



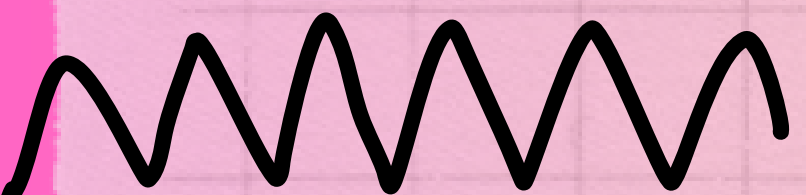
The factors affecting fashion trends changing over the years by different age groups & the evolution of media

Advisors:

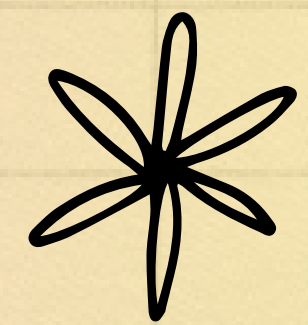
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Abstract



Influence of Social Media on Fashion Trends

Discussing :

- Exploring the dynamic relationship between social media and fashion trends.
- Understanding how social media shapes fashion choices across different age groups.
- Investigating evolving fashion trends, media evolution, and factors influencing current-day fashion.
- Scope: 68 respondents across the US, Malaysia, and Indonesia were surveyed through Qualtrics and social media.

Introduction :

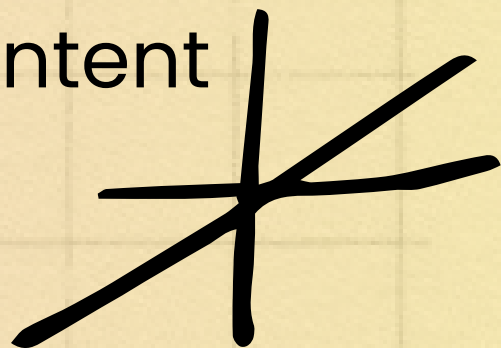
✨ Background

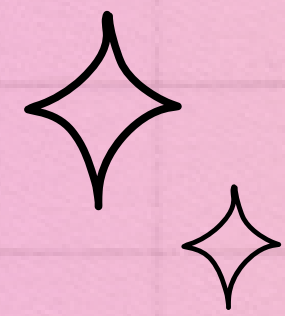
My passion for fashion inspired this research on social media's impact on clothing choices.

Fashion : Viewed as a form of self-presentation and cultural expression as it describes a person, gives an identity to the person's culture, generation, or the overall character of the person.

Media : started of with newspapers , magazines , broadcasting and mass and lastly internet.

Social Media : a collection of websites that is inclusive of communication, content sharing, interaction with community-based input.

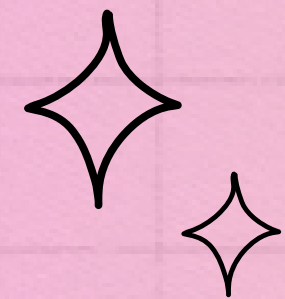




Evolution of Media

From newspapers in 1704 to the internet era, media has shaped societal perceptions.

Television in 1933 revolutionized media with visuals, advertisements, and entertainment.

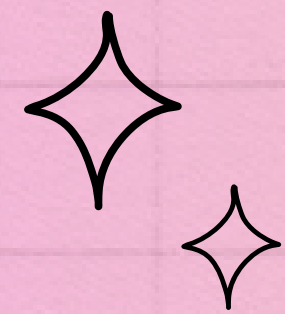


Rise of social media

Interactive platforms facilitating communication, content sharing, and community interaction.

In 2021, 4.80 billion people globally use social media, influencing fashion trends daily.



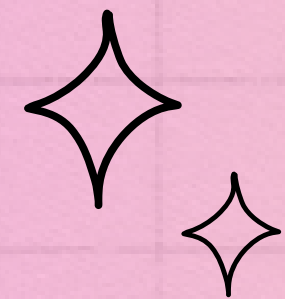


Problem Statement

Beyond entertainment, it is a crucial tool for fashion-related businesses.

People enjoy shopping from the comfort of their home

Rise of online shopping especially during COVID-19, online platforms became vital for fashion retail.



Statement of significance

To provide invaluable insights for fashion designers, brands, and retailers.

Findings can shape market strategies.



Objectives

01

To investigate the factors affecting fashion trends in the current day

02

To find out the evolution of media

03

To investigate fashion trends changing over the years and in people of different age groups

04

To observe the influence of social media

Literature Review

Mid 20th century : 1960s counterculture, introduced unconventional styles.

In the 2000s Trends from tv shows, rock bands and magazines.

Mid 21st century : celebrities such as actors , athletes and musicians.

Factors affecting fashion trends : social, economic and cultural aspects and also the area depending if rural or city, and countries with different cultures.

Different age groups prioritize different aspects

Children : typically wear what parents choose and usually will be more comfortable to be playing

Teens : influenced by pop culture and tend to dress following trends

Working class : influenced by job type

Older groups : choose more comfortable and elegant wear as they are older

Hypothesis



H₁: Social media significantly influences the changing of fashion trends over the years.

H₂: Different age groups exhibit distinct preferences in fashion trends.

H₃: Social media plays a significant role in inspiring individuals' dressing choices

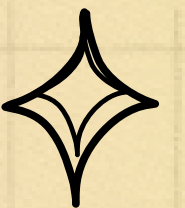


* Methodology

01

Pilot

- Study conducted with 5 randomly chosen participants to assess instrument validity.
- Questionnaires created on Qualtrics and distributed
- Questions modified and changed to fit the study



* Methodology

02

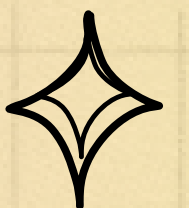
Survey in Qualtrics

Demographic section on age, gender, and education.

