



THE IMPACT OF SHOWCASING CLOTHING ITEMS ON A MODEL IN TERMS OF INFLUENCING CONSUMER BEHAVIOR

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OUTLINE

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- 01 GOAL OF THE EXPERIMENT**
 - 02 SURVEY DESIGN**
 - 03 EDA**
 - 04 SURVEY ANALYSIS**
 - 05 INSIGHTS**
 - 06 LIMITATION**
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GOAL OF THE EXPERIMENT



Whether dressing models in clothing
enhance consumer purchase desire ?



Focus on Zara
one of the world's leading fashion retail brands



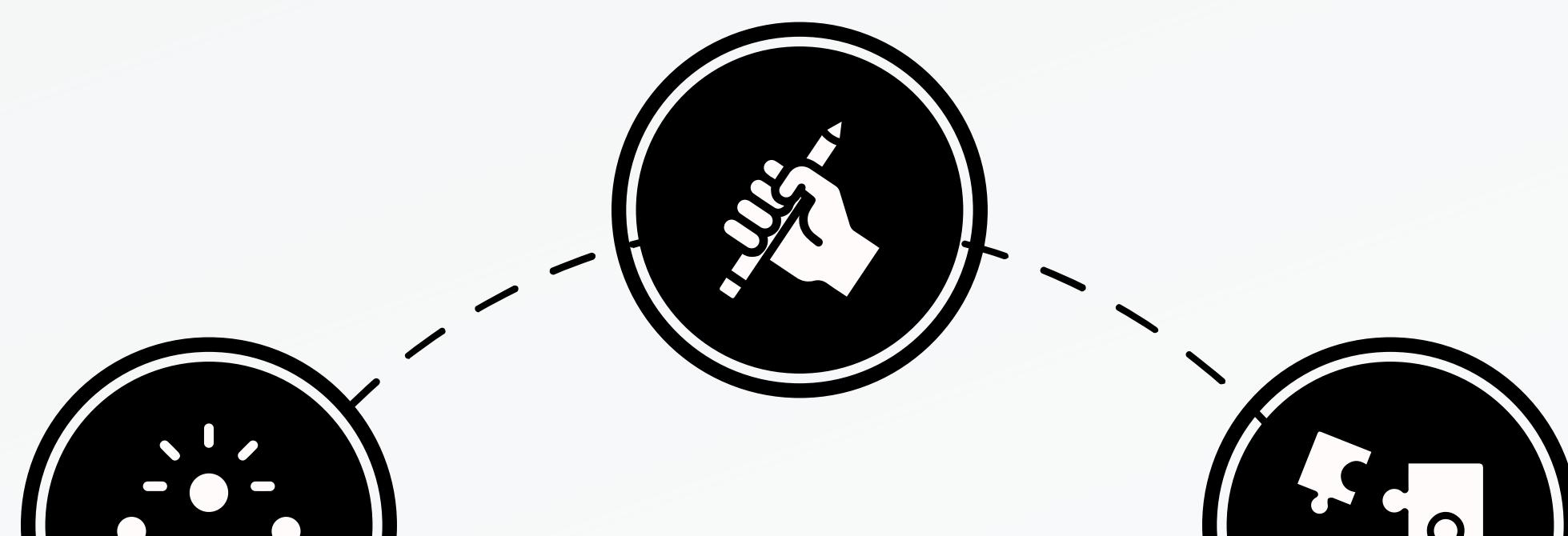
SURVEY DESIGN

Tools

Question
Design

Qualtrics online
survey

Control Group:
two item images themselves
Treatment Group:
one item image itself
one item image on model



