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Social Media Trends and Their Impact on Costume Purchase Decisions

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ABSTRACT: Social media has significantly influenced costume trends, with platforms like Instagram, and Pinterest driving the evaluation of how people design and share costumes. These platforms create a space for viral challenges, DIY tutorials, and popular culture references to spread globally, often resulting in costume trends that reflect current events, memes, or celebrity influence. Influencers and content creators are key drivers, using their platforms to showcase creative and sometimes elaborate designs that fans replicate. The use of hashtags, viral videos, and live streams has democratized costume creation, allowing for greater participation in trending themes, such as pop culture, fantasy, or retro styles. Additionally, social media has expanded the definition of costume, blurring the lines between everyday fashion and costume design, as users integrate playful, whimsical elements into their daily attire. In short, social media plays a pivotal role in shaping costume trends, from major holidays to personal expression fostering innovation and creativity within the global community.

KEY WORDS: social media, costume trends, influencers, Instagram, Pinterest, pop culture.

I. INTRODUCTION

In recent year , social media platforms have transformed marketing significantly . platforms like Facebook ,Instagram ,Twitter and youTube have not only revolutionized Communication but have also become essential for businesses to engage with their target audience efficiently . social media marketing (SMM) has emerged as a pivotal strategy for companies across sector , influencing consumer behaviour in profound ways . these trends can range from viral challenges , hashtags , and memes to shifts in the type of content that gain engagement , such as short – form videos , live streaming , and influencer marketing . social media trends often reflect cultural , and social dynamics. They influence how users interact , consume content , and even shape broader social trends.

II. OBJECTIVES

Hare are a few potential objectives for analysing or developing content around costume social media trends

- Creative expression
- Cultural relevance
- Community engagement
- Brand promotion and exposure
- Promote DIY and sustainability



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III. SOCIAL MEDIA TRENDS IN COSTUME

Cosplay and costume content have taken social media by storm, with platforms like Instagram, and you tube witnessing a significant surge in costume – related posts. Influencers and content creators are leveraging this trends by sharing their elaborate costumes, DIY tutorials, and behind –the scenes glimpses of photoshoots and videos. Hanhtage challenges like #cosplay and #costume goals are further fueling the trend, encouraging user to showcase their creative and often elaborate costumes, and driving engagement through likes, comment, and shares.

ROLES :

Pop culture icons

- Costumes inspired by trending TV, shows, movies, and music.
- Popular characters from streaming platforms like Netflix or HBO.

Internet Memes and Viral Characters

- Humorous costumes based on viral memes like Grumpy cat.
- Social media personalities, especially Instagram or you tube stars with signature styles.

Thematic Personas :

- Retro and Nostalgic Roles : Costumes from 90’S TV shows ,cartoons, or video games.
- Gothic and fantasy Aesthetics : Vampires, witches, or mythical begins with modern glam or pastel twists.

Satirical and Niche Roles

- Parodies of political figures , tech moguls, or viral news events.
- Brand –based costumes, such as loges or mascots (e. g ., Instagram ,viral ad references.)

DIY and Creative Mashups

- Unique costumes referencing obscure or hyper –specific internet jokers.
- Homemade creatives blending multiple styles for a personal touch.

MERITS:

Cultural Relevance:

Social media –inspired costumes reflect current culture moments, making them relatable and engaging. They help individuals showcase their awareness of viral trends, memes, and icons personalities, fostering a sense of shared experience.

Creative Expression :

Social media trends encourage creativity, enabling people to craft costumes that are witty, clever, and personalized. Many of these costumes are open to interpretation, offering ample room for innovation with homemade or customized designs.

Social Engagement:

Recognizable and humorous costumes often spark interaction, both online and in-persons. These costumes are highly photogenic and meme- worthy, perfect for sharing on social platform to connect with a broader audience.

Accessibility :

Many social media –inspired costumes can be recreated with simple, affordable materials or items found at home. The vast variety of trends ensures that there’s something for every personality, body type, and style performance.

DEMERITS :

Limited Longevity :

Many social media trends are fleeting, and costumes based on them may quickly feel outdated. What’s trending during Halloween may lose its appeal or recognition within weeks.

Recognition Challenges :

Costumes referencing obscure memes or niche internet cultures may not be understanding by everyone, reducing their impact. If the reference is too specific, it can lead to awkward situation where the costume needs to be explained.



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Over-saturation

Popular social media trends can lead to repetitive costumes, diminishing their feels timely and current. The desire for online validation may overshadow the fun and creativity of the costume –making process.

