

INTRODUCTION

Social media has transformed the way people interact with fashion, making it a dominant force in shaping customer preferences and influencing fashion trends. Platforms like Instagram, Whatsapp, Facebook, and Pinterest have become digital runways where fashion brands, influencers, and consumers engage in a continuous cycle of trend creation and adoption. Unlike traditional media, social media provides real-time updates, user-generated content, and interactive features that allow individuals to stay ahead of trends.

The ability to explore, share, and discuss fashion choices has given rise to a more dynamic and fast-paced fashion industry where trends emerge rapidly and spread globally. This has led to a shift in consumer behavior, where fashion inspiration is no longer solely derived from magazines and television but is now largely influenced by online content creators, influencers, and brand advertisements.

The influence of social media on customer preferences in fashion trends is not only evident in purchasing behavior but also in how trends are perceived and adopted. Social media platforms serve as virtual marketplaces where brands leverage influencer marketing, interactive advertisements, and customer engagement to shape consumer choices. Influencers and celebrities play a crucial role in promoting brands, often setting new fashion trends that gain popularity among youth. The visual and interactive nature of these platforms encourages consumers to experiment with different styles, follow popular trends, and make purchasing decisions based on peer recommendations and online reviews. As a result, fashion brands increasingly rely on digital marketing strategies to tap into the youth market, making social media an essential tool for brand building and consumer engagement.

Furthermore, the effectiveness of social media in shaping fashion trends can be analyzed through its impact on customer satisfaction and engagement. Many consumers turn to social media not just for fashion inspiration but also for reviews, feedback, and discussions about brands and their products. The instant accessibility of fashion-related content allows users to stay updated on new collections, limited-edition releases, and seasonal trends. However, while social media offers convenience and accessibility, it also raises concerns about unrealistic beauty standards, fast fashion cycles, and

overconsumption. This study aims to explore how social media impacts customer preference in fashion trends among youth, the platforms that hold the greatest influence, and the level of customer satisfaction associated with the role of social media in their fashion choices.

STATEMENT OF THE PROBLEM

The rise of social media has significantly influenced fashion trends, particularly among youth, by shaping their preferences and purchasing behavior. Platforms like Instagram, Facebook, and YouTube have become major sources of fashion inspiration, where influencers, brands, and digital advertisements play a crucial role in trendsetting. However, the extent to which social media impacts consumer decision-making, the platform with the highest influence, and the overall satisfaction of customers with their fashion choices remain areas of concern. Additionally, the rapid shift in trends driven by social media raises questions about sustainability, brand loyalty, and the authenticity of fashion influences. This study aims to examine the impact of social media on customer preferences in fashion trends among youth, identify the most influential platforms, and assess consumer satisfaction with social media-driven fashion choices.

OBJECTIVES OF THE STUDY

- To determine the impact of social media on current fashion trends
- To know the social media platform which has highest influence in customer preference in fashion trends
- To analyse the way through which social media influence customer preference in fashion trends
- To analyse the customer satisfaction level related to the social media life

SIGNIFICANCE OF THE STUDY

Social media has become a powerful force in shaping fashion trends, especially among the youth, influencing their style choices, purchasing decisions, and brand perceptions. Understanding its impact is crucial for fashion brands, marketers, and retailers to develop effective digital marketing strategies and engage with their target audience more effectively. This study provides valuable insights into how social media platforms influence customer preferences, helping businesses tailor their promotional efforts to

meet evolving consumer demands. Additionally, it sheds light on consumer satisfaction levels and the authenticity of fashion trends promoted online, which can guide brands in creating more transparent and sustainable marketing approaches. By analyzing the role of social media in fashion trends, this research also benefits consumers by making them more aware of the factors shaping their fashion choices, ultimately leading to more informed purchasing decisions.

LIMITATIONS OF THE STUDY

- The study focuses only on Kannur District, so the findings may not apply to other regions.
- Only 100 respondents were surveyed, which may not fully represent the opinions of all consumers.
- The study uses convenience sampling, meaning the results may be influenced by the availability and willingness of respondents.

CHAPTER SCHEME

The study has been arranged into 5 chapters.

The first chapter deals with introduction, statement of the problem, objectives, scope, research methodology and limitations of the study and Chapter scheme.

The second chapter deals with Review of literature.

The third chapter deals with Theoretical framework of the study.

The forth chapter deals with data analysis and interpretation.

Fifth chapter deals with findings, suggestions and conclusion.

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