SURVEY DESIGN

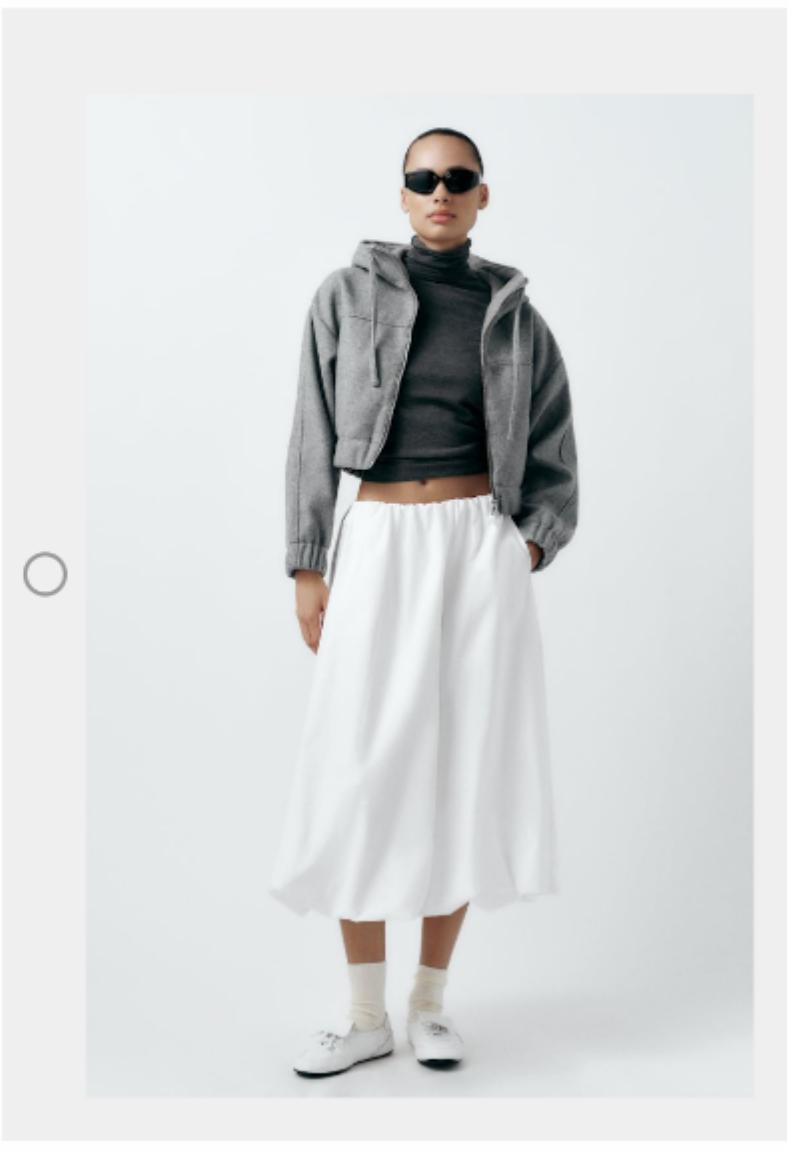
Control Group

Which sweatshirt would you prefer to buy?



Treatment Group

Which sweatshirt would you prefer to buy?



SURVEY DESIGN

Tools

Qualtrics online
survey

Question
Design

Control Group:
two item images themselves
Treatment Group:
one item image itself
one item image on model

Randomization
Assign

Randomization
by question



QUESTION DESIGN

Demography

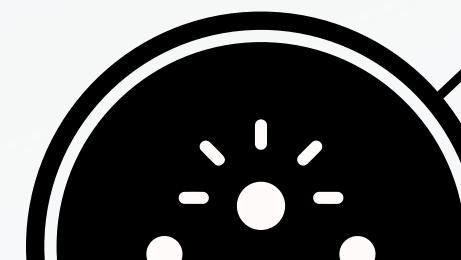
gender, age
industry,
shopping cost,
country

