

Motivational Psychology Aspects Behind Fashion Microtrends on Social Media: Exploring Imitation and Differentiation in the Consumption Behavior of Generation Z

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Abstract:

This study explores the psychological motivations behind the appeal of fashion microtrends on social media and their influence on Generation Z's consumer behavior. As social media increasingly shapes purchasing decisions, understanding the mechanisms behind the rapid spread of trends is crucial for companies, as fashion trends and products go viral daily. Using Georg Simmel's fashion theory on imitation and differentiation and Maslow's hierarchy of needs, the study analyzes how these factors drive engagement with trends.

An online survey revealed that social recognition and individual differentiation are key motivators for adopting microtrends. Generation Z uses fashion to shape identity and enhance belonging. These findings provide valuable insights for the fashion industry to develop strategies that resonate with Generation Z's values and thus help fashion companies develop more targeted approaches for Generation Z.

Keywords:

influence of social media, consumer behavior, fashion microtrends, Generation Z

Track:

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