Democratizing Fashion Consumer Engagement and Redefining Style in the Digital Age

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ABSTRACT

The industry of fashion has faced a great transformation in the modern world. Democratization of fashion through social media for captivated online experiences. This study aims to essentially gather information and data from existing sources, ideally due to its cheap cost when compared to another research. Since the data was accessible through online publications, our study examined previously published research and articles. Since the data was accessible through online publications, our study examined previously published research and articles. Our paper also highlights how different internet platforms are important in allowing this transformation by encouraging users to explore trends that resonate with their personal taste while promoting a sense of community among fashion lovers. The result recommends that while consumers show a desire for sustainable practices, purchasing decisions most of the time prioritize quality and price than sustainability, letting out an attitude-behavior gap that brands must discuss. Characterized by consumer led to trend creation, challenging traditional notions of style and beauty, and rising influencer and user-generated content, this shift is further revolutionized by the meta verse enabling virtual fashion experiences, digital product ownership, and novel forms of creative expression.

Keywords: Democratization, Consumer engagement, Fashion industry, social media, Sustainability, Digital age.

INTRODUCTION

The historical evolution of fashion has been molded by various social factors, leading to remarkable transformations over time. Initially, clothing served a primarily functional purpose, but as societies developed, fashion became a means of expressing personal identity and social status. The turning point started during the 19th century with the rise of industrialization, which enabled mass production and the democratization of clothing, making fashionable attire accessible to a broader consumer base (Smith, 2023). The democratization of fashion and consumer engagement in the digital age is a transformative phenomenon reshaping how people interact with style and identity. "The integration of technology in fashion enables consumers to actively participate, transforming brand interactions into unique play experiences" (Park & Chun, 2023). The authors state that research in this field has often been underdeveloped, with existing studies either generalizing fashion design through broader design principles or focusing predominantly on its social and cultural indications. As a particular garment style becomes fashionable, people follow it and spread the underlying cultural concepts it represents. The contribution of brands is integral to both fashion, culture, and also the consumers (Ding, 2023).

The development of fashion design has deep cultural influences, starting from the Roman Empire, where clothing indicated social status, and continuing through ancient Egypt, where wealth was displayed through clothing and jewelry. In the Middle Ages, fashion was influenced by royal blood, with elaborate clothing for wealth and rank (Sharma & Sharma, 2024). Digitalization, common through social media platforms, has changed fashion by greater experimentation, enhancing consumer engagement, and helping brands reach more consumers, catering to inclusivity and reducing reliance on traditional models (Särmäkari, 2021). Evolution of fashion design has evolved to reflect a combination of cultural influences and personal expression, acting as a significant instrument for identity in today's life. Digital fashion has also evolved from an ideal market to a

mainstream phenomenon, driven to shifting consumer behaviors and the growing acceptance of virtual surroundings in everyday life. Also, digital fashion enables designers to experiment with innovative techniques that were previously constrained by physical materials, promoting sustainability by reducing waste associated with traditional fashion production. The growing importance of digital platforms for marketing and selling fashion items allows brands to reach additional markets and connect shoppers in new ways (Särmäkari, 2021). Lastly, there is an expanding range of career opportunities in the fashion industry today, from traditional roles like clothing designers to newer paths like stylists, makeup artists, and fashion photographers (Sharma & Sharma, 2024).

Social media has an important part in fashion industry discussion as well as significantly influences choices in fashion. Different kinds of online platforms like Facebook and Instagram are some of important use for designers and their brands when it comes to showcasing their work, engaging with audiences, and creating brand records that resonate with consumers and audiences, thereby enhancing clarity and accessibility within the fashion industry (Verma, 2024). Social media not only shapes individual fashion choices but also democratizes fashion by allowing audiences to discover trends and styles that align with their personal identities and preferences. This interaction stimulates a sense of community among fashion experts, guiding the sharing of insights and inspirations (Harsh, 2022). Also, combined with user engagement, these platforms were also used by brands for influencer relations, which has, in turn, sped up the trend turnover, and made the fashion outreach to the people a more global one. Influencers in their role to promote fast fashions are particularly remarkable, as it encourages more frequent purchases of affordable styles, accelerating trend adoption and increasing consumption (Mudra, 2019). Lastly, social media marketing has transformed customer service by allowing businesses to better understand customer needs and preferences, thereby improving their satisfaction and loyalty (Dennis, 2021).

Social media provides significant benefits to the fashion industry by enhancing brand visibility, engaging customer engagement, and contributing to fashion sustainability. Creation of fashion designers can promote and display their works in a global audience, facilitating and guiding direct interaction with consumers, which results in valuable feedback and community building, crucial for cultivating brand loyalty. In addition, social media is utilized for giving knowledge to consumers in sustainable fashion preferences, placing brands with contemporary ethical standards in the industry (Kong et al., 2023; Vanauken, 2022). Enhancing brand acknowledgement targeted marketing based on demographics and consumer behavior creates new sales opportunities at the same time, they build trust and loyalty for the consumers (Dennis, 2021). These advantages underscore that social media have an important role to play in today's fashion (Kong et al., 2023).

