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### RESEARCH ARTICLE

## THE INFLUENCE OF SOCIAL MEDIA PLATFORMS ON TEENAGERS' FASHION CHOICES

Vedic Arora

### Manuscript Info

#### Manuscript History

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### Abstract

This study focuses on understanding the effect of social media on fashion choices and shopping behavior of teenagers. With a quantitative research methodology approach, data was collected from active social media users through a structured questionnaire. The research was based on studying social media usage, fashion inspiration, the role of influencers, viral content and purchase intention. Data was analyzed using descriptive statistics and correlation analysis. It was found that social media has a moderately high effect on teenagers' fashion choices because social media increases their awareness of fashion and also introduces them to new fashion brands and styles. Influencers and viral content had a strong impact on purchase intention, but it was not possible to establish the role of peers in this context due to a lack of information. Both research hypotheses were proven in the course of this study.

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### Introduction:-

#### Background of the Study:-

In this modern world, socialization has become the most crucial part of everyone's lives. The majority of people are using social media apps to stay connected with each other in this fast moving world. Many studies have also observed that surrounding agents such as peers, parents etc shape the consumer mindset and consumption behaviour (Park, J. & Chun, J. 2024). As children grow up, they go through experiences of social comparison, therefore they perceive social media as an agent of influence (Park, J. & Chun, J. 2024). Social media has changed the way teenagers choose what to wear. The era of social media has had a huge impact on the lives of teenagers, especially in influencing their daily lifestyles (Rahmat, R. & Rizkil, T. 2025). Social media also plays a huge role in changing the consumption behaviour of teenagers, they get influenced by the influencers that they see on social media and then try to dress the same way as them.

#### Growth of Social Media Platforms:-

Social media platforms are booming in this age gap currently, every child in the age of 15 - 25 is on any social media app, this can be because of peer pressure or peer influence to join any of the social media apps. The high level of use of Tiktok social media has given rise to many new trends or habits that come from content through the FYP (For Your Page) (Taufiq, I. & Putri, Z. 2025), which helps in trend diffusion, meaning that each and every trend will reach out to millions of people at once. Social media algorithm plays a huge role in showing teenagers the

current trends that are going on, social media apps such as TikTok, Instagram and Snapchat can track users likes, interests, interactions and searches and on that basis it starts to give out the same content

**Teenagers' Fashion Choices and Digital Lifestyle:-**

Nowadays, teenagers wear luxury and trendy clothing just to express their identity, choices, status etc. influencers act as the middle way between the brand and the consumer, through credibility they bring out loyalty and purchase intent(Fernandez, D. ). Adolescents have norms and expectations surrounding showing social support to their peer groups(Rides, G. et al. 2024) the use of social media can also make users compare themselves to others which can affect self-esteem levels(Zulfianti, I. et al. 2023). Teens try to compare themselves with the influencers that they view online and which either increase their confidence or decrease in a very bad way because comparing your fashion sense with someone else's is not sensible at all

**Problem Statement:-**

Teenagers spend most of their time on social media apps, that is why they are exposed to influencers, fashion-related content and celebrities online. Many influencers, peers, friends or celebrities on social media try to influence other teenagers' fashion choices. A lot of teenagers don't even realize how social media can change their fashion choices and influence them to wear something unique. The study aims to examine this influence through primary research. Huge presence of content creators, fashion influencers and products helps the consumers to make a decision rapidly, this affects their decision making skills very much. Everyday teenagers are exposed to many new fashion resources for example new trends, new influencers and many more new brands all of this on their social media FY page In the current generation, teenagers often spend their time in comparison and observing what other people are wearing and what they prefer wearing and after a few days they start to mimic their fashion choices, just to fit in, get attention and to not miss any trends. New aesthetics, challenges and endorsements encourage them to buy the products that they may not have bought

**Research Gap:-**

Several studies have examined the relation between consumer behaviour and fashion, many of them also saw the purchasing patterns in teens. Fewer studies have also investigated the influence of social media in fashion choices for youth, existing research tells about the social media usage of people. This study will fill the gaps between these by collecting and analysing direct responses from the youth generation. By focusing on teenagers and using various sources, this research aims to provide a detailed understanding of the influence between social media and teenager's fashion choices

**Review of Literature:-****Social Media and Consumer Behaviour:-**

Social media acts as a powerful factor which influences teens fashion choices, influencing behaviour in the digital age. Apps such as instagram, snapchat, pinterest provide users with constant access to fashion trends and information. Customers are exposed to loads of information which can help to widen their knowledge about fashion trends. Social media has become a tool for businesses that need to influence people. Consumers often discover new brands while scrolling through reels or posts which helps to increase their awareness. Businesses and start ups invest a lot in ad generation and marketing just to hook the customers with their products, this helps to generate interest and may encourage customers for further exploration

**Teenagers as Digital Consumers**

Teenagers are ones who spend their majority of time on social media, on apps such as instagram, snapchat, TikTok etc. these all play a major role in their lives. One of the main reasons for why social media is so influential is because of the content that it has, every brand tries to be a lot more creative while creating their social media content, which then helps to grab users attention. Fashion related content often includes styling tips, fashion choices, OOTD all of this is shown in a very appealing way so that it could hook the consumers. Furthermore, repeated exposure of something can easily change teenager's fashion choices, all social media are programmed to repeat the content that a user is interested in, therefore catching user's attention

**Social Media as a Source of Fashion Inspiration:-**

Integration of social media into daily lives have changed how fashion trends and communication are manufactured. Social media heavily relies on interactive content GRWM, Get Ready With Me vlogs offer a conversational

window for the users and the creator, people tend to gain much more ideas when they see such videos. Social media allows fashion industries to grow very rapidly.

**Role of Fashion Influencers:-**

Influencers have become the main sources for social media, through social media apps such as Instagram, Snapchat, TikTok and Pinterest, they share fashion related content including outfit ideas, styling designs, trend updates and product reviews. Due to their high following, it's easier for people to understand fashion topics well, it helps them to know about what they are wearing and how they can improve. The online environment is an efficient tool in all the stages of the buyer decision making process – information gathering, as well as shopping (Elena, T. 2020). The worldwide apparel market has only seen growth throughout the years as the population is growing and the demand for clothes is also increasing. (Agarwal, A. & Vincent, S.)

**Peer Influence and Digital Communities:-**

Peer influences have been a very important factor for a long time, it helps to shape teens' attitude, lifestyle choices and decisions. The rise of social media has reduced face to face interactions because now everyone prefers to meet online. Teenagers are often exposed to the reels or posts that are shared by their friends and family, which makes social media platforms important where fashion related content is often published. As a result, peers can affect teenager's fashion choices. The interactive features on social media such as likes, comments or views also help people to easily interact and communicate with each other, these features can act as a method of social approval. Content which tends to get more likes and views are often known as viral or famous content. Overtime, influencers can change people's choices, mindset, lifestyle and decision just by posting videos online and receiving thousands of views.

**User-Generated Content and Brand-Generated Content:-**

A multitude of content can be seen in social media sites, and such content affects consumer behavior and fashion choices. Two types of content that play an important role in influencing consumer behavior and choices of fashion include UGC and BGC. These two types of content influence teenagers' views of fashion, introduce fashion trends, and influence purchasing behavior. User-generated content is defined as the content produced and posted by ordinary users on social media networks, not by companies or any other organization. Such type of content includes posts, reviews, photos of outfits, styling tutorials, fashion hauls, opening boxes, etc. Since such content is based on the real-life experience of regular people, it looks much more believable than the content produced by companies, and teenagers come across this kind of content while browsing online. On the other hand, brand-generated content entails content that is generated by companies and fashion brands for advertising purposes. Such content ranges from advertisements, marketing, sponsorships, product launches, brand messaging, and even professionally made social media content meant to promote a fashion brand. The main purpose of brand-generated content is to promote fashion products and to convince prospective buyers about the brand's qualities and benefits. It should be noted that numerous studies indicate that most consumers believe that UGC is more credible and convincing than any form of advertising by the brand itself. Young people like teenagers will consider content created by consumers as being more authentic and unbiased compared to any form of marketing and advertising done by the brand. For instance, outfit suggestions, reviews, and peer-to-peer recommendations have greater influence on attitudes and purchasing behaviors of young individuals compared to conventional marketing.

