

## Impact of Social Media on Fashion Consciousness of Youth

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### Abstract

Social media platforms are used for sharing videos and photos it is also known as social networking sites which provides service owned by various companies. Along with the facility to upload photos and videos, one can also provide filters to the particular photos, which can be organized with the tags and information of location. The rapid change accelerated broadly in the following century and women and men's fashion also got changed, especially in the covering and adorning of the hair became similarly intricate. The objective of this study was to determine and study the usage of social media and its impact on changing fashion trends among youth. Age is an important factor that have positive relation with the brand consciousness. From the Correlation and Regression analysis we can see that the impact of social media is more among the youth aged 18-24yrs having fashion consciousness and are keen to adapt latest trends inspired from their favourite celebrity and brand.

### Key Words

Buying Behaviour, Fashion Consciousness, Social Media

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### INTRODUCTION

With 345 million youth (10-24 year-old), that includes 243 million teenagers aged 10-19 years, India has the world's largest youth population despite having a smaller population than China, a latest UN report said. The report titled 'The power of 1.8 billion', said 28 per cent of India's population is 10 to 24 year-old, that includes 243 million teenagers aged 10-19 years, adding

that the youth population is growing fastest in the poorest nations and this becomes necessary for companies to target them in order to have larger market share. India has emerged as one of the world's fastest-growing fashion markets over the past few years. It is projected to grow at 15 per cent CAGR till 2022 and become a \$102 billion market for apparel, as per a recent report by Fibre2Fashion.

Social media is interactive digitally-mediated technologies that facilitate the creation or sharing/exchange of information, ideas, career interests, and other forms of expression via virtual communities and networks. Social media platforms are used for sharing videos and photos it is also known as social networking sites which provides service owned by various companies. Along with the facility to upload photos and videos, one can also provide filters to the particular photos, which can be organized with the tags and information of location. All the above-mentioned strategies are similar for all the social media sites.

The voice of the media and internet, whether through a bright picture in a magazine, a television commercial, or a pop-up ad on the internet, is shouting loudly in a young person's life. As the media advertises to youth, in response, youth are shaping their lifestyle and values based upon these influences. Today, focus in the fashion industry has drifted toward digital media, specifically fashion blogs and social media. Both fashion blogs and social media have recently made an elitist industry more accessible and relatable to every day consumers. Fashion bloggers are encouraging a two-way symmetrical approach by opening up communication between those in the fashion industry and citizens. Fashion blogger are now using their influence to drive trends, inform the public about the latest fashion news and more.

### **Fashion**

Fashion is something which become part of our everyday lifestyle. In simple words, we can say that fashion is a term for a popular style especially in footwear, makeup, accessories, apparels etc. Fashion is something which is really volatile and is being changing since earlier times. Fashion refers to the way in which a person dresses or the style is prevailing in the environment. Fashion is often promoted by celebrities. These include popular celebrities, film stars, sports celebrities, influencers etc. People tend to follow the styles which is being adopted & promoted by these celebrities. It also refers to the latest creations of textile designs. Fashion has become a part of our lifestyle and has taken a very versatile place in our lives. Fashion has entered even in the lives of teenagers.

The type of bags they carry, the watches they wear and the way they tend to look and make themselves involve in a lot of fashion. These days fashion is becoming more important than their studies. Today's youth seems to become trendsetters. Fashion is a non-verbal way of communication which tells about our personality a lot.

### **Fashion Consciousness**

Fashion is a trending style, especially in clothing, footwear, lifestyle, accessories, makeup, hairstyle and body. Fashion is a typical and often invariable trend in the style within the public near themselves. A style can become the customary manner in behaviour or can make the latest creations of designers, technologists, engineers, and design managers. Fashion conscious can be defined as consumers who are sensitive to their physical attractiveness and image (Wan *et al.* 2001), "Fashion conscious people are highly aware of their appearance, of how they dress and of how the things they possess are the extended forms of their self-identity." (Wan *et al.* 2001, p. 272) Fashion conscious individuals were more likely to depend on luxurious fashion products to improve their appearance (Leung *et al.*, 2015).