LITERATURE REVIEW

Innovating Trends: The Role of Fashion Design in a Digital Era

In Hao Yuan's "The Innovation Process in Fashion Design," fashion design is depicted as a complex and evolving field that thrives on innovation through multiple approaches. Designers are seen as creative pioneers, drawing inspiration from diverse sources such as daily life, nature, and historical influences. They actively engage with different cultures and environments to gather ideas that shape their designs. Data analysis plays a crucial role, as designers leverage insights from consumer behavior and market trends to guide their creative choices. By examining social media activity and purchasing habits, they can tailor their collections to match current consumer demands, reducing the risk of unsold products. Sustainability is another key element, with designers increasingly turning to eco-friendly materials and circular design methods that prioritize recycling and waste reduction. Inclusivity is highlighted as a vital aspect, as designers aim to reflect a diverse range of body types, genders, and cultures in their work. Cross-disciplinary collaboration is also emphasized as a driving force for innovation, with partnerships across various fields leading to groundbreaking and unconventional designs. Ultimately, innovation in fashion design goes beyond simply creating new styles; it involves rethinking practices and processes to build a more thoughtful and imaginative future for the industry (Yuan, 2023).

Fashion design digitalization enjoys immense popularity because it aims at perfecting physical products, namely simplifying their structure, production, business processes and others, while simultaneously ensuring

that they are suitable for use in practice (Sayem, 2022). To engage consumers effectively in the digital era, designers can leverage transformable fashion to create garments in the use of transformable styles, patterns, and colors, so that they will use tools like CLO3D and after effects. By offering interactive and customizable experiences, consumers can personalize their designs to have connections in a product. The shift towards digital platforms, accelerated by the pandemic, encourages designers to adopt sustainable and innovative business models. Utilizing virtual simulation systems is key for showcasing collections online, allowing consumers to visualize and engage with designs in ways that resonate with their preferences. This approach not only fosters creativity but also strengthens the consumer-designer relationship (Choi, 2022).

Additionally, the digital era, particularly with social media, has completely advanced access to fashion and representations in the industry. Likewise, fashion has maintained significance in showcasing cultural diversity across different communities' values and ideals. Nowadays, with the help of applications like Instagram and TikTok, individuals can exhibit their distinct cultural backgrounds and engage in the enthusiastic sharing of ideas and visual elements. This democratization enables underrepresented voices to engage actively in fashion discourse, challenging established hierarchies that often marginalize certain cultures. The influence of digital influencers and virtual fashion shows in promoting cultural narratives while addressing concerns regarding cultural appropriation. As trends are rapidly adopted and commercialized online, ethical responsibilities emerge concerning the representation of cultural identities. By analyzing case studies involving designers and consumers, the study reveals that while digital platforms can celebrate cultural diversity, they also present challenges related to authenticity and respect for cultural heritage. Ultimately, the findings advocate for a more inclusive digital fashion ecosystem that honors diverse identities while embracing innovation, contributing to a richer global fashion landscape (Wardaya et al., 2024).

The Evolution and Narrative of Fashion Design: From Past to Present Fashion

Transformative impact of digitalization on fashion design, emphasizing what the business needs to adapt their business techniques. Built-in nature of fashion brands generates an increased demand for larger research. Digital platforms facilitate exposure and communication, allowing designers to express their ideas authentically. Digital Fashion is not a comprehensive solution, it offers a promising starting point for addressing issues like mass production and representation, ultimately shaping a more inclusive future for the industry (Pop, 2022). Examines the rich history and development of fashion design, highlighting its cultural connections and the influence of technology. Evolution of fashion designs starts in the Roman Era, where clothing indicated social status, and continues through ancient Egypt, where wealth was displayed through garments and jewelry. During the Middle Ages, fashion was heavily influenced by royalty, with elaborate clothing denoting wealth and rank. The rich history of French fashion, highlighting how it has been shaped by various cultural, social, and political influences across different eras. The significant role of French monarchs, such as Louis XIV and Napoleon III, in establishing fashion trends and the impact of the French Revolution in promoting a more democratic approach to clothing. The emergence of iconic French fashion houses like Chanel and Dior in the late 19th and early 20th centuries, noting their contributions to global fashion perception and consumption. The influence of French fashion on regions such as North Africa and the Middle East, while also acknowledging contemporary challenges faced by the industry, including the leap of Ready to Wear fashion and urgent need for eco-friendly operations (Girard, 2024).

