

Investigating the Effect of Social Media Influence on Fast Fashion and Fear Of Missing Out

Dr. Bharti¹, Surbhi Kumari²

Assistant Professor, Indira Gandhi University, Meerpur, Rewari -123401¹

Research Scholar, Indira Gandhi University, Meerpur, Rewari - 123401²

Abstract: Nowadays, promotions through social media play a crucial role in marketing strategies for growing fashion brands. With the popularity of social media, most fashion brands have started acknowledging different ways of social media networking that may be utilised to attract potential customers. Social media platforms can be seen as another contributor to the excessive consumption of fast fashion. Sharing information platforms facilitates the autonomy to grasp more changing fashion developments in competitive areas of concern. The purchasing choices of consumers with reference to fast fashion have been advantageously influenced by social media platforms. Consumers' buying decisions may be altered with the evolution of constantly changing fashion, which sometimes creates Fear of missing out (FOMO) among individuals. Providing the widespread usage of social media and significant developments over the past years, the present research is intended to investigate the detrimental effect of different social media platforms on fast fashion with compulsive behaviour. This presented study is based on a literature review. The provided findings, clarifications, and conclusions have been grounded on the studies that have previously been released. The research demonstrated a strong and beneficial relationship between people's tendency towards spontaneous purchase and the influence of social media in fast fashion, having the Fear of missing out.

Keywords: Fast fashion, Social Media Influence, Fear of missing out (FOMO)

I. INTRODUCTION

Presently, the industry of fashion is a phenomenon of culture and society that substantially impacts the economy. The establishment of novel patterns of consumption created with the most recent technological improvement has certainly had an extensive effect on the fast fashion industry, determining how individuals think, act, and shop in a pre-defined culture (Arriaga et al., 2017). Fast is about adopting the short time made product in retail outlets, shortening production time that includes reacting towards fashion very quickly (Hayes & Jones, 2006). In fast fashion industries, not just constant updates are provided to customers, but also they try to provide comparably more affordable prices compared to their rival brands. Substantial fluctuations, rapidity, and diversity are traits characteristic of fast fashion (Ciarniene & Vienazindiene, 2014). Internet-based platforms like social media and the online world also emphasize that multiple methods of communication possess an important influence on preferences regarding buying something of updated fashion (Park et al., 2016). Online interaction of people has experienced an enormous transformation with the outcome of Web 2.0. Recent changes in activities of an individual have been brought about by new technologies and have generated novel social expectations (Geissinger & Laurell, 2016). Affordable cost, perpetual shift in choices, and readily accessible wide range all have been guaranteed as a result of fast fashion (Amatulli et al., 2021). Social networking platforms raised awareness of brands' concerns among individuals. With the significance of high reach between the users targeted audience can be easily found and help in enlarging the business of many brands. Nowadays, consumers themselves have become so aware of fashion. People who are more conscious about fashion will recognise it much quicker than somebody else. Social media promotions have risen above traditional markets where newspapers, radio, and magazines were the key substances for marketing purposes (Stephanie Agresta, 2010). The millennial generation is considered to be more spenders who mostly spend their time on online platforms with the influence of many social media websites, people start buying more products (Gerald, 2019).

Additionally, in the current scenario, it has been recently seen that thousands of publicly accessible newspapers and discussion forums are impacting individuals' decisions about their choices (Mir & Zaheer, 2012). For many reasons, one of the main reasons for getting FOMO of something is to get addicted to different social media platforms, social networking sites, and excessive usage of gadgets (Thuy et al., 2023). In contrast to traditional advertisement, Influencers in the form of entertainment aim to enlighten buyers regarding innovative products and to articulate their feelings related to FOMO when a product not consumed (Dinh & Lee, 2021). An individual social surveillance mechanism is stimulated through FOMO because of projected vulnerability to interpersonal connections (Baker et al., 2016).

II. BACKGROUND INFORMATION

A specific Industry that could be ideally adapted as an appropriate match for social platform fashion. The moment we refer to the influence of social media applications, especially for the fashion industry, we are just connecting social networks and different online platforms, which allows the designers and manufacturers to use the most recent technological innovations in social media to stay connected with their users. It is nearly impossible to challenge the role of social media's resilience and effect on the latest trends in the fashion industry. Fashion developers' interaction on social media has become crucial in today's world. A Large base of supporters are an indicator of marketers and creative professionals who understand the genuine significance of social media platforms. FOMO is a psychological term that implies an individual's anxious and unsure attitude when they find themselves unable to take advantage of any potential situation (Thuy et al., 2023).

