



# IMPACT OF SOCIAL MEDIA ON COSTUME VARIATION OF YOUNG ADULTS

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## ABSTRACT

Social media has been a tool in raising voice, awareness, and call for social change. It allows people to have access to a level of communication that the older generation never had. Through social media, people can now easily call out wrong practices, injustices, and have a voice in different situations. The main objective of the present investigation is to analyze the role of Social Media – YouTube and Instagram on costume variation and to find out changes in style of costumes of young adults. A sample pool of 150 youngsters' was selected, out of which, 75 were males and 75 were females from Hyderabad city. A questionnaire consisting of 24 questions was prepared with suitable items which were filled by the Young Adults in Hyderabad City. It was found that Social Media – YouTube and Instagram have positive and significant role on costume variation and in the change in styles of costume of young of young adults.

**Key Words:** Social Media and Costume Variation (YouTube & Instagram).

## 1.1 INTRODUCTION

**SOCIAL MEDIA-** Social media has been a tool in raising voice, awareness, and call for social change. It allows people to have access to a level of communication that the older generation never had. Through social media, people can now easily call out wrong practices, injustices, and have a voice in different situations.

**COSTUME VARIATION** - Costume is a creation of clothing for the overall appearance of the character or the performer. Costume may refer to the style of dress particular to a nation, a class, or a period. In many cases, it may contribute to the fullness of the artistic, visual world which is unique to a particular theatrical or cinematic production. The most basic designs are produced to denote status, provide protection or modesty, or provide visual interest to a character. Youngsters are the most active creatures on social media. They get inspired from various dresses while watching some content on the social media. The varying costumes in their contents makes their videos more attractive and eye catchy. Various social media platforms are FB, Instagram, and YouTube etc.

**YOUTUBE**- YouTube is an American online video sharing and social media platform headquartered in San Bruno, California. It was launched on February 14, 2005, by Steve Chen, Chad Hurley, and Jawed Karim. It is owned by Google, and is the second most visited website, after Google Search. YouTube has more than 2.5 billion monthly users who collectively watch more than one billion hours of videos each day. As of May 2019, videos were being uploaded at a rate of more than 500 hours of content per minute. Jawed Karim was the first YouTuber. BB Ki Vines was the first Indian you tuber to make a huge family of 18 million followers on youtube.

**INSTAGRAM** - Instagram is an American photo and video sharing social networking service founded in 2010 by Kevin Systrom and Mike Krieger, and later acquired by Facebook Inc.. The app allows users to upload media that can be edited with filters and organized by hashtags and geographical tagging. Posts can be shared publicly or with preapproved followers.

## **1.2 Review of Related Literature**

**Amy (2019)** explored that the importance of differentiating between different types of digital technology use many studies do not consider such necessary nuances. These limitations aside, the association between digital technology use, and social media use in particular, and psychological well-being is—on average—negative but very small. Furthermore, the direction of the link between digital technology use and well-being is still unclear: effects have been found to exist in both directions and there has been little work done to rule out potential confounders.

**Belk (2019)** explored in their research titled “Standing out and Fitting in” that confidence plays an important role when we have to stand out somewhere and fit in according to the environment at that particular place. Objectives of the research were:-To study the conformity of the fashion, to imitate admirable icons, Self-branding, Research was done by survey method by noticing the peer group in the college. Results obtained were the interplay of standing out and fitting in is a basic engine of fashion process

**Abhani (2019)** investigated in her research social media is useful for educational purpose, for privacy purpose and educational purpose. She found out in her research that most of her respondents believed that social media is helpful for educational purpose, some of them believed that it kills the time of the youth.

Gazzola & Grechi (2020) found that the fashion industry is a global business of 1.3 trillion dollars, which employs more than 300 million people worldwide and represents a significant economic force and a substantial driver of global GDP. This industry operates in a highly competitive market dominated by the presence of global brands. In recent times, despite the deep financial crisis of the last decade, the fashion industry has attained fast growth and has experienced vast transformations.