Rise of fashion design as a profession, starting with Charles Frederick Worth's fashion house in Paris in the 1800s. Fashion design courses often begin by teaching students about the history of clothing, as it provides valuable insights into how fashion has evolved over time (Sharma & Sharma, 2024). The early 20th century saw Paris become a fashion capital, introducing haute couture and later mass production, which expanded consumer choices (Kararctech, 2023). Fashion has always been a reflection of culture, society, and the times, with clothing, jewelry, and accessories serving as means of self-expression and status symbols throughout history. Today, the fashion industry encompasses various career opportunities beyond clothing design, including accessories and cosmetics. Technological advancements have revolutionized the field, allowing designers to streamline their processes and foster creativity.

Overall, the evolution of fashion design reflects a blend of cultural influences and personal expression, serving as a powerful medium for identity in contemporary society. Also, digital fashion changed from a niche market to a mainstream phenomenon. The contribution of this evolution, including advancements in technology,

changing consumer behaviors, and the increasing acceptance of virtual environments in daily life. In addition, digital fashion enables designers to experiment with innovative techniques that were previously constrained by physical materials. This shift not just fosters innovation but instead improves nature-friendly practices by maintaining scrap associated with classical fashion production. The growing importance of digital platforms for marketing and selling fashion items, allowing brands to gather more buyers and engage consumers in new levels. Särmäkari (2021) emphasizing the vast array of career opportunities available in the fashion industry today, from traditional roles like clothing designers to newer paths like stylists, makeup artists, and fashion photographers (Sharma & Sharma, 2024).

Empowering Consumers: How Engagement is Shaping the Fashion Industry

Consumers' behavior regarding the sustainability of fashion products positively affects the possibility of buying sustainable products. But sustainability is not a main factor for most consumers when making purchasing decisions. Instead, factors like the longevity, quality, and price of clothing based a more significant role. The research pointed out a common attitude-behavior gap, where although consumers show a positive attitude to the sustainability of fashion, and also to ecofriendly practices in fashion, these behaviors to express into actual purchasing behavior is not consistent. A lot of consumers, even those who are aware of sustainability issues, prioritize quality and such, then sustainability, which stays a secondary issue in the fashion purchasing process (Mandarić et al., 2022).

According to Naeem & Ozuem, (2021), SCFBE or social consumer fashion brand engagement is notably shaped from different social factors, including the individual warmth, social passion, and social tendency, which jointly improve user connections with fashion products and names in the social media. Trust and credibility taken from social ties are important when it comes to influencing the purchasing decision, as consumers are likely to prioritize recommendations from family and close friends. In addition, brand material is founded through bearability, equitable fit, and viability, securing the arrangement with the consumers' social and economic status. Furthermore, giving discounts and promotions can motivate purchases, pointing out the important keys of social dynamics when it comes to forming consumer behavior within the industry of fashion.

Idea of customer engagement behavior or CEB is still progressing, specifically inside the fashion industry. Supporting Van Doorn et al. (2010), CEB is explained as customer behaviors focused on a brand or firm, extending further on purchases and encouraged by motivational factors. CEBs or customer engagement behavior are classified into three types: word from mouth, customer co-creation behavior, and customer complaining behavior. The suggested 2x2 classification matrix identifies four categories of CEBs based on two dimensions: the nature of interaction (one-to-one or many-to-many) and the initiator of engagement (customer or firm). The classifying gives managerial perception into customization, customer integration, and crowdsourcing, suggesting a holistic approach to CEB. The research highlights that both customer-initiated and firm-initiated CEBs are controllable, motivating firms to develop tailored strategies for improving CEB based on its classification (Żyminkowska, 2015)

Sustainable fashion design should align with customer personal tastes and emotions while improving environmental practices. The study explains the five key design approaches, first is fashion sustainability and technology, functional design durable, eco-friendly materials, reusing and the remanufacturing, and emotional design durable. The discussion with Korean designers shows a strong preference for eco-friendly materials and functional durability, even though there is an eminent need for better understanding of emotional durability and sustainable technologies. An empirical checklist is presented to facilitate the application of these sustainable design practices, enabling designers to better reach the preferences of consumer while promoting sustainability (Kam & Yoo, 2022)

Consumer preferences are shifting towards personalized clothing customization, emphasizing sensory and emotional satisfaction over basic functionality. This trend reflects a broader movement within the experience economy, where consumers seek deeper engagement with products. The need for interactive design platforms is crucial, as they enhance user experiences and cater to individual preferences. Visual attention significantly influences purchasing decisions, with emotional responses to design elements paying a key role. Personalized customization not only addresses consumer demands b Ut also encourages greater participation in the design process, ultimately enhancing satisfaction and brand loyalty. The development of innovative platforms that

facilitate active consumer engagement in clothing customization is essential for meeting these evolving needs (Xu, 2023).

