



Fast Fashion Influence



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Research Question

How does social media marketing and influencer content impact consumer attitudes towards fast fashion choices?

- Consumer Perceptions:
 - Brand Awareness
 - Attitude Towards Brands
 - Effect of Short-Lived Trends
 - Preferences towards Paid Product Placements

Data Collection Method: Survey

We conducted a qualtrics survey using quantitative and qualitative methods

Questions:

- Demographics: race, origin, age, gender
- Select amount of time on each social media, daily (Instagram, Facebook, X, YouTube, TikTok, Snapchat, LinkedIn)
- Do you view videos about products on any of these applications? (If answered no, participant was taken to end of survey)
- Do you make purchases, how many times a month do you purchase.

Survey Questions Cont.

- Do you feel influenced into buying products you see?
- How effective do you think they are?
- How believable is the content you see on products?

Based on the gender, a TikTok video was displayed for them to watch then answer two questions

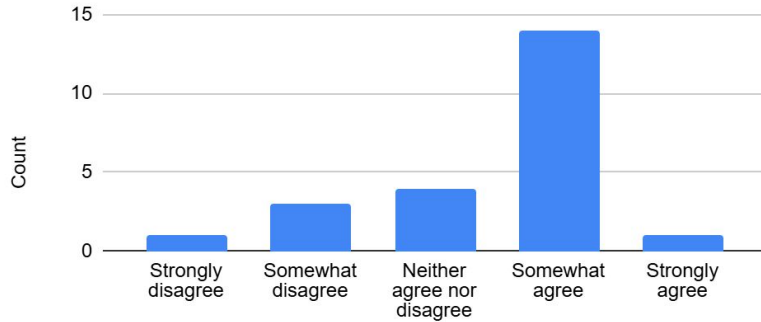
- How likely are you to buy the products based on the video?
- Why or why not?
- What characteristics in the video do you see that makes you feel drawn or less drawn to the product?

Survey Analysis

23 participants: 4 male, 19 female

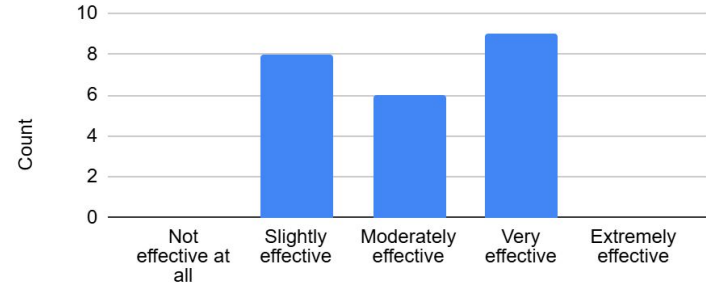
One person said they do not view videos about products and were taken to the end of the survey.

Count vs. Influence - Do you feel influenced into buying products you see?



Influence - Do you feel influenced into buying products you see?

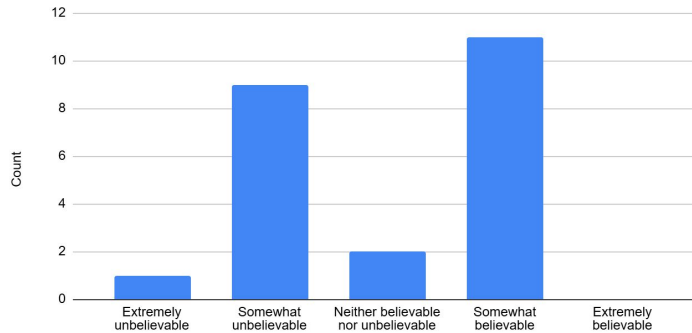
Count vs. Effectiveness - How effective do you think they are?



Effectiveness - How effective do you think they are?

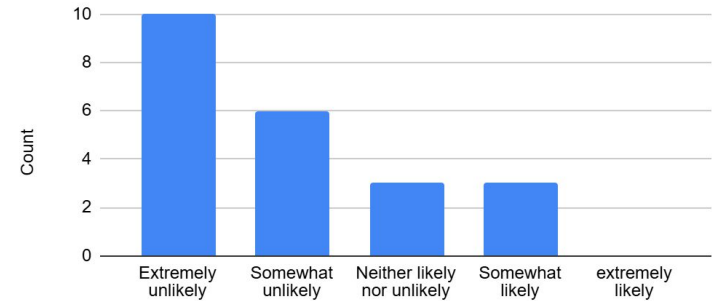
Mean for influence: 3.63,
Mean for effectiveness 3.18, Mean for believable 3.13, Mean for likelihood 1.95

Count vs. Believable - How believable is the content you see on products?



