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## Media Impact on Social Psychology of Clothings in Youth

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**Abstract** Social media is a collection of websites and online forums where individuals may share information, profiles, theories, observations, perspicacity, apprehension, and media in general. It also makes it easier for people to communicate with and connect with one another from all over the world. Fashion can change the culture and culture can change the way we live feel and progress. Fashion can create huge business opportunities cutting across nations and cultures. Millennials have their own choice to play with the color, cut, and clarity of a fabric. Fabric can be changed into an art piece. There is an impact on the psychology and the sociology of youth. Social Networking Sites can provide all the ways and means to develop personal and social aspects, the young people have to explore the potentialities of these sites. Social Networking Sites influence the lifestyle of youth so that the fashion brands and fashion industries can exploit the space of Social Networking Sites to promote their fashion styles, trends among youth.

**Keywords** Youth, fashion, social media, psychological and social impact

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### Introduction

The emergence of information technology has fundamentally altered the methods in which people communicate and do business, transforming the world into a global village. The rise of social media has changed the globe and its entire mode of operation while also bringing its inhabitants closer together. Social media refers to the actions, customs, and conduct of social groups that come together online to exchange knowledge, stories, and viewpoints through informal media. Online-based apps that have made it possible to create and send content in the form of text, images, videos, and audios are what are generally known as colloquial or conversational media [1].

### Social Media

Social media has developed into a powerful marketing tool over the past ten years. It has not only given marketing a new dimension, but it has also given marketers several opportunities to raise brand recognition among customers. It is today regarded as the public relations strategy that is most transparent, interactive, and engaging.

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Pre-teens have undergone considerable changes in their daily routines, preferences, and behaviors over time.

The current generation has grown up with technological innovation and is unable to comprehend life without the internet.

Pre-teens (8 to 12 years old) are always seeking comfort, innovation, and technology. The connected world in which this generation was born has taught them that they can exist in several realities through social media and



television shows. This demographic actively uses social networking sites in the modern world, and they have significant influence over their parents' purchasing decisions [3].

Digital influencers employ tricks like charisma and interactivity to keep the audience and stay on top of the rankings, to become one of the main opinion formers and to profit from sponsoring brands and services. A study found that 35% of digital influencer followers claim to have supported a cause by sharing their posts on social media, and that 70% of youth who use social medias prefer digital influencers than celebrities [4].