Fashion brands in social media posts appeared in six key themes, those are fashion, Branding, Current Events, Sustainability, Lifestyle, and Philanthropy, these were associated with consumer engagement via Likes and Comments. Exact themes predicted consumer engagement, with remarkable differences between Comments and Likes; for instance, the Lifestyle theme was a predictor of Comments but not Likes. The study included three brand groups and those are sustainability aware fashion brands, sustainable fashion brands, and the tradition in fashion brands showing that brand group predicts consumer engagement through comments, disclosing distinct differences in post themes, specifically for Sustainability and Current Events.

Engagement also may vary by platform, caused to get higher Likes and Comments for Sustainability content over Twitter. Users show a preference for visual content for sustainability, while text-based content performed greater for Branding on Twitter. These results pointed out the differences in consumer engagement guided by the type of content and the platforms used, specifying that different themes resound differently beyond platforms. Fashion marketers must tailor content to particular platforms and themes to maximize engagement; platforms like Instagram are more effective when it comes to communicating sustainability messages. This study gives an idea on consumer engagement over social media platforms (Instagram etc., giving a basis for future researchers that discover engagement of a customer across different kinds of social media, together with dynamic visual formats and auditory (Testa et al., (2023).

Impact of Social Media on Boosting Customer Engagement in Fashion Brands

In recent years, fashion has become more democratic than ever with social media outfitting ordinary people with a smartphone to be part of the global fashion. Applications such Instagram, tik took, have been turned into ramps online where people, influencers, designers, and fashion lovers set trends. Consumers and brands, Fashion bloggers and Influencers use Instagram to reach the maximum number of audience and portray new clothes of their collection. TikTok challenges and hashtags over time have advocated for fashion accessories and other fashion related items to be bought and adored for they make people better stylists.

Fashion week however remains an essential cultural event; it is however gradually giving way to social media platforms moderately. It has become possible for designers to showcase their clothes during the digital presentations and live streams to the general public without fixing shows on physical ramps. There has emerged something as influential in setting trends, as significant in terms of finding, purchasing and interacting with fashion in the social networks. Thus, while entities such as Fashion Week continue to be culturally salient, it needs to be understood that their digital counterpart is also unavoidable. As for the current trends, this article concentrates the connection of social media presence in developing new trends into fashion as well as the necessity for the fashion business to embrace or alter itself in the context of new media (Gabriel, 2024).

Social media know for marketing now a days, it can be used to better communications between the customer and marketers. This is also can help in activities to enhance brand awareness. And also, social media can facilitate the user content where the customer can share their personal experiences with the brand. We all know the social media is rarely in today's landscape we can see the popularity in television use to enjoy the present. This is all about the presence of social media in digital era. Many of research but to date on social media is also focuses on consumer's behavior the creativity strategies that uses by the user and the content analysis benefited by user and brand communications. Social media allows businesses to communicate directly with the customers to foster the loyalty and immerse the sense if community.

Social media facilitates collaborations interaction and sharing their personal experiences on the brand they use. And it is a reason that social media is remain or highly recommendable platform to market the product for all fashion designer's entity. Businesses can also leverage content to enhance their marketing strategy and to connect broader to the audience or consumer. Social media have a big impact in today's era especially in fashion brand businesses social media platforms exist by that. Also, social media platforms can use from various social bookmarking, rating videos, pictures and many more. Social media have a big impact in digital era it can help build a trust but not only help in brand but also to encourage others to engage on the said brand, there is no doubt the social media can replaced other marketing strategy (Yadav et.al & Sanhi,2021)

Nowadays social media can effectively connect with the consumers to build trust and interaction. Through interactive content, brands can create a two-way communication channel, fostering stronger relationships with their audience. Engaging customers through likes, shares, and comments allows brands to gather feedback and enhance customer satisfaction (Lim & Rasul,2022). According to Fetais et al., (2022), When it talks about the brand and loyalty of user to market into a social media way emphasize collaboration significantly improve trust on that brand especially for pricey things.

By sharing exclusive content and promotions, brands can cultivate good communication into their followers, boost repeat purchases into long-term loyalty. By effective Influence on Brand Perception social media strategies can reshape consumer perceptions of fashion brands. And consistent engagement can help brands build a positive image and high-quality content strengthens emotional connections with consumers. Social media also highlights how important social brand interaction is for increasing brand equity and buying intents. In addition to improving brand views among consumers, active participation on social media promotes repeat business. Fashion firms may develop a devoted following of customers who share their values and aesthetics by producing related material and participating in dialogues (Minh et al., 2022).

Overall, it's about how we can eneagage customer in social media to determine using likes and share in their post. It also provides extensive insights into the mechanisms via which social media increases client involvement, showing its revolutionary impact on the fashion sector. Including social media into client engagement strategy for fashion businesses is critical. It not only improves brand awareness and connection, but it also has a beneficial impact on consumer behavior, resulting in more sales and stronger connections (Agnihotri, 2020; Minh et al., 2022).

