

# *RESEARCH DOCUMENT TEMPLATE*

Where do teens look for new trends?

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*Lost Media | Fast Fashion*

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## Research Question

In this document, the question “Where do teens look for new trends?” will be explored and answered. You’ll read about which methods I have used, and the summary and conclusion of my findings.

## Methodology

The methods that are going to be used to answer the question are 3. The first one is a *Literature study (Library research)*<sup>1</sup>. This methodology consists of reading through multiple articles and gathering insights in a summary.

The second method will be primary research, more specifically, *interviews (Field research)*<sup>2</sup>. I will find Dutch students who are going to be asked questions regarding where they look for trends.

## Summary

Teens look for new trends mainly on social media, from their friends, and from TV series.

One of the leading social media platforms at the moment are TikTok and Instagram.

**“TikTok remains the favorite social platform and gains a 38% share. In addition, Snapchat ranks second at 30%, while Instagram ranks third at 20% share.”**<sup>3</sup> If teens want to see what is trending from fashion trends to challenges and etc. then TikTok is the to-go source. Also since teens are one of the most influenceable groups due to their desire to fit in with their peers they would use the platforms that their friends use.

Speaking of the desire to fit in a community, teenagers' friends are another source of knowing what’s currently trending. Everyday conversations help them to stay informed about new trends. FOMO (fear of missing out) also makes them want to check out social media to stay on track with the trends so that they don’t feel left out in conversations.

Another source of new trends is TV series. When a film or TV series becomes popular among teens, new trends start to show up on social media surrounding the trending series. An example of this is when in 2022 the 4<sup>th</sup> season of Stranger Things came out teens started

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<sup>1</sup> <https://cmdmethods.nl/cards/library/literature-study>

<sup>2</sup> <https://cmdmethods.nl/cards/field/interview>

<sup>3</sup> <https://blog.lengow.com/e-commerce-trends/what-is-gen-z-shopping-and-why-should-you-care/>

to wear shirts on which were printed “*Hellfire Club*”<sup>4</sup> that Eddie, one of the characters in the series wore.

## Validation

The answer has been validated through multiple articles and the opinion of the Dutch teenagers themselves. Getting multiple insights will help to look at and pinpoint similar patterns to their answers making them more accurate.

## Conclusion

In conclusion, teens discover new fashion trends primarily through social media, friends, and popular TV series. Platforms like TikTok and Instagram dominate, offering the latest trends and challenges. Teens are also influenced by their peers, driven by a desire to fit in and avoid missing out. TV series, such as *Stranger Things*, further contribute to trendsetting, as popular shows inspire new fashion choices. Together, these sources shape the trends that teens follow.

The end result of the findings will benefit our team to come up with an end product for the client. By researching, we can come up with a good idea to influence teens to stop buying fast fashion that will also be effective since we now know how to do marketing amongst the youngsters of the Netherlands.

## Sources

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