



# DOES THE PRESENCE OF A MODEL INFLUENCE PRODUCT PERCEPTIONS?

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# INTRODUCTION

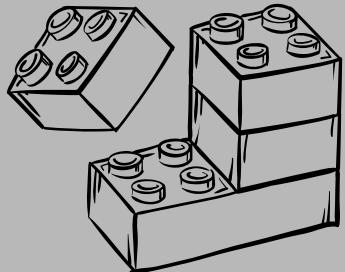
- **The Industry** : The online fashion shopping is valued at 668 billion U.S. dollars in 2021, expected value of 1.2 trillion U.S. dollars by 2025
- **Market players** include Amazon, Zalando, ASOS, H&M, and Zara.
- **Goal** : Assessment of the model effect on fashionability, purchase intention, and cost

01

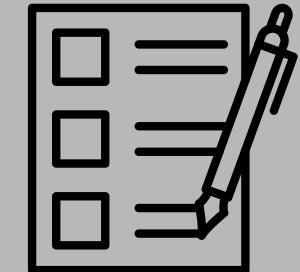


# EXPERIMENTAL APPROACH

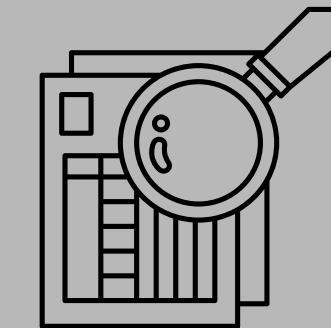
**CONTENT  
CREATION**



**PILOT RUNS  
AND CHECKS**



**EXPERIMENT  
ACTIVATION**



# 03

## DATA COLLECTION

- Conducted Experiment through a Qualtrics Survey
- Dissemination through social media applications
- Participants split into Treatment and Control groups

Boston University

Please review the following image and answer the questions below -



Is this top fashionable?

Very Unfashionable

Somewhat Unfashionable

No Opinion

Somewhat Fashionable

Very Fashionable

Would you buy this top?

