

A Study on the Impact of Fashion Shows on Consumer Behavior-The Case of Chanel

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Abstract:

Fashion shows serve as a multi-functional platform that not only showcases garments but also promotes branding, marketing, and business growth. The context of the fashion show is rich and diverse, and its origins and evolution are closely linked to social changes, technological advances, and cultural needs. It is from private to public, from single to diversified. It reflects the change in social perception of fashion and the important influence of the fashion industry on the economy and culture. Under the background of the big era of high economic speed, consumption transformation, and upgrading, consumers from basic product consumption to more focus on branding as well as high product consumption. Holding fashion shows is an indispensable way for many luxury jewelry brands to build their brand concept and image. Therefore, it is of great significance to study the impact of fashion shows on consumers. In this paper, choose a single-case exploratory study on the representative Chanel fashion show as an example to conduct an in-depth study. Through the previous literature, fashion shows, and theories related to consumer behavior, it is concluded that fashion shows have an important impact on consumer behavior in a variety of ways. Therefore, building a well-functioning fashion show is very important for brands.

Keywords: Fashion show; consumer behavior; influence; Chanel.

1. Introduction

The fashion show is an important trend platform to show designers' latest products and lead the trend. With the development and perfection of the fashion industry, fashion shows, as a powerful marketing tool, have been playing an important role in the field of fashion consumption. Fashion shows originated in Europe in the 19th century. At that time, fashion designers began to hold private exhibitions to show their works only to wealthy customers. With the continuous economic development, these limited displays gradually evolved into public fashion shows, attracting more audiences and media attention. In the 20th century, fast fashion shows became an important marketing tool with the fashion industry. Fashion shows are not only used to display brand products, but also become a direct way to promote brand image and concept.

With the development of globalization, fashion shows are no longer limited to developed cities such as Paris, Milan, London and New York, but all over the world. International Fashion Week has become an important event in the fashion industry and attracted worldwide attention. It is of great significance to study the influence of fashion shows on consumer behavior, such as understanding con-

sumer motivation, consumers' pursuit of fashion trends, brand image recognition and personality expression. At the same time, it can optimize the brand strategy and make the brand plan the fashion show more effectively. Attracting and retaining consumers by presenting unique design innovations and brand stories can also help brands guide products and design to better understand consumer needs and consumer expectations and preferences. This can help the brand to predict market trends and consumer preferences, and provide the basis for the brand's market strategy. It also has a more macro significance. For example, promoting the fashion industry provides more business opportunities for brand designers and retailers; It can also promote consumption upgrading: it can promote consumers to change from basic living needs to pursuing higher quality and personalized consumption. The main purpose of this paper is to study the influence of fashion shows on consumer behavior and the path of influence. This study focuses on the theory of consumer behavior and deeply analyzes Chanel's spring/summer fashion show in 2023. In this paper, single case exploratory research can provide in-depth insights for specific situations and have important reference value for understanding specific organizational events or individual behaviors; It can also provide

decision support for practical problems to help managers or policymakers understand action plans in complex situations; And it can stimulate new research questions and research directions to inspire future research.

2. Theoretical Basis and Research Framework

2.1 Literature Review

Fashion shows, as an important part of today's fashion industry, have always been an important way to embody the brand culture and convey unique brand ideas. Therefore, there have been many discussions and studies on the influence of fashion shows on consumer behavior. Fashion performance is essentially a kind of communication, which is the knot of interpersonal communication on the spot and subsequent mass communication. Based on the unique status of the fashion industry, this paper studies the significance of its communication and defines the connotations and types of fashion show activities. Based on reviewing the concept of communication and classic communication, it focuses on the communication elements of fashion show activities. Sums up the two-level three-line communication of costume performance activities, which is of great significance to this study [1]. Among the factors that influence consumers' decision-making, the audience's experience of watching fashion shows plays a key role. Brand co-branding and fashion show activities in the visual marketing path of clothing have the most

influence on consumer loyalty and satisfaction, followed by offline stores and short videos. The scene of offline stores and social platforms, window fitting rooms, brand recognition image, corporate image and network image directly affect consumers' willingness to buy. This fully reflects the great influence of fashion shows on consumer decision-making [2]. With the development of technology and networks, social media has become an important factor affecting consumer behavior. And it is an indispensable part of the fashion show. The emergence of social media makes consumer products more direct, and at the same time strengthens the influence of consumer word of mouth on products and enterprises. The broadcast function of social media enables the content published by consumers to be delivered to a large number of audiences. Therefore, in recent years, many enterprises have devoted themselves to carrying out social media word-of-mouth marketing activities to encourage consumers to carry out positive word-of-mouth communication on social platforms [3]. From the point of view of communication, costume performance is a human communication activity composed of on-site interpersonal communication and subsequent mass communication. Therefore, the theory of communication cannot be ignored in the study of the influence of fashion shows on consumer behavior [1].

2.2 Research Ideas and Framework of Related Theories