Bhirani (2020) investigated in her article “Indian Content Creators and Digital Aatmanirbharta” about the TikTok ban which has spurred the arrival of at least four rival platforms from leading media businesses including Instagram, ZEE ENTERTAINMENT ENTERPRISES (ZEEL) and Times Group, creating a wave in the user-generated content market. India was TikTok’s biggest overseas market prior to the ban. Results of the study was an incredible growth as people use our platform to connect with people and interests in this time of social and physical distancing. Many creators have been a source of constant information and entertainment, and a few everyday people have become new creators on Instagram and gained national audiences as well. Reels will take this ahead.”

**1.3 OBJECTIVES OF THE STUDY:**

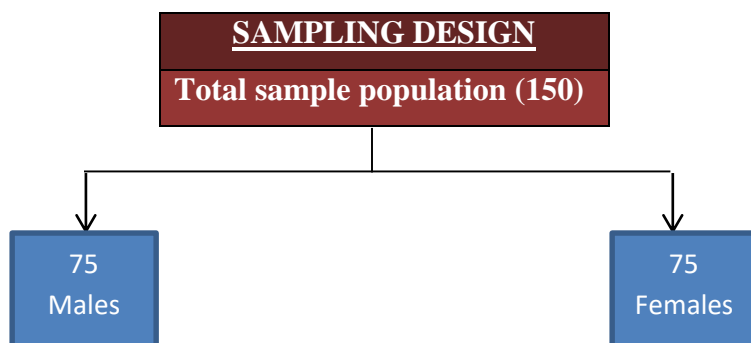
- 1. To study the knowledge and applications of Social Media i.e. YouTube and Instagram.
- 2. To analyze the role of Social Media – YouTube and Instagram on costume variation of young adults.
- 3. To study the change in styles of costume of young adults through YouTube and Instagram.

**1.4 HYPOTHESES OF THE STUDY:**

- 1. There will be no significant difference in the knowledge and applications of social media platform i.e. YouTube and Instagram among young adults.
- 2. There will be no significant difference in the role of Social Media – YouTube and Instagram on Costume Variation of Young Adults.
- 3. YouTube and Instagram have positive and significant influence in the change of styles of costumes of young adults.

**1.5 SAMPLE OF THE STUDY**

A sample pool of 150 respondents, 75 males and 75 females were randomly selected from the Hyderabad city of an age group of 15-25 years.



## 1.6 TOOLS AND TECHNIQUES

1. A structured questionnaire containing 24 questions was developed by the investigator to study the Impact of Social Media on costume variation of young adults. Selection of tools was done keeping in mind the relevance of tools in accordance with the objectives of the study.

## 1.7 ANALYSIS AND INTERPRETATION OF THE DATA

**TABLE 1.1**

**The Knowledge and Applications of Social Media i.e. YouTube and Instagram among young Adults**

Variables	Social Media selected for Choosing Outfits	Social Media platform for studying the Latest Trends.
Instagram	124	106
Youtube	26	44
Total	150	150
Mean	75	75
Variance	4802	1922

**Table:-1.2**

**F - Test showing the difference in the choice of Social Media platform (Youtube & Instagram).**

Significance of variation	SS	dF	MS	F	p- value	F- crit
Between groups	0	1	0	0.847	1	18.51282
Within groups	6724	2	3362			
Total	6724	3				

Interpretation:- :- From the above Table 1.2 Total SS for the choice of Social Media platforms (You tube and Instagram) selected for the choice of outfit for the young Adults is 6724 with the degree of freedom 3. The interaction does not influence significantly. The F ratio for the interaction is 0.847 which is less than both p- value i.e. 1 and critical F ratio i.e. 18.51282 it shows that no significant difference in the choice of Social Media platforms (You tube and Instagram). Young Adults prefer both the platform equally.

**Table 1.3**

**Social Media Promotes the On-going Trends.**

Opinion	Frequency	Percentage
Yes	147	98.1
No	3	1.9
<b>Total</b>	<b>150</b>	<b>150</b>