Yes

Maybe

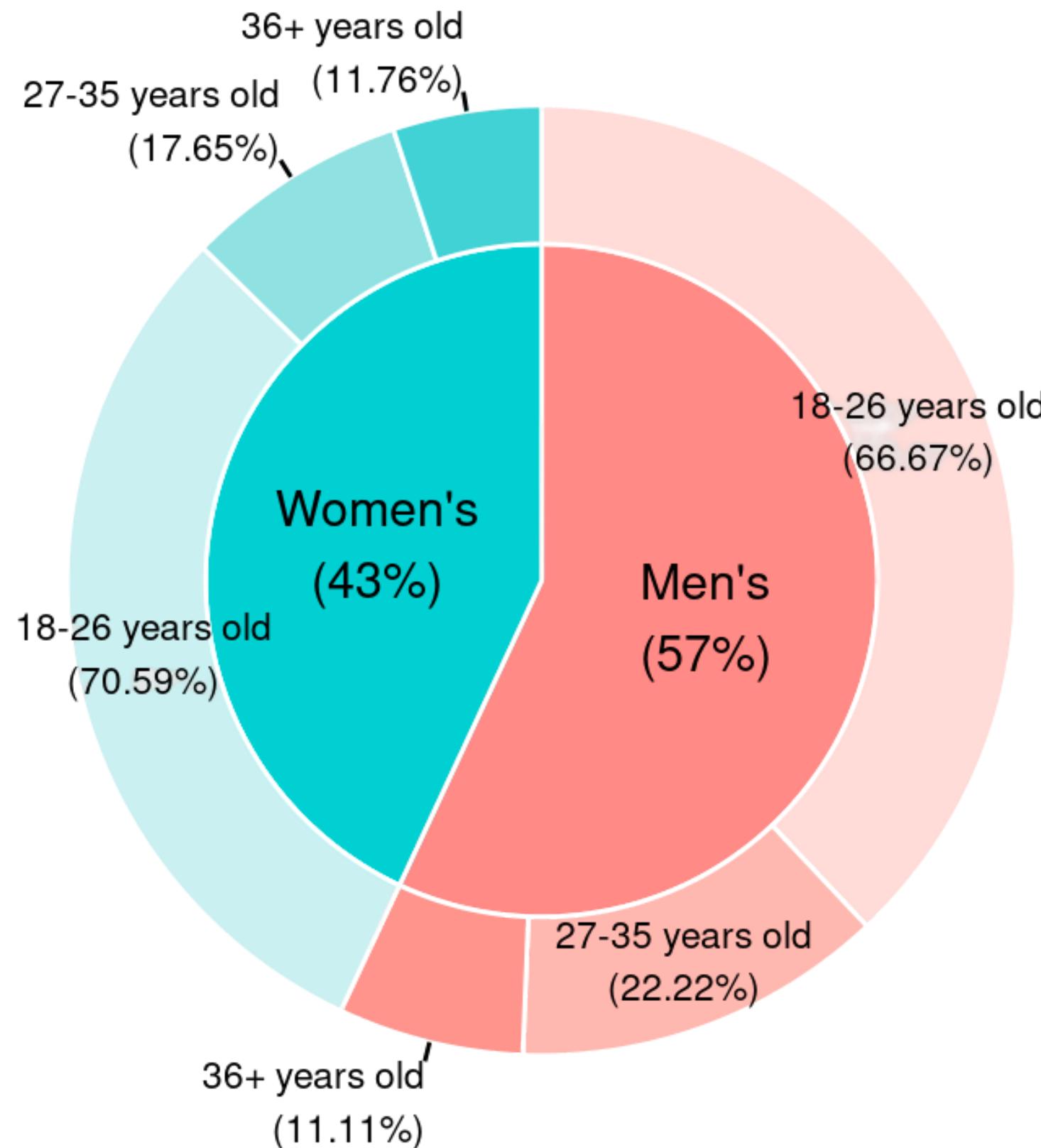
No

How much do you think this top costs?

10 25 40 55 70 85 100



# 04 SURVEY DEMOGRAPHICS



## Age and Gender Demographics

- 57% of our observations preferred Men's clothing, compared to that of 43% for Women's clothing
- Majority of our respondents fall in the 18-26 years old age range.

# FINDINGS

FASHIONABILITY  
PURCHASE INTENTION  
COST

+ Positive ATE estimates

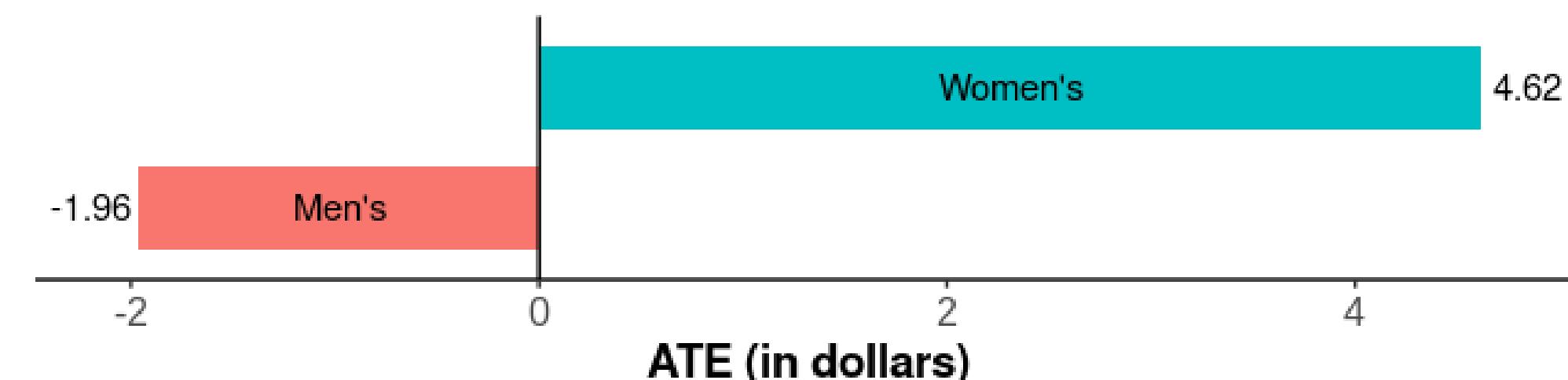
- High standard error
- **NOT** statistically significant

REGRESSION TABLE

	Fashionability	Purchase Intention	Cost
Presence of Model	0.187 (0.149)	0.048 (0.091)	0.874 (3.529)
Intercept	-0.097 (0.109)	-0.338*** (0.055)	43.538*** (2.326)
Num.Obs.	79	79	79
Std.Errors	Heteroskedasticity-robust	Heteroskedasticity-robust	Heteroskedasticity-robust

Note:  $\hat{+}$  p < 0.1, \* p < 0.05, \*\* p < 0.01, \*\*\* p < 0.001

## INTERACTION ON GENDER



# LIMITATIONS

## EXPERIMENT

- Scalability limited by diversity of clothing products, models
- Small sample size, homogeneous in age and geography

## BEHAVIORS

- Buying something vs. intending to buy
- Assessing cost vs. paying for something





# CONCLUSION

- ▶ IMPRECISE ESTIMATE: the **employment of models increases** perceptions of **fashionability**, **purchasing intention**, and **cost**
- ▶ **5,000+ respondents** to garner a significant result



# THANK YOU!

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Any Questions?



# REFERENCES

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- 2.FASHION ECOMMERCE: 11 ESSENTIAL ONLINE CLOTHES SHOPPING  
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- 3.UK FASHION ONLINE MARKET REPORT - MARKET SIZE & FORECAST  
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