Pressure to stay relevant

The rapid pace of social media trends can make it stressful to pick a costume that feels timely and current. the desire for online validation may overshadow the fun and creativity of the costume –making process.

Potential Insensitivity :

Some social media trends may unintentionally promote costumes that appropriate cultures or stereotypes. Meme –based costumes, if poorly executed, can come across as disrespectful or offensive.

Nature:

Trend driven

Social media costumes are shaped by what’s currently popular on platforms like Instagram & Pinterest. they often capture fleeting cultural moments, from viral videos to trending hashtags.

Culturally reflective :

These costumes serves as a mirror of contemporary society highlighting shared experiences, humor, and collective nostalgia. they often pay homage to major pop culture phenomena, such as blockbuster movies, music artists, or meme-worthy events.

Humorous visual :

The visual emphasis of social media platform ensures these costumes are bold, colourful, and often dramatic to send out in photos and videos. Details and aesthetics play a crucial role, as costumes are often designed of grab attention in an instant.

Influencer Marketing :

Social media has become a major driver of consumer behaviour, especially in the fashion, costume industries. Influencers showcase costumes, whether for Halloween, cosplay, or themed events directly impacting viewers’ preference.

Video content :

Short, engaging videos are a popular way to share fashion inspiration, behind –the-scenes content, and tutorials. Platforms like Instagram reels are where users can find these videos.

Influencer marketing :

Influencers can reach large audiences quickly, promoting trends and styles that can lead to repaid shifts consumer preferences . brands are now collaborating with micro-influencers to create more genuine and targeted companies.

Real –time trends :

Social media allows for real –time interactions between brands and consumer, which can drive trends almost overnight.

Fast fashion cycles :

The visual nature of social media platforms, combined with the algorithm –driven promotion of trending content, can lead to fast fashion trends launching more collection per year.

Inclusivity :

Global audiences are reacting to social issues more then ever before, and they connect better with brands that reflect the common voice.



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Importance:

Inspiration and exposure :

Social media platforms like Instagram, and pinterest are constantly flooded with creative costume ideas, ranging from Halloween outfits to cosplay and themed events. This exposure allows users to discover new trends and styles they might not have encountered otherwise.

Virality and popularity :

Certain costumes go viral due their association with trending topics, celebrities, or viral memes. This can lead to a huge demand for specific costumes types, creating a ripple effect in both commercial and DIY costume markets.

Influencer and celebrity impact :

Celebrities and influencers often set trends through their social media posts. For example ;when a unique or iconic costume, it can inspire millions to recreate that look, impacting the costume industry.

Accessibility and community :

Social media fosters a sense of community where people can share their ideas, techniques, and resources for costume making. Hashtags and themed challenges help individuals easily access tutorials and guides, democratizing costume creation.

Engagement and Interaction :

Social media platforms foster engagement through hashtags, challenges, and interactive features like polls or contests. Costumer related to trending challenges, such as Halloween costume contests or themed dress-up event, often gain significant visibility, boosting their popularity.

Influencer and Celebrity Impact :

Influencer and celebrities play a huge role in setting costume trends. Their posts showcasing themed costumes, from Halloween outfits to cosplay, can set the tone for a seasons or event. Fans often recreate these looks, spreading the themed even further.

Commercial Influences :

The popularity of costumes on social media can also drive commercial sales. Costume designers, brands, and retailers often monitor social media trends to ensure they stock popular items or create limited-edition costumes tied to viral trends, ensuring they meet demand.

Global Trends and Diversity :

Social media connects people from all over the world , allowing for the exchange of culture references and costume ideas. For example, a costume idea from one country or region can quickly spread to other parts of the world, influencing global trends. this allows for a fusion of culture elements in costume design, fostering diversity and creativity.

Nostalgia and Throwback Trends :

Social media is a great platform for celebrating nostalgia. Costume trends often recycle or remix old characters, fashion, or pop culture references from previous decades. Trending hashtags like #Throwback Thursday or viral moments like reunion specials often lead to a resurgence of costumes based on retro themes, characters, or historical figures.

Content creation and innovation :

Trending topics inspire creativity encouraging new content formats, memes, and ideas. The helps keep social media platforms fresh and engaging.



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Faster feedback and Adaptation :

Social media trends can spread quickly, providing immediate feedback on products, services, or ideas, allowing brands to adapt swiftly and stay ahead of the competition.

