

STUDENTS AND FASHION

Habits, views & behaviours



ABOUT THE STUDY

The youth market is important for brands. According to *Fast Company*, by 2020 it will make up 40% of consumers. Brand loyalty starts from an early age, making engaging with this group essential to any marketing strategy.

Eighteen-24 specialises in youth marketing and with this study we provide insight into 18-24 year-olds' current attitudes to fashion and their fashion inspirations. We also expand understanding, amidst the challenges in high street retail, of how 18-24 year-olds shop and make purchases.

We worked with youth research specialist YouthSight and Tandem, a research and strategy consultancy, to understand what makes this demographic tick when it comes to fashion.

YouthSight

Tandem

METHODOLOGY

1,012 students participated in the study via an online survey conducted by YouthSight. The sample included students aged 18-24 based in the UK and was fielded between the 19th and 22nd of November 2018.

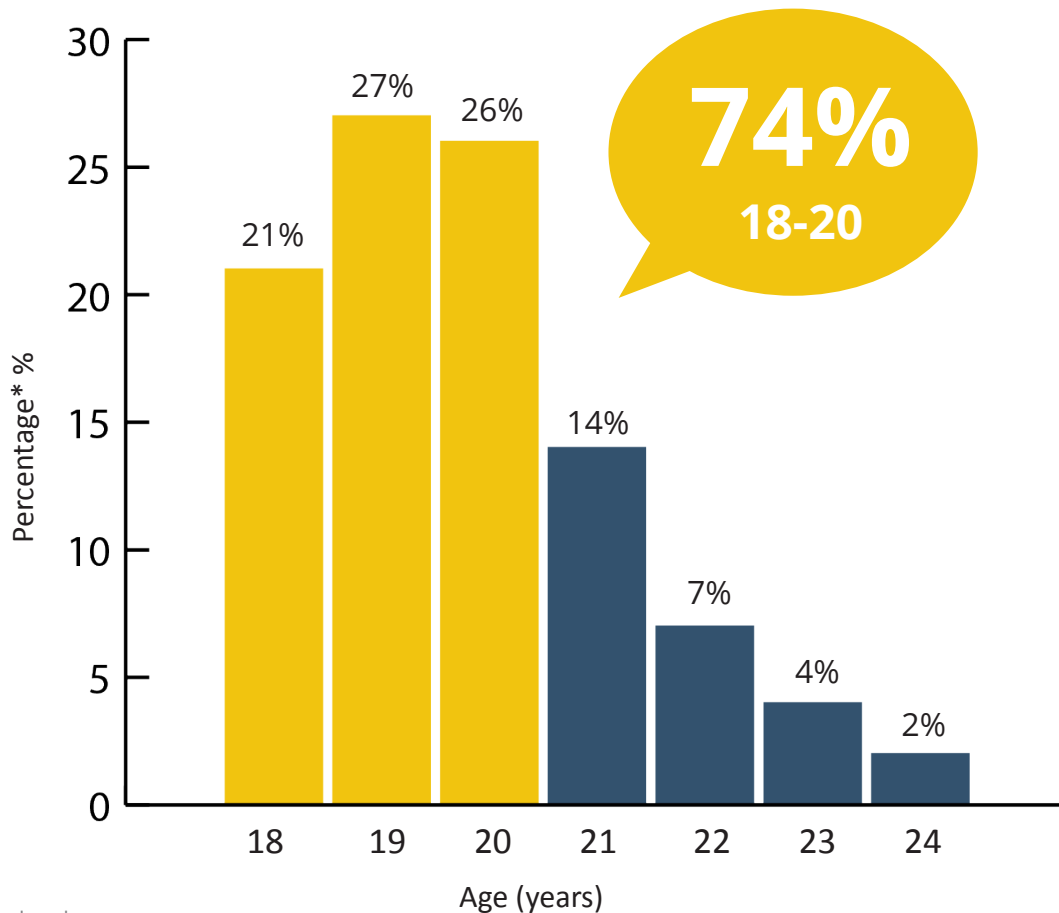


57%



43%

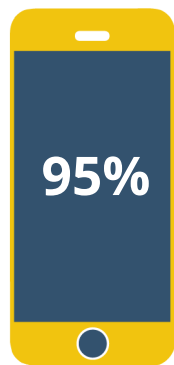
AGE BREAKDOWN



*Rounded to the nearest percentage

STUDENT SNAPSHOT

STUDENTS ARE DIGITALLY CONNECTED ON CAMPUS

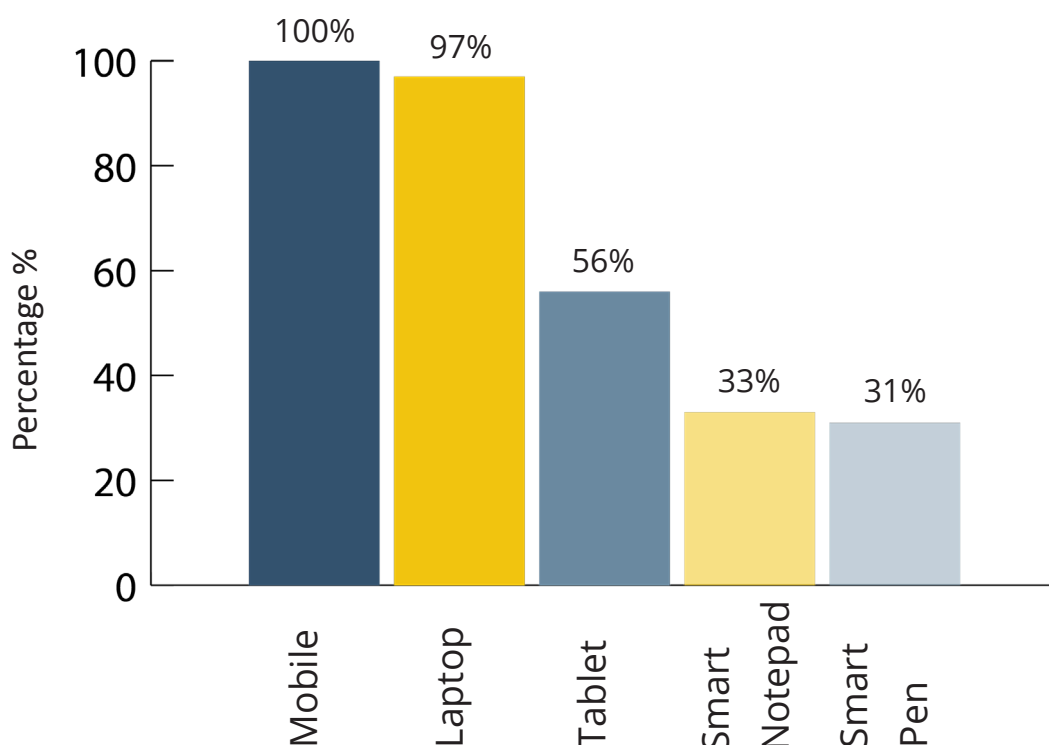


take their mobile phone into university every time



take a laptop into university every time or most of the time

DEVICE OWNERSHIP





ATTITUDES TOWARDS FASHION

GROWING INDEPENDENCE MEANS OPPORTUNITY