### **Promotion of Products by the Companies on Social Media**

Castelló Martínez, A. *et al.* (2016) revealed that YouTube is considered as the most popular social networking platform for broadcasting the content followed by Facebook, twitter and Instagram. In India, companies have a positive attitude towards the power of social media channels and as a result most of them have started promoting their products on social media. Over the past few years, effective social media marketing has proven to generate quality leads for a company and has helped different brands in building relationships with their client base. Various renowned companies like BYJU'S, Flipkart, Myntra, Oreo, Kit Kat, Maggie Noodle etc. have started their campaign on various social media platforms keeping in mind the usage of social media by the youth.

## **REVIEW OF LITERATURE**

Achenreiner, G. B.; and Roedder John, D. (2003) determines the age when children use conceptual Brand Meanings to make Consumer Judgements, the brand consciousness among the teenagers and the consumption symbolism among teenagers. Sample of 202 respondents aged between 8-16 years was drawn. Results of t-test and anova showed that brands enter into picture around the age of 8 among children and they are able to think about brand as symbolic or

conceptual level at the age of 12 years. Brand consciousness is a different phenomenon among different age groups. Consciousness in younger children is likely driven by visibility and familiarity of brand name in advertisement and retail outlets. Among Older children, they are driven by what brand means and what it says about them. The study showed that children purchase many products for the image they convey rather than functional attributes they deliver.

Park, C.; and Jun, J. K. (2003) in the study titled “A Cross Cultural Comparison of Internet Buying Behaviour. Effects of Internet Usage, Perceived Risk and Innovativeness” examine the differences in Internet usage, Internet Innovations and perceived risks of internet buying and internet Buying behaviour between America and Korea and to identify a model for factors influencing internet buying behavior, explained by internet usage, perceived risk and innovativeness on cross-cultural basis. 150 Korean and 133 Americans were selected with the help of convenience sampling techniques. The results of regression stated that there was a lack of significant relationship between internet usage time and internet shopping experience in Korea. perceived risks of internet shopping was also high in the case of Korea as compared to America. Korean Internet users tend to take risks owing to the high innovativeness of the internet and IT. In the case of Koreans, higher innovativeness was there. Internet Innovativeness may not significantly affect Shopping Experience of Koreans.

Mangleburg, T. F. *et al.* (2004) examine the phenomenon of teenagers shopping with friends, whether shopping with friends enhances teens' attitude toward retailing and their tendency to spend more when shopping with friends and the reason behind why teens shop with friends. 315 respondents with the help of survey methods were selected. The results showed that friends with greater knowledge were positively related to teens susceptibility to normative and informational influence. Friends with greater knowledge was positively related with teens enjoyment of shopping with friends but statistically it was not significant. The results also showed that teens age was negatively related to teens susceptibility to normative and informational influence. Frequency of shopping with friends was also positively related to propensity to spend more.

Piacentini, M.; and Mailer, G. (2004) focused on finding how teenagers use the symbolic properties of clothes and brands and also tries to develop an understanding of why they use these goods in this way. Teenagers aged between 12-13 years and 15-17 years were selected. 38 in-depth interviews were conducted and Systematic coding via content analysis was conducted. The study showed

that clothing was necessary to be perfect as it is responsible for first impressions. Some teenagers were found to be more judgemental and they felt that clothes provide useful information about a person in one way or another. Fitting in with the peer groups is still of great importance to many respondents and clothing is used as a link between individuals and groups they wish to be accepted by. Clothing choices are clearly distinctive and reflect their social position. Public School respondents choose heavy brands in order to demonstrate their economic competence while Private School respondents maintain distance from heavy brands.

Makgosa, R.; and Mohube, K. (2007) identifies the influence of peer groups in public, private luxury goods and public, private necessity goods among young adults. 101 university students were selected with the help of convenience sampling. Exploratory factor analysis was applied. The result showed that there is insignificant effect of Normative and Informational Influence between Public products i.e. public luxury (Sunglasses) and public necessity (shoes). Normative Influence was greater in case of public luxury (sunglasses) than for private luxury (Cell Phones). Normative Influence was also higher in case of Public necessity (shoes) than for private luxury (cell phones).

