



A Study on Impact of Fashion Trend Among Youngsters with Special Reference to Chennai City

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ABSTRACT

Fashion trend play a vital tole in modren world. its personality desire. ITs changes the entire world consumer taste, preference, market behaviour, purchasing behaviour etc. Driven by rapid technological shifts, social media saturation, and celebrity culture, youth fashion choices are evolving faster than ever. This study investigates how these emerging trends affect young consumers in Chennai, specifically looking at the key factors behind their brand choices, fashion awareness, and overall buying habits. Using a descriptive, quantitative research design, primary data was gathered from young residents across Chennai through a structured questionnaire, supplemented by secondary literature from academic journals, books, and industry reports. Statistical analysis of the data highlights the powerful role that social media, celebrity endorsements, brand identity, and shifting lifestyles play in driving daily fashion decisions among youth. The findings offer practical direction for apparel brands, retailers, and marketers seeking to better connect with young shoppers. Beyond helping businesses refine their strategies, this research emphasizes bridging the gap between what consumers want and how the industry operates—ultimately encouraging a shift toward more responsible, sustainable fashion consumption.

INTRODUCTION

The Statistical Tools Used for Data Analysis in the Study are as Follows

Percentage analysis: Research questions are always answered with a descriptive statistical method, percentage used to determine relationship between two or more series of data. Formula for percentage analysis as follow

$$\text{Percentage} = \text{number of respondents} / \text{sample size} * 100$$

Chi-square analysis: The chi-square test is one of the most widely used non-parametric tests in statistical work. It makes no assumption of population being sampled. Chi-square is a statistical test commonly used to compare observed data with expected data to obtain a specific hypothesis.

The formula for calculating chi-square.

$$\chi^2 = \sum (O_i - E_i)^2 / E_i$$

Where,

O= the observed frequencies

E=the expected frequencies

Scope Of The Study

The study restricts itself to the analysis on the impact consumer buying behaviour on fashion trends among youngsters through conducted for various classes of people through Google forms, from the fashion trend impact youngster.

Objectives of The Study

1. To study the demographic profile of youngsters.
2. To understand the fashion style among youth.
3. To examine various factors influencing the fashion choices of youth.
4. To understand and analyse consumer preference regarding fashion trends shopping.

Limitations of The Study

During the course of study the following major limitations were observed,

1. Time is the major limitation, which has affected the inferences drawn in the study.
2. Some of the respondents were reluctant to share the information with the researcher.
3. As only one city was surveyed, it does not represent the overall view of the Indian market.

Show The Follow Current Fashion Trend

Hypothesis Testing

The chi-square (χ^2) test is a statistical test used to determine whether there is a significant association between two categorical variables. The test compares the observed frequencies of data in a contingency table to the frequencies that would be expected under the assumption of independence between the variables. The chi – square test calculated a test statistic (χ^2) based on the differences between observed and expected frequencies.

The formula for calculating the chi -square test statistic is

$$\text{Chi – square} = \sum (\text{O} - \text{E})^2 / \text{E}$$

Where,

- χ^2 is the chi – square test statistic
- O is the observed frequency in each cell of the contingency table
- E is the expected frequency in each cell of the contingency table

The test statistic follows a chi – square distribution, and its significance can be determined by

comparing it to critical values from the chi -square distribution table at a given significance level (usually 0.05 or 0.01). If the calculated chi – square test statistic is greater than the critical value, then the researcher rejects the null hypothesis and concludes that there is a significant association between the variables.

If the calculated test statistic is less than the critical value, the null hypothesis is not rejected, suggesting no significant association between the variables.

Degree of Freedom

In statistics, degrees of freedom (df) represent the number of independent values or quantities that can be assigned to a statistical distribution. It's a concept used in various statistical tests, including the chi – square test. For the chi – square test of independence, the degrees of freedom are calculated using the formula

$$\text{Df} = (r-1) * (c-1)$$

r is the No. of row in the contingency table

c is the No. of columns in the contingency table

In the context of the Chi –square test, degrees of freedom represent the number of independent pieces of information available to estimate the population parameters.

It's important because it helps determine the critical value from the chi –square distribution table for a given significance level.

Hypothesis Testing

Chi-Square

TABLE 4.15 Association Between Gender and Fashion Style

H0: There is no significant association between gender and fashion style among youth.