Social media usage questions: Weekly duration on platforms like Instagram, Facebook, Snapchat, Pinterest, and Twitter. (Quantifying total social media use)

If social media influences ones' life and purpose of social media

Exploring if social media plays a role in shaping respondents' dressing choices with more open-ended questions; fashions inspirations 10 years ago and 20 years ago, how social media influence one's life now, comments.

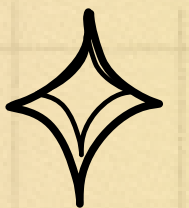




03

Choose the variables in Excel creating the 'media' dataset

- demographic variables: Gender, age, and education.
- social media usage variables: "Instagram, TikTok, Facebook, Pinterest, Twitter, Snapchat, and Use.in.week."
- variables on daily influences: Movies/TV shows, Instagram/TikTok, Pinterest/Tumblr, social norms, media influences, magazines, and influence.socialmedia.
- categorical variables: 'Social media plays a role' (yes/no), 'purpose of social media', and 'without internet' (hours/days).

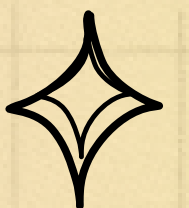


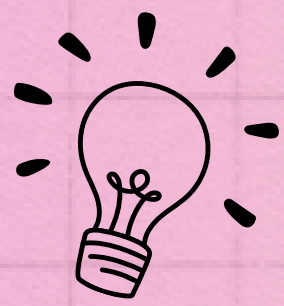


04

Data analysis

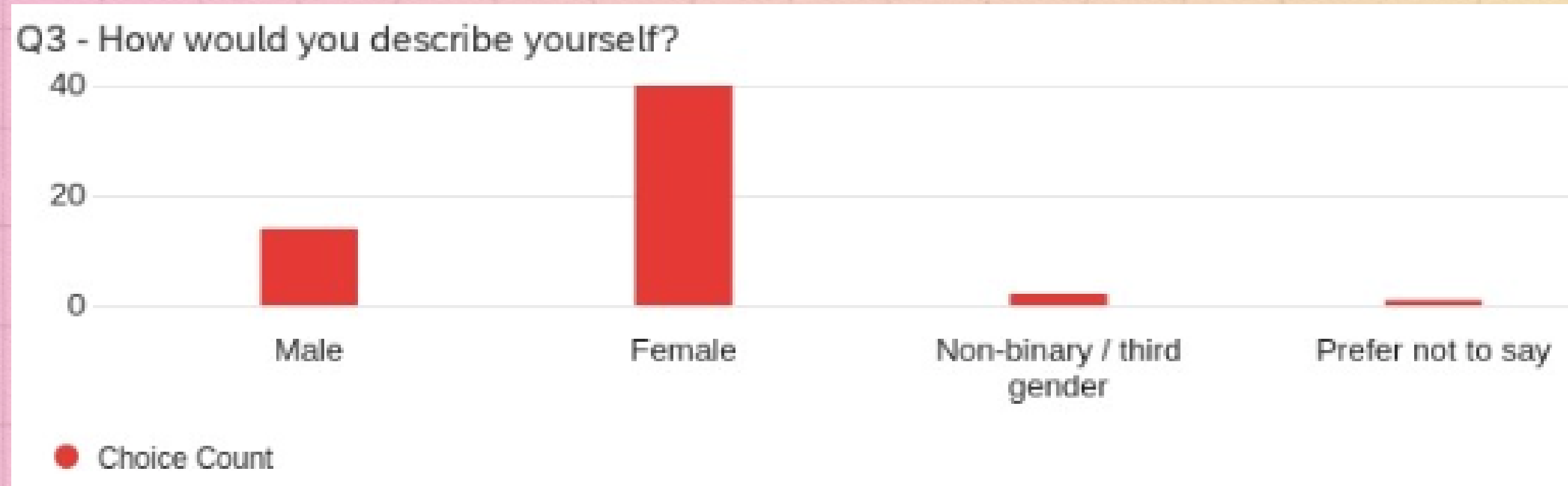
- R used for analyzing factors influencing fashion trends.
- Graphs and tables created in R and Qualtrics for visualization.
- Simple and multiple regression models developed with Age variable.
- Gender, Age, Use in week tested for model fit. (predictors)
- response variables: 'Influence.socialmedia' and 'use of social media'.
- Discuss model selection: "ANOVA used to determine the best-fit model."



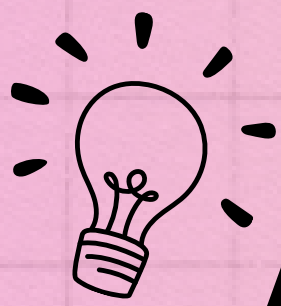


Findings

Gender Description



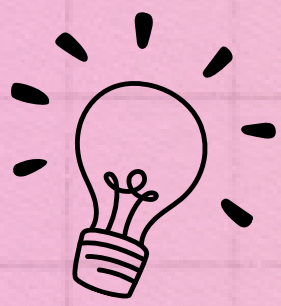
Females dominate participation, with the highest numbers in the 18–24 age group at 58.82% while male participants are at 27.47%.