**Trust, Credibility, and Relatability in Fashion Content:-**

Credibility and trustworthiness can also have an effect on whether teens will listen to the suggestions posted by influencers. Teenagers are more inclined to trust those content creators who they find reliable and competent. In case the influencer's posts reflect sincere opinions, this might positively affect their recommendations' perceived trustworthiness. The level of relatability between teenagers and influencers can also impact their ability to influence. Unlike traditional celebrities, many content creators tend to post pictures of themselves and show viewers their everyday life; therefore, it might increase their relatability and help to create some type of connection. At the same time, the credibility level might be reduced when content is too promotional and seems like just a type of advertisement. When teens consider influencers biased due to financial motives, they will probably be less likely to find the recommendations trustworthy. Moreover, positive comments and reviews can make recommendations more trustworthy. If followers see some praise from their peers regarding a certain item or brand, this might boost their credibility and increase their chance of being persuasive. As a consequence, credibility, trustworthiness, and relatability can have an effect on fashion preferences of teenagers.

**Viral Trends and Short-Form Video Content:-**

The emergence of viral trends, such as the fashion-related content posted on TikTok, Instagram Reels, and YouTube Shorts, can also be seen as one of the main factors contributing to fashion trends among young people today. Examples of such video content can be related to the following types: Outfit challenges, Styling hacks, Fashion hauls and Trend-based videos. Such videos are highly attractive, easily shareable, and viewed. Thus, as teens tend to watch such short-form videos actively and frequently, they get acquainted with new fashion styles and trends. With constant exposure to fashion-related content, teens are more likely to recognize some trends or even adopt them personally. In addition to short-form videos' role in influencing fashion choices, social media algorithms also affect teens' fashion choices through constantly exposing them to the same type of videos. In other words, the same videos that contain fashion-related information will appear in their newsfeed again and again. Thus, the role of short-form video content in shaping teens' fashion tastes is significant.

**Research Gap in Teenage Fashion Behaviour:-**

A lot of studies have already been carried out concerning the impact of social media on consumers' behavior, with special attention paid to Generation Z as a large demographic cohort. The influence of social networks on consumer decisions, brand awareness, and fashion behavior has been discussed thoroughly. On the other hand, there is a lack of academic research on teenagers aged 13-19 and the impact of social media on their fashion choices. Moreover, most of the studies conducted so far tend to study separate aspects such as influencers, peer influence, social media use, and online advertising independently. This implies that there is no thorough understanding of the combined influence of various factors (influencers, peer influence, viral videos, etc.) on teenage fashion behavior. It is essential to study them together since teenagers are affected by all those factors at once. Besides, the majority of studies have utilized secondary data or have studied broader age groups. Moreover, social media development is extremely fast nowadays, and fashion changes quite quickly. For these reasons, research is needed to find out how social media impacts the fashion choices of teenagers.

**Theoretical Background:-****Consumer Socialisation Theory:-**

The Consumer Socialisation Theory highlights how an individual obtains the knowledge, skills, attitudes, and behaviours required for functioning as a consumer within society. The theory states that young consumers learn how to behave, make purchasing decisions, select brands, and consume products through the influence of various socialisation agents. Such agents can include family members, peers, media, and society at large. In the past, families and friends were the key influencers helping to impart consumer skills on young consumers. With the emergence of digital media, social media platforms have become one of the primary sources of information about consumption and consumer skills. For example, Instagram, Tiktok, YouTube, and Snapchat provide teenagers with plenty of information regarding fashion. By following fashion bloggers and influencers on these platforms, as well as reading peer posts, teenagers learn about fashion, current trends, popular brands, and socially acceptable styles. In turn, social media plays a significant role in consumer learning through socialisation. It is important to note that this theoretical framework is relevant for understanding how teenagers form fashion preferences.

**Social Influence Theory:-**

According to Social Influence Theory, individual attitudes, beliefs, and behaviors can be determined by their environment since people may alter their behavior or preferences to conform and get approval from others. In this case, opinions and behaviors of people in the environment can significantly influence individuals' decision-making process. Within social media, teenagers can be influenced by several factors, such as friends, social media influencers, celebrities, and social networks. These actors often express their opinions and give fashion-related advice to their followers, and this may influence how teenagers feel about particular styles, brands, and trends. Being constantly exposed to this information, teenagers may decide to follow the examples of those in their surroundings. On the other hand, social media also contains mechanisms for receiving approval through likes, comments, sharing, etc. Therefore, the information which is positively received by many users tends to be considered more popular, and teenagers might rely on it while deciding what styles to adopt and purchase. This theory is crucial to the chosen topic since it allows understanding the reasons why teenagers choose fashion trends from social media.

**Social Comparison Theory:-**

In Social Comparison Theory, people evaluate their own appearance, skills, and behaviors through comparison with other people. For teenagers living in today's society where everything is posted on the Internet, social media can be

viewed as an additional source for comparing themselves to other people in terms of their appearances, behaviors, and clothes. Teenagers make comparisons between their clothes, appearance, and style and those which are displayed in the media. Influencers and other users upload posts containing fashionable clothing items and trendy clothes. Therefore, teenagers who want to look cool might be influenced by those pictures to achieve the same result. Consequently, such comparisons can affect both teenagers' self-perception and attitude towards fashion. Teenagers can start wearing different styles to please their peers or be confident about themselves. Therefore, social comparison can influence their fashion choices and purchasing behavior. The above-mentioned social theory can be applied to the present research because it can provide insight into teenagers' motivation when buying trendy clothes. Teenagers compare themselves to other users, including influencers, and become encouraged to wear trendy clothes and purchase fashionable clothes.

**Theory of Planned Behaviour:-**

The TPB( theory of planned behaviour) suggests that individual behavior is based on three factors: attitude towards performing a certain behavior, subjective norm, and perceived behavioral control. Attitude towards the behavior means that a person has some positive or negative feelings towards the behavior, while the subjective norm is when a person feels some pressure or expectations coming from other people. The final factor is the perception that a person has some opportunity to perform the behavior and control its implementation. It was found that each of the three factors mentioned above affects a person's intentions that determine behavior. When considering the fashion behavior of teenagers, the theory of planned behavior shows that there are several ways of influencing a teenager through social media. First of all, young people with positive attitudes towards fashion content presented on social media may want to buy similar products. Secondly, subjective norms are also vital for determining the fashion-related behavior of teens since their friends, celebrities, and influencers try to force them to follow the same fashion style. However, it does not necessarily mean that interest leads to a fashion-related purchase.

**Digital Identity and Self-Presentation:-**

Digital Identity and Self-Presentation theory shows how people are able to construct and maintain their image within digital spaces. Online resources give users various ways to express their personality, tastes, and lifestyle through shared content. Fashion plays an important role for many teens in creating and maintaining an online presence. Fashion has become one of the ways of self-expression for teens who use fashion as a method of constructing their identities on various social media. Using such means as profile pictures, stories, posts, reels, among other types of shared content, people are able to demonstrate some aspects of their personalities and fashion style. The tendency to be considered stylish or trendy is another reason why young people prefer certain clothes. The popularity of different fashions, which is spread in social media, pushes the users towards certain clothing preferences and makes them follow the latest fashion trends as a way to look fashionable and attractive in the eyes of other users.

**Objectives of the Study:-**

To examine the relationship between social media exposure and teenagers' fashion choices.

To analyse the role of influencers, peer trends, and digital fashion content in shaping teenagers' fashion-related purchase intentions.

**Hypotheses**

H1: There is a significant positive correlation between social media exposure and teenagers' fashion choices.

H2: There is a significant positive correlation between trust in fashion influencers or peer recommendations and teenagers' fashion-related purchase intention.

**Method:-****Research Design:-**

The design of this study will prioritize primary research. We will collect data from teenagers using a quantitative survey. A primary benefit of this method will be the opportunity to gather original information on the subject and to provide uniformity to the responses. This research, to a major extent, will be of a descriptive nature. However, we will also consider patterns and relationships among different variables. In this context, the nature of this research will also be correlational.

**Sample and Population:-**

The population of interest to this research will be young people between 14-25 years old, comprising school-going youth as well as college youth. The subjects will be chosen depending on whether they are currently using one social

media site as this will provide a good background about the study topic. To have varied views, both males and females will be included in the sample size.