Keisidou, Ellisavet *et al.* (2011) examine the consumer's attitude when making online purchases in the context of different product types. Five factors were selected i.e. Personal Innovativeness of Information Technology, Self efficacy, Perceived Security, Privacy Concerns and Product Involvement. Products that were selected for the study were Books, E-Tickets, TV Sets and Subscription. Sample size of 204 was selected. Factor analysis, Regression and Correlation analysis was used in order to interpret the results. The results showed that Consumer's attitude is affected by the nature of the product. Personal Innovativeness of Information Technology, Perceived Security and Product Involvement have an effect on the attitude towards online shopping.

Pradha, J. J. (2012) investigated to know the consumer preference of social networking websites, compare different social networking websites and their services offered, the reasons for using social networking sites by the consumers, effect of various social networking websites on different age groups and to know whether social networking sites are useful to society or not. 100 respondents were selected and questionnaires were filled from them. Findings show that students have more interest in social networking websites as compared to any other profession. Highest % of profiles are made on facebook followed by Orkut. Results showed that 51% of the respondents join social networking websites to make new friends. 98% of the respondents who are using social

networking websites are from the age group of 16-30 years.

Hutter, K *et al.* (2013) analyze how social media activities and user interactions with the brand related activities affect the perception of brands and ultimately influence the consumer purchase decision. Questionnaire was distributed to 311 respondents and Structural Equation Modeling was used in order to interpret the results. Findings showed that Engagement with the facebookfanpage is positively associated with brand awareness, word of mouth activities and purchase intentions. Annoyance with the fan page leads to negative effects in relation with overall commitment to and involvement with the fan page and word of mouth. Study also showed that the social media activities affect the purchase decision making process of the consumer.

Akbar, S.; and James, P. T. (2014) in the study titled “Consumers attitude towards online shopping: Factors influencing employees of crazy domains to shop online” examined the relationship of various factors influencing online purchase decisions. 240 respondents were selected with the help of stratified random sampling. Scores of Multiple Regression Analysis positioned various factors from highest ranking to lowest as Price, Refund, Convenience, Auction Websites, Promotion, Brand, Search Engines, Security and Online Shopping Malls. All these factors were positively related with the online purchase decision.

Ioana, E.; and Stoica, I. (2014) in the study titled “Social Media and its Impact on Consumer Behaviour ” measure the degree of consumer confidence in purchasing products online, identifying the consumer profile that purchase products from online, determining the reasons for which consumers purchase products online, consumer attitude study towards other consumer feedback from online, defining the categories of products that consumer buy online and identifying the maximum amount that consumers are willing to pay online. 116 respondents were selected randomly and univariate and bivariate analysis was used to interpret the results. The study showed that maximum buyers were from the 25-29 age group. Reason behind buying from online sites was convenience and readily delivered products at home. Study also found that consumer feedback from online was not influencing the buying behaviour of the consumers and they often read those reviews in hurry. Most purchased products through online sources was electronics followed by clothing. Moreover, the consumers spent a maximum 100 lei while purchasing products online.

Castelló Martínez, A. *et al.* (2016) identify the elements that characterize brand communication activities based on content, main channel used to disseminate the contents of the nuclear brand and the contribution made by

celebrities to brand communication in activities based on storytelling branding. The study revealed that YouTube was considered as the most popular social networking platform for broadcasting the content followed by Facebook, twitter and Instagram. In terms of media marketing, radio was the first choice of marketers to promote their brand followed by television and Social Media. In terms of content marketing, video clips were the first choice of marketers followed by web series, songs and television programmes. Some of the celebrities were active on social networking sites and they frequently talk about their brands, but still there is lack of global vision and a comprehensive strategy for the presence of celebrities.

Laksamana, P. (2018) focused on determining the impact of social media marketing on purchase intentions and brand loyalty and the impact of purchase intention on brand loyalty. Sample of 286 respondents was selected and questionnaires were filled from them. Demographic factors such as Age, gender, occupation and educational background were selected. Factor analysis and ANOVA were used to interpret the results. Findings showed that Social Media marketing has a significant impact on the purchase intention of the consumers. Social media marketing has a very strong relationship with brand loyalty. Results of Anova also showed that there is a strong relationship between brand loyalty and purchase intention.