Item

Top: vest, hoodie, t-shirt
Bottom: skirt, shorts, pants

Gender

Female
Male



EDA

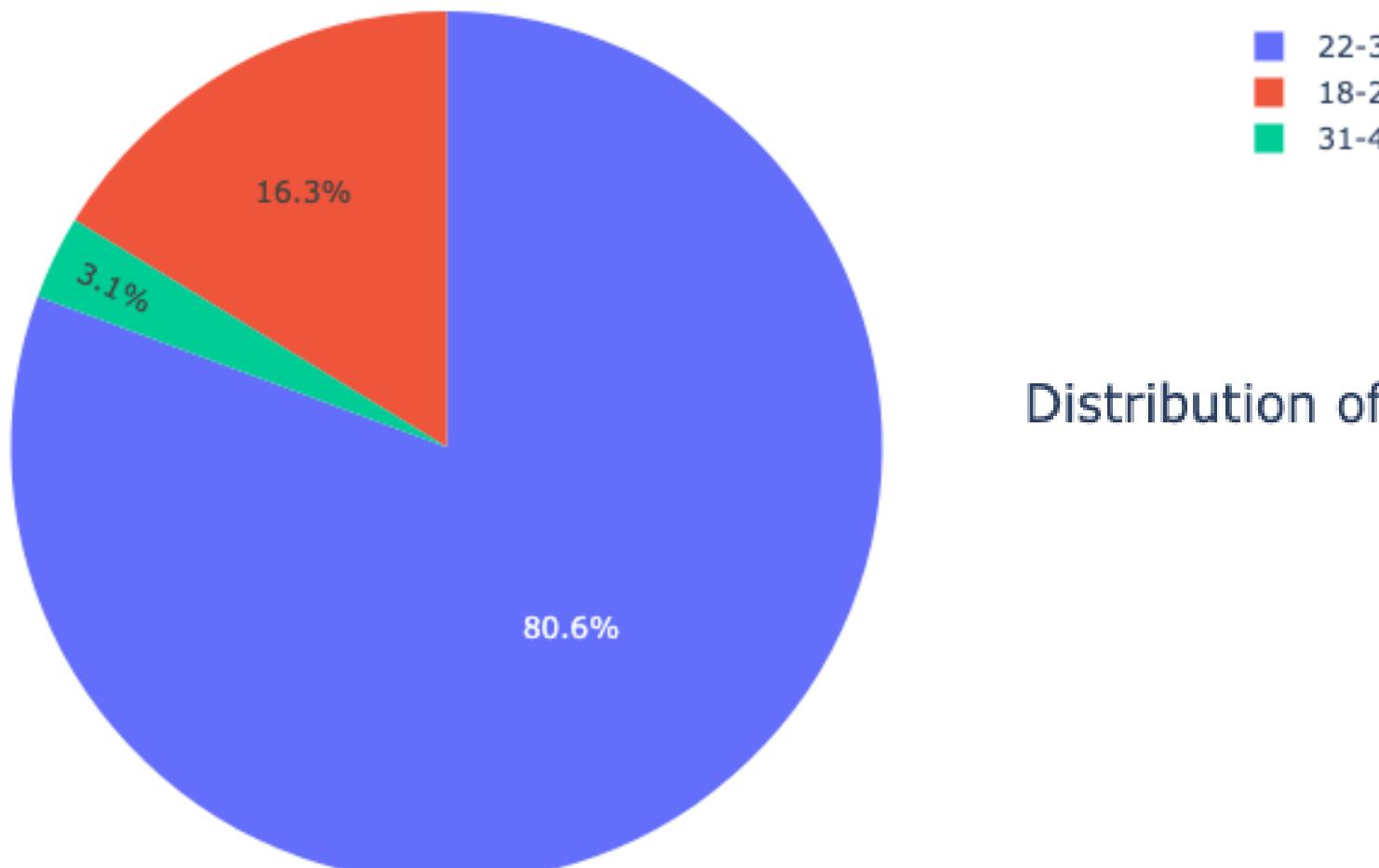
Total Count: 129

Average Duration Time: 175 sec

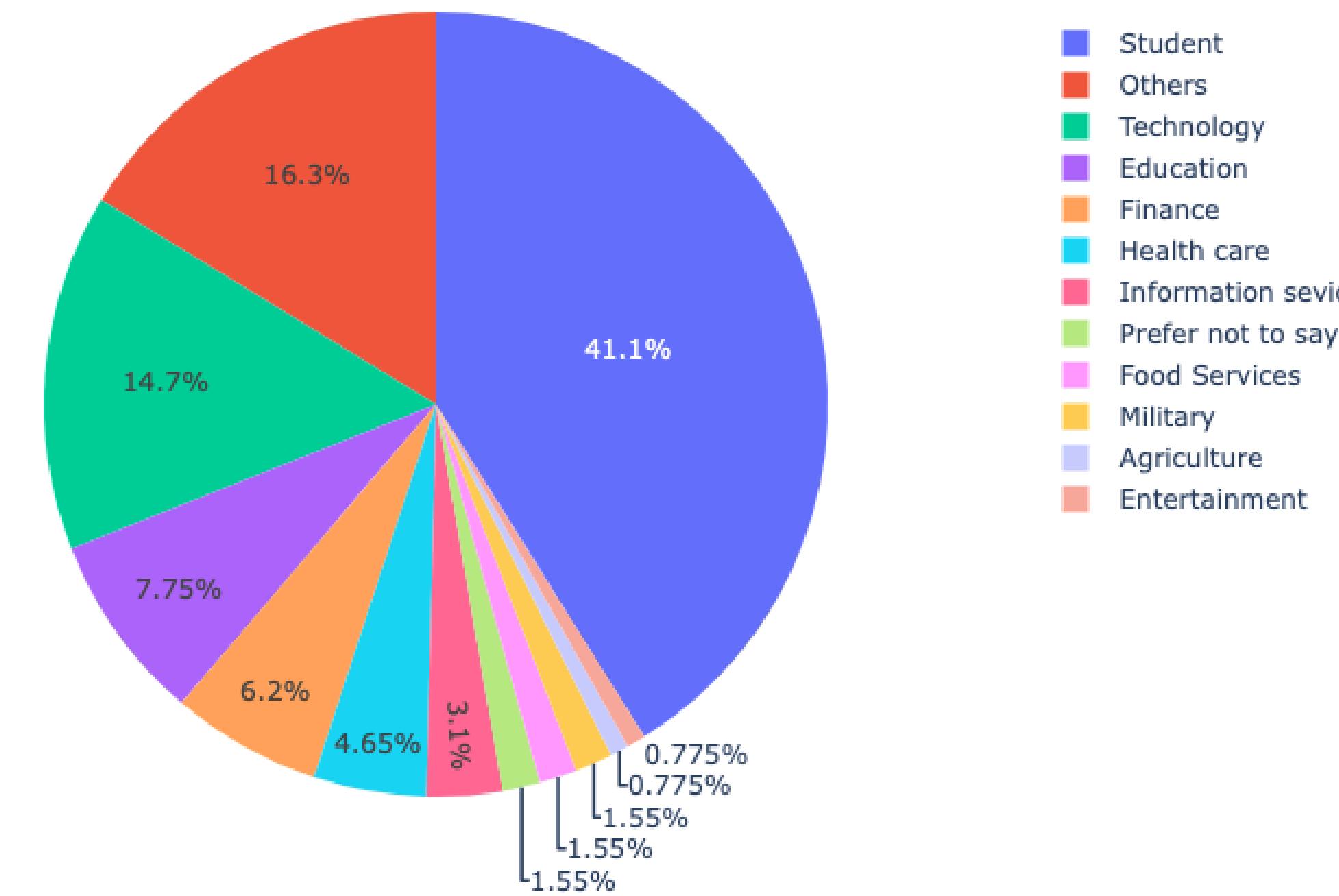
Gender: Female 60% Male 40%

Age: 97% under 30 years old

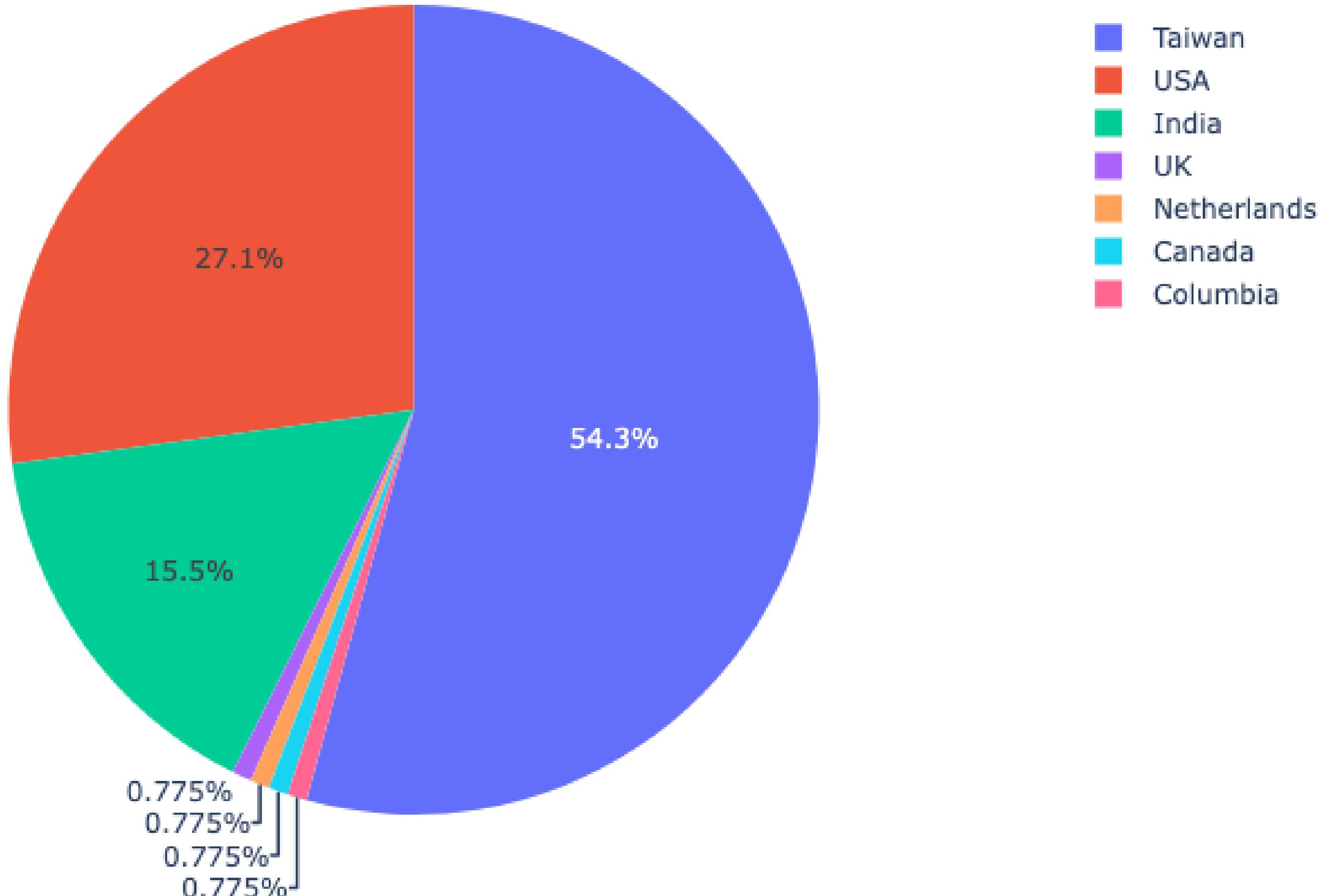
Distribution of Age Group



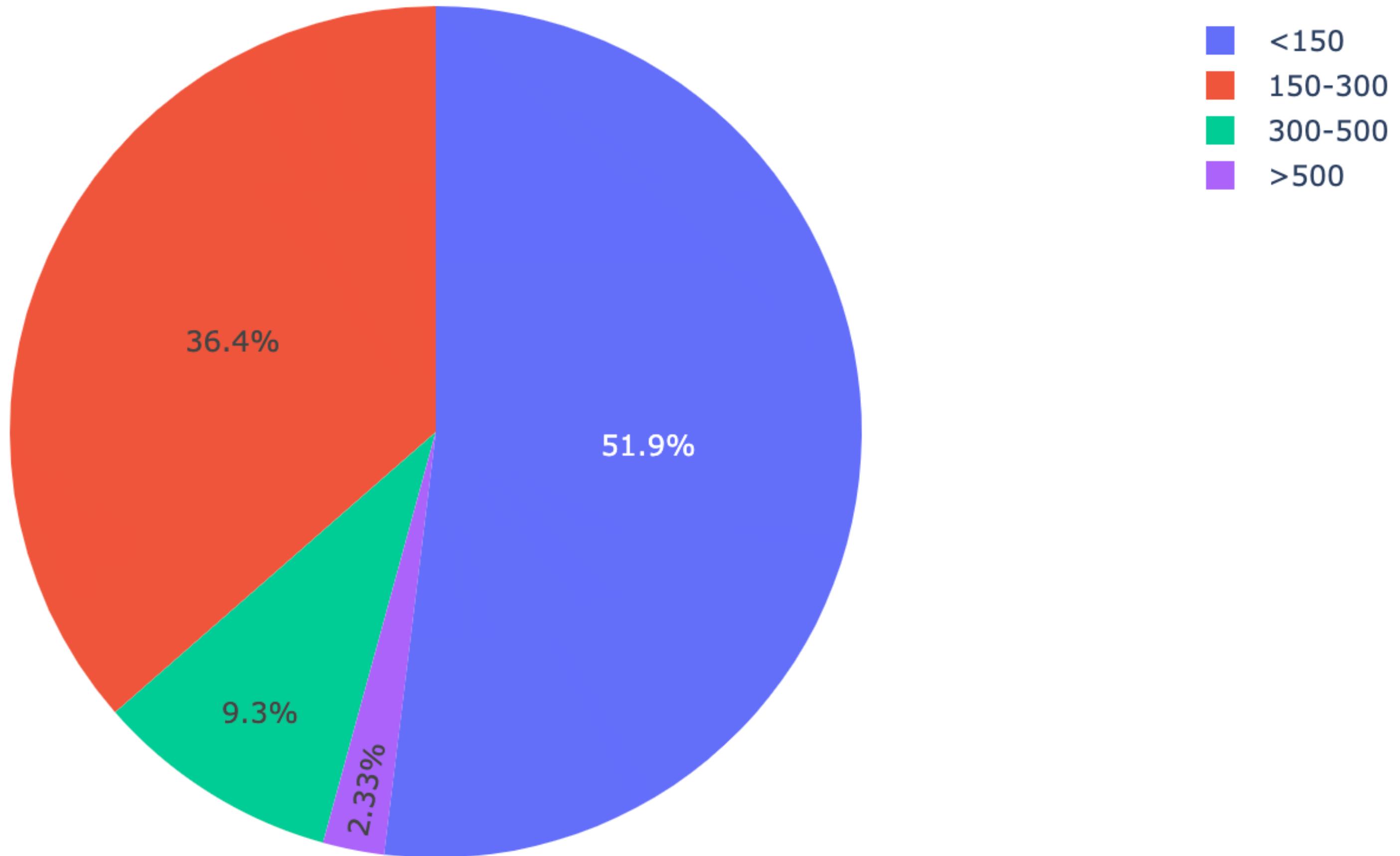
Distribution of Industry



Distribution of Countries



Distribution of Cost on Shopping Per Month



SURVEY ANALYSIS

We conducted several analysis on the survey result

ATE
&
CATE

STEP 1

Regression
Analysis

STEP 2

Randomiz
ation
