

The Impact of Social Media on Fashion Trends: A Data-Driven Analysis

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Abstract: *This study investigates the impact of social media on fashion trends, leveraging a data-driven approach to analyze the relationship between social media engagement and fashion trend adoption. Using a mixed-methods approach, combining survey research and social media data analysis, this research explores how social media influencers, user-generated content, and brand social media presence influence fashion trends. The findings reveal significant correlations between social media engagement and fashion trend adoption, highlighting the crucial role of social media in shaping fashion trends.*

Keywords: Corporate Social Responsibility (CSR), Climate Change, India, Sustainability, Companies Act 2013, Paris Agreement, Greenwashing, Environmental Policy, Sustainable Development Goals (SDGs)