H1: There is a significant association between gender and fashion style among youth.

gender * What is the fashion style you like the most? Cross Tabulation						
			What is the fashion style you like the most?			Total
			western	Traditiona l	Indo western	
gende r	male	Count	33	28	26	87
		Expected Count	32.5	28.4	26.1	87.0
	femal e	Count	23	21	19	63
		Expected Count	23.5	20.6	18.9	63.0
Total		Count	56	49	45	150
		Expected Count	56.0	49.0	45.0	150.0

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	.036 ^a	2	.982
Likelihood Ratio	.036	2	.982
Linear-by-Linear Association	.016	1	.900



N of Valid Cases	150		
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 18.90.			

$$\chi^2 = (O - E)^2 / E = 0.36$$

$$\text{Degree of freedom} = (r-1) * (c-1)$$

$$= (2-1) * (3-1)$$

$$= 1 * 2$$

$$= 2$$

TABLE 4.16 Association Between Income and Consumer Buying Behaviour

H0: There is no significant association between income and consumer buying behaviour.

H1: There is a significant association between income and consumer buying behaviour

income * What kind of purchase do you prefer ? Cross Tabulation

Income and Preferred Type of Purchase

Income	Statistic	Clothing	Jewellery Accessories	and Footwear	Cosmetics	Others	Total
10,000– 20,000	Count	18	45	6	10	4	83
	Expected Count	18.8	43.2	5.5	11.1	4.4	83.0
20,000– 30,000	Count	8	18	4	6	3	39
	Expected Count	8.8	20.3	2.6	5.2	2.1	39.0
30,000– 40,000	Count	5	8	0	2	1	16
	Expected Count	3.6	8.3	1.1	2.1	0.9	16.0
50,000	Count	3	7	0	2	0	12
	Expected Count	2.7	6.2	0.8	1.6	0.6	12.0
Total	Count	34	78	10	20	8	150
	Expected Count	34.0	78.0	10.0	20.0	8.0	150.0

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	5.211 ^a	12	.951
Likelihood Ratio	7.502	12	.823
Linear-by-Linear Association	.123	1	.726
N of Valid Cases	150		
a. 11 cells (55.0%) have expected count less than 5. The minimum expected count is .64.			

$$\chi^2 = (O - E)^2 / E = 5.211$$

$$\text{Degree of freedom} = (r-1) * (c-1)$$

$$= (4-1) * (5-1)$$

$$= 3 * 4$$

$$= 12$$

FINDINGS OF THE STUDY

- ❖ Findings may reveal a substantial influence of social media platforms on the fashion choices of youngsters in Chennai City. The study may highlight specific platforms, influencers, or trends that play a significant role in shaping their preferences.
- ❖ The research might uncover the strong influence of peer relationships and social groups in the fashion decisions of young individuals. This could include insights into the importance of acceptance, conformity, and group identity in fashion choices.
- ❖ Findings may show how youngsters in Chennai City navigate the intersection of global fashion trends with their rich cultural heritage. The study could explore instances of cultural fusion and adaptation in their fashion choices, indicating a dynamic blend of tradition and modernity.
- ❖ The study may reveal the impact of economic factors on fashion preferences, showcasing whether disposable income levels correlate with brand choices, the frequency of fashion purchases, and the popularity of fast fashion trends.
- ❖ Findings might emphasise the role of fashion as a tool for self-expression and identity formation among young individuals in Chennai City. This could include insights into how they use clothing and accessories to convey their personalities and navigate their unique identities.
- ❖ The study could shed light on the awareness and concerns among youngsters regarding the environmental and ethical implications of fashion trends. Findings may indicate whether sustainability and ethical practices influence their purchasing decisions.
- ❖ The research might uncover specific trends or styles that are particularly popular within Chennai City, showcasing the localised nature of fashion preferences. This could include traditional attire, fusion styles, or adaptations of global trends to fit the local context.

- ❖ Findings may touch upon the psychological impact of fashion trends on the youth, including aspects like self-esteem, body image, and the emotional connection individuals have with their fashion choices.