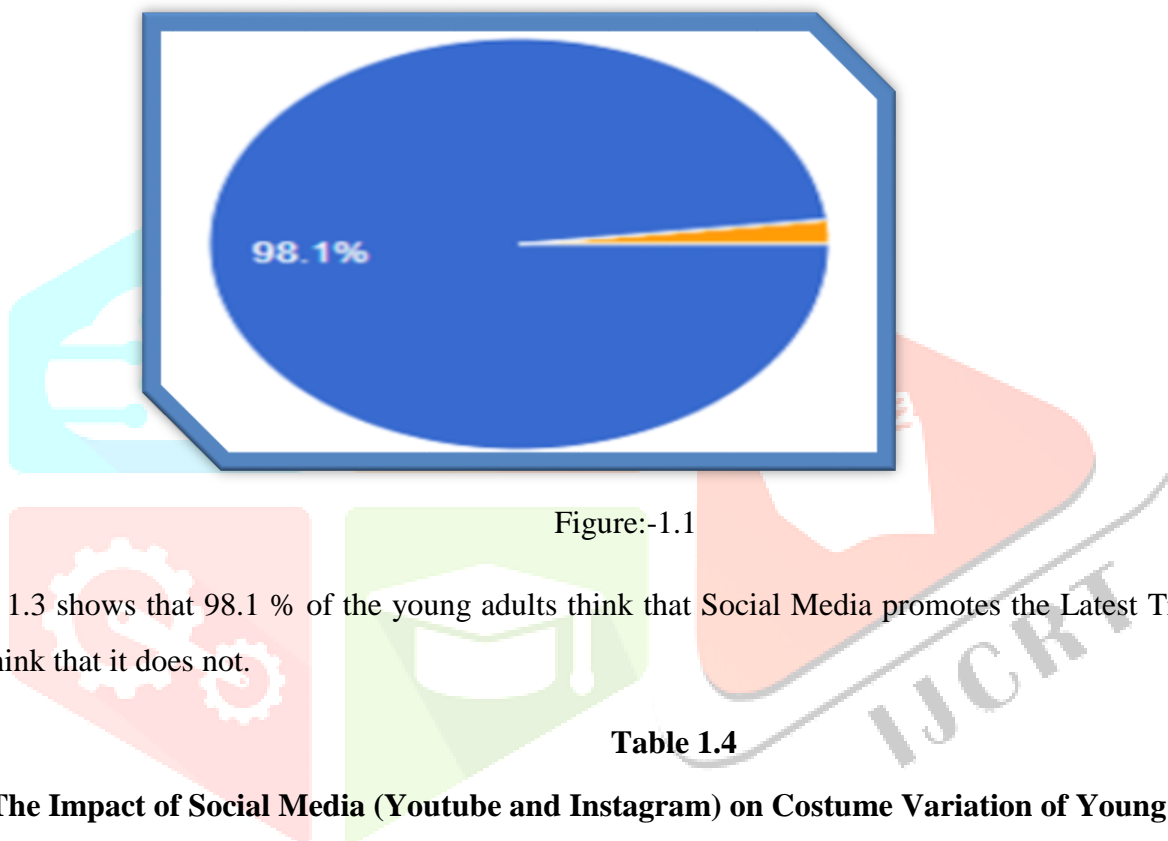


Figure:-1.1

Table 1.3 shows that 98.1 % of the young adults think that Social Media promotes the Latest Trends a very few think that it does not.

**Table 1.4**

**The Impact of Social Media (Youtube and Instagram) on Costume Variation of Young Adults**

Opinion	Outfit of creators depict about their lifestyle	Inspiration from the outfit of the content creator from Social Media
Yes	92	104
No	27	13
May be	31	33
<b>Total</b>	<b>150</b>	<b>150</b>
<b>Mean</b>	<b>50</b>	<b>50</b>

Variance	1327	2287
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**Table:-1.5**

**F ratio showing the Impact of Social Media (YouTube & Instagram) on the Costume Variation of Young Adults**

Significance of variation	SS	dF	MS	F	p- value	F- crit
Between groups	2.27E-13	2	0	1.14E-13	1	9.552094
Within groups	1375.333	3	3362	458.444		
Total	1375.333	5				