Check

STEP 3

Statistical
Power

STEP 4



TREATMENT EFFECT

ATE

0.154

CATE

Top
Male

0.144
0.129

Bottom
Female

0.181
0.169

<150\$

0.153

150-300\$ 0.146

300-500\$

0.119

>500\$ 0.429

REGRESSION ANALYSIS

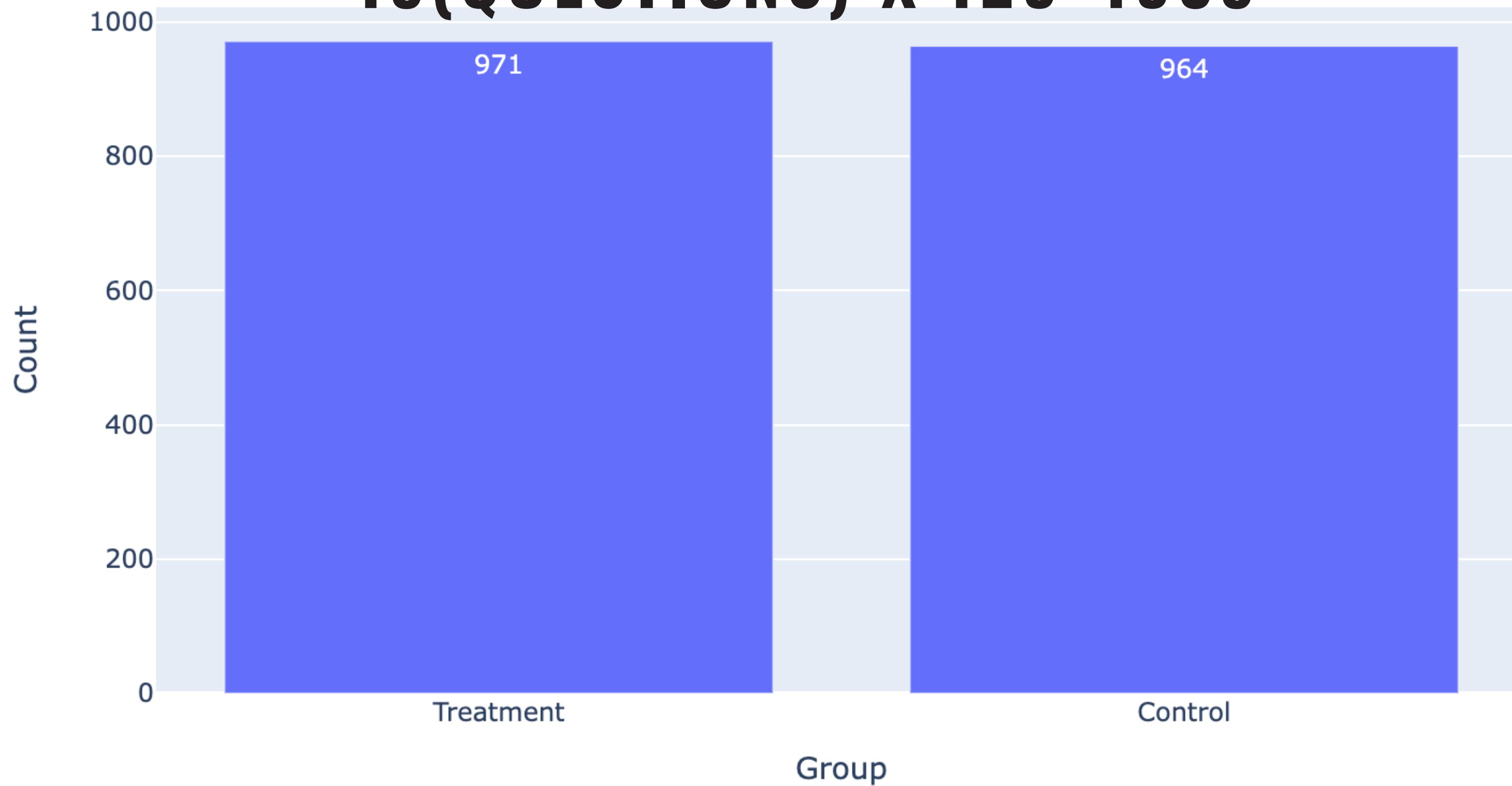
	Dependent variable: Value				
	(1)	(2)	(3)	(4)	(5)
Age_group[T.3]			0.042 (0.030)		
Age_group[T.4]			0.106 (0.065)		
Cost[T.2]				0.020 (0.024)	
Cost[T.3]				-0.027 (0.040)	
Cost[T.4]				-0.002 (0.072)	
Gender[T.2]	-0.066** (0.033)	-0.046** (0.023)			
Intercept	0.528*** (0.026)	0.515*** (0.021)	0.450*** (0.030)	0.485*** (0.019)	0.483*** (0.020)
Residence[T.2]				-0.023 (0.026)	