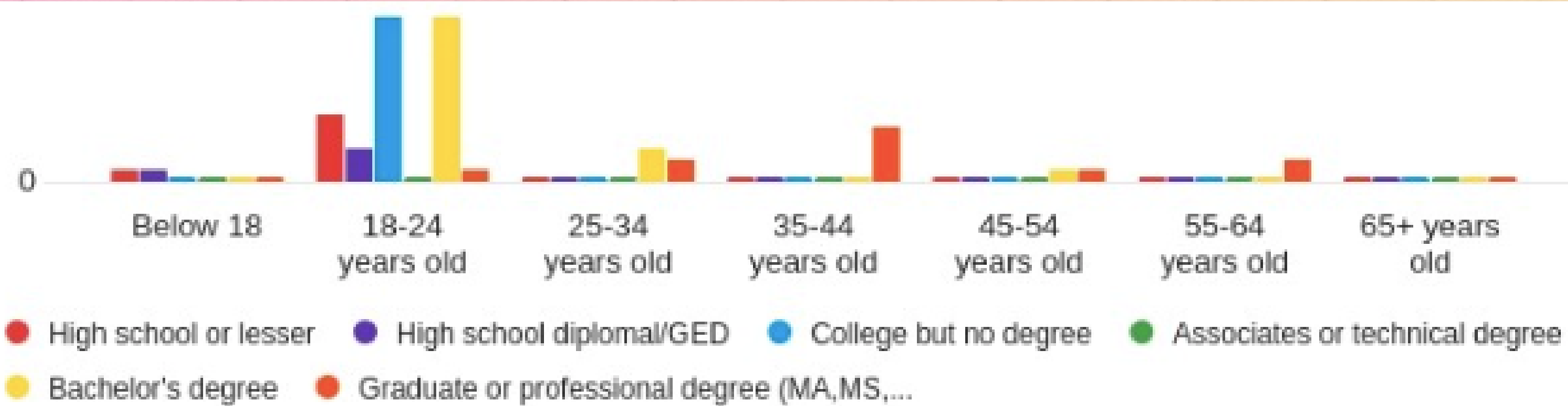
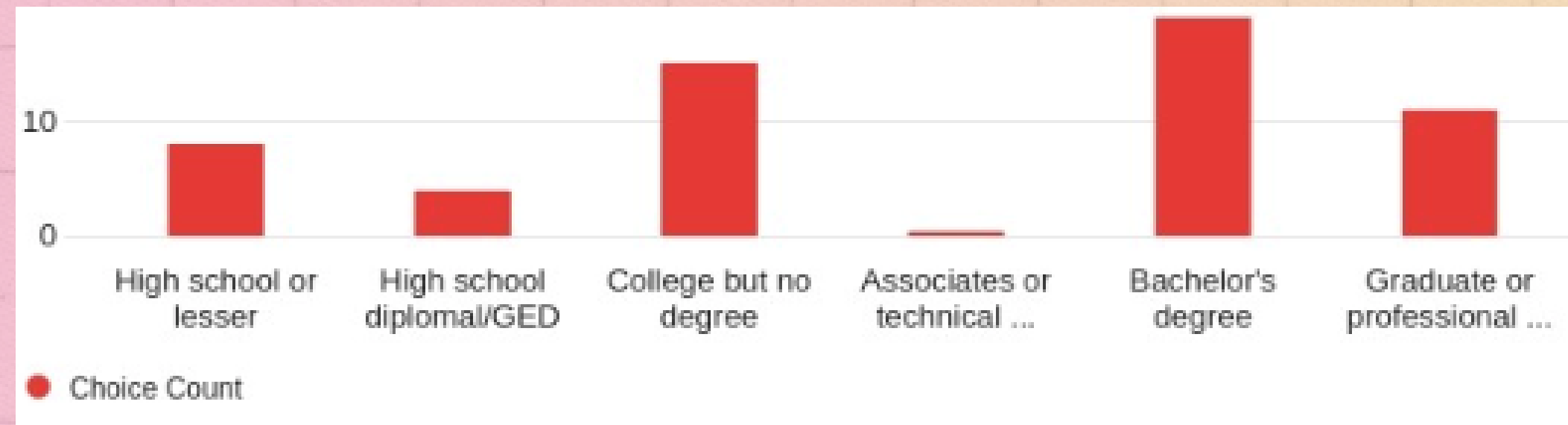
Age Description



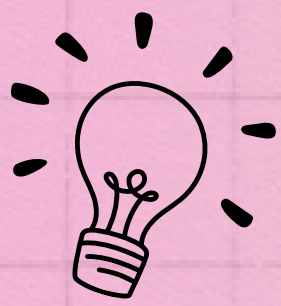
Respondents are aged 16 to 66 years old



Education Level



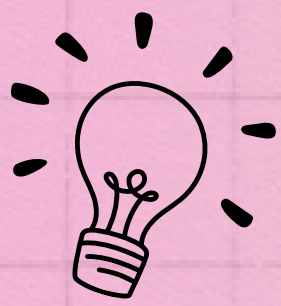
College students with no degree and adults with bachelor's degrees form the largest participant groups.



Purpose of social media



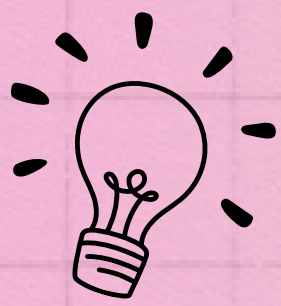
Graph illustrates the varied purposes of social media in daily life, with communication, entertainment, and information as predominant factors.