#### Usage of Different Social Media Sites [5]

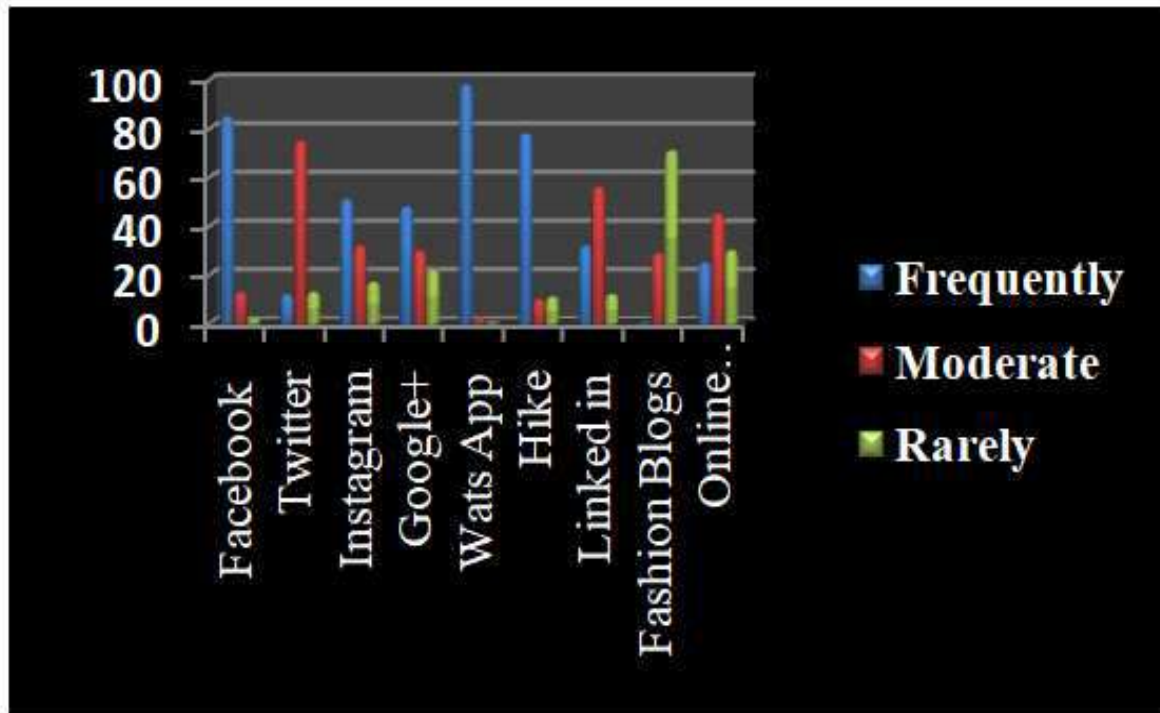


Figure 1: Usage of Different Social Media Sites

#### Fashion

Fashion makes a point. A person's statement of body and mind spreads and has a significant influence on other people's thinking. The world surrounding a person is changed, performed, and transformed through fashion. A person's lifestyles might be highlighted through their wardrobe. Developing the personality based on the attire and accessorizing is observed targeting youth generation. The personal identity reflects carrying the dress according to social, cultural, and religious influence. It is in general believed that fashion can change the culture and culture can change the way we live feel and progress. Fashion can create huge business opportunities cutting across nations and cultures. Millennials have their own choice to play with the color, cut, and clarity of a fabric. Fabric can be changed into an art piece. Food and fashion go hand in hand. There is an impact on the psychology and the sociology of youth.

Wearing clothing in accordance with societal, cultural, and religious influences displays one's personal identity. Most people agree that culture and fashion both influences how we feel about ourselves and how quickly we advance in life. Huge economic prospects that traverse borders and cultures can be generated by fashion. Millennials can choose to experiment with a fabric's colour, cut, and clarity. Fabric can be transformed into a work of art. There is an impact on the psychology and the sociology of young adolescents [6].

Whether in the past or in the present, everyone wants to seem beautiful and flawless. Fashion has always influenced people's lives and personalities, and people are constantly looking for new methods to wear new styles. Because people interact with these media outlets frequently throughout the day, which has an impact on how they dress, fashion exists in culture and adopts or modifies culture. The process of adopting or moderating



culture begins with radio, television, fashion shows, the internet, social websites, newspapers, banners, billboards, advertisements, or through magazines. They also claimed that, over time, fashion has established itself in culture; gradually, people are adopting the most recent trends and seeking information about the newest styles, which is primarily provided by the media because it creates trends for us through publications, social media, or television, where fashion shows play a role in disseminating the most recent information about fashion.

Everyone wants to look beautiful and perfect, whether past or current times, fashion always been involved in one's life and personality and they also keep looking for new ways which introduced new fashion. Fashion exists in the culture and it adopt or modify culture; the process of adopt or modify culture start with radio, television, fashion shows, internet, social websites, newspaper, banners, billboards, advertisements or through magazines because people have to deal with these mediums several times in a day which leave impact on the outfits of people. Few argues that clothes are the most important thing but in present era it cannot remain within one shape. They also have said that with the passage of time, somewhat fashion has made its place in culture; slowly and steadily people are accepting latest trend and want to know the updates about the upcoming fashion which mostly provided through the media because media set a trend for us through magazines, social media or television and in through television, fashion shows play a role of providing latest news regarding latest fashion [7].

According to Nielsen and Kernaleguen, Clothing is a component of appearance that can reveal information about a person's age, sex, personality, socioeconomic level, morals, and political ideologies. It was also said that

- Clothing is used in a daily activity
- Clothes constitute a frequent public display and
- Clothing choice is an easy manipulated symbol [8].

## Conclusion

Social networking websites are quickly becoming strong and unmatched instruments for exchanging knowledge, forming perspectives, bringing people together across domains and cultures, fostering involvement, and most all, communicating like never before. This is only the start. Communities all over the world are only now starting to see the potential of social networking sites to influence discourse and communication since they are still in a very early stage of development.

This study viewed the impact of social networking sites and how the social networking sites influence youth in their fashion preferences. Since Social Networking Sites can provide all the ways and means to develop personal and social aspects, the young people have to explore the potentialities of these sites. Social Networking Sites influence the lifestyle of youth so that the fashion brands and fashion industries can exploit the space of Social Networking Sites to promote their fashion styles, trends among youth.

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