#### **Sampling Method:-**

The method of convenience sampling will be used in choosing the respondents in this study. Questionnaires will be given out to fellow students, friends, and other student organizations, which makes it convenient and effective in gathering the views of teenagers. Convenience sampling is a good approach because it is easy to use, but there are also some disadvantages associated with it. Participants are not chosen randomly, but according to availability, which means that they do not represent the whole teenage population.

#### **Data Analysis:-**

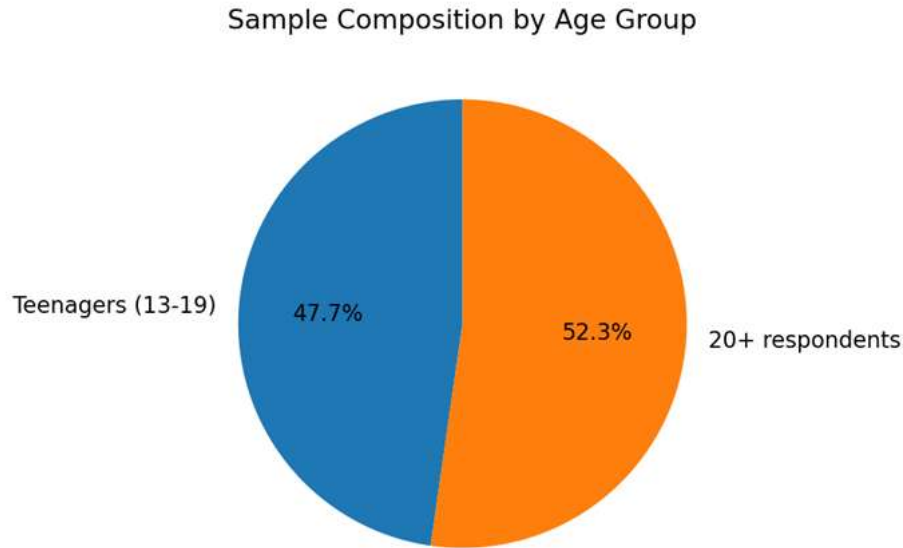
This section presents the statistical analysis of survey responses collected for the study, The Influence of Social Media Platforms on Teenagers' Fashion Choices. All Likert-scale responses were coded on a five-point scale, where 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, and 5 = Strongly Agree. Composite scores were calculated by averaging the items linked to social media exposure, fashion choice impact, influencer/peer influence, and purchase intention/behaviour. The analysis includes descriptive statistics, reliability and validity checks, and correlation analysis for the stated hypotheses.

#### **Descriptive Statistics:-**

The final dataset contained 44 usable responses. The respondents' ages ranged from 14 to 27 years, with a mean age of 19.68 years (SD = 3.61). Since the topic focuses specifically on teenagers, the age profile of the sample is important: 21 respondents (47.7%) were aged 13-19, while 23 respondents (52.3%) were aged 20 or above. Therefore, the findings should be interpreted as youth-oriented results, with a teenager-only subset reported where relevant.

**Table 7.1: Sample Profile**

| Measure                     | Value      |
|-----------------------------|------------|
| Total usable responses      | 44         |
| Teenage respondents (13-19) | 21 (47.7%) |
| 20+ respondents             | 23 (52.3%) |
| Mean age                    | 19.68      |
| Standard deviation of age   | 3.61       |
| Median age                  | 20         |
| Minimum age                 | 14         |
| Maximum age                 | 27         |

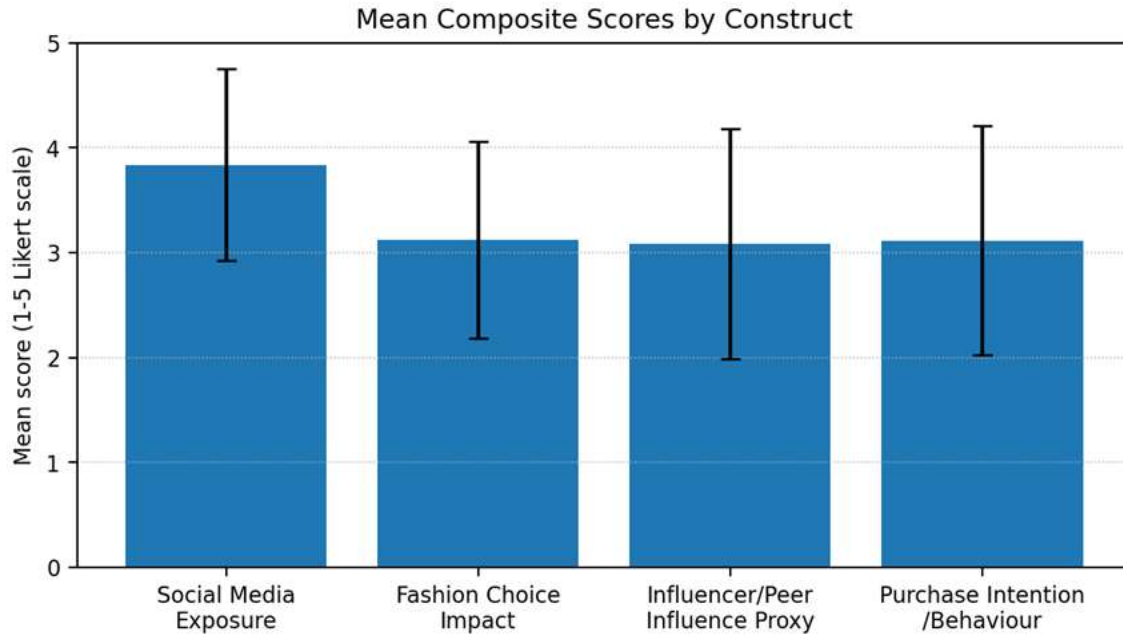


**Figure 7.1: Age group distribution of respondents.**

At the construct level, the highest mean score was observed for Social Media Exposure ( $M = 3.84$ ,  $SD = 0.92$ ), indicating that respondents generally reported frequent exposure to social media and fashion-related content. Fashion Choice Impact, Influencer/Peer Influence Proxy, and Purchase Intention/Behaviour had moderate mean scores, suggesting that social media content influences fashion preferences and purchase behaviour, but the intensity varies across respondents.

**Table 7.2: Scale-Level Descriptive Statistics**

| Scale                           | Items | N  | Mean | SD   | Median | Range |
|---------------------------------|-------|----|------|------|--------|-------|
| Social Media Exposure           | 5     | 44 | 3.84 | 0.92 | 3.80   | 1-5   |
| Fashion Choice Impact           | 9     | 44 | 3.12 | 0.94 | 3.11   | 1-5   |
| Influencer/Peer Influence Proxy | 3     | 44 | 3.08 | 1.10 | 3.17   | 1-5   |
| Purchase Intention/Behaviour    | 2     | 44 | 3.11 | 1.09 | 3.00   | 1-5   |



**Figure 7.2: Mean composite scores for the main study constructs.**

The item-level results show that social media is a strong source of fashion exposure. The highest agreement was found for regular social media use (86.4% agree/strongly agree), awareness of new fashion brands (84.1%), and the general belief that social media influences teenagers' fashion choices (75.0%). Comparatively lower agreement was found for impulsive buying and pressure to keep up with trends, suggesting that respondents may engage with online fashion content without always converting that exposure into pressure-based or impulsive purchasing.

