

UDC 004.738.5-
051:339.8:687.01

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THE IMPACT OF SOCIAL MEDIA AND INFLUENCERS ON THE DEVELOPMENT OF THE FASHION INDUSTRY

Purpose. *The purpose of the research is to analyze the impact of modern technologies on the fashion industry and the role of social media in promoting brands in the fashion industry.*

Keywords: *fashion industry, digital technologies, social media, influencers, design trends.*

Introduction. The fashion industry never stands still, many fashion collections of clothes and jewellery are created every year, and each one should have its own peculiarity and uniqueness. Advertising and promotion have a significant impact on the promotion of fashion collections due to trends. Social media along with influencers have become the main way to promote the fashion industry.

Methods of research. The research employs analytical, case study, comparative, descriptive, and qualitative research methods, alongside a literature review, to examine the influence of social media and influencers on the fashion industry and consumer behavior.

Results. The modern fashion industry is largely dependent on social media, which has become a new platform for marketing and promotion of modern brands. Influencers, thanks to their large audience, quickly create new trends, change the habits of the average consumer and influence the dynamics of brand development. This research examines the impact of social media and influencers on the fashion industry. It focuses on platforms like TikTok, Instagram, and YouTube, highlighting their role in shaping new business models.

The fashion industry in today's digital world is affected by a number of aspects, the most important of which are the following: 1) the growing role of influencers as the main drivers of marketing in the modern fashion industry; 2) TikTok as a platform for the rapid creation and promotion of trends; 3) the impact of social media on consumer buying behaviour; 4)

challenges and opportunities for brands related to working with influencers; 5) monetization models through collaborations with influencers.

After 2020, influencers have become an important part of marketing in the fashion industry due to the growing popularity of social media, especially TikTok and Instagram. They not only promote brands, but also shape fashion trends by creating capsule collections, various entertaining fashion content, and analyzing the looks of popular stars and criticizing their clothes. The growth of popular, large influencers, as well as those with small audiences, has allowed brands to work with more niche audiences, increasing the authenticity of advertising, making it more like a recommendation from a favourite blogger than targeted advertising, which has helped to gain more trust from consumers. The COVID-19 pandemic has also accelerated the shift to digital marketing, making influencers the main intermediaries between brands and consumers [1, p. 35].

TikTok has become a newly popular platform for promoting fashion trends through short videos and viral challenges. Influencers create content that quickly spreads to a large number of audiences, promoting brands through dancing, reviews, clothing styling, and tips on new clothing trends. Fashion videos often go viral, making TikTok an important tool for brands to create and spread trends.

Social media has a direct impact on consumers, as users often decide whether or not to make a purchase based on recommendations from trusted influencers who are frequently seen in their feeds. Platforms such as Instagram and TikTok allow brands to showcase products in real time, simplify access to purchases through integrated shopping features, and stimulate consumers' desire for impulse purchases through viral content and recommendations from trusted bloggers. In turn, the YouTube platform, which focuses on long-form videos, allows influencers to make larger and more direct advertising integrations [2, p. 284].

Collaboration with influencers opens up new opportunities for brands to advertise their products, including those in the fashion industry. This is an opportunity for more direct interaction with consumers, increasing the reach and engagement of potential buyers. However, there are challenges, such as choosing the right influencer for the target audience, control over the content, and the risk of losing your reputation, because after the brand's advertising integration with a blogger, this brand will be associated with this influencer and, on a subconscious level, all the positions and actions of the influencer can be attributed to the brand with which he or she has an integration [3, p. 230]. Brands also face difficulties

in correctly measuring the effectiveness of a campaign and building long-term partnerships, as the rapidly changing nature of social trends can make advertising content involving influencers less relevant.

Collaborations with influencers have led to the creation of new monetization models in the fashion industry. Brands create limited collections together with influencers, which increases demand due to exclusivity and again manipulates the impulsiveness of purchases on the part of the consumer. Influencers earn money through partnerships, various advertising campaigns, selling their own products, or through sponsored content. Viral content allows you to quickly scale sales, making influencers key partners for monetization in online marketing.

Conclusion. So, summarizing all of the above, we can conclude that current trends in the digital world are encouraging the fashion industry to adapt to the realities of today and enter into business relationships with influencers. Although such cooperation has its risks and disadvantages, social media is currently the main platform for promoting and selling fashion items to potential consumers. Also, the modern fashion industry has to keep up with constantly changing trends in order not to be overlooked by customers.

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