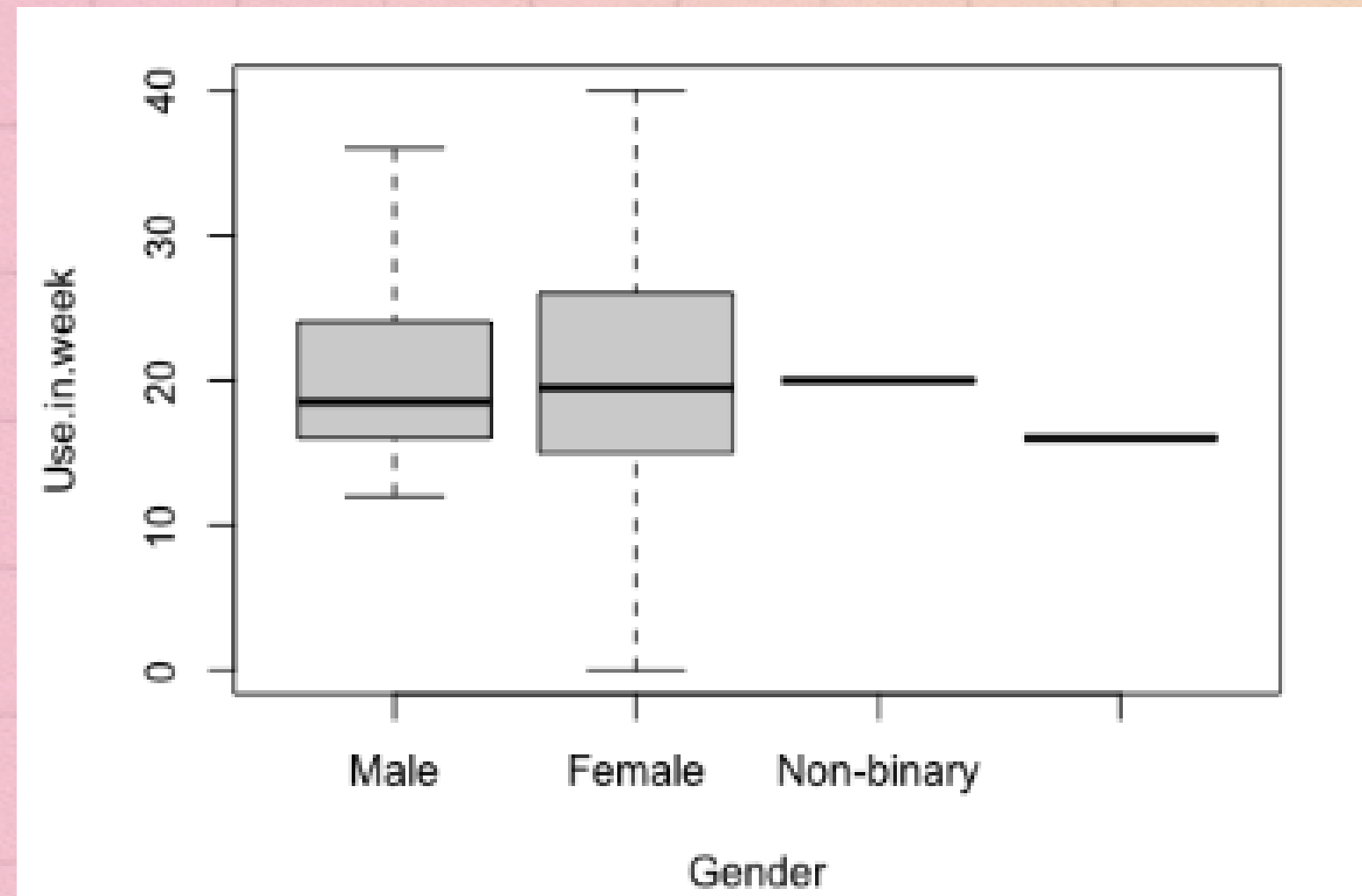
Social media influence in daily life



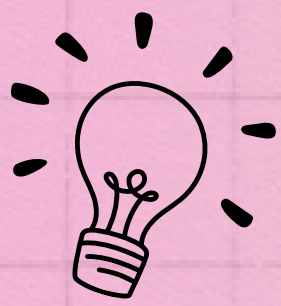
- The highest response was 'maybe' with 73.68%. 27.4% said yes which was the 2nd highest.



Use of social media in a week by Gender



Approximately equal social media usage across genders, indicating no significant gender-based differences.



Social Media Impact 10 Years Ago

60% acknowledged the impact of social media 10 years ago, primarily for communication, entertainment, and work-related information.

'no' responses: "40% mentioned reliance on traditional sources like books and television.

Fashion Inspirations Over Time

20 years ago: Magazines and television were major influences, with social norms being a significant factor.

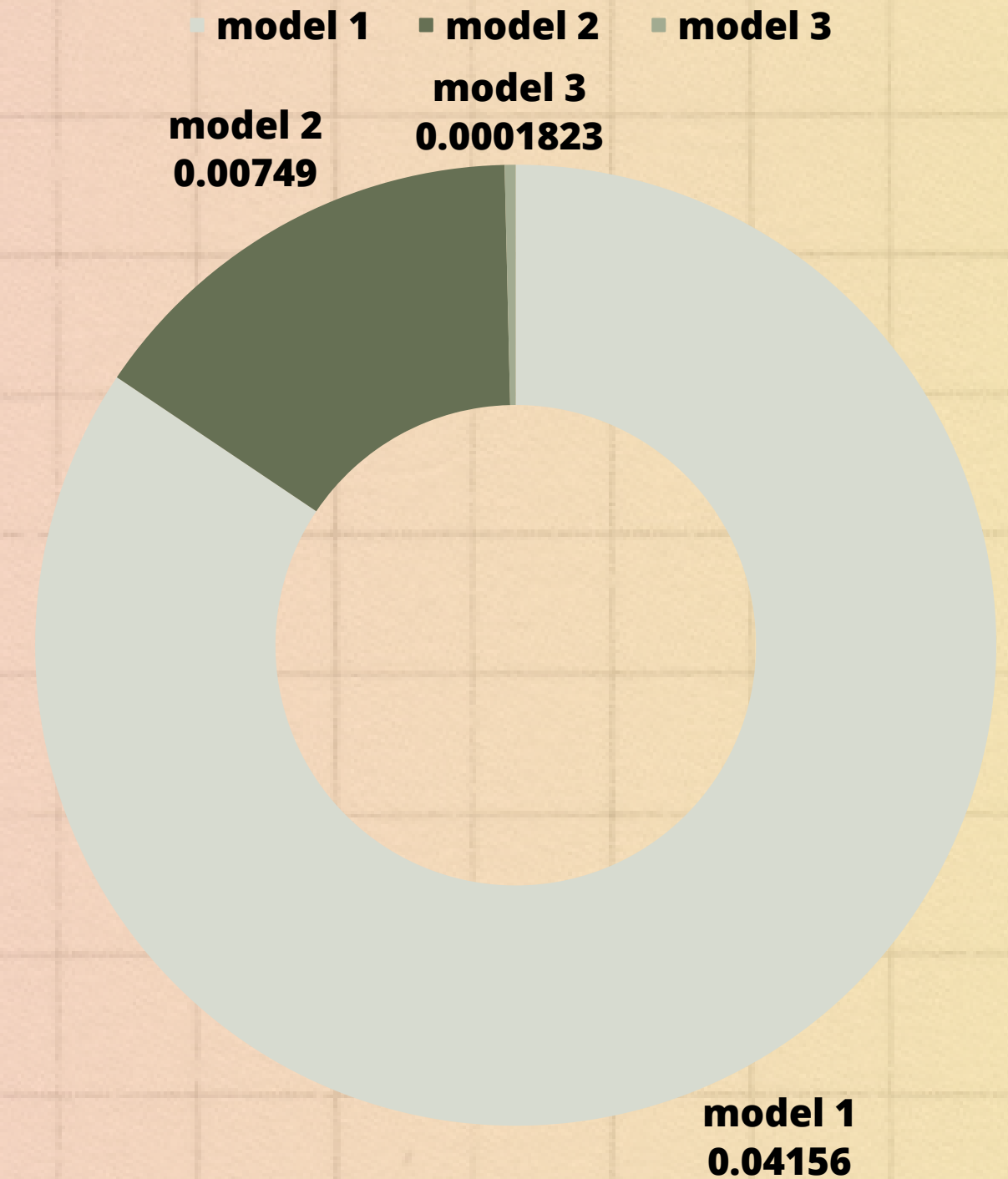
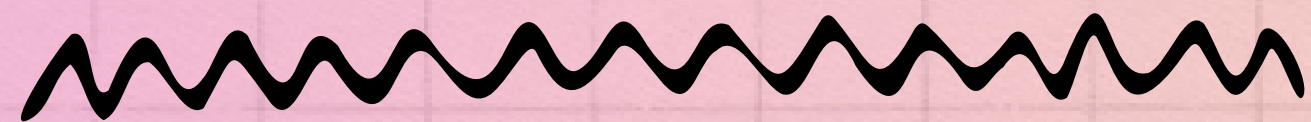
10 years ago: Shift to the internet and shows as primary influencers, with a subset influenced by religion or culture