**Table 7.3: Item-Level Descriptive Statistics**

| Item                           | Mean | SD   | Median | Mode | % Agree/SA |
|--------------------------------|------|------|--------|------|------------|
| Regular SM use                 | 4.32 | 1.03 | 5.00   | 5    | 86.4%      |
| Fashion content frequency      | 3.95 | 1.22 | 4.00   | 5    | 75.0%      |
| Follow fashion influencers     | 3.45 | 1.32 | 4.00   | 4    | 61.4%      |
| SM as fashion inspiration      | 3.41 | 1.39 | 4.00   | 4    | 54.5%      |
| Bought after SM content        | 3.55 | 1.23 | 4.00   | 4    | 63.6%      |
| Trends influence clothing      | 3.57 | 1.04 | 4.00   | 4    | 54.5%      |
| Want to dress like influencers | 2.98 | 1.28 | 3.00   | 3    | 31.8%      |
| Try new styles due to SM       | 3.52 | 1.15 | 4.00   | 4    | 61.4%      |
| Confidence in online trends    | 3.09 | 1.24 | 3.00   | 4    | 40.9%      |
| Impulsive buying from SM       | 2.68 | 1.38 | 2.50   | 2    | 29.5%      |
| Compare style with SM people   | 2.82 | 1.32 | 3.00   | 2    | 36.4%      |
| Aware of new brands            | 4.05 | 1.03 | 4.00   | 4    | 84.1%      |
| Pressure to keep up            | 2.45 | 1.35 | 2.00   | 1    | 22.7%      |
| Positive influence on choices  | 3.41 | 1.04 | 3.50   | 4    | 50.0%      |
| General teen fashion influence | 4.09 | 1.18 | 4.50   | 5    | 75.0%      |



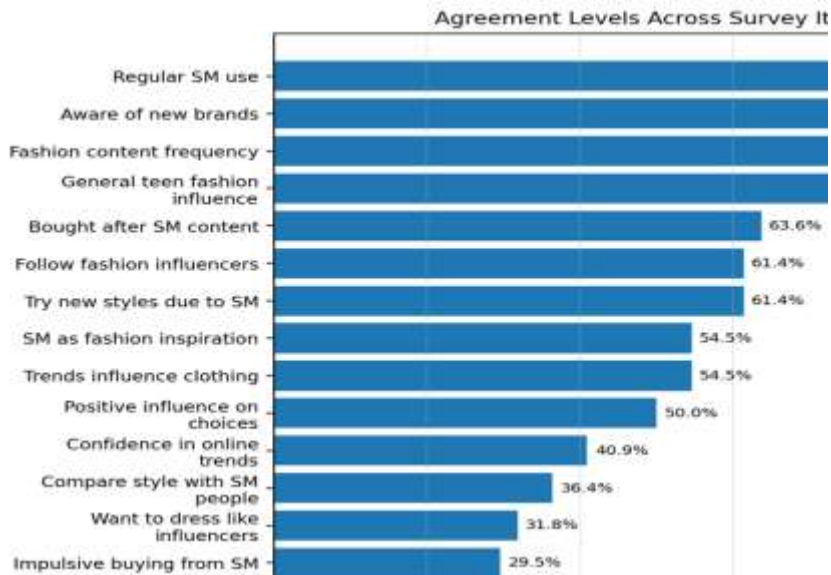


Figure 7.3: Percentage of respondents who agreed or strongly agreed with each survey item.

#### Reliability and Validity of the Scale:-

Reliability was assessed using Cronbach's alpha. A Cronbach's alpha value close to or above 0.70 is commonly treated as acceptable for exploratory survey research. The Social Media Exposure scale demonstrated good internal consistency ( $\alpha = 0.816$ ), while the Fashion Choice Impact scale demonstrated excellent internal consistency ( $\alpha = 0.909$ ). The Influencer/Peer Influence Proxy scale was also acceptable ( $\alpha = 0.791$ ). Purchase Intention/Behaviour showed lower reliability ( $\alpha = 0.576$ ), which should be interpreted cautiously because the scale contains only two items.

Table 7.4: Reliability Statistics for the Composite Scales

| Scale                           | No. of items | Cronbach's alpha | Interpretation |
|---------------------------------|--------------|------------------|----------------|
| Social Media Exposure           | 5            | 0.816            | Good           |
| Fashion Choice Impact           | 9            | 0.909            | Excellent      |
| Influencer/Peer Influence Proxy | 3            | 0.791            | Acceptable     |
| Purchase Intention/Behaviour    | 2            | 0.576            | Low            |

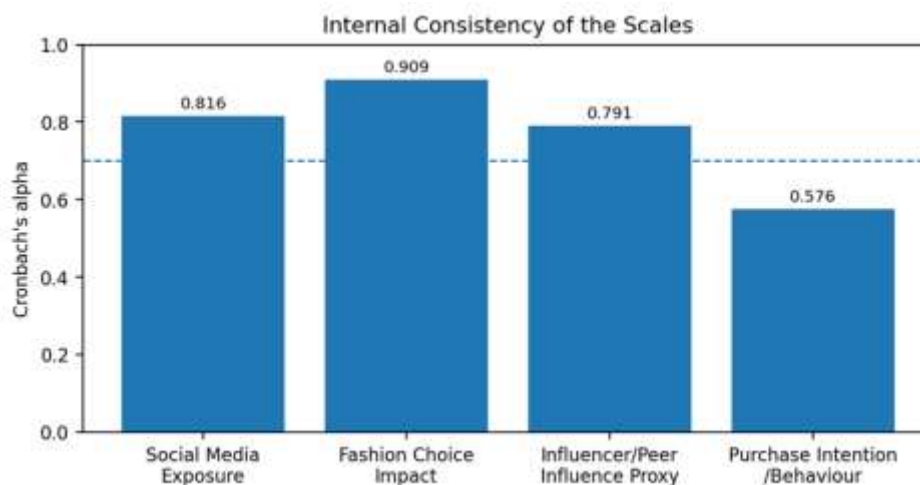


Figure 7.4: Cronbach's alpha values for the study scales.

**Table 7.5: Corrected Item-Total Correlation Summary**

| Scale                           | Corrected item-total<br>r range | Interpretation                                          |
|---------------------------------|---------------------------------|---------------------------------------------------------|
| Social Media Exposure           | 0.443 to 0.820                  | Positive and statistically meaningful item contribution |
| Fashion Choice Impact           | 0.634 to 0.784                  | Positive and statistically meaningful item contribution |
| Influencer/Peer Influence Proxy | 0.601 to 0.650                  | Positive and statistically meaningful item contribution |
| Purchase Intention/Behaviour    | 0.407 to 0.407                  | Positive and statistically meaningful item contribution |

The scale also demonstrates acceptable content validity for the first objective because the items directly measure social media usage, fashion content exposure, fashion inspiration, and awareness of new fashion brands. The Fashion Choice Impact scale is aligned with the outcome variable because it includes items on buying behaviour, style adoption, confidence in online trends, comparison with social media figures, and perceived pressure to keep up with trends. Corrected item-total correlations were positive across the scales, indicating that the items generally contributed meaningfully to their intended constructs.

However, one validity limitation must be noted. The second hypothesis refers to trust in fashion influencers or peer recommendations, but the questionnaire does not include a direct item measuring trust in influencers or direct peer recommendations. Therefore, H2 was tested using an Influencer/Peer Influence Proxy created from items related to following fashion influencers, wanting to dress like influencers, and comparing one's style with people seen on social media. This means the analysis provides a proxy test of H2 rather than a direct test of trust. In addition, exploratory factor analysis was not conducted because the sample size of 44 is relatively small for stable factor extraction.

#### **Correlation Analysis:-**

Correlation analysis was conducted to test the two hypotheses. Pearson's correlation was used to examine the strength and direction of linear relationships among the composite variables. Spearman's rho was also reported as a robustness check because Likert-scale responses are ordinal in nature. The level of significance was interpreted at  $\alpha = .05$ .