University campuses are prime locations to reach and engage with students, who are at a point in their lives where they are beginning to experiment with fashion and are receptive to new styles.

67%
say their style has
changed since
starting university

44%
agree that they buy
clothes they like
and don't care what
others think

29%
would like to be
more daring in their
style choices

'I've become a bit more comfortable with my body shape and as a result I'm more willing to try things out that I wouldn't have normally considered.'

Student Respondent

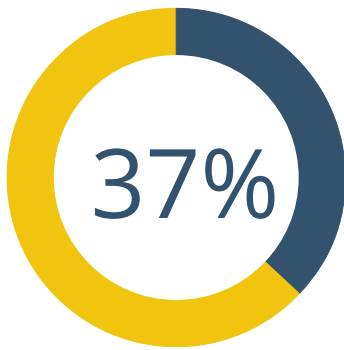
'University is in the middle of the city which has made me shop considerably more and explore different fashion choices because of new shops I've discovered.'

Student Respondent

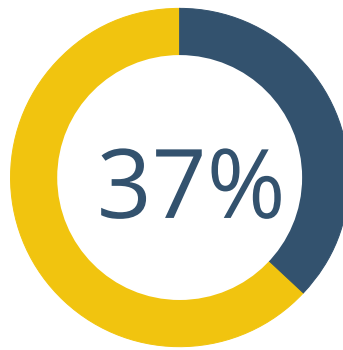
ENGAGING WITH STUDENTS EARLY

For many students, shopping is an event. Brands should take the opportunity to influence shoppers before they hit the stores.

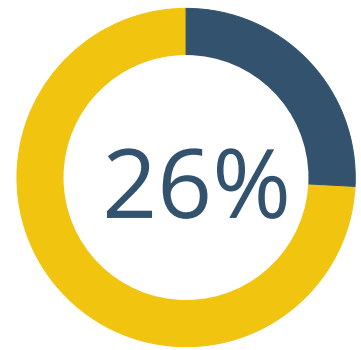
40% say they love shopping!



make a shopping trip a day out



have an idea of exactly what they are looking for before they go shopping



browse online for inspiration before they shop in-store

The research showed that 65% of students shop for every day clothes, 48% shop for specific occasions and 43% for a spontaneous treat.

PROMOTING BODY CONFIDENCE

There are opportunities for fashion brands and retailers to work with young people to promote body confidence and inclusivity. A third of students often wear clothes that will cover up certain parts of their body that they don't like.