Viral content and opportunities for growth :

Social media trends often lead to viral content ,which can skyrocket an individual’s or brand’s visibility in short period . for example, viral videos, memes , or hashtags can

IV. BRAND STRATEGY

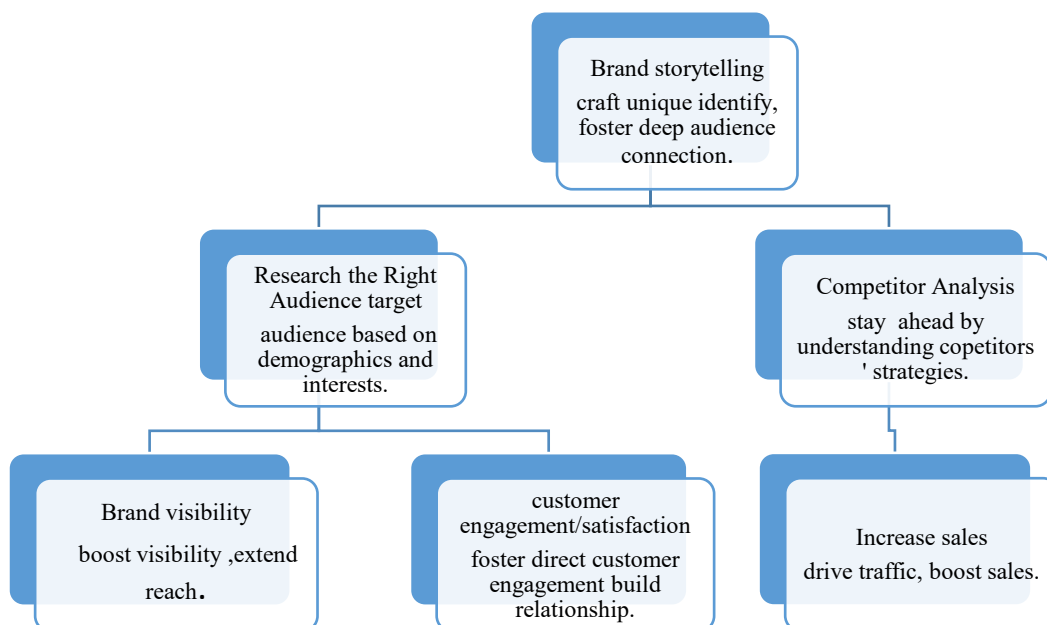


FIGURE 1: BRAND STRATEGY

V. IMPORTANCE

- Enhances creativity and innovation
- Increases visibility and reach
- Foster community and collaboration
- Provides marketing and business opportunities
- Encourages inclusivity and diversity
- Supports sustainability

Enhances creativity and innovation

Social media provides a platform for individuals and designers to showcase unique and imaginative costume ideas. This encourages a cycle of creativity where people are constantly pushing the boundaries of costume design, leading to new trends and fresh ideas.

Increases visibility and reach

Social media allows costume designers, influencers, and brands can showcase their work to thousands or ever millions of potential customers, boosting their reach and visibility.



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Foster community and collaboration

Social media enables users to interact, share ideas, and collaborate on costume projects. It creates a sense of community where people can exchange tips, support each other, and participate in shared challenges, strengthening relationships within the costume and fashion communities.

Provides marketing and business opportunities

For businesses and influencers, costume trends can be an effective marketing tool. By tapping into popular trends, brands can drive sales, create partnerships, and gain attention. Influencers also use these trends to build their personal brand and monetize their content.

Encourages inclusivity and diversity

Social media trends often highlight costumes that are inclusive of different cultures, identities, and body types. This helps break down stereotypes and promotes diversity in the costume industry, encouraging people from all walks of life to participate and feel represented.

Supports sustainability

With growing awareness of environmental issues, social media trends focusing on sustainable or upcycled costumes play an important role in encouraging eco-conscious design practices. DIY and sustainable costumes are shared widely, promoting environmental responsibility.

VI. CONCLUSION

Social media trends in costume design play a crucial role in shaping the creative, cultural, and commercial aspects of the costume industry. They offer a dynamic platform for individuals to express their creativity, engage with global audiences, and stay relevant in the ever-changing landscape of pop culture. These trends promote inclusivity, sustainability, and diversity while providing valuable marketing opportunities for brands and influencers. By fostering community, collaboration and self-expression, social media trends not only enhance the visibility and impact of costume design but also contribute to the evolution of how we approach fashion, identity, and creativity in the digital age.

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