Influence of Social Network on Fast Fashion and Trendiness

In today's world, people use social media more than anything, and with the influence of social media, so it can be easy for individuals to connect with the web 2.0 phenomenon and also with user-generated content on digital platforms when influencers come with completely separate concepts. Due to fact that web 2.0 facilitates interaction in both directions. Users may generate their unique material and afterwards exchange the material with others (Shelly and Frydengerg, 2010). Social media sites that present the most recent and widely discussed themes can act as the primary platform to locate fresh offerings that can work in communicating with shoppers. Individuals maintain in regard to this form of communication is more trustworthy than conventional business communication, for outreach and promotional efforts, which makes them one of the most preferred avenues of communication in the following days (Mangold & Faulds, 2009; Vollmer & Precourt, 2008). Trendiness has an important effect on how consumers react by using influencers and social media networks, and additionally on the perception of the brand. Leveraging the latest developments to strengthen the awareness of the industry and increase participation from the audience, the influential person capitalizes on trendjacking that ultimately gets customers to make purchase decisions. Approximately 70% of purchasers who take part in the trendjacking program are more likely to have thoughts with regard to products that are promoted (Hendrayati et al., 2024).

In general, contemporary fashion encompasses that kind of design which is quickly transported from the fashion runway into store outlets so that customers can take advantage of the latest fashion styles (Cortez et al., 2014). Customers, notably in the fast fashion sector, are in demand and appreciate constant evolution, with these new products ought to be launched consistently (Bruce and Daly, 2006). Precisely, the pace affects the source and choices of purchases. The ongoing development of modern technology encourages consumers to interact with goods or services. Although some enterprises hesitate in implementing new kinds of technology, the fashion sector's extensive fascination with writing a blog, communicating via Twitter, and socializing had an effect on every single product. On the other hand, people's engagement on social media like Facebook and Twitter can encourage favourable passion in and possibly affection towards likely products (Kim and Ko, 2011). Videos as well as photos have become particularly significant in rapidly involving fashion with social media platforms, viewers are anxious to witness the hottest designs and gather ideas. Facebook, along with Instagram, serves as the major communication channel for each of the businesses, since they have significance from visual media (Koivulehto, 2017).

How the web blog increases FOMO

It seems that an adequate number of fashion-related websites are running a business globally. According to some researchers, the number of general operators can be more than 2 million by the year 2006, they can be personal blogs and those also which include fashion sense in their blog (Technorati, 2006). The vast majority of blogging that specializes in fashion labels, patterns, products, the world of e, street fashion, and a unique sense of individuality can constitute today's blogging. A study of Norway states that from the 100 best-known blogs maximum of 55 are involved in the industry of fashion (Blogglisten, 2012). Specialists in sectors, along with ordinary people having a passion for style, can write a blog about fashion. Style bloggers excite their followers with those who follow. Countless fashion enthusiasts have built up a huge audience segment since the very initial journals surfaced (Halvorsen, 2013). Fashion-related websites have changed the style conversation through sifting authority from sender to consumer (Allen, 2009). Additional information for fashion popularity is due to the intrinsic personality of style, which results in continuous discussion. Emphasis on blog fashion number of authors state that bloggers exert a vital function in users' decision-making process (Cosenza et al., 2014; Liljander et al., 2015; Magno, 2017).

The simple fact is that the guidance of fashion journalists has the ability to influence consumer opinion towards brands (Lee and Watkins, 2016). Likewise, followers of bloggers in fashion who utilise and suggest a specific industrial brand might establish a connection of emotion towards the blog and so with the brand. This is to build a community of brands by way of personal branding, which is required in creating a sense of belongingness with interpersonal connections from where a business is focused (Fernández-Gómez & Gordillo-Rodríguez, 2015). The effects of web bloggers' recommendations are dependent on how buyers perceive their trustworthiness (Johnson et al., 2008), (Schweiger, 2000). In this, credibility is standby by the information presentation in the blog (Saxena, 2011). Basically the blog is means to be guine when it with the full credibility (Boyer et al., 2015; Chu and Kamal, 2008; O'Reilly and Marx, 2011), have competence and polarity of the product (Cosenza et al., 2014; Ballantine and Yeung, 2015; Huang, 2015) and the the attributes of the framework in which blog is created (Gonzales et al., 2011).