**Table 7.6: Correlation Analysis and Hypothesis Testing**

| Hyp . | Variables Tested                                                | Sample               | N  | Pearson r | p      | Spearman rho | p      | Decision                                                    |
|-------|-----------------------------------------------------------------|----------------------|----|-----------|--------|--------------|--------|-------------------------------------------------------------|
| H1    | Social Media Exposure vs Fashion Choice Impact                  | Full sample          | 44 | 0.626     | < .001 | 0.682        | < .001 | Supported                                                   |
| H2    | Influencer/Peer Influence Proxy vs Purchase Intention/Behaviour | Full sample          | 44 | 0.741     | < .001 | 0.736        | < .001 | Supported                                                   |
| H1    | Social Media Exposure vs Fashion Choice Impact                  | Teenager-only subset | 21 | 0.421     | = .058 | 0.533        | = .013 | Partially supported: Pearson marginal; Spearman significant |
| H2    | Influencer/Peer Influence Proxy vs Purchase Intention/Behaviour | Teenager-only subset | 21 | 0.762     | < .001 | 0.685        | < .001 | Supported                                                   |

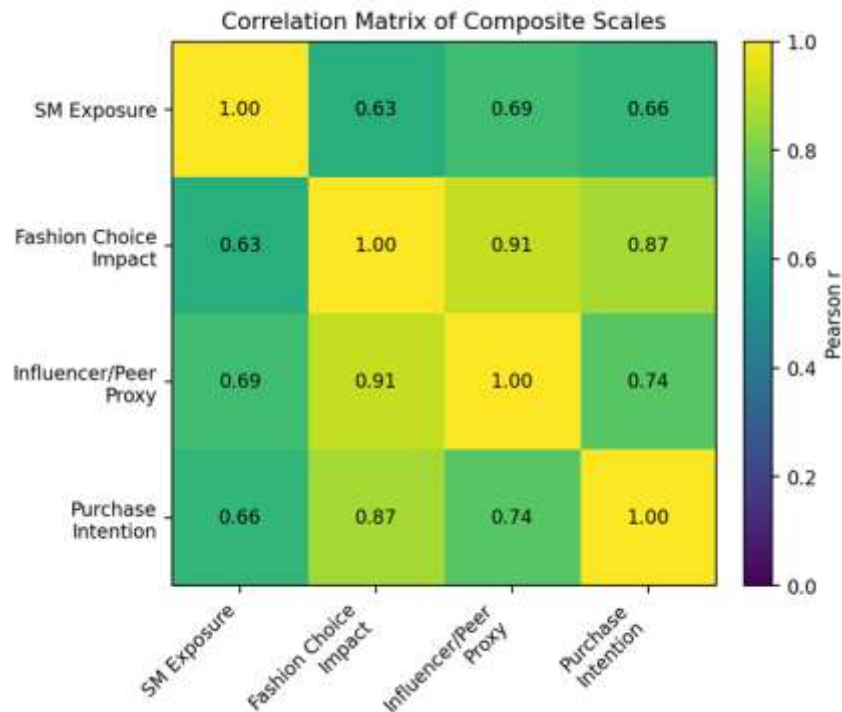


Figure 7.5: Pearson correlation matrix among the composite variables.

H1 stated that there is a significant positive correlation between social media exposure and teenagers' fashion choices. In the full sample, Social Media Exposure had a significant positive correlation with Fashion Choice Impact ( $r = 0.626$ ,  $p < .001$ ). Spearman's rho also showed a significant positive association ( $\rho = 0.682$ ,  $p < .001$ ). This indicates that respondents with higher exposure to social media and fashion content were more likely to report that social media influenced their fashion choices. In the teenager-only subset, the Pearson correlation was positive but marginal ( $r = 0.421$ ,  $p = .058$ ), while Spearman's rho remained significant ( $\rho = 0.533$ ,  $p = .013$ ). Therefore, H1 is supported in the full sample and partially supported in the teenager-only subset.

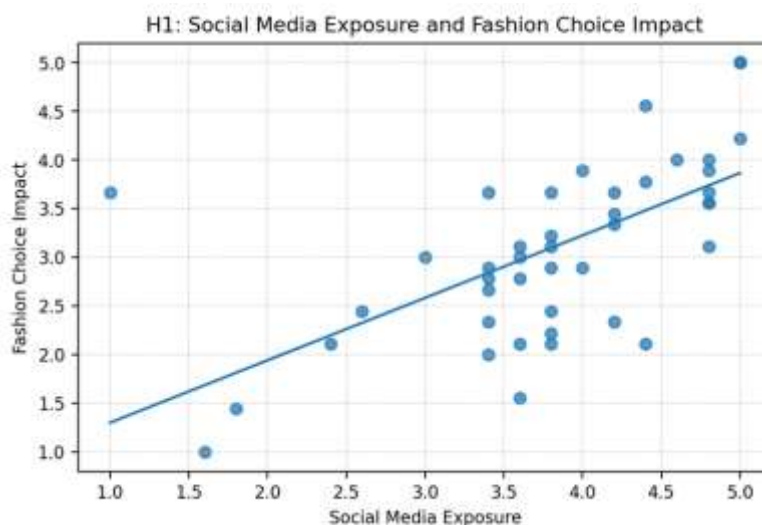


Figure 7.6: Scatterplot showing the relationship between Social Media Exposure and Fashion Choice Impact.

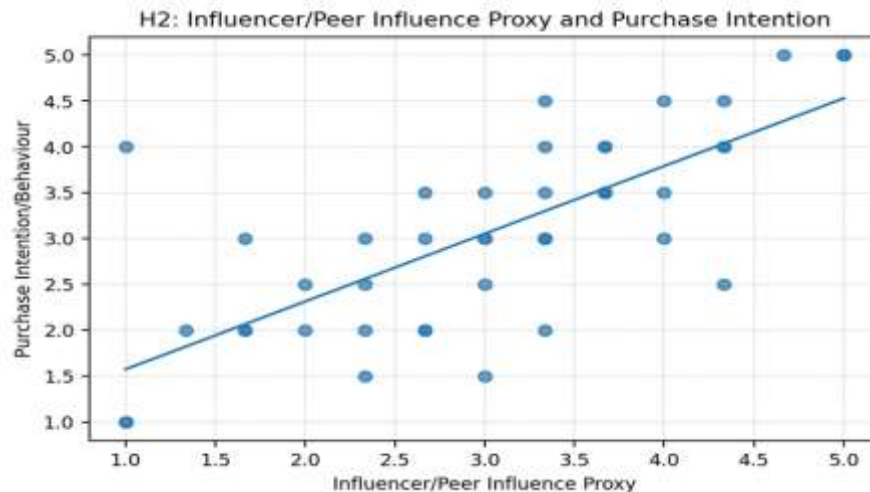
H2 stated that there is a significant positive correlation between trust in fashion influencers or peer recommendations and teenagers' fashion-related purchase intention. Since the questionnaire did not measure trust

directly, the Influencer/Peer Influence Proxy was used for this test. The proxy scale showed a strong and statistically significant positive correlation with Purchase Intention/Behaviour in the full sample ( $r = 0.741$ ,  $p < .001$ ;  $\rho = 0.736$ ,  $p < .001$ ). The teenager-only subset also showed a strong significant relationship ( $r = 0.762$ ,  $p < .001$ ;  $\rho = 0.685$ ,  $p < .001$ ). Therefore, H2 is supported, but it should be written as a proxy-based finding rather than a direct measure of trust.

## Results and Discussion:-

### Demographic Profile:-

The study population comprised individuals between the ages of 14 and 25, including students currently enrolled in secondary schools as well as first-year college students.



**Figure 7.7: Scatterplot showing the relationship between Influencer/Peer Influence Proxy and Purchase Intention/Behaviour.**

Overall, the correlation results indicate that social media exposure is meaningfully associated with fashion-choice impact, and influencer/peer-related influence is strongly associated with purchase intention or purchase-related behaviour. These findings support the broad argument that social media platforms play an important role in shaping youth fashion preferences. However, because the sample includes a substantial number of respondents aged 20 and above, and because H2 relies on a proxy measure rather than a direct trust item, the conclusions should be presented with appropriate caution.

### Social Media Usage Trends:-

According to the figures presented in Table 7.3, it can be inferred that teenagers are regular users of social media. The highest mean value of the frequency of using social media was found out ( $M = 4.32$ ,  $SD = 1.03$ ) with 86.4% of the respondents agreeing or strongly agreeing to the question whether they are regular users of social media. It should be noted that no data is given about the average number of hours spent on social media per day in the table. As for the particular social media sites which are the most popular among respondents, there is no information about them in the table as well. When it comes to fashion content, the respondents stated that they are involved in viewing the fashion content rather frequently. The mean value in this case is equal to 3.95 ( $SD = 1.22$ ) with 75.0% agreeing or strongly agreeing to the statement.