Suggestions Of the Study

- Develop educational campaigns to enhance awareness among youngsters about the environmental and ethical implications of fashion choices. Promote sustainable practices and ethical consumption to encourage responsible fashion behaviour
- Create platforms or events that celebrate the fusion of global fashion trends with local culture. This could involve fashion shows, exhibitions, or online campaigns that showcase how youngsters in Chennai City uniquely integrate traditional elements into their modern fashion choices.
- Encourage and support local fashion brands in Chennai to foster a sense of pride and connection to regional fashion. Initiatives such as fashion collaborations, pop-up events, or digital platforms can help promote and sustain the growth of local designers and businesses.
- Develop programs or workshops to enhance the financial literacy of young individuals. This could help them make informed decisions about fashion purchases based on their financial capacities, potentially reducing the pressure to conform to fast fashion trends.
- Conduct workshops on media literacy to empower youngsters to critically evaluate and filter the information they encounter on social media. This could include understanding the influence of influencers, recognizing sponsored content, and promoting a more conscious approach to online fashion exposure.
- Establish peer support programs within educational institutions or community centres. These programs can provide a platform for open discussions about fashion choices, encouraging individuality, and promoting self-expression while fostering a supportive environment that values diversity.
- Collaborate with local influencers or celebrities who resonate with responsible fashion practices. Their influence can be leveraged to promote sustainable and ethical brands and practices, helping to shift the narrative towards more mindful consumption.
- Encourage community-based initiatives that involve youngsters in Chennai City actively participating in sustainable and ethical practices. This could range from clothing swaps, upcycling workshops, to community-driven fashion events that promote a sense of responsibility and shared values.
- Integrate fashion-related topics into educational curricula to foster a holistic understanding of the industry. This could include modules on the history of fashion, ethical considerations, and sustainable practices, providing a well-rounded education on the subject.
- Advocate for policies that promote ethical and sustainable practices within the fashion industry. This could involve collaboration with local authorities, businesses, and advocacy groups to create a regulatory framework that encourages responsible fashion behaviour.
- These suggestions and recommendations aim to address various aspects of the impact of fashion trends on youngsters in Chennai City, promoting a more conscientious and sustainable approach to fashion choices. The actual recommendations would depend on the specific findings and nuances revealed by the study.

CONCLUSION

In conclusion, this study has delved into the intricate dynamics of fashion trends among youngsters in Chennai City, shedding light on the multifaceted factors influencing their choices and behaviours. The findings underscore the pervasive impact of social media on shaping fashion preferences, with platforms serving as powerful conduits for disseminating trends and influencing the youth demographic. Cultural influences,

intricately woven into the fabric of Chennai's rich heritage, showcase a delicate balance between tradition and modernity, with youngsters navigating this intersection in their fashion choices.

Economic considerations play a pivotal role, revealing correlations between disposable income levels, brand preferences, and the prevalence of fast fashion culture among the youth. The study has also surfaced environmental and ethical concerns among the youth, indicating a growing awareness of sustainable and responsible fashion practices. In light of the limitations acknowledged, this study provides a foundational understanding of the impact of fashion trends on the youth in Chennai City, contributing valuable insights for academia, industry stakeholders, and policymakers alike.

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Questionnaire

Age

1. 15-20
2. 20-30
3. 30-40
4. 40-50

Gender

1. Male
2. female

Income

1. Rs 10000-20000
2. Rs 20000-30000
3. Rs 30000-40000
4. above Rs50000

What is fashion to you?

1. looking like cool and trendy
2. Going with the current trend
3. looking like classic
4. A way to impress yourself

What kind of purchase do you prefer ?

1. Clothing
2. Jewellery and accessories
3. Footwear
4. cosmetics
5. others

Where do you find the latest fashion trend?

1. Internet
2. Friends& relative
3. Mall



4. Advertisement

Are you influenced by the fashion trend of celebrities/models?

1. Always
2. Often
3. sometimes
4. never

What is the fashion style you like the most?

1. western
2. Traditional
3. Indo western

How would you describe the style?

1. Casual
2. Trendy
3. Sporty
4. classic

How much is the annual spending amount on trendy shopping?

1. Rs 1000-5000
2. Rs5000-8000
3. Above Rs10000

What are your preferred features for shopping products?

1. prices
2. Quality
3. Comfort
4. Styles
5. Brand

What type of shopping method do you prefer?

1. Online
2. offline/physical



Which technology influences you to buy?

1. social media
2. online advertisement
3. apps notification
4. Sms

Why do you most often buy new fashion trend products?

1. As a gift
2. Replacing worn out thing
3. To be enrich
4. It one of my daily routines

How do you plan for your purchase?

1. planned
2. Impulsive

If planned - what kind of product will you buy?

1. clothing
2. Jewellery and accessories
3. foot wear
4. Cosmetics
5. Other

If impulsive- what kind of product will you buy?

1. clothing
2. Jewellery and accessories
3. foot wear
4. Cosmetics
5. other

Do you impact celebrity advertisements?

1. Yes
2. No



If Yes - which influence product from celebrity advertisement?

1. clothing
2. Jewellery and accessories
3. foot wear
4. Cosmetics
5. Other

Who do you prefer to have as your shopping companion?

1. Alone
2. Friends
3. Family
4. partner

How do you typically shop?

1. Brand retail outlet
2. window display
3. New shop
4. Special offers

What is the reason for you to buy an apparels?

1. Be nicely
2. Be fashionable
3. for office use
4. special occasion

Do you follow the current fashion trend?

1. Yes, I follow them closely
2. Yes, but I don't really follow them
3. No