Believable - How believable is the content you see on products?

Count vs. likelihood - How likely are you to buy the product based on the video?



likelihood - How likely are you to buy the product based on the video?

Qualitative Analysis

- What characteristics in the video do you see that makes you feel drawn or less drawn to the product?
- “The interaction of the person talking to us and showing the dress from all angles and the benefit”. This reaction tells us that people can experience a connection between people through videos
 - “talking to us” - how influencers can aid with connection to increase consumer spending
- “I like seeing the average person showing them off instead of a model, so that would make me slightly more inclined to purchase”. This shows how authenticity of the influencers would increase consumer spending.
 - “too sponsorish”. another call to authenticity but this participant feels the video is not authentic.
 - Different views of authenticity can support or decrease the consumer’s spending or feelings towards the product.

Qualitative Analysis Cont.

- “Even though I didn’t like the dress, the author did a good job at making the dress appealing because of her high pitched energetic voice and the fact she did a 360 twirl”. This plays into the consumer’s energy and viewer’s enjoyment. also play a role in trustworthiness because of the way this participant mentions how the influencer made the dress more appealing with the traits of the voice and the twirl.
- This question and the responses allowed us to see how people viewed influencers and the characteristics they see in short videos that could change their attitudes towards a product. The characteristics we saw were authenticity, trustworthiness and credibility which aligns with past studies done on influencer’s traits and strategies that influence consumer buying intentions.

Data Collection Method: Social Media

- TikTok was used to identify popular products, trends, and viewership metrics
- Popular brands were then put into R-studio and Youtube Data v3 was used to collect data on publishing dates, channel ID, title, description, and channel names
- Brands: Shein, TJ Maxx, Ross Stores, Marshalls, Nike, Burlington, Old Navy, Five Below, Macys, Footlocker
- Data was then used to create word clouds, which analyzed text, plot video upload dates, and plot top channels.

TikTok Data Analysis

- Initial use of publicly accessible data resulted in finding popular ads and key terms, such as those listed below.
- Prevalence of sales suggests that time-sensitive deals may affect purchasing habits



Tik Tok Ad Data

- TikTok's Advertisement data included only paid ad campaigns and not sponsorships or partnerships
- Even with filtering and narrowing search terms, clothing ads were often less common than other types of ads, such as for games
- This suggests that retailers may choose to use their relationship with influencers to promote products, or that they may advertise in alternative ways

TikTok Data Limitations

- Authorization only included paid ad campaigns and not general video access for data collection
- Resulted in few data points for use
- Data was often not relevant or only somewhat related to clothing

YouTube Data Analysis

- Initial code was modified to include the key terms, “clothing brand” after every search because of irrelevant results
- Analysis of word clouds allowed us to find similarities between different brands.

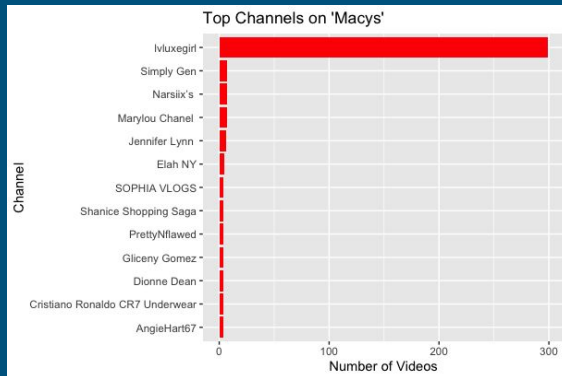
YouTube Data Analysis cont.

- Similar phrases found in multiple word clouds: 'couture', 'less', 'haul', 'spree'
 - Indicative of variables affecting consumer preferences
- To further examine influencer behavior, videos from top channels were analyzed



YouTube Data Analysis cont.

- Plotted upload dates of top channels and there were similar themes across all brands with massive increases in uploads within the past year
- Older brands had a head start toward capitalizing on fast fashion but were easily outdone by companies like Shein
- One outlier:



YouTube Data Limitations

- Attempting to add viewCount, and filtering for key words that would indicate videos were paid promotions used too many queries.
- Weren't granted access to Paid Promotion Filter from YouTube
- Inability to track people clicking product links found in description or comments
 - This would be useful in allowing us to see which influencers were able to generate consumer interests

Conclusion

- Individuals broadly felt that social media advertising was effective at selling goods, but not necessarily that specific ads were
- Respondents identified traits like influencers' energy and authenticity, as affecting their opinion of a product
- Keywords supported urgency as influential to trends
- Brands have increased their use of social media advertising recently
- Limitations in identifying applicable advertisements for feedback and using social media data restricted broad conclusions