Lim, X. J. (2019) investigates the effectiveness of social media influencers, focusing on source credibility, source attractiveness, product match-up, and meaning transfer on consumer's attitude and purchase intention. 200 respondents were selected with the help of purposive sampling technique and Structural Equation Model was used to analyse the results. Study showed that Source credibility is insignificantly related to consumer attitude and purchase intention. Source attractiveness failed to have any impact on the purchase intentions of the consumers but, there is a positive relationship between source attractiveness and attitude of the consumer. Significant relationship was found between product match-up, consumer attitude and purchase intention. There was a positive and significant relationship found between meaning transfer of social media influencers, consumer attitude and purchase intention. Positive relationship between consumer attitude and purchase intention was found when results were interpreted. Consumer attitude was proven to significantly mediate the relationship between source attractiveness, product match-up, and meaning transfer.

Anirvinna, C. *et al.* (2021) identified the factors that motivate the youth of university and colleges to do online shopping. Sample size of 434



respondents were selected with the help of Stratified Sampling Technique. Statistical Tools like Correlation, Regression, Chi-Square and ANOVA were applied. The study has selected factors like Product and CRM, Product Specification and Delivery, Product Design and Price Range, Secure Multiple Payments, Digital Media Marketing, Online Platform and Exchange Policy. The results of statistical tools showed that factors Product and CRM, Secure Multiple Payments, Digital Media Marketing and Online Platform and Exchange Policy have a positive impact on online shopping and motivate the students to do online shopping.

Painoli, A. K. et al. (2021) identified the factors influencing the buying behaviour of the youth while purchasing the product or service through digital channels by the youth. Sample of 500 respondents was selected and factor analysis technique was used for analysis. Results of factor analysis showed that consumer satisfaction, policies of the company, information and delivery benefits and additional benefits highly affect the digital marketing and buying behaviour of the youth.

Singh, A *et al.* (2021) in their study titled “Impact of social media on consumer behaviour” emphasizes the research studies on the impact of social media on consumer behaviour. The findings stated that organizations need to handle the grievances more carefully as the customer might affect the other potential buyers also. Online media and the capacity of shoppers to counsel each other have changed the brand relationship with the customers. Web based media can help in framing discernment and mentality towards a brand. Moreover, the purchasing choice model had been affected due to social media.

## **RESEARCH GAP**

Teenagers are major targets for the marketers, because companies need to build brand loyalty. Companies want people to start using their products when they are young and remain brand loyal till the end of their life. Moreover, teenagers are more techno savvy, and they often watch new products and brands mostly while using social media. Materialism is increasing among teenagers due to social media (Masood, Afsheen, 2016). They want to have possession of those goods which are eye catchy and which they consider will be beneficial for them. They either purchase these products from their own income or these goods are bought by their parents. Various researches have been conducted on adolescents as well as on adults but none of them studied the impact of social media on fashion consciousness on Youth.



## OBJECTIVE

To determine and study the usage of social media and its impact on changing fashion trends among youth.

## Hypothesis

**H<sup>0</sup>** : Age has no significant impact on the fashion consciousness of Youth

**H<sup>0</sup>** : Age has no significant impact on the usage of social media.

## SCOPE

Information has been gathered from various sources such as magazines, websites, and books and from university students. It is basically confined to Punjab only covering four districts (Amritsar, Jalandhar, Ludhiana and Patiala) because these districts lie in top six ranks of populated districts of Punjab. Further study on this topic deals with the detailed information regarding the business strategies related to social media and fashion usage such as due to usage of social media the business gets affected and with the frequency inclination the percentage in validation also gets affected.

## Sampling Method

This study acquires a non-probabilistic sampling method for examination.