Contribution of Social Media Towards Unsustainable Usage

The way we make use of style, more than anything elsewhere, has recently been greatly influenced by the internet and social media. Although it is intended for non-profit use, these social networking platforms encourage brands to grow their interaction with the people they serve (Wolny and Mueller 2013). Individuals have grown into significant stakeholders within the fashion brand and are regarded as genuine partners in developments. Likewise, permitting the consumers to gain insight into the product's value, social networks function as a gauge that could be utilised in determining whether or not a trend is effectively adopted by a specific number of individuals (Wolny and Mueller 2013). In the upcoming time, customers are no longer dependent entirely on commercial enterprises for supplying updated details on something in particular (Elram and Orna, 2015). Even common industries transform their actual shoppers to become investigators simply by using the information provided by the customer.

Authors discovered that several teenage females, especially the ones who are born from a period of 1982- 2000, record every moment of their existence and observe others and become their very own digital celebrity. Through peer communication, users got the freedom to select what kind of information they want to transmit (Wolny and Mueller, 2013; Felsted and Kuchler, 2015). The proliferation is due to the impact of the popularity of social networks, and the greater the amount of details an interested party will discover there as well. More preferably, they will decide on the goods or services that are most inclined to attract customers, and will choose the best product that suits their requirements they have. The younger generation will buy more in response to trend selfies, but due to less money, they will end up purchasing from numerous vendors (Felsted and Kuchler 2015). As a result, the correlation amongst online communities as well as the latest unsustainable spending is vital as well. Therefore, earlier than the development of social media sites, numerous individuals spent a greater amount on particular kinds of products, since they were less available than they are now. The people have recently been using less expensive products to keep their looks attractive and have been sharing products with greater frequency as a result (Tan 2017). Company executives are going to have an important competitive advantage over their adversary if they have the ability to recognize and deal with potential customers who hold authority over others as well, strengthening their image with others and keeping track of how they participate (PricewaterhouseCoopers, 2016). Furthermore, getting involved in internet-based activities assists people in community sense that they belong e (Heinonen 2011). With all this, the enormous amount of fast fashion consumption may have an adverse impact on nature. Products made up of artificial and thermoplastic textile components are consistently ingested.

III. FUTURE CONSUMPTION WITH SOCIAL MEDIA

Information, offerings, and global internet activities are driving factors propelling today's creativity. All these elements have come together to allow the integration of real and digital realms. Nowadays, a digitization-based platform is rapidly establishing itself as a digital growth and enhancing the future of consumerism in the age of digital media. (Cochoy et al. 2017). Consequently, the conventional sector has been replaced by autonomous digital platforms, laying out the foundation for collaborative and mutually beneficial economies. It is the phenomenon of spawning the great born digital entities (Ernst and Young 2012; Eva Geisberger 2012). Every advance in technology that happens in any industry ought to operate in synergy with the natural surroundings (Beier et al. 2017). Furthermore, these digitized technological advances connect with the environment's long-term viability, social security, and confidence will influence the extent of their success (Keller et al. 2017).

According to the authors, there can be four categories of elements that help in the uptake of prominent material social networking sites: encouragement, advance purchase awareness, and watching over things (Muntinga et al. 2011). Using social media has been demonstrated to improve confidence in self-worth. Self-worth can be increased with excessive socialization, but can also result in excessive expansion.

IV. CONCLUSION

The widespread effect of online usage with digital platforms in different cultural settings requires a more comprehensive examination of psychological mechanisms and promotions underpinning its inappropriate use (LaRose, 2014). As social media platforms are so extensive and frequently used among individuals throughout the nation, and have consequently a permanent place in the daily routine of users. It becomes so essential that scholars have studied this and look its how, what, and why these networks could either improve or deteriorate users' mental capacity of using a product, how much they are influenced by others' opinions (Statista, 2020). Emphasizing the significance of conducting such research, the outcomes and remedies produced may assist thousands of people who are from excessive usage of social media platforms.

People could either find a solution to get benefits from more usage of social media in fast fashion, or get in touch with new and latest trends to remove their FOMO. A cross-sectional study found that excessive usage of social media platforms may increase FOMO (Jabeen, 2023). While developing a particular understanding regarding how people become reliant on social media, whether they use it for business-related reasons, to keep updated with family and their loved ones, or merely to pass the time. These findings might be put into practice by social networking sites and encourage them to alter their behaviour according to releasing their stress and gaining beneficial alternatives for current internet use (Eitan, 2023).

Fast fashion's rapid expansion has detrimental consequences, because it generally covers non-sustainable products, which can lead to more spending by people on less required things. This can cause overconsumption of resources from nature (Rosely, 2023). Majorly, fast fashion brands need to create effective social media advertising business plans with the goal of getting positive reactions from their users. It is required to offer enhanced services to clients and make social media content engaging. Improved understanding and availability of customers' interaction with brands work as an aid in overcoming the problem. Amusement and uniqueness could be added as well in social media marketing initiatives (Prameswari, 2022).

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