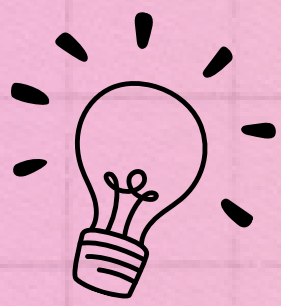
Result ☆☆

Regression models:

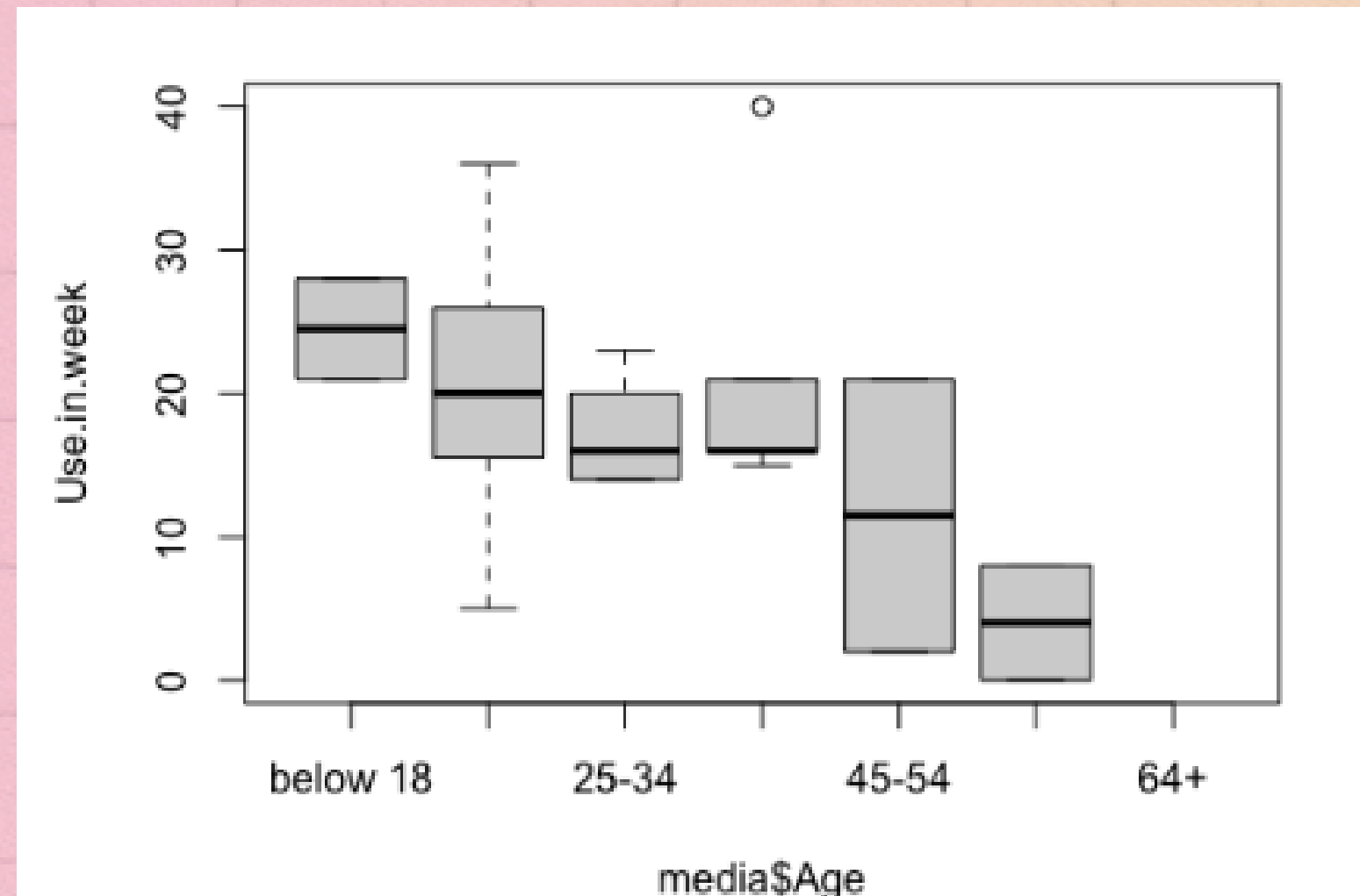
Simple linear regression models:

- 1) Use of social media by age group
- 2) Influence of social media in a week by Age
- 3) Influence of social media by use of social media in a week

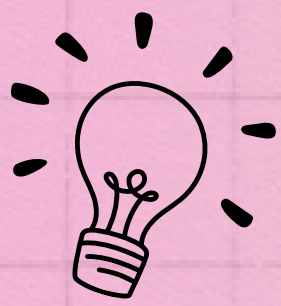




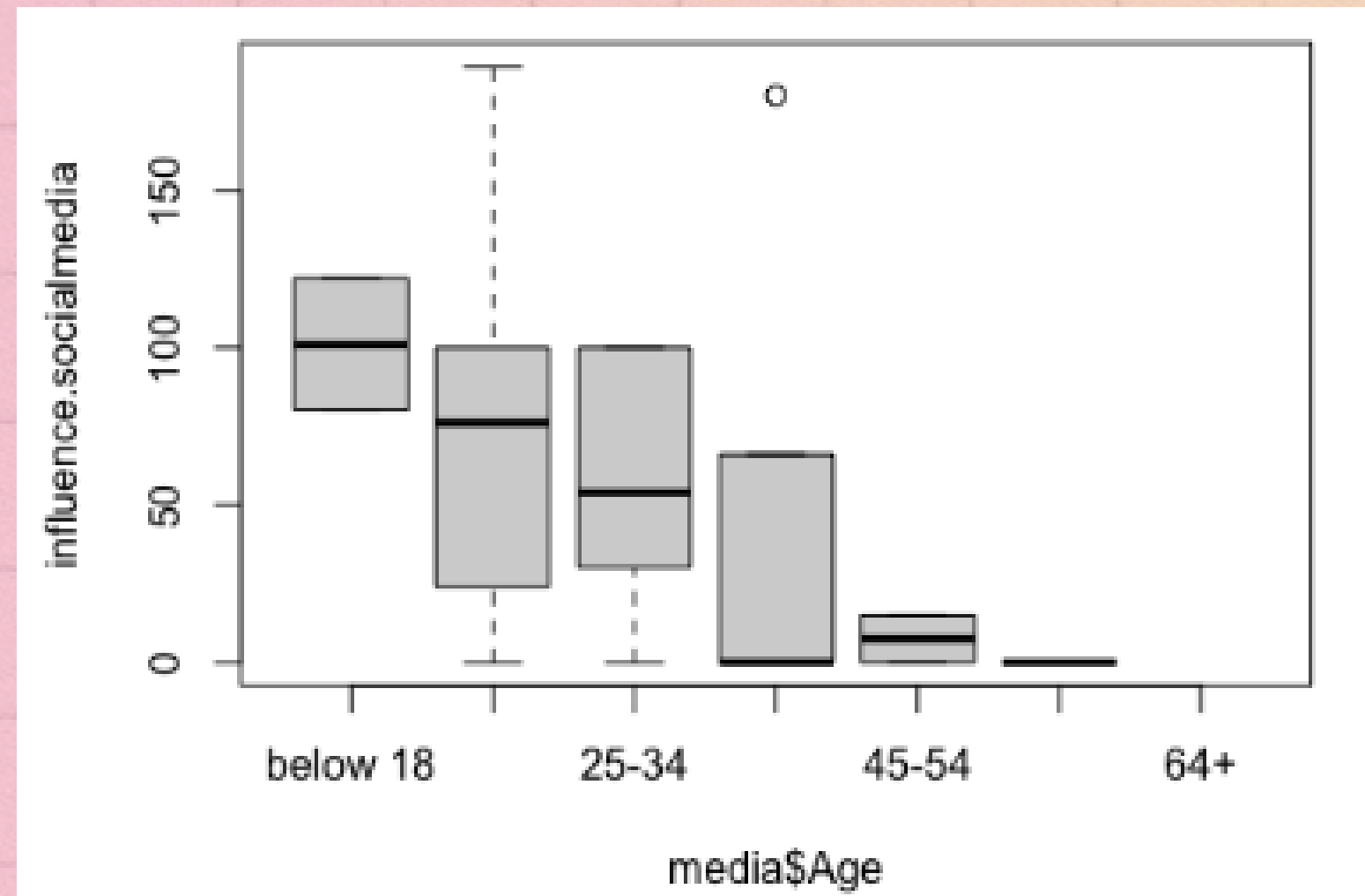
Use of social media in a week by Age



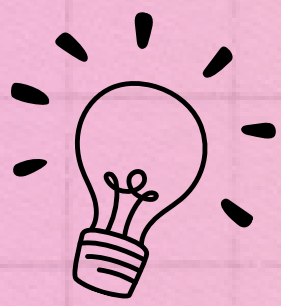
the participants below 18 has the largest number of Use.in.week which is the amount of social media used in a week, followed by the age group 18-24.