Residence[T.3]				0.039 (0.032)	
Residence[T.4]				-0.035 (0.128)	
Residence[T.5]				0.007 (0.127)	
Residence[T.6]				0.207* (0.110)	
Residence[T.7]				0.099 (0.121)	
Treatment	0.129*** (0.035)	0.153*** (0.022)	0.155*** (0.022)	0.155*** (0.022)	0.154*** (0.022)
Treatment:Gender[T.2]	0.041 (0.045)				
Observations	1935	1935	1935	1935	1935
R ²	0.027	0.026	0.026	0.027	0.025
Adjusted R ²	0.025	0.025	0.024	0.024	0.023
Residual Std. Error	0.490 (df=1931)	0.490 (df=1932)	0.490 (df=1931)	0.490 (df=1927)	0.490 (df=1930)
F Statistic	17.580*** (df=3; 1931)	26.083*** (df=2; 1932)	17.316*** (df=3; 1931)	8.004*** (df=7; 1927)	12.370*** (df=4; 1930)
Note:	*p<0.1; **p<0.05; ***p<0.01				

- Cost and Age Group has no significant effect
- Gender has significant effect
- Treatment is even more significant

Ceo Of Ingouda
Company

Distribution of Final Data

15(QUESTIONS) X 129=1935



RANDOMIZATION CHECK

Check if the survey is correctly randomized

=> p-value of 0.874 > 0.05

=> Cannot reject the null hypothesis

=> The survey is randomized!



STATISTICAL POWER

COHEN'S D

0.3144

A MEDIUM TO
LARGE EFFECT
SIZE

POWER

0.9999

HIGHLY POSSIBLE
OF DETECTING
EFFECT

CONCLUSION



From the experiment we conclude that the clothing items on models pose a significant impact on consumer preference.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis vulputate nulla at ante rhoncus, vel efficitur felis condimentum. Proin odio odio.

LIMITATIONS



Limited people taking the survey. Only the people we know mostly friends and family.

SAMPLING METHOD



1. Approximately 81% of the data corresponded to the age group of 22-30 years.
2. The survey was biased towards female (60%)

81%



Limited covariate coverage and restricted question options in the survey for bottom and top wear hindered comprehensive exploration of consumer preferences.

SURVEY DESIGN

**THANKS FOR
WATCHING**