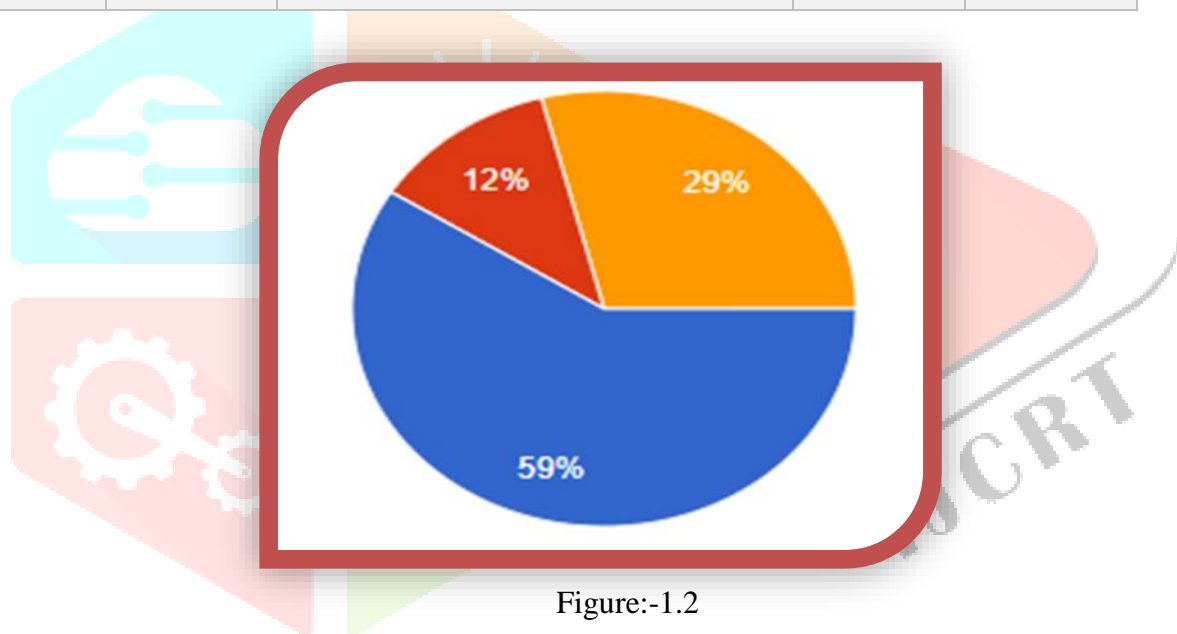


Figure:-1.2

Interpretation :- From the Table 1.5 Total SS for the interaction between Youngsters who think outfit of the content creator on social media depicts about their lifestyle and Youngsters who get inspired from the outfits of different content creators is 1375.333 with the degree of freedom 5. The F – ratio for the interaction is 0.24816 which is less than p value 1 and Critical F ratio 9.552094 it shows that role of Social Media (You tube and Instagram) on Costume Variation of Young Adults will be positive and significant.

**Table 1.6**

**Changes in the Personality that Young Adults felt after taking an Inspiration from Social Media.**

Opinion	Frequency	Percent
I feel confident.	49	32.7
I feel more smart and attractive.	74	49.3
I became the symbol of attraction in the society.	8	5.3
No change at all.	19	12.7
Total	150	100