### Social Media Exposure and Fashion Choices:-

These findings suggest that social media acts as a substantial means by which teenagers learn about fashion trends. It has been observed that a majority of the respondents often come across fashion-related posts on social media (75.0%), and 61.4% follow fashion influencers on social media, and 84.1% said that social media assists them to know about new fashion brands. Moreover, 54.5% agreed that they get fashion inspirations through social media. The data analysis also shows that social media acts as a medium to some extent for influencing teenagers' fashion decisions. More than half of the respondents believe that fashion trends from social media impact the clothes they wear (54.5%), and more than half of the respondents feel that social media has a positive impact on their fashion

decisions (50.0%). Additionally, 63.6% have purchased clothes from social media. In addition, the data show that teenagers are open to trying new styles based on what they see on social media. 61.4% of people surveyed claimed that they tried new styles due to social media influence, thus proving that exposure to fashion content motivates them to use different styles. At the same time, only 31.8% of people were eager to dress just like influencers, implying that although the influence of social media on fashion is obvious, teenagers choose to modify existing trends rather than imitate their idols completely. On the whole, the results support the first hypothesis that assumes that social media plays an important role in fashion choice among teenagers. Active involvement in fashion content usage, brand recognition, shopping activity, and the willingness to try something new prove that social media influences fashion choice among teenagers. Despite the fact that respondents do not feel any pressure on following trends or copying influencers, the results obtained can be viewed as a proof of the hypothesis' validity.

#### **Role of Influencers and Peer Recommendations:-**

As seen from the results, **61.4%** of the surveyed use fashion influencers, meaning that the influencers provide fashion information for teenagers. Recommendations from influencers seem to moderately affect fashion behavior. According to the survey, over half of the respondents (**54.5%**) were inspired by fashion from social media, **63.6%** bought clothes due to seeing them online, and **61.4%** tried new styles after seeing fashion from social media. Nevertheless, only **31.8%** of the participants want to look like influencers which proves that teenagers find inspiration in the content posted by influencers but do not follow the style of influencers. No specific questions related to the influence of peers' posts and opinions on fashion choice were asked in the survey; thus, no conclusions can be drawn from the survey concerning the effect of peer influence on fashion behaviors. Thus, influencers have a noticeable effect on teenagers' fashion behavior as they inspire fashion discovery, purchases, and experimenting with styles. As for peer influence, it cannot be compared with the one of influencers since it was not covered in the survey at all.

#### **Viral Trends and Purchase Intention:-**

The results show that social media content and fashion trends motivate teenagers to cultivate buying intentions, but their influence is moderate rather than strong. The survey found that more than half of all participants (**63.6%**) had bought clothes seen on social media, while the vast majority of them (**75.0%**) regularly watched fashion content and more than three-quarters (**84.1%**) knew about new brands via social media. Thus, one can conclude that fashion-related posts such as reels, hauls, and videos stimulate awareness of products and motivate teenagers to purchase fashion items. Moreover, the constant viewing of fashion content seems to contribute to purchase intention. Approximately **61.4%** of all respondents indicated that they tried out new styles thanks to social media content. Nonetheless, only **29.5%** of them indicated that they purchased clothes impulsively, showing that although social media motivates them to buy certain items, teenagers make their purchases with some forethought. All these results prove the **second hypothesis**, which states that **social media trends affect teenagers' intentions to purchase fashion products**. Social media use increases awareness of brands, stimulates new styles, and motivates teenagers to purchase clothes, despite the fact that social media do not significantly contribute to impulsive buying among them.

#### **Hypothesis Testing:-**

Hypothesis 1 (H1): There is a significant positive correlation between social media exposure and fashion choices by teenagers. The test results indicate a significant positive correlation in the full sample group ( $r = 0.626$ ,  $p < .001$ ), suggesting that the more social media exposure a person gets, the greater the impact on their fashion choice. Even though Pearson correlation in the group of teenagers alone was not significant ( $r = 0.421$ ,  $p = .058$ ), Spearman's rho stayed significant ( $p = 0.533$ ,  $p = .013$ ). As a result, H1 is accepted, as the findings indicate a significant positive correlation between the variables.

Hypothesis 2 (H2): There is a significant positive correlation between trust in influencers/peers and teenagers' purchase intention. Trust being the variable that cannot be quantitatively measured, a proxy measure named Influencer/Peer Influence Proxy was employed. This proxy showed significant positive correlation with purchase intention in the full sample group ( $r = 0.741$ ,  $p < .001$ ) and the teenager-only group ( $r = 0.762$ ,  $p < .001$ ), along with significant Spearman's rho in both samples. Therefore, H2 is accepted as a proxy-based finding, suggesting that the more influencer or peer influence, the greater purchase intention.

**Interpretation of Results:-**

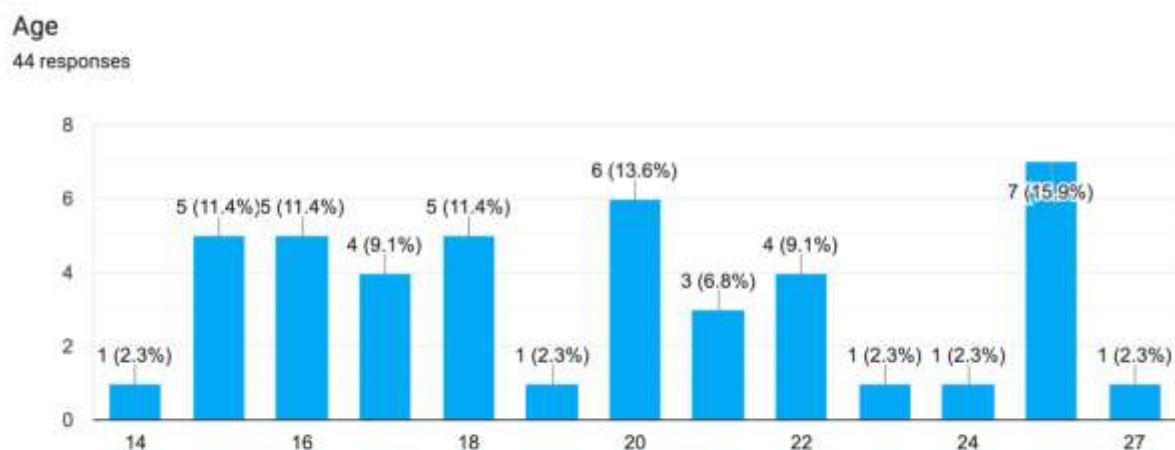
The results demonstrate that social media plays a relatively significant role in shaping the choice of clothing and purchasing behavior among adolescents. Majority of the participants in the study stated that they use social media frequently, find new fashion brands, watch fashion content online, and try new looks based on what they see online. The highly significant correlations established during the research confirm the same once again. These results are in agreement with the research previously reviewed in the literature review, where it was determined that social media, influencers, and digital fashion content have a significant impact on the fashion choices and consumer behavior of teenagers. As in previous studies, it has been shown that social media is able to increase fashion awareness, provide fashion inspiration, and lead to clothing purchases without fostering impulsive purchases and direct influence. The main conclusion made in this study is that teenagers do not follow social media for the purpose of copying other people; they only get fashion inspiration from the content posted online. This means that teenagers are inspired by fashion trends on social media and are able to make their own fashion choices based on personal preferences.

**Appendices:-****Questionnaire:-**

- q1) I regularly use social media apps such as instagram and snapchat
- q2) I see fashion related content often
- q3) I follow fashion influencers and celebrities online
- q4) Social media is one of my favourite sources for fashion inspiration
- q5) I have bought clothes after seeing them online
- q6) Fashion trends on social media influence my clothing choices
- q7) I often want to dress like influencers that i see on social media
- q8) social media encourages me to try out new clothes
- q9) I feel more confident in clothes that are trending online
- q10) Sometimes i buy clothes impulsively because of the ads or posts
- q11) I compare my fashion style with people who i see online
- q12) social media helps me to be aware of the fashion trends going on
- q13) I feel pressured to keep up with the fashion trends going on
- q14) Social media has a positive influence over my fashion choices
- q15) I believe that social media influences teenagers fashion choices in general

