



Impact of social media on fashion trends

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Abstract:-

Let's look at this and try to analyze the effect of social media on present day style traits as social media is getting very a whole lot in and in the beyond decade a first rate improvement has been witnessed. Businesses are the usage of social media as a promotional tool. The style enterprise is one of the companies wherein common modifications arise and social media is the maximum handy and cost-effective imply to communicate. Based on comfort a pattern of a hundred respondents turned into selected. Results indicated that student's fall beneath the age 18-24 is the usage of social networking websites profusely. The majority of the scholars have records what style blogs are supplying at the present's day traits and fifty-seven percentage of the populace will purchase style clothes via social networking web sites. Among a hundred respondents maximum of the populace will spend extra than 2 and 1/2 of hours on social networking websites and that they said that they'll discover the up-to-date style associated records on social networking websites. So there's an effect at the present day style traits amongst youth.

INTRODUCTION:-

Humans are evidently very social beings and the manner we talk is a important issue of our lives. More importantly, speaking over lengthy distances is something that humans as soon as struggled with, however thank you to latest advances in technology, it's far a good deal less difficult for us today.

Telegraphs, radio, and phones made a dramatic distinction in how facts may be conveyed. The non-stop look for the modern approaches of verbal exchange leads us to the improvement of various social media.

Social media is the interplay amongst humans wherein they create, proportion or change data and thoughts in digital groups and networks, Social media relies upon on cellular and web-primarily based totally technology to create incredibly interactive structures via which people and groups proportion, create, discuss, and regulate user-generated content The extended use of the Internet as a brand new device in conversation

has modified the manner humans interact. This new conversation fashion takes place via the use of social networking sites. Over the final decade, social media has emerge as an powerful advertising tool. Social media is a compilation of online structures and verbal exchange channels which are utilized by humans to percentage records, profiles, assumptions, observations, apprehension, and media itself; it allows verbal exchange and interactions among one-of-a-kind businesses of humans from all throughout the sector.

OBJECTIVE OF THE STUDY:-

The Objective of the study is to determine the impact of social media on current fashion trends. This study determines the impact of social media on current fashion trends. To find out in what aspects and how much people influenced by the social media.

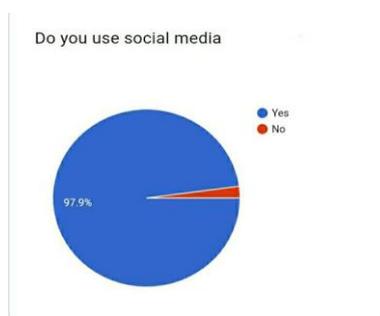
METHODOLOGY :-

In this study questionnaire data has used through Google forms. Almost data is collected from the youngsters. Students are considered the most appropriate sample for e-commerce studies, particularly in the social media context.

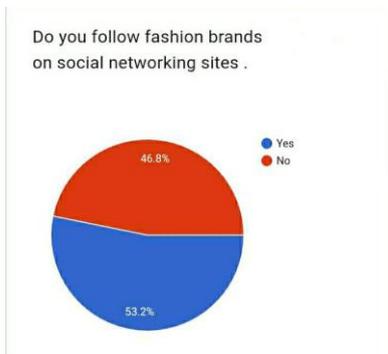
LITERATURE REVIEW

Social media make a great influence on people. It has many side effects but it have many benefits too. This research shows the impact of social media on current fashion trends. At first this paper shows introduction of social media and it's new technology. And difference between earlier one and current one social media. Furthermore, it mention objectives of research paper it shows the impact of social media on current fashion trends. This research paper explore the accurate data of influenced people.

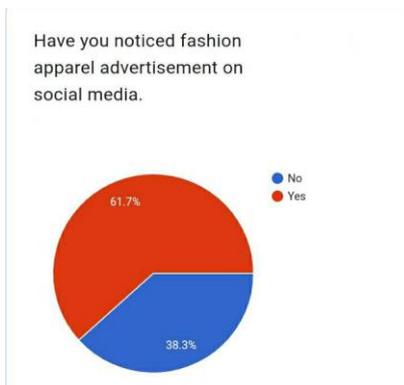
Measurement Tool Used:



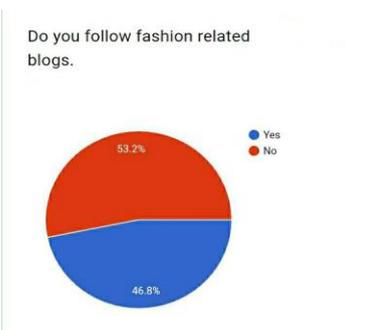
Today's, human are mostly depend on social media. 97.9% people use social media. This much crowd are influenced and follow the new trends of social media.



53.2% people are following fashion brand on social networking sites and change their life style according trend.

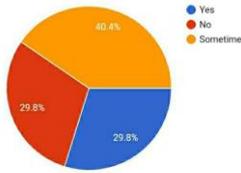


Social media is biggest tool for the business advertisement. Merchant use social media to advertise their product and 61.7% people are agree on it.



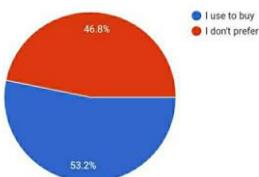
53.2% people follow fashion related blogs on social media. Business blog make page on website and write or share the fashion related information trends garments information on it and attract the consumer

Do you trust fashion related information you obtain from social media.



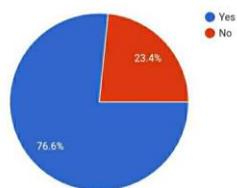
Social media content many things related fashion trend. Many people trust and attract to that fashion trend. 40.4% people trust on that information sometime, 29.8% follow & 29.8% people not trust on it.

Do you buy fashion garments through social networking sites.



Merchant advertise their brand on social media to expand their business. 52.2% people buy their garments through social networking sites and 46.8% avoid to buy.

Do you think people are more influenced by social media.



76.6% people says Yes and 23.4% Says No

Collection of Data:-

The study determine the accurate data of the people are influenced by social media trend. We gather some information. Our first question to the people through online survey. It shows that 97.9% people use social media. And they do follow fashion brands on social networking sites. people change their living style according to social media trend. On social media many short videos are their of nail art, hairstyle or advertisement of garments, by watching that videos people do adopt that styles and this change their behavior. Many people use social media for entertainment, learning, interacting with a people, useful for business advertisement, etc. Currently the Korean group are famous on social media. So, the people are copying and following their hairstyle trend.

Tools of Analysis:-

We are going to primary data in questionnaire method and we will collect the response of those people those who are using social media under that following fashion trend . graph displaying the frequencies of responses in the direction of facts was prepared.

CONCLUSIONS:-

In fact, Social Networking Sites are rapid rising as effective and extraordinary equipment to percentage information, shape opinions, join human beings throughout domain names and cultures, deliver participation, and notably to speak as by no means before.

This is simply the beginning. Social Networking Sites are nonetheless at a completely nascent degree and groups the world over are simply starting to apprehend the capacity of this medium to effect discourse and communication. This observe considered the effect of social networking websites and the way the social networking websites have an effect on youngsters in their style preferences. Since Social Networking Sites can offer all of the approaches and approach to increase non-public and social aspects, the younger human beings need to discover the possibilities of those websites. Social Networking Sites have an effect on the life-style of youngsters in order that the style manufacturers and style industries can make the most the gap of Social Networking Sites to sell their styles, traits amongst youngsters.

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