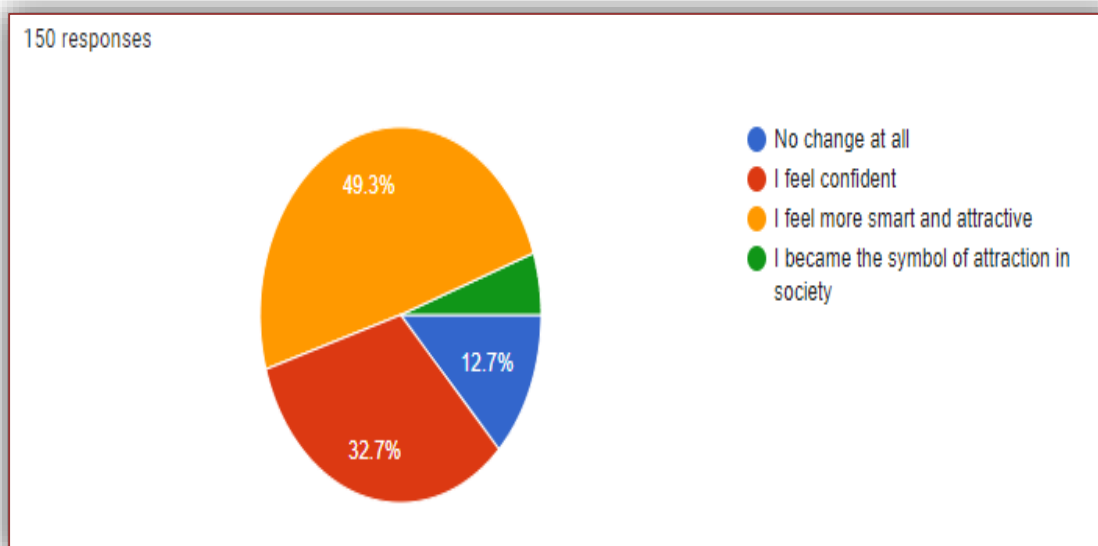


Figure:-1.3

Interpretation : The above table 1.6 states that 49.3% youngsters felt more smart and attractive while they took an inspiration from social media, 32.7% respondents felt confident, 12.7% Young Adults felt no change at all and 5.3% Youngsters became the symbol of attraction in the society.

**Table 1.7**

**Young Adults acting as viewer and content creator on Social Media platform and amount of Time Spent on Social Media.**

People acting on Social Media	No. of respondents
As a viewer	125
As a content creator	25
Total	150
Time spent on Social Media	No. of respondents
30 mins. To 1 hr.	33
1 hr. to 2 hr.	36
2 hr. to 3 hr.	43
More than 3 hr.	38

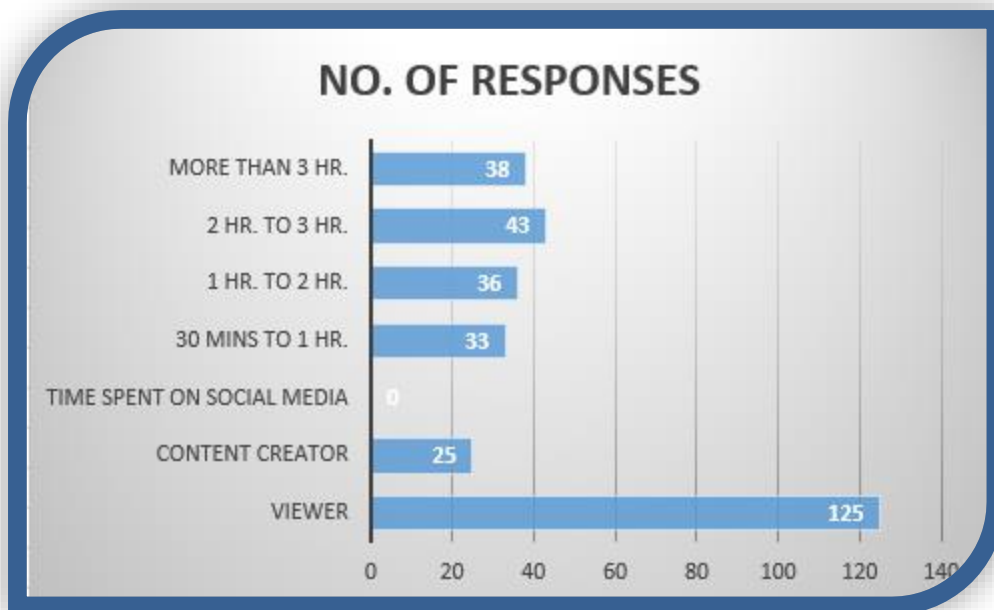


Figure:-1.4

Interpretation: Above mentioned table 1.7 briefs about the time taken by the young adults on Social Media and how they act on Social media by which we concluded that 125 respondents which is 83.3% youngsters act as viewers and rest 16.7% act as Content Creators on Social Media. The same also briefs about the time spent on Social Media. 27.8% people spend 2-3 hrs. on Social Media, 25.3% spend more than 3hrs., 23% spend 1-2 hrs. rest 22% spend 30 minutes on Social Media.

