



The social theory links to role theory because both focus on the portrayal of values and opinions regarding an individual.

The trickle-down effect and brand involvement link with the method of how companies advertise or introduce themselves. They follow the rule that introduces by celebrities from the upper class and brings products to the lower class, formulating a trend for consumption.



ROLE AND IDENTITY THEORY



- Identity and fashion are intrinsically linked through expressing one's self, values, and opinions through physical appearance. According to Perthus (2015), fashion is vital in expressing a consumer's personality. Wearing specific brands, for example, can portray your views and opinions, as wearing Nike and Adidas may suggest your interest in sports, whereas wearing Shein suggests you are unconcerned about ethical considerations.
- Teenagers are faced with the dilemma of following fast fashion trends to keep up with peers, conforming to societal pressures, breaking free from social conventions, and reducing their fashion consumption. Biddle (2015) explores the difference that group and individual roles have on humans, a consistency of societal roles. For example, the increasing awareness and pressure of sustainable fashion amongst teenagers have increased the production of vegan clothing using faux rather than natural leather.
- Eagly et al. (2012) suggest different roles and stereotypes influencing people's different consumer behavior, known as role theory. Biddle (2015) adds detail, noting that certain roles exhibit specific characteristics. To illustrate this, a teenager who plays a particular sport, such as basketball, may wear a varsity jacket from their favorite team, or more intellectual teenagers may adopt a more 'preppy' style.
- When critically evaluating the implications of role and identity theory on teenagers looking for fashionable clothing, marketers must recognize that consumers transform through life cycles and change their roles and identities as they grow, ever-evolving.



SOCIAL THEORY



- Ritzer (1998) argues that the culture and society we grow up in drive many choices, and trends and other social and cultural factors influence teenagers' buying behaviors. The Social Identity Theory (Hogg, Terry & White, 1995) strongly indicates the need to understand a consumer's behavior. An example of this is the fact that clothing often reflects and represents a nation's cultural values. People from around the world wear their cultures proudly on their sleeves.
- The social aspect of clothing in a teenager's life essentially allows them to have a sense of belonging by fitting in a group and being known by people who share the same values as them, enhancing their body image. However, societal beliefs can also be restrictive for what a person might wear and act on in certain cultures and backward, rural classes. For example, in many rural parts of India, teenage girls and women are not allowed to wear 'western' clothes by their families as they are considered inappropriate.
- Marketers can thus use the brand's social presence to promote and market clothing for a particular social aspect that is considered necessary for the target market and adapt to and influence attitudes towards the demand for said brand.



Role and identity theory links to self-categorisation theory because both conceptualise on how consumers' categorise themselves into certain groups or roles.

TRICKLE DOWN THEORY



- The trickle-down effect refers to the phenomenon of fashion trends flowing from upper class to lower class in society. Trends in consumption travel from the upper classes to the lower classes as those with lower social status seek to emulate those with higher social status (Trigg & al., 2001).
- The trickle-down theory creates a simple method of predicting the spread of fashion and trends for clothing companies (Bertrand & Morse, 2016). Indeed, fashion trends begin with the first adopters, who are the wealthiest upper-class members of society. The trend then spreads to the early adopters, who in today's digital world would be influencers or celebrities. As a result, the new trend is emulated by fast fashion brands and ends up in the general public's wardrobe.
- If, on the other hand, a lower social group begins to imitate superordinate fashion by adopting less expensive or fashionable items, the upper class group will most likely differentiate itself by adopting a new trend, resulting in increased appropriation by the lower social group. Thus, teenagers indicate their social status by wearing specific brands or styles. Meaning teens wear certain clothes to feel status and prestige.

The trickle-down effect affects society via a hierarchical system. A higher social class influences each social class. Thus, clothes can be used to distinguish which social class you belong to.

BRAND INVOLVEMENT



- Brand involvement is the usage of celebrity endorsement by brands to increase the involvement or interest in the mind of the customers to generate greater brand loyalty and revenue.
- Teenagers are known to follow fashion trends based on the icon, which can be seen with the increasing popularity of Gucci in the past seven years after the announcement of various celebrities like Harry Styles, who brought about a 1245% increase in online interactions (Tauil, 2022).
- However, brands like Zara use unknown models and focus on brand involvement or building relationships through experiences for a customer to increase involvement (Hatch, 2021). But the importance of advertising involvement can be seen when Louis Vuitton appointed Messi and Ronaldo to maintain its premium position, which brought a \$14 million value, according to Launch-metrics (Diderich, 2022).



CLASSICAL CONDITIONING



- Classical conditioning (Pachauri, 2001) is when a stimulus that elicits a response is paired with another stimulus that initially does not. Over time, this second stimulus causes a similar response because it is associated with the first stimulus.
- Marketers can quickly catch the consumer's attention and influence their buying behaviors, provided they have been conditioned to the particular slogan or jingle that the product or the company has associated with over the past few years due to a physiological response. For example, the Yeezy brand, associated with both Kanye West and Adidas, provides a favorable and conditioned stimulus in fans of the artist to purchase the shoe potentially, and having a 5% increase in sales of Adidas (Germano, 2016) after its introduction in 2015.
- However, this theory fails to account for the complexity of human nature and the various external factors that come with it. For example, the resilience of a person not wanting to buy clothes made of leather from their favorite brand increases sustainability.

SELF CATEGORISATION THEORY

- Self-Categorization states that people categorize themselves in a particular group towards which their choices favor. This positively regarded group is called the in group, contrasting with the opposing group is known as the out group (Turner, 1985).
- Broad knowledge of the ingroup and outgroup is essential, as in the case of Nike and Adidas. The need to appoint sportsmen like Michael Jordan and Ronaldo to fall into the ingroup of their consumers and induce the S-O-R theory effectively (Min et al., 2019). Cristiano Ronaldo's appointment generated \$475 million in the next year (Delventhal, 2020). However, facing controversies, John Terry belonged to the outgroup of customers, and Umbro received backlash for hiring him (Parsons, 2014).
- Small-scale influencers aren't necessarily Gucci or Louis Vuitton's customer ingroup; thus, they need to use top-tier influencers. However, H&M and Forever 21 can use those low-tier influencers (Pacific, 2022). Thus, an in group for a particular segment of customers can be the out group for another.

While using brand involvement and classical conditioning, the self-categorization theory needs to be understood. Jingles, celebrities and campaigns need to be done in accordance with the in-groups of the target audience and beware of the outgroups of their target market to bring out the correct notion of the classical conditioning and the best results of advertising involvement.

WHY IS IT IMPORTANT FOR MARKETERS ?

Schiffman & Kanuk (2010) argue that understanding the customer helps marketers offer or deliver a product/service they seek. Indeed, in-depth consumer behavior insights assist in addressing the target audience's needs, wants, goals, and aspirations and developing personalized experiences and tailored solutions that are uniquely created to solve their problem.



Marketers can analyze target market consumers through surveys and interviews and create strategies to align with their identity, self-realization and self-esteem. Especially in the fashion industry, it helps marketers stay on top of teenagers' trends, find new trends and garments that best suit their needs, and make data-driven decisions for future creations.



Used to identify target audiences and create personalised experiences and tailored solutions that appeal to those groups. For instance, Shein shows relevant product recommendations based on their shopping preferences and habits on its homepage and product pages.



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