Research gap

The research gap is on how these platforms affect the brands, identity, cultural representation, and consumer behavior of the people. While much attention has been given to the short-term effects of social media related to fashion trends, limited attention has been given to the long-term effects relating to sustainability and inclusivity within the industry. This gap is essential to address the fashion industry that continues to make progress towards digital innovation.

Aim of the Study

The goal of this study is to have a better understanding on how digital democratization might lead to more fair and sustainable fashion practices. As consumers gain greater access to fashion discussions using different online platforms like TikTok, Instagram and Facebook, it becomes important to understand how these platforms influence their shopping decisions and brand loyalty. Also, being aware of these dynamics can assist brands in controlling and maintaining the ethical problems associated with cultural appropriation and sustainability, ensuring that their operations line with consumer values and involvement.

Problem Statement

Despite the transformative role of democratizing fashion and enhancing consumer engagement, there are remaining gaps in understanding long-term effects of these trends in sustainability and inclusivity. The rapid adoption of technology has led to new challenges, such as the commercialization of cultural identities and the acceleration of unsustainable consumption patterns. This study seeks to point out these challenges by exploring how these social media can foster a more ethical, inclusive, and sustainable fashion ecosystem.

Specifically, this paper will acknowledge the following questions:

1. How do these fashion brands assure that their strategies in digital marketing show a cultural design fashion in a way without disrespecting the said cultures?
2. What are the possible obstacles to those consumers from supporting sustainable fashion to buying the actual choices?
3. How do different social media platforms influence customer engagement with fashion firms?

4. What are the long-term implications of integrating digital tools in fashion design on traditional practices, particularly regarding mass production and waste reduction?

The findings in this paper will improve a better understanding on how digital platforms reshape the fashion world when it comes to consumer relations and by pointing out the outlined challenges, this study will help not only the researchers, but also the industry professionals with critical insights into how democratization exists through digital platforms in a way that can shape a consumer brand relationship, influence lifelong fashion practices, and promote inclusivity.

METHODS

This study was analyzed by the researchers to extract relevant data that answers the problem statement. The researchers used a Thematic analysis approach and systematic literature review to answer the questions from different published articles that are credible for this paper. Thematic analysis is used to understand a person about specific contexts. Thematic analysis can be done through interviews and other sources of data like documents (Jowsey et al., 2021). This approach is to get data from different articles to identify key findings and implications in research. By examining data from various sources, the researchers are expected to collect data from articles to identify the concept of how to consume democratized fashion in digital space. This study primarily gathered data from different scholarly articles. Ranging data from 2022 to 2024 for the gathered data up to date, and where the fashion design was remarkably presented and discussed. That means fashion design articles and literature were reviewed and analyzed to gain better understanding in democratization of clothing industry and connection to customer engagement in fashion business
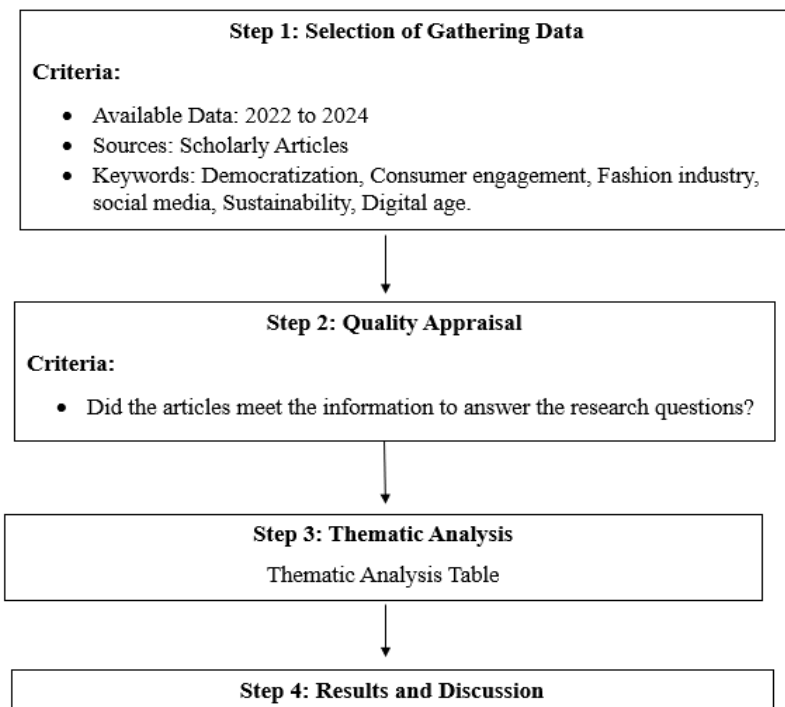

Step 1: Selection of Gathering Data

Criteria:

- Available Data: 2022 to 2024
- Sources: Scholarly Articles
- Keywords: Democratization, Consumer engagement, Fashion industry, social media, Sustainability, Digital age.