## Population of Punjab Districts 2011

District	Rank	Population				Rural (%)	Urban (%)	F per 100
		Male	Female	Total	Share (%)			
Ludhiana	1	1,867,816	1,630,923	3,498,739	12.61	40.84	59.16	87
Amritsar	2	1,318,408	1,172,248	2,490,656	8.98	46.42	53.58	88
Gurdaspur	3	1,212,617	1,085,706	2,298,323	8.28	71.31	28.69	89
Jalandhar	4	1,145,211	1,048,379	2,193,590	7.91	47.07	52.93	91
Ferozpur	5	1,071,637	957,437	2,029,074	7.31	72.77	27.23	89
Patiala	6	1,002,522	893,164	1,895,686	6.83	59.74	40.26	89
Sangrur	7	878,029	777,140	1,655,169	5.97	68.83	31.17	88
Hoshiarpur	8	809,057	777,568	1,586,625	5.72	78.89	21.11	96
Bathinda	9	743,197	645,328	1,388,525	5.00	64.05	35.95	86
Tarn Taran	10	589,369	530,258	1,119,627	4.04	87.34	12.66	90
Moga	11	525,920	469,826	995,746	3.59	77.18	22.82	89

Quantitative data scrutiny has been also utilized in this study to enlighten opinion and manner in research participant's own words. The study includes the youth aged 18-24 yrs. and above of Punjab region. Youth are defined as those aged 18 to 24 in the national youth policy (2014). As per India's Census 2011, Youth (18-24 years) in India constitutes one-fifth (19.1%) of India's total population.

### Sample Size

The sample size of the participants consists of 200 youth of Punjab region (Patiala, Ludhiana, Jalandhar, Amritsar) within age group of 18-24 yrs. and above because youth of these age groups are more influenced with social media and easily adapts latest fashion trends.

### Punjab Population by Age Group (2011)

Age Group	Male	Female	Total	
			Persons	Share (%)
00-04	1,149,956	983,573	2,133,529	7.69
05-09	1,301,682	1,066,337	2,368,019	8.54
10-14	1,445,530	1,137,872	2,583,402	9.31
15-19	1,570,180	1,247,503	2,817,683	10.16
20-24	1,465,531	1,311,105	2,776,636	10.01
25-29	1,270,405	1,193,456	2,463,861	8.88
30-34	1,082,533	1,034,006	2,116,539	7.63
35-39	1,010,862	978,209	1,989,071	7.17
40-44	909,208	879,261	1,788,469	6.45
45-49	818,135	769,636	1,587,771	5.72
50-54	663,664	590,800	1,254,464	4.52
55-59	485,845	470,710	956,555	3.45
60-64	482,483	514,107	996,590	3.59
65-69	372,806	346,782	719,588	2.59
70-74	272,120	241,352	513,472	1.85
75-79	130,203	126,463	256,666	0.93
80-84	102,623	103,712	206,335	0.74
85-89	40,280	40,951	81,231	0.29
90-94	25,180	27,694	52,874	0.19
95-99	9,428	10,592	20,020	0.07
100+	8,539	10,502	19,041	0.07
Age not stated	22,272	19,250	41,522	0.15

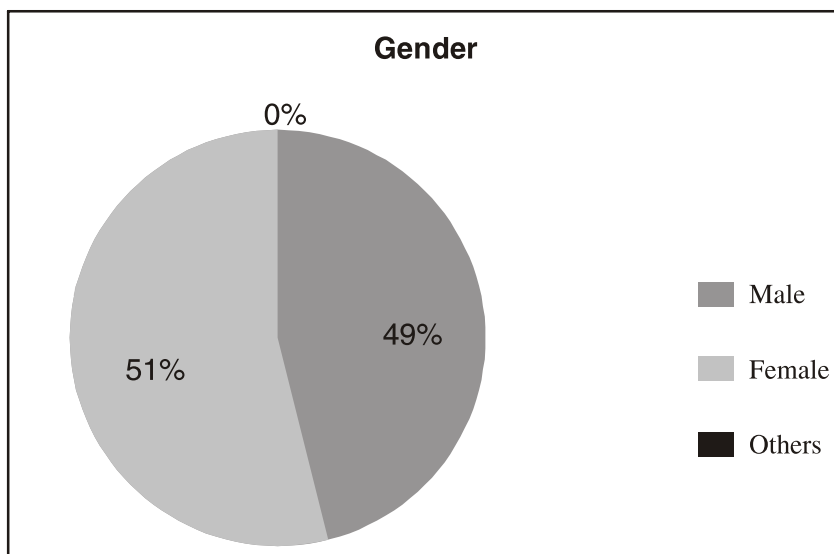
## DATA ANALYSIS

Analysis is the most important part of the project in which we summarize all the collected data and which shows what we have understood from the project we have done. Collected data was analysed and tabulated with the help of SPSS software and then they have been offered in the tabular and Graphical forms in this testimony. These are the foundation for depicting the suitable conclusion for this project. Below this is the summarization of the data collected along with pictorial representation of the same so that we can understand quickly the output of our research.