**1.8 YouTube and Instagram are useful for Costume Variation.**

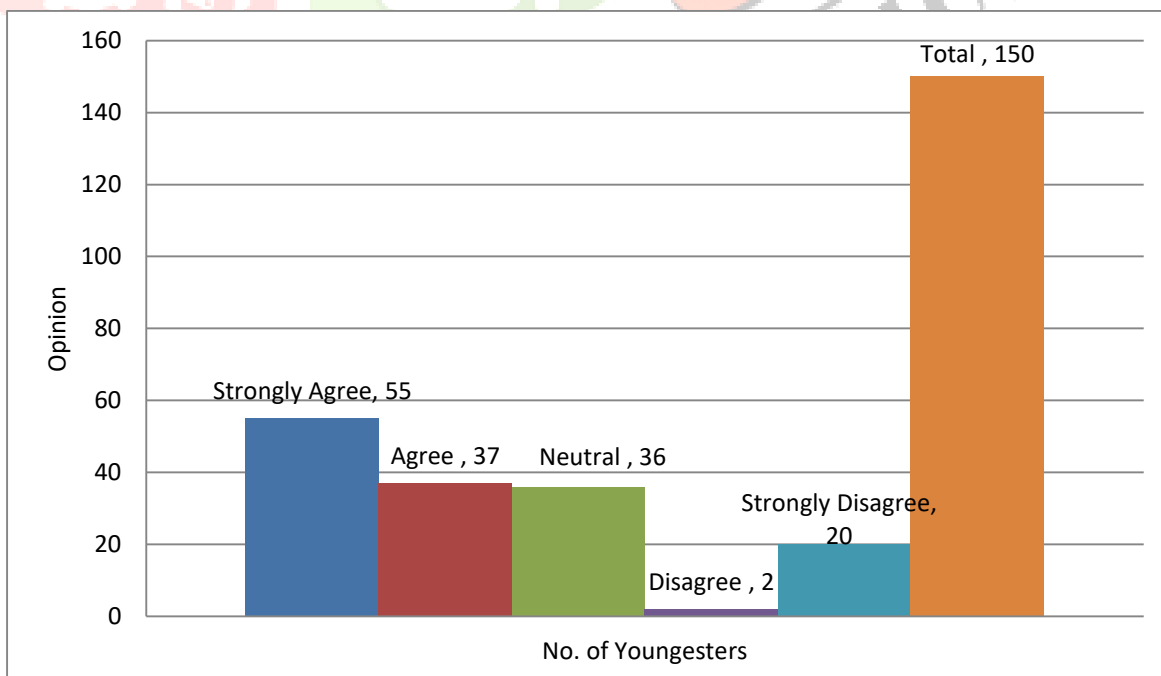


Figure 1.5



Interpretation: Above mentioned figure 1.5 depicts about usefulness of YouTube and Instagram for costume variation which concludes that 55 Youngsters strongly Agree, 37 Agree, that YouTube and Instagram are useful for Costume Variation. But 36 were remain neutral. However 20 were Strongly Disagreed with the Statement.

### **1.9 The change in the styles of costumes of Young Adults at present scenario through Social Media (YouTube and Instagram).**

The following changes in the style of costume felt by the young adults through Social Media:

- i) Young Adults felt that their fashion sense was boring earlier then they changed it to Fashionable.
- ii) Respondents merge the ongoing trend with their own style.
- iii) Some Young Adults paired up jewelries with clothing both Indian and western and also try to pair ethnic jewellery on all kind of clothing.
- iv) Amalgamation was also preferred by some respondents.
- v) Some added other colorful clothes to my wardrobe which was earlier full of black and white clothes.
- vi) Some tried new options and explored options.

### **1.10 CONCLUSIONS:**

- Most of the Youngsters check-in to their Social Media account every hour.
- Many Young Adults think that Social Media promotes the ongoing trends.
- Majority of Respondents are getting inspired from the outfits they see on social media and they are also recommending to others.
- Youngsters are very curious and excited about adapting various amalgamation they watch on social media.
- Young Adults are feeling a drastic change in their personalities while they switch to some different style.
- The new style is quite acceptable in their surroundings too.
- Some Young Adults came up about their preference for fashion accessories.
- A few Youngsters were crazy about the bohemian jewellery and said that they would love to follow Boho culture.
- Young Adults loved the transition fashion reels on Instagram and they are motivated to create some fashion content over Instagram and YouTube.
- Some of the respondents are looking forward for unique creations in denims. Also people were preferring broad pants over the skinny pants.

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