Step 2: Quality Appraisal

Criteria:

- Did the articles meet the information to answer the research questions?

Step 3: Thematic Analysis

Thematic Analysis Table

Step 4: Results and Discussion

Figure 1. Data Gathering and Preparation

Source: (Delmo et al., 2023)

RESULTS

In this section, the researchers addressed the key problems outlined in the research and provide implications into each issue based on findings. Results were summarized in the table below, which evaluates main themes: cultural sensitivity in digital marketing, consumer obstacles to supporting sustainable fashion, influence of online platforms in customer relations, and long-term implications of digital tools in fashion design.

Table 1. Ensuring cultural sensitivity in digital marketing strategies.

Topic	Key Findings	Implications
Cultural Appropriation in the Fashion Industry: An Analysis of Trends and Consequences (Chumo, 2023).	Setting things right, the fashion brands and the designers should steer the clear course of education, sensitivity training to cultural appropriation. This is something that everyone the designers' marketers and anyone who has played a role in creating fashion, should know. (Chumo, 2023)	By knowing the importance of cultural elements, the designers should incorporate their designs to avoid inadvertent appropriation. (Chumo, 2023)
Influence of Cultural Diversity and Identity on Fashion Expression and Communication in Mexico (Mateo, 2024).	Fashion brands should collaborate in the local communities and cultural representatives, to understand more about culture. they will gain insights about various cultural elements and to ensure authenticity in their marketing efforts. (Mateo, 2024)	By acknowledging the various cultural backgrounds and ethnic identities, fashion designers will have a connection to the consumers and their consumers will feel seen and respected. (Mateo, 2024)
Cultural fashion shows: The rise and transformative impact Fashinnovation (Tertuliano, 2024).	Fashion can be educational for the audience; they can show cultural awareness through their design and also, they can use other platforms to show it to the audience. By showing design from various cultures, the consumers will understand and appreciate the said culture (Tertuliano, 2024).	This can lead to better knowledge and appreciation for changing cultures but also bring respectfulness and inclusiveness in audiences. Finally, such educational efforts may help dissolve prejudices and open doors even wider for the even broader perspective of greater cultural respect in the world of fashion. (Tertuliano, 2024)

Source: Processed by authors

It is essential to comprehend and accept the role of cultural norms and traditions. Family, hospitality, and respect for traditions are the virtues associated with such a culture. It is also important, therefore, to include these aspects in marketing messages as they respect the audience and help to connect with them. Culture is a great asset in the area of digital marketing. As the global market comprises several smaller markets, the smaller markets have their distinctive and significant cultures as well as languages.

It should be stressed by fashion brands that education and sensitivity training are not aimed purely at a superficial understanding of the culture being portrayed (Chumo, 2023). Given the increasing concern of consumers in relation to matters pertaining to cultural appropriation on issues such as equity, diversity and inclusion, cultural appropriation in fashion has started receiving greater focus in the media as well as popular culture. There is no doubt that the matter deserves a response from the officials working for businesses that interact with customers (Sameena, 2022).

Table 2. Possible obstacles to those consumers about supporting and buying actual choices

Topic	Key Findings	Implications
The Impact of Fashion Brand Sustainability on Consumer Purchasing Decisions (Mandarich et al.,2022)	Sustainable clothing is often more expensive than other clothing, deterring highly-aware consumers (Mandarić et al., 2022).	Clothing brands need to find alternatives to offer affordable, sustainable options without compromising the quality of the product. (Gripenberg, 2023)

Sustainable Fashion Shopping Behavior in the United States (Statista Research, 2024).	Eco-friendly options can be too expensive compared to other options; trust issues from the authenticity of the product and limited availability in the market can also hinder their needs and preferences in clothing. (Statista Research Department, 2024).	Expensive and limited availability may restrict broader adoption and hinder market growth. Also, doubt about sustainability claims can lead to consumer disengagement, necessitating brands to invest in transparency to build customers trust, and the confusion surrounding what defines sustainable fashion underscores the need for the improvement of consumer education and clearer labeling, which could positively influence the purchasing behavior of consumers. (Statista Research Department, 2024)
The Rise and Challenges of Sustainable Fashion in Southeast Asia (Chee,2024).	Lack of awareness among consumers of the existence of sustainable fashions. (Chee, 2024)	This unawareness results in missed opportunities for consumers to make informed choices that align with sustainable practices. Increasing consumer awareness is vital for driving needs for eco-friendly products, which can boost brands to embrace more nature-friendly practices. (Chee, 2024)

Source: Processed by authors

The second problem discussed is that sustainable clothing often offers an expensive price due to several factors. The labor practices ensure fair salaries and a safe working environment for workers, which lead to an increase in production and labor costs (Mandarić et al., 2022).