### 1. Gender

#### Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	102	51.0	51.0	51.0
	Male	98	49.0	49.0	100.0
	Total	200	100.0	100.0	

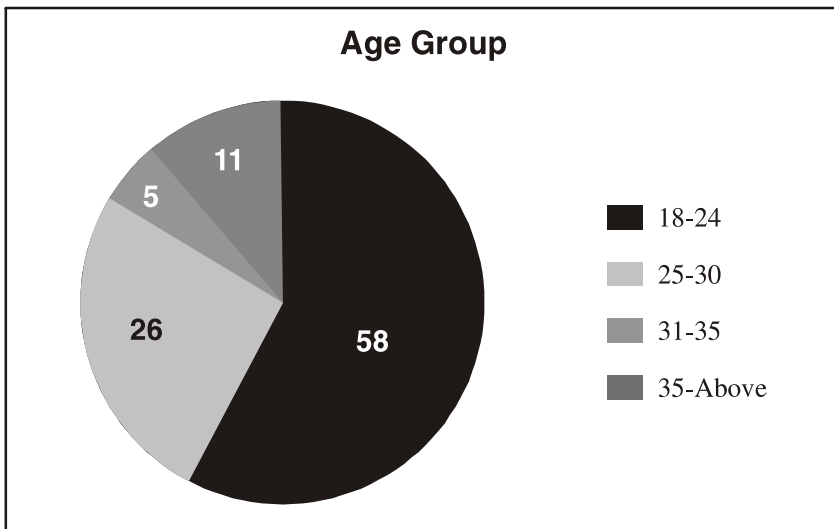


**Discussion :** In the pie chart shown above we can see that we have collected the data of gender in which majority of them are females. In this frequency table we can clearly see that the population of females are comparatively high as compared to males in our sample as percentage of females are 51% whereas the females counts for 49%.

## 2. Age Group

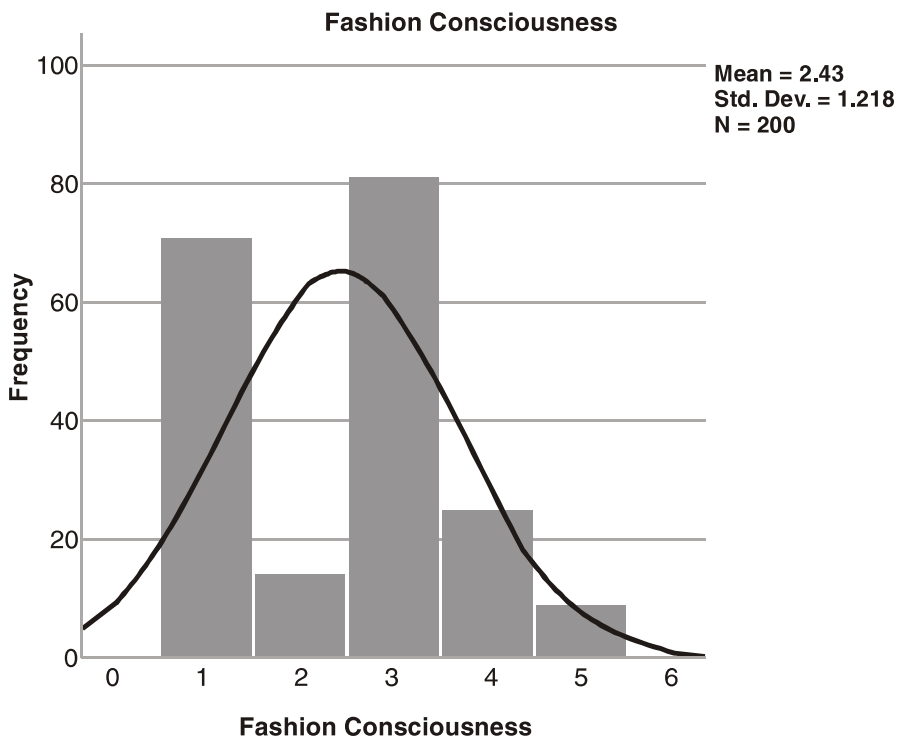
### Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-24	116	58.0	58.0	58.0
	25-30	52	26.0	26.0	84.0
	31-35	10	5.0	5.0	89.0
	35 and above	22	11.0	11.0	100.0
	Total	200	100.0	100.0	