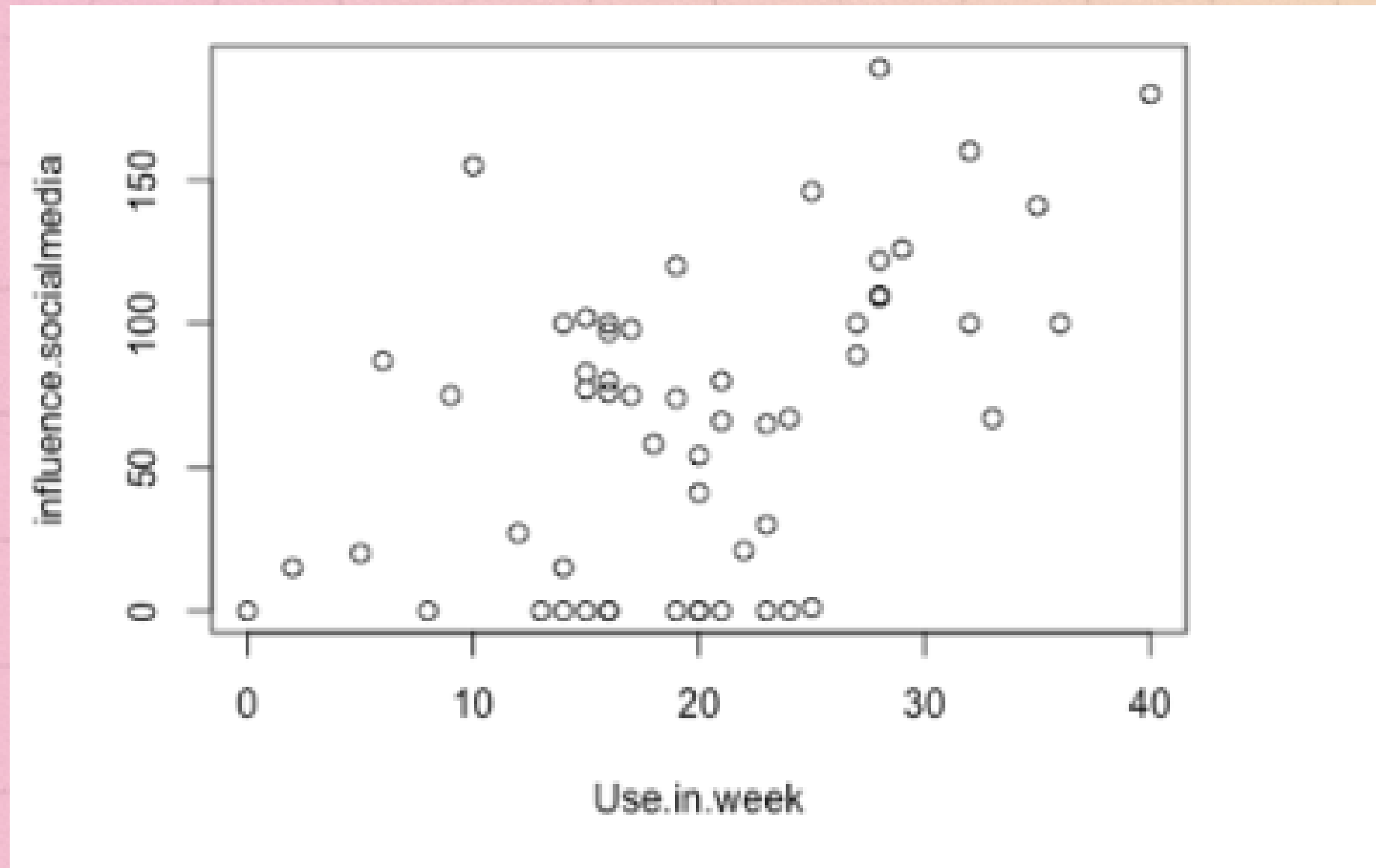
Influence of social media in a week by Age



the below 18 groups has the highest influence from social media in the way they dress followed by the 18-24 group.



Influence of social media by use of social media in a week



p-value of 0.0001823, so it has the best fit model in the simple regression models.

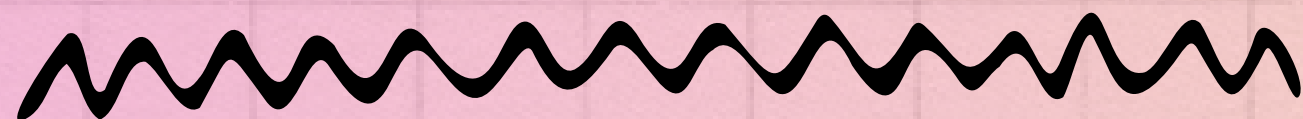
Result ☆☆☆

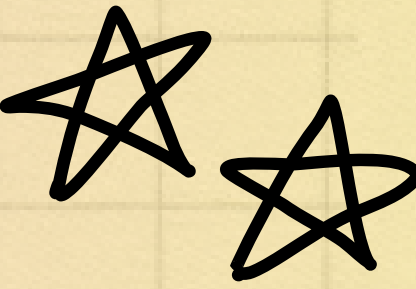
Multiple linear regression models:

Model 1: influence of social media by Age groups and Use of social media in a week

Model 2: influence of social media by Age groups, Use of social media in a week and Gender

Model 3: influence of social media by Age groups, Use of social media in a week, Gender and education





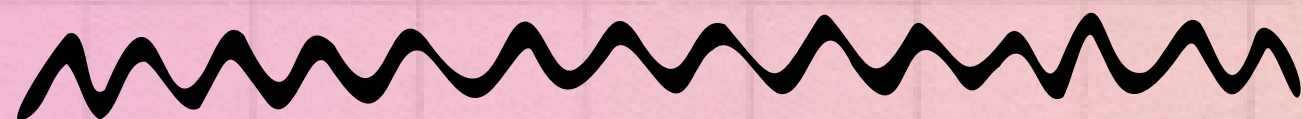
Best fit model (After Anova tests between models)

Model 1: influence of social media by Age groups and Use of social media in a week

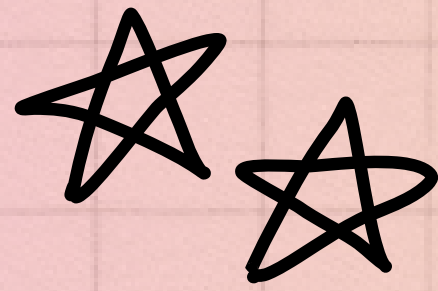
Predictor: Age + Use of social media

Response: Social media influence to the way one dresses

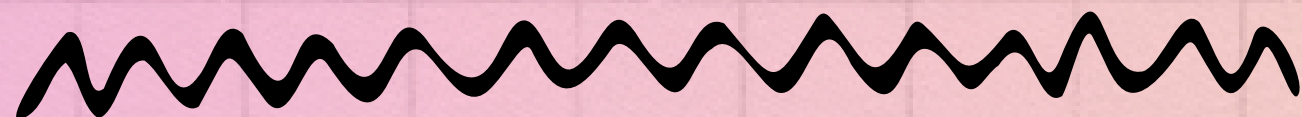
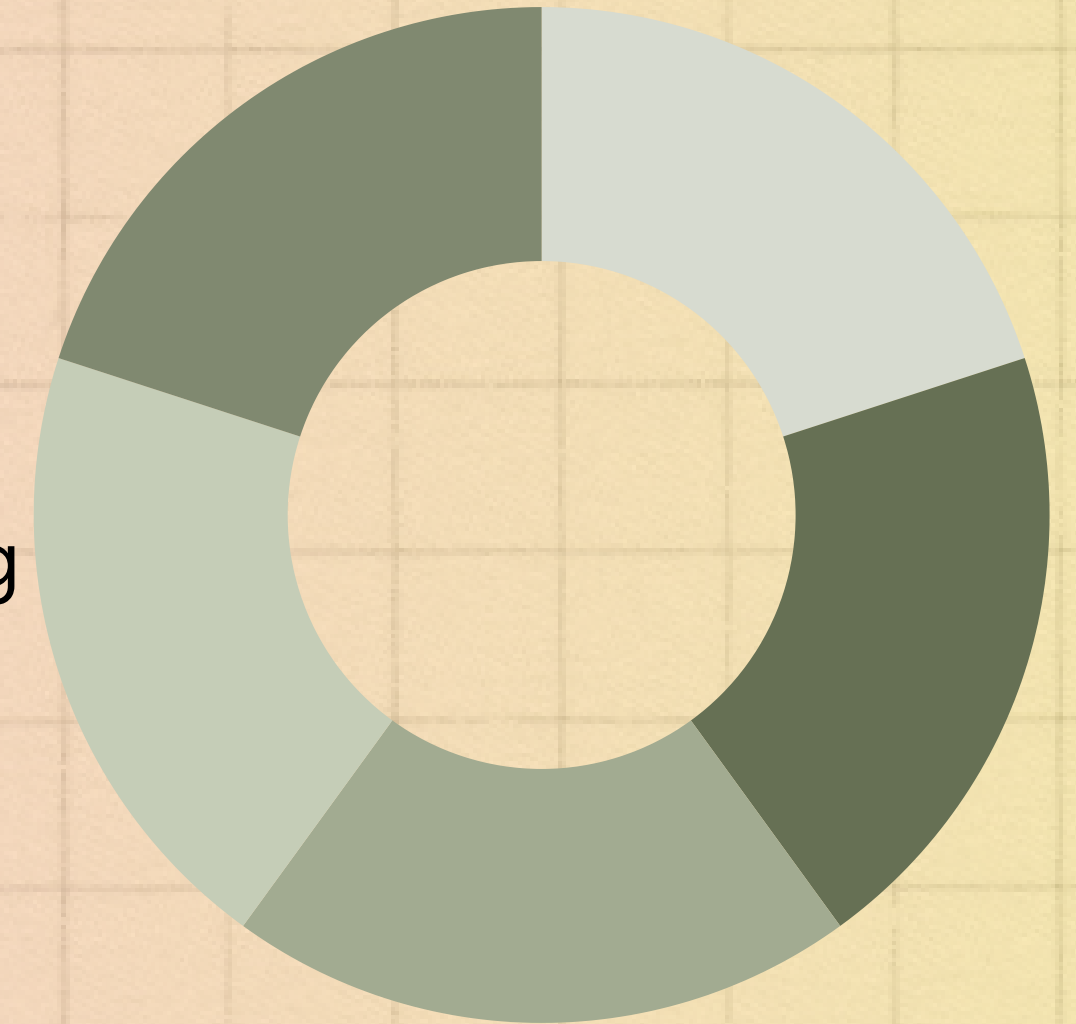
Equation: influence of social media = $40.4345 - 18.9020 \text{ Age group}(18-24) + 2.4721 \text{ Use of social media in a week}$

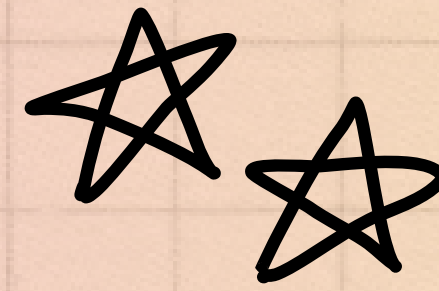


Conclusion



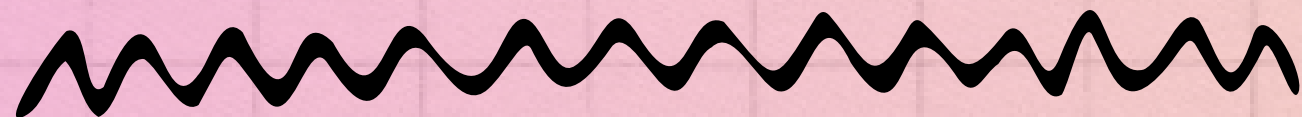
- Model 1 with predictors Age group and Use of social media is the best fit.
- Reject null hypothesis; age group correlates with the influence of social media on dressing.
- The Multiple linear regression shows a higher correlation, indicating a significant role of age group.
- Despite significant predictors, numerous unaccounted factors impact how social media influences dressing choices.





Recommendations

- Fashion businesses should pay more attention to societal values, environment concerns and technological advancement in their fashion invention.
- Designers, brands and retailers should take note that there is a growing awareness in fashion which drives a shift towards sustainable and ethical fashion choices
- It should be noted that the advancements in AR and VR are likely to revolutionise the industry
- Fashion professionals must adapt to remain responsive to diverse consumer preferences.



**Thank
you!**