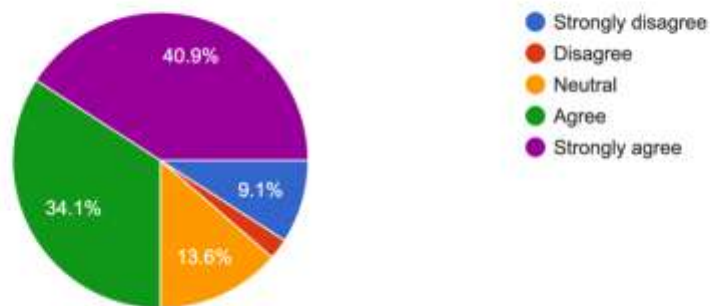
**Likert scale:-**

Strongly disagree, disagree, neutral, agree, strongly agree

**Additional Tables or Figures:-**

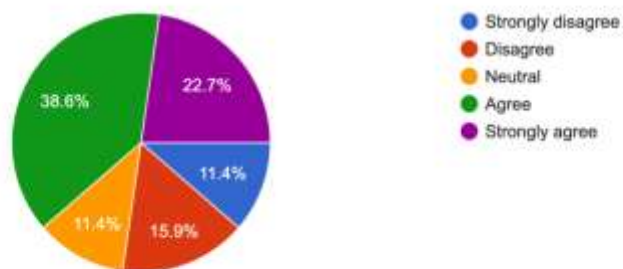
I see fashion - related content on social media frequently

44 responses



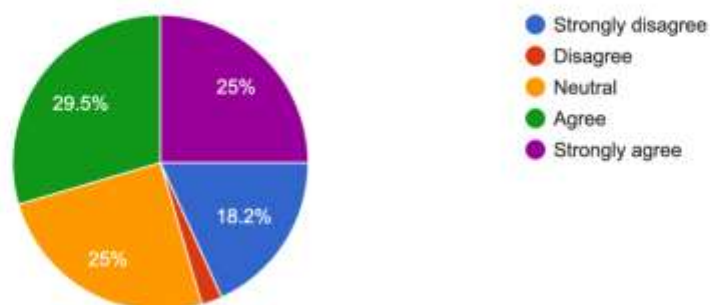
I follow fashion influencers or celebrities online

44 responses



Social media is one of my main sources of fashion inspiration

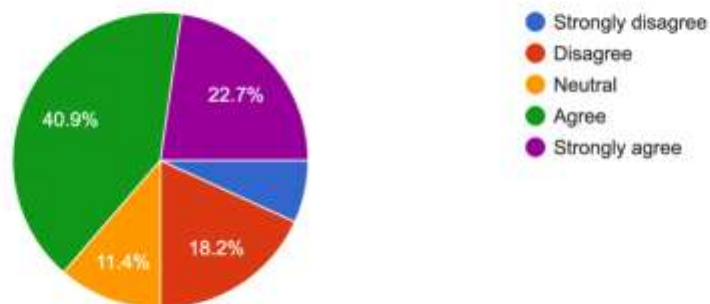
44 responses





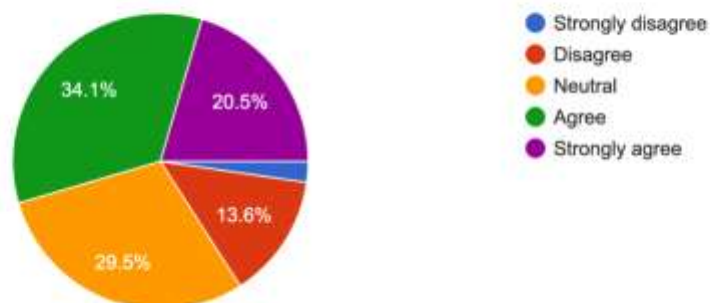
I have bought clothes after seeing them on social media

44 responses



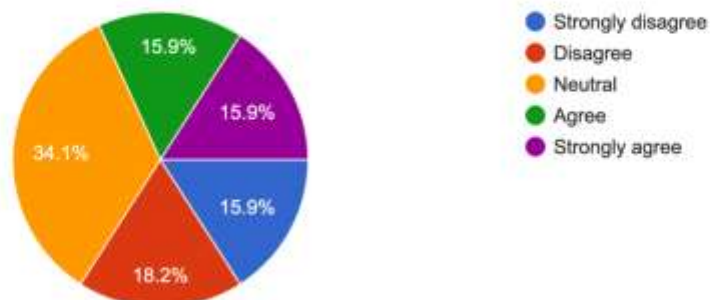
Fashion trends on social media influence my clothing choices

44 responses



I often want to dress like influencers or celebrities I see online

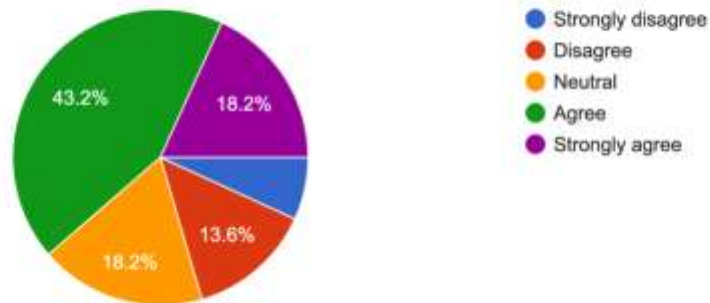
44 responses





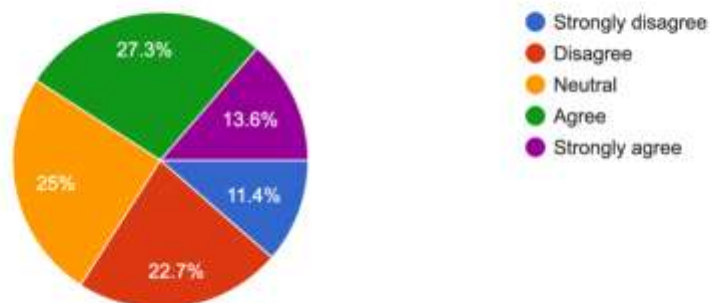
Social media encourages me to try new fashion styles

44 responses



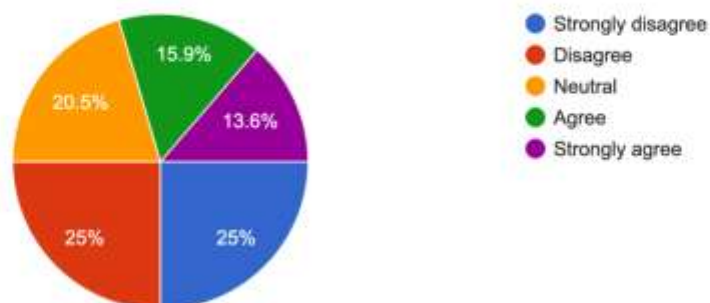
I feel more confident in clothes that are trending online

44 responses



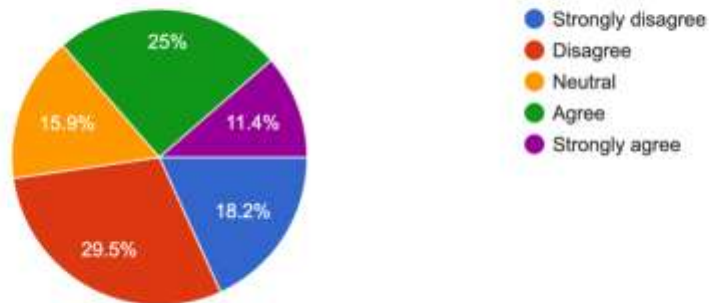
I sometimes buy clothes impulsively because of social media ads or posts

44 responses



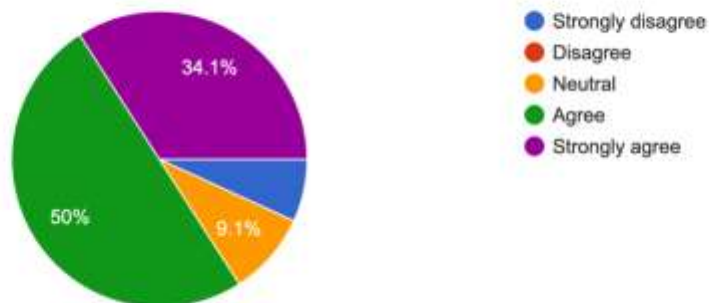
I compare my fashion style with people I see on social media

44 responses



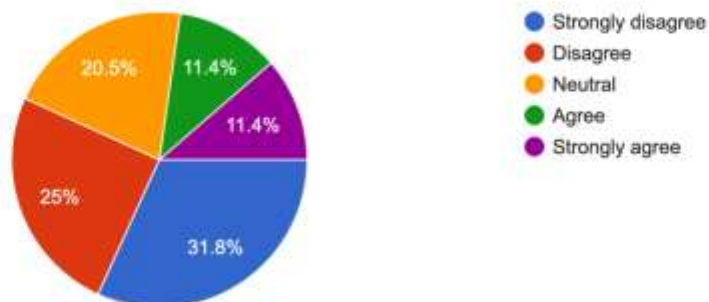
Social media makes me more aware of new fashion brands