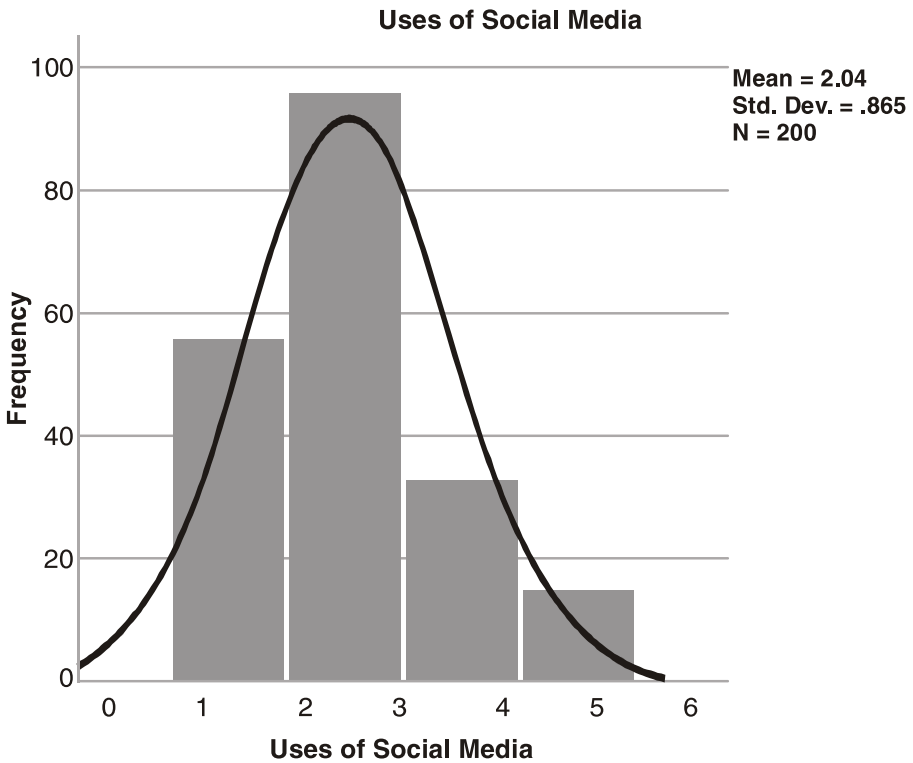
**Discussion :** In the pie chart shown above we can see that we have collected the data of respondents of different age group in which majority of them are of 18-24yrs (youth). In this frequency table we can clearly see that the number of youths is comparatively high as compared to any other age group in our sample as percentage of youth is 58% whereas others have 26%, 5%, 11% respectively. This is because these days youth are more into fashion influencing for various brands on social media sites and follows latest trends.

### 3. Fashion Consciousness



**Discussion :** The above histogram shows us that out of the total number of respondents 35.5% people are more fashion conscious while using any social media site. While, 40.5% of them are neutral about it and just only 4.5% of total respondents is not fashion conscious. This means that there are 35.5% people from the covered area who spend more time on social media sites on daily basis than other respondents and are more fashion conscious. Some of the people among 35.5% category are into fashion influencing and does brand endorsements for promotion of various brands.

#### 4. Usage of Social Media



**Discussion :** For ascertaining these figures some questions were prepared related to time spent while using social media sites and respondents were given score on the basis of their answers. It has been found that about 48% of youth population spends 2-3 hrs. on social media sites in a day. The score is high in between 1-3. Least number of respondents with only 7.5% spends more than 4 hours on using social media sites. Reason behind spending more time on social media is that many of the population among 18-24 yrs of age are working for different brands for promoting their products and getting more followers.