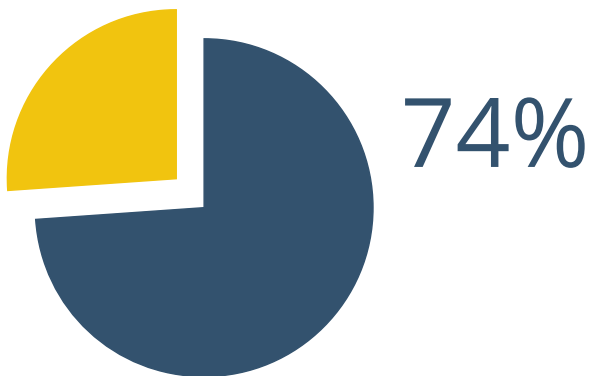
Only one third of students are confident with how their bodies look

63% feel it's important to feel comfortable in their clothes and with their style

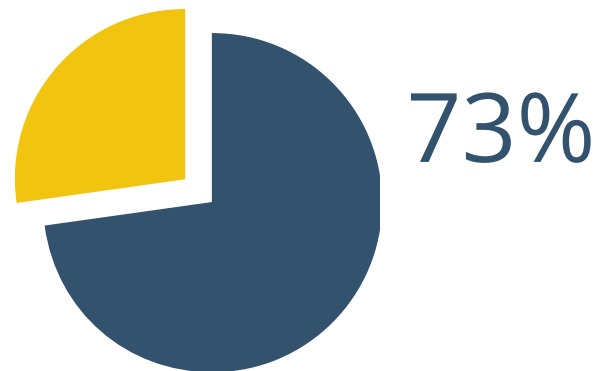
SHOPPING & PURCHASING BEHAVIOUR

THE IN-STORE EXPERIENCE IS STILL IMPORTANT

While shopping online is clearly a top choice for students, in-store shopping remains popular.



have browsed in-store in the past 6 months



have browsed online on a mobile in the past 6 months

KEY DRIVERS OF IN-STORE SHOPPING

44% shop in-store because they can try things on before they buy

32% shop in-store because they don't want to wait for items to be delivered

KEY DRIVERS OF ONLINE SHOPPING

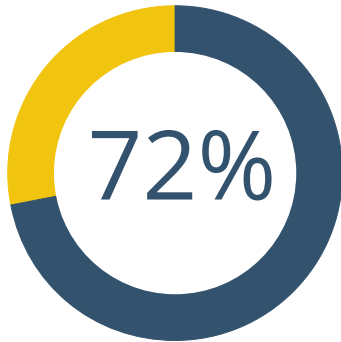
41% shop online because they get a wider choice

26% shop online because they don't have time to go shopping in-store

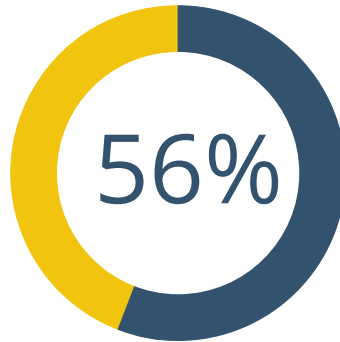
Of those who are browsing and buying online, 72% are buying clothes at least once a month

VALUE FOR MONEY IS KEY

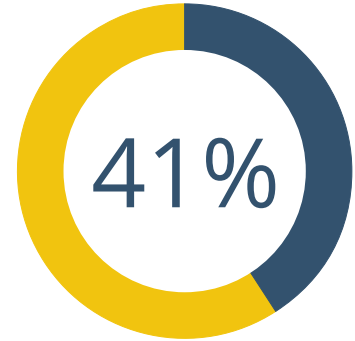
Students have money to spend, but fashion must still deliver good value, versatility and longevity.



always pay attention to the price of an item they are buying



prefer to buy items that can be mixed and matched to make multiple outfits



mix expensive and cheaper items together

STUDENTS ARE SHOPPING FREQUENTLY

While price and value are important to students, they do enjoy browsing and buying clothes on a regular basis.

Female students are more likely to shop for clothes at least once a month versus male students



70%



48%

One third are buying accessories at least once a month

FASHION INSPIRATION

WHAT'S INFLUENCING STUDENTS' STYLE

Students get fashion inspiration and advice from many different sources, including advertising, social media and the people around them.

One in four are inspired by advertising

31% are inspired by social media

56% are inspired by people around them

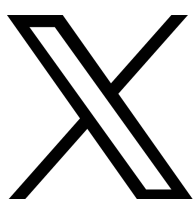
FASHION & SOCIAL MEDIA

44% are looking at Instagram daily for fashion inspiration

Half are sharing their own fashion posts on Instagram

Only **20%** are sharing their fashion photos on X

Two fifths are posting their fashion styles on Facebook




'I keep more in the loop with trends and use Instagram more for inspiration [since being at university].'

Student Respondent

ABOUT REDBUS MEDIA

Eighteen-24 is the UK's largest network of digital 6 sheets on university campuses, and has been for over two decades. Our network of D6s provide innovative and flexible ways to connect with Gen Z students.

eighteen-24.com

 [redbusmedia](https://twitter.com/redbusmedia)

 [eighteen-24](https://www.linkedin.com/company/eighteen-24)



EIGHTEEN-24