

# From Screens to Wardrobes: How Social Media Shapes Body Perception and Comfort Dressing

Shanmuga Priya M\*

SSN School of Management, Chennai, India

\*Corresponding Author

## ABSTRACT

Social media has become an integral part of young adults' everyday lives, shaping not only how they communicate but also how they perceive themselves. Daily exposure to images of influencers, celebrities, and curated lifestyles creates a constant environment of comparison. Over time, such comparisons may influence how individuals feel about their own physical appearance. This perspective aligns with Social Comparison Theory, which suggests that individuals evaluate themselves through comparisons with others. While earlier discussions have largely focused on the emotional and psychological effects of these experiences, less attention has been given to how they may shape everyday preferences and choices. Feelings about one's body can subtly influence routine behaviours, including how individuals present themselves in daily life. Here, clothing extends beyond functional need and reflects how individuals pursue comfort, confidence, and psychological ease. A preference for comfort-oriented clothing may therefore represent a tendency to manage self-consciousness and navigate appearance-related concerns. This study explores how social media experiences and body-related perceptions relate to such everyday preferences among young adults. By examining these connections, the study seeks to provide a clearer understanding of how digital environments influence not only how individuals feel, but also how those feelings may shape ordinary lifestyle choices. The findings aim to offer insights into everyday decision-making, self-expression, and the subtle ways in which personal perceptions influence daily behaviour.

**Keywords:** Social Media Influence, Body Image Perception, Social Comparison Theory, Self-Presentation, Comfort-Oriented Clothing