#### CORRELATION & REGRESSION

**Correlation :** Correlation is a measure of relationship between two variables. It has wide application in business and statistics. Bivariate correlation tests the strength of the relationship between two variables without giving any consideration to the interference some other variable might cause to the relationship between the two variables being tested.

**Correlations**

		Age	Fashion Consciousness
Age	Pearson Correlation	1	.242
	Sig. (2-tailed)	<.001	
	N	200	200
Fashion Consciousness	Pearson Correlation	.242	1
	Sig. (2-tailed)	<.001	
	N	200	200

\*\* Correlation is significant at the 0.01 level (2-tailed).

**Regression :** Regression analysis is used to assess the relationship between one dependent variable and several independent variables. This is the most commonly used technique in much of the social sciences research. There are two types of regression coefficients: unstandardized coefficients and standardized coefficients, also known as beta value. The unstandardized coefficients can be used in the equation as coefficients of different independent value along with the constant term to predict the value of dependent values. The standardized coefficient (beta) is, however, measured in standard deviations.

**Model Summary**

Model	R	R Square	Adjusted R Square	St. Error of the Estimate
1	.334 <sup>a</sup>	.112	.089	.944

a. Predictors : (Constant), Fashion Conscious, Following a Brand, Social Media Usage, Effecting of Brand Strategies, Celebrity Brand Endorsement

**ANOVA :** ANOVA analysis uses the F-statistic, which tests if the means of the groups, formed by one independent variable or a combination of independent variables, are significantly different. It is based on the comparison of two estimates of variances—one representing the variance within groups, often referred to as error variance and the other representing the variance due to differences in group means. If the two variances do not differ significantly, one can believe that all the group means come from the same sampling distribution of means and there is no reason to claim that the group means different.



**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	21.769	5	4.354	4.882	<.001 <sup>b</sup>
	Residual	173.011	194	.892		
	Total	194.780	199			

a. Dependent Variable : Age

b. Predictors : (Constant), Fashion conscious, Following a Brand. Social Media Usage, Effecting Of Brand Strategies, Celebrity Brand Endoursement

**Coefficients<sup>a</sup>**

Model		Unstand-ardized B	Coeffici-ents Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	2.330	.369		6.311	4.001
	Effecting of Brand	-.062	.051			
	Strategies	-.084	-1.224	.222		
	Celebrity Brand					
	Endoursement	-.115	.082	-.098	-1.410	.160
	Social Media Usage	-.153	.078	-.134	-1.966	.051
	Following a Brand	-.155	.080	-.131	-1.923	.056
	Fashion Conscious	.181	.056	.222	3.201	.002

a. Dependent Variable : Age

**FINDINGS**

It has been found that about 48% of youth population spends 2-3 hrs. on social media sites in a day. The score is high in between 1-3. Least number of respondents with only 7.5% spends more than 4 hours on using social media sites. Reason behind spending more time on social media is that many of the population among 18-24 yrs. of age are working for different brands for promoting their products and getting more followers. From the Correlation and Regression analysis we can see that the impact of social media is more among the youth aged 18-24 yrs. having fashion consciousness and are keen to adapt latest trends inspired from their favourite celebrity and brand. It is shown that in correlation test fashion consciousness among youth is .242\*\* which is quite high. This

shows that how youth from the cities covered are more fashion conscious and spend more time on social media sites. Age is an important factor that have positive relation with the brand consciousness and thus null hypothesis stated that age has no significant effect on fashion consciousness and social media usage has been rejected.

## CONCLUSION

From the above study it can be concluded that youth aged 18-24 year are more attracted towards social media and latest fashion trends. Social media has major impact on youth and fashion consciousness among them as youth from the covered are gets more influenced by the latest fashion styles of their favorite celebrity on social media. The stereotype of female gets more attracted by the latest fashion trends of celebrity and their craze about latest apparel styles proved wrong, as the study conducted above shows that both male and female youth are equally influenced by social media usage and fashion consciousness. It is also studied that brands on social media use various methods to interact directly with the people and get their suggestions and reviews about the latest trend introduced by them and what should they offer more. Different apparel brands hire celebrities for advertising their clothes and other accessories to attract consumers so that they can get influenced by their favorite celebrity using that brand.

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