44 responses



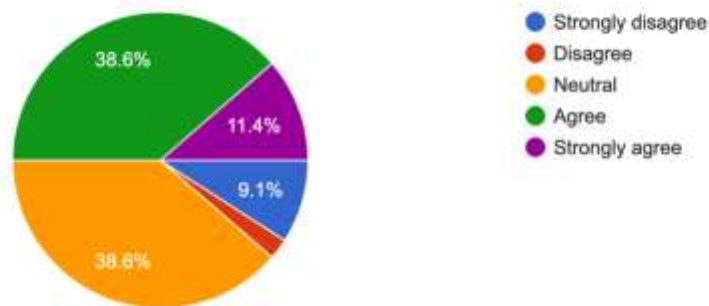
I feel pressured to keep up with fashion trends shown online

44 responses



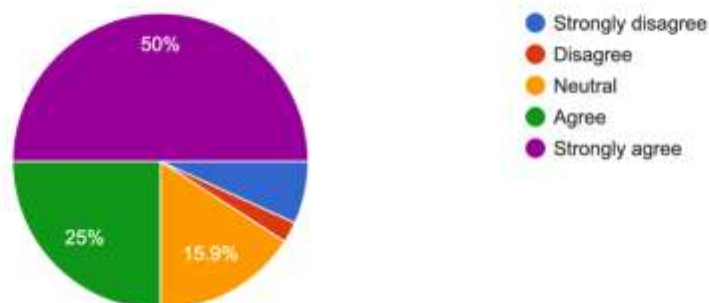
### Social media has a positive influence on my fashion choices

44 responses



### I believe social media influences teenagers' fashion choices in general

44 responses



## Conclusion:-

### Summary of Findings:-

From the survey results, it can be seen that the use of social media is very influential in terms of how teens choose their fashion. The majority of the participants confirmed that they frequently use social media; view fashion-related content; discover new fashion brands through it; and try out new fashion styles as a result. It can therefore be said that social media is an important source of fashion inspiration and motivates teenagers to buy the fashion products they see on social media. The influence of fashion influencers has been confirmed by the fact that the teenagers are motivated to adopt new styles and become more aware about fashion. In addition, viral trends, fashion reels, and hauls have been found to motivate the teens to purchase fashion products. However, due to lack of sufficient information, the influence of peers cannot be ascertained. Hypothesis testing was consistent with both research hypotheses. Hypothesis H1 was validated, revealing the significant positive effect of social media exposure on the fashion decisions made by teenagers. Moreover, H2 was validated as well on the basis of a proxy variable, revealing that higher influence of influencers or peers increases the level of purchase intention.

### Behavioural Insights:-

As shown above, teenagers consider fashion a major means of self-expression and personal identity formation. Social media influences their fashion choices and shopping behavior in both ways since, on one hand, it acts as a source of inspiration due to fashion trends, influencers, and creative content. On the other hand, it also adds pressure on them to be up-to-date with the fashion trends and meet the requirements of social media users. Elements like trust

in influencers, relatability, and peer acceptance also play a crucial role in their fashion choices and shopping behavior. Moreover, viral content, such as fashion reels, hauls, and trendy posts, makes them more aware about the new products and inspires them to follow current fashion trends and buy clothes and accessories.

### **Recommendations:-**

#### **Digital Awareness and Media Literacy:-**

It is essential that the younger generation is sensitized about the influence of social media on their fashion choices and purchasing behavior. Given that social media has become one of the main sources of inspiration for fashion, teenagers should realize how digital marketing tools work and affect their preferences and choices when it comes to buying certain items of clothes. It is possible to teach teenagers at school or college how to differentiate between recommendations, advertisements, and promotions by including the study of digital marketing, social media algorithms, influencer marketing, and persuasive online advertisements. Moreover, it is important to teach teenagers how to analyze the fashion content on social media to distinguish between authentic fashion choices and advertisements in order to be able to make responsible purchases. Digital awareness and literacy are likely to result in independent thinking and analysis of the content found on social media platforms to avoid being affected by certain trends. Ultimately, it will allow teenagers to feel confident enough to express their personal style and make appropriate fashion choices.

#### **Responsible Fashion Consumption:-**

Instead, young people need to be educated about being more considerate and reasonable when it comes to fashion, instead of buying whatever happens to be trending on social networks. Although some inspirations might come from social networking platforms, there should also be a consideration for comfort, costs, quality, durability, and personal taste. Cultivation of the habit of mindful purchasing will help young people to stop spending unnecessary amounts of money and making impulsive decisions driven by various influencers. It is necessary to encourage them to buy clothes that suit their style and are going to last longer, regardless of how fashionable they may look in the present moment. Furthermore, encouragement of sustainability through reuse, repair, exchange, and restyling of clothes that have already been purchased can help to reduce consumption.

#### **Ethical Influencer Marketing:-**

Influencers, brands, and even social media companies need to be responsible for creating ethical and transparent marketing campaigns, particularly where young people are involved. It is important that influencers are completely honest about any sponsored posts or collaborations and make it clear to their audience whether something is an advertisement or a recommendation. Content related to fashion should encourage creativity and self-expression without making people feel like they need to live up to certain standards of beauty or social status. Likewise, brands should never use marketing techniques that would cause insecurity or put pressure on teenagers to buy clothes all the time to conform to what others think.

#### **Role of Parents and Educators:-**

It is crucial for parents and educators to help teenagers form a healthy relationship with fashion and social media. Firstly, parents need to engage in constructive and productive discussion regarding the impact of social media on teenagers' self-esteem, self-confidence, financial management, and attitude towards notions such as success and beauty. The conversation should be conducted with the aim of explaining to teenagers the difference between reality and highly staged content on social networks. This would allow them to understand that not everything that is posted on social media can be true. Moreover, teenagers can be encouraged to make thoughtful decisions when choosing to buy fashion items. Educational institutions can support these initiatives by including elements of digital literacy and consumer awareness into their curricula. Educational establishments can conduct various workshops and seminars aimed at explaining to students how social media, sponsored posts, and advertisements affect consumers. Moreover, teens should be advised to cultivate their own unique style according to their interests, personality, and personal beliefs without imitating influencers and trying to follow every new trend. Parents and educators should encourage the development of self-confidence, individuality, creativity in styling oneself, and highlight that fashion is the way for self-expression, and not an attempt to impress other people. An atmosphere of support will help teenagers cope with the influence of social networks, enhance their self-respect, and make proper decisions regarding fashion and expenses.

### Limitations of the Study:-

This study had a number of limitations, and they should be taken into account when interpreting its results. Firstly, the number of respondents was rather limited; thus, the results may not be easily generalizable. Secondly, the participants were from a particular school, city, or peer group; as a result, their attitudes may not reflect those of all teenagers. Thirdly, self-reports were used as a data collection method; as a consequence, the answers might be affected by memory distortions, personal biases, and the need to give socially desirable answers. Furthermore, not all social media were equally studied as each platform affects fashion behaviour to a different degree. Moreover, fashion decisions made by teenagers are influenced by many other factors apart from social media use, such as family values, culture, wealth, preferences, and friendships. Thus, these variables were not included into the analysis and could affect fashion behaviour as well.

### Future Scope of Research:-

Future studies on the topic will be able to build on the results of this study by conducting a similar study but using a larger and diversified sample in order to increase the reliability and applicability of the findings. For example, researchers might consider comparing teenagers from various cities, states, or even countries in order to find out how cultural, social, and economic differences affect the association between social media and fashion. Furthermore, future studies might try to look into gender differences, which could help determine whether there are any differences in responses of male and female teenagers to the impact of social media influencers, fashion trends, and shopping. Moreover, future studies might look at the specific effect that certain platforms have on fashion trends of teenagers. This would mean looking at how the characteristics of various applications – such as Instagram, Tiktok, and YouTube – shape fashion preferences of their users. Finally, future researchers might look into the effects that social media fashion trends have on body image, self-esteem, and mental well-being of teenagers.

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