Also, the usage of nature-friendly materials and unique production contributes to higher expenses, as sustainable brands often operate on a smaller scale and invest in accessibility and transparency (Mandarić et al., 2022). The durability and one-of-a-kind design of sustainable fashion focus on reducing waste, further justifying the higher prices (Mandarić et al., 2022).

Table 3. Social media platforms influence customer engagement

Topic	Key Findings	Implications
Discussing the different social media platforms in evolving customer engagement in the fashion industry (Suganya et al., 2024).	Understanding digital concepts, specifically online behavior, helps products process content and stay relevant in the digital era. Social media platforms change how fashion brands connect with consumers by using strategies that align with customer preferences (Suganya et al., 2024).	Social media platforms make it easier for users to explore and discover fashion brands. Platforms help brands connect with consumers using strategies aligned with customer preferences, integrating social media as a key market strategy (Vavrová, 2024).
Influencing customers in marketing activities using social media (Jamil et al., 2022).	Consumers are no longer relying on traditional media. Instead, they seek information about products via social media (Jamil et al., 2022).	Preferences for social media usage vary across countries. Future researchers should study user behavior and preferences specific to different cultures and nations (Jamil et al., 2022).

Role of social media in creating new fashion brands and trends (Utami et al., 2024).	Influencers play a major role in shaping fashion trends by connecting with users to promote or advertise products. Social media democratizes fashion, unlike traditional media (Utami et al., 2024).	Influencers on social media platforms dominate trends by enabling users to easily access and discover new fashion. As the digital space evolves, more users will engage with fashion trends through social media (Utami et al., 2024).

Source: Processed by authors

The table represents facts about influences of social media to customer engagement. Social media platforms have a large effect on the consumers as to a purchase decision, social media platforms making it easier for consumers to try and explore new brands through the apps (Vavrová, 2024). Social media platforms such as Instagram became an instrument for fashion products and brands, acknowledging to show storytelling through visual, user-generated content, and also influencer partnerships to engage with users.Social media became a new way for consumers to explore and buy fashion brands based on how they see a certain brand such as from advertising or from a known personality or influencer in social media, encouraging them to purchase the product. in this current generation, where social media is now the basis for marketing in fashion business to gain sales, effective proper use on these platforms become important to ensure connection with consumers (Bonilla-Quijada et al., 2024), the study discussed that social media has a key role in marketing in fashion brands. Proper use of platforms is important to keep engaged and connected with consumers. because fashion products can display in different platforms of social media that users may easily discover your brands. and as well as communicating with inquiries and such about your product

Table 4. Long term Implication of integrating digital tools in fashion design on traditional practices.

Topic	Key Findings	Implications
Construction of the Fashion Design System with the Use of Digital Technology within the Mass Customization Mode (Meng et al., 2022).	Digital technology enables clothing customization, making production more flexible and efficient. Manufacturers investing in customization could see profits increase significantly, representing a shift in the industry (Meng et al., 2022).	Embracing digital tools in fashion design and manufacturing allows companies to better meet consumer demands, fostering innovation and sustainability (Heuritech, 2024).
Restructuring the Process of Product Customization in Connection with Fourth Industrial Revolution and Digitalization (Pech & Vrchota, 2022).	Collaboration between teams and suppliers enhances personalized production and customization in fashion, enabling brands to better meet customer needs (Pech & Vrchota, 2022).	Effective collaboration is critical for success in personalized fashion design, helping brands create customized pieces that align more closely with consumer expectations (Pech & Vrchota, 2022).
The Role of Personalization in Modern Digital Marketing: How Tailored Experiences Drive Consumer Engagement (Lui, 2024).	Consumers expect brands to offer personalized experiences, treating them as individuals. Tailored interactions driven by data can increase engagement and loyalty (Lui, 2024).	Personalization builds customer loyalty, increases sales, and enhances financial success. It enables made-to-order or on-demand fashion, improving industry image and consumer retention (Liu, 2024).

Source: Processed by authors

The table summarizes digital tools on how traditional fashion practices are significantly transforming personalization or custom. Many fashion companies in digital era can redefine fashion preferred to their wants and fashion as a person during the last few years consumers have been demanding on what they want expectations is very high in terms of quality products, the customize one that can turn expectation vs reality. Consumers can easily choose fashion brand or items according to their personal interest and style.

However, some of the companies can't understand especially in the Gen Z era but on the other side companies should have to understand that matter, make a strategy how they can offer products cheap but stylish. Sometimes a wrong decision can ruin brand reputation (Gazzola et al., 2020), so in that we need to think some strategy than we can offer in customer like a multitype brands with that user have a choice to choose on the brand like cheap but stylish or the luxury one. It is important to know the in today's landscape personalization is a widely experiences by the fashion brand businesses (Meng et.al,2022).Internal and external fashion brands also should have a collaboration for better outcome that they can provide better product for the customer ,making a customer satisfy or exceed to an expectation, also allow customer to customize product according to a preference, making open to suggestion and customization, personalized product nowadays is trend especially in the digital age people can redefine design fashion according to a choices and wants (Pech & Vrchota,2022).

DISCUSSION

Internet marketing techniques of the clothing brands guaranteed to reflect a cultural design in that emphasis should be done on education and sensitivity training in the culture (Chumo, 2023), aside from that the fashion brands can also collaborate with the local communities and the representative of the culture to understand the culture better. A direct interface with the communities will give the brand a much-needed insight into the elements, traditions, and values commanding the fashion choice. This collaboration enriches the perspective of the brand but also helps to establish trust and respect within communities that they represent or seek to represent. Fashion also can be educational to the consumers: they can make use of other media to disseminate the cultural context of the fashion or symbols that are there being featured. In the process of reflecting various aspects of culture in the designs, brands initiate dialogues between consumers and meaningful comments and knowledge on the cultural relevance of those traditions. This method does allow people to associate with the great histories and values presented in the fashion and thereby block some boundaries and promote cultural understanding (Tertuliano, 2024).

Eco-friendly fashion behavior in the United States of America faces several problems hindering its broader adoption. High costs of eco-friendly fashion options make them less accessible to a wide audience, as they are often more expensive than popular products (Statista Research Department, 2024). The doubt of consumers about sustainability claims, sometimes labeled as "greenwashing," creates trust issues that brands must address through transparency (Statista Research Department, 2024). Limited market availability of the product further restricts consumer choices, preventing sustainable fashion from becoming mainstream and confusion around the definition of "sustainable fashion" highlights the need for clearer labeling and consumer education to support more informed purchasing decisions (Statista Research Department, 2024). Lack of awareness of the consumers can hinder the sales of sustainable fashion, and increasing the knowledge of the people can lead to possible changes to buyers and fashion companies to adopt more eco-friendly practices. (Chee, 2024)

Internet platforms have huge influence when it comes to engaging with customers in fashion. Using the internet to strengthen their connection with consumers, acquire fidelity of customers to reach success in order to stay competitive. Following trends in social media is important for business fashion owners to deal with their target audience, and take advantage of expansion opportunities. By innovating strategies to attract and get consumer preferences, brands can promote customer growth and support. Brands can enhance content and maintain relevance in the digital era by having a good perception of behavior (Suganya et al., 2024). According to Mukherjee (2020) as cited by Naeem & Ozuem, (2021), emotion defined as the greatest affection can probably enhance the connection between the consumers and brand.

This research considered that social passion in social users can balance the interaction with brands. The said social users are influencers, celebrities, etc. who have high knowledge in social trends influence the consumers to connect with fashion brands. Most consumers today do not depend on classic media to get data regarding a

specific brand earlier they buy since social media can now be accessed without consuming time. With this, social media providers must create effective measures that can help to set in marketing targets. On the other hand, fashion companies need to know how to acquire online strategies and brand community to enhance brand's competitiveness and motivate other members and avoid using the goods and services of competitors.

Fashion design in digital era have a huge impact especially in personalization some or half of the fashion user brand nowadays prefer to customize one than pick the design create by designers there was a saying by the fashion brand that everything old is new this is typically talks about redefining fashion not all the old fashion is not good sometimes the old one is nice other than the new one, like in today's era some of the millennials or gen Z redefine the old fashion wearing the old fashion style in a fashionable way, regardless the size and styles as long as it's old but new style. Soon style brands can a fashion trends but also a tradition, customize clothing is not a cheap but new phenomenon. It was not until the early twentieth century sewing machine has an affordable use using clothing creation in the way stylish using the customer prefer style and needs. It a must we recognize our tradition even the world is evolving in any other style, redefine fashion into more attractive way. For the time that fashion involved more of customer can redefine fashion in digital era.

CONCLUSIONS

This paper centered the important roles of social media as to democratize fashion, allowing buyers to create trends and navigate the styles preferred by their personal choices. Despite growing needs and interest in sustainable fashion, an attitude-behavior gap exists as many consumers still prioritize quality but cheap over sustainability. This shows a challenge for brands targeting to promote eco-friendly fashion. Social media's influence through influencer partnerships and other related content continues to reshape and grow the industry, enabling fashion brands to connect more deeply with consumers' preferences.

RECOMMENDATION

To cater to these findings, fashion brands should enhance their commitment to sustainability and transparency, promoting ethical practices that assure consumer trust and loyalty. Effective social media management might boost brand awareness, particularly when influencers join forces and captivating, visually appealing material is created. In order to create a more varied, and courteous fashion industry, brands are encouraged as well to include cultural sensitivity and inclusivity in their digital marketing plans. By following these suggestions, the fashion industry can more closely adapt to modern ideals, promoting inclusive representation and sustainability goals.

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