually appealing content and leveraging Pinterest's features such as Rich Pins and promoted pins, brands can increase their visibility and attract more followers. Pinterest also provides analytics tools that allow brands to track the performance of their content and understand their audience better. YouTube and Instagram foster a sense of community among fashion enthusiasts, allowing viewers to engage with content creators, share their opinions, and seek advice. This two-way communication facilitates feedback loops that can influence product development and marketing strategies for fashion brands.
10. **Fashion documentaries and behind-the-scenes content:** YouTube hosts a variety of fashion documentaries, runway shows, and behind-the-scenes content from fashion events around the world. This content offers insights into the creative process, craftsmanship, and business side of the fashion industry.
11. **Fashion hauls and reviews:** Many fashion YouTubers and Instagram influencers create content centered around clothing hauls and reviews. These videos provide real-life perspectives on clothing brands and styles, influencing consumer purchasing decisions and trends.
12. **Fashion collaborations and sponsorships:** Fashion brands often collaborate with popular YouTubers and influencers for sponsored content, product placements, and brand partnerships. These collaborations help brands reach new audiences and promote their products in an authentic, engaging way.
13. **Real-Time Fashion Shows:** Fashion brands now live-stream runway shows and events on Instagram and YouTube, allowing followers from around the world to experience the latest collections in real time. This has made fashion more accessible to a global audience.



**Literature Review:** In this project, the literature reviews are related to the topic of social media and social media's

impact on the fashion industry.

1. This project aims to explore the influence of social media on fashion businesses. The project pointed out that the emergence of social media has changed the fashion industry. Based on the project questionnaire responses it concluded that the fashion industry is dynamic in nature so social media is a good promotional tool and cheaper also. (Nawaz Ahmad, Atif Salman, Rubab Ashiq, 2015).
2. It has deep potential as a customer-service channel for retailers". The immediate reaction and discussion that social media allows and encourages creates a trusting relationship between consumers and designers. This online networking is granting the world an unprecedented level of access to fashion gurus. (Binkley social media has a "marketing promise is obvious for business, 2010).
3. The objective of the project is to suggest social media as a marketing strategy to handle a market loss of luxury fashion brands. It has taken into consideration the financial crisis of 2008, where retailers had to convince consumers to fashion brands. To solve this matter, the industry has taken social media marketing as its new strategy. (The Impact of Social Media on the Fashion Industry, Iris Mohr, 2013).
4. Social media sites empower designers and publications with the ability to identify and capitalize on "what's hot and rising trends in advance of market saturation can make all the difference to a fashion brand or retailer's margin". (DiMauro, 2011).
5. This project aims at the usage of social media in the fashion industry. The centre of attention is understanding how fashion companies are focused on social media to target their audience and make a profit. This project also finds the relationship brands are creating with their consumers with the help of social media. (The Effects of Social Media on the Fashion Retail Industry, Laura Elizabeth, 2011).
6. found that "public relations professionals felt that social media create a platform for open dialogue with publics that encouraged interaction and raised unexpected topics that helped strengthen the relationship." (In the articles in the Public Relations Review, DiStaso, 2012).
7. This research states that to gain popularity the fashion industry needs top models with new faces. New faces or models are often criticized due to a lot of reasons, so they pointed out that in the Instagram generation, people don't criticize their models so much. Therefore, it is stated in the project that there is a success for fashion models in the style of Instagram. (Style in the Age of Instagram, Jaehyuk Park, Giovanni Luca Ciampaglia, Emilio Ferrara, 2015).
8. According to this study, social media has changed the marketplace. The paper points out the features, and effects of social media. The research paper proposes two types of social media marketing strategy- The passive approach, where social media is used as a customer's voice. The active approach, where social media is used as a direct marketing strategy. (Foundations of Social Media Marketing - Procedia- social behavioural science - By- Efthimios Constantinides).

## FINDINGS OF THE STUDY

The social media and fashion industry are highly interdependent. Moreover, social media and the fashion industry have a significant relationship which means if there is an increase in social media by 1% it will lead to an increase in the fashion Industry by 20.6 %. Nawaz Ahmad, Atif Salman, Rubab Ashiq, (2015).

With the use of social media people are connecting with brands on a personal level which in turn is affecting the fashion retail industry in many ways by providing a platform to interact with their consumers and promote their products. The relationship that social media creates between brands and consumers is essential for brands to drive sales in the future. Moreover, the use of social media over the recent years across all demographic groups has dramatically increased. The data collected from the subject survey suggests that the brands should continue to utilize creative online marketing strategies to engage consumers directly and more personally with the fashion brands. Laura Elizabeth (2011).

Facebook is the most used social media followed by Instagram, YouTube, Snapchat, and Twitter. So, businesses should make their social media strategy keeping in mind that in which social media pages they have

more followers, and they should be more active on those platforms if they don't, they can lose their existing as well as new customers. Sayani Saha, Prakriti Saha (2021).

The author can suggest to business actors to be more up to date regarding social media with the live streaming feature. Based on this research and several other studies, it has been proven that live streaming has a strong and significant influence on consumers' buying interest in clothing products, cosmetics and even services. Listra Jesika Pongratte, Jingli Liu, Monica Dita Pravita Widya Putri, Adouko Paulin (2023).

The majority of people who use social media to connect with retail brands do so in order to receive promotions from that brand. However, by connecting with a brand through social media they are building a new type of relationship that brands have never been able to form with consumers before. Along with this new type of relationship, a new type of online community is born and embraced by those who share a common interest in the brand. Laura Elizabeth Dorado, Elon University, (2011).

Today bloggers are an influential feature of the fashion world, providing space for reviews and marketing. Luxury brand accounts on social networks register the presence of a brand also facilitating value and public relation building. Trends found that social media and the fashion industry are highly interdependent while the combination of these two elements have brought a new phenomenon into existence. Zainab Shafaat, Afsheen, Masood Farzana Kishwar.

Influencers are an important part of customers' buying decisions. Insta bloggers and YouTubers are seen as a credible source of information and consumers find them trustworthy. They rely on their reviews and post pictures and videos with marked brands. Bianka Młodkowska, (2019).

## CONCLUSION

Over the last decade, social media has become an effective marketing tool, it has not only created a new dimension of marketing but has also provided many opportunities to marketers to create brand awareness among consumers. It is now considered the most transparent, engaging, and interactive form of public relations. The fashion industry is using social media to study trends and anticipate fashion behaviours. It is embracing social media which has enabled it to emerge in the forefront as a phenomenon. The power and influence of social media on the fashion industry is undeniable. In the 25<sup>th</sup> Century, the presence of fashion designers on social networking websites is of extreme importance. The designers and brands who realize the true worth of social media are the ones who have a massive fan following.

Not only this but now fashion bloggers have a key role to play in the industry. They are thought leaders and have a voice in the industry. The brands are relying upon fashion bloggers for feedback on their products and they are serving as a link between target consumers and the brands. Blogs give a chance to the designer to get feedback on their collections. Blogging has created a new muse by providing an opportunity to the consumers to connect with the brands they love and adore. Initially, the print media was predominating and powerful but now the power has shifted to the consumers and what according to them is reliable. If they think bloggers are reliable then it is also considered to be powerful. Today bloggers are an influential feature of the fashion world, providing space for reviews and marketing. Luxury brand accounts on social networks register the presence of a brand also facilitating value and public relation building. Trends was found that social media and the fashion industry are highly interdependent on each other while combination of these two elements have brought a new phenomenon into existence.

The current prevailing trend is for the fashion industry to embrace blogging because it is determining, changing, and revolutionizing the media industry and its operation. The fashion Industry is now becoming more and more easily accessible to the public all thanks to social media which has massively grown in recent years. Undoubtedly, social media is the hottest trend in fashion in today's world and we have every reason to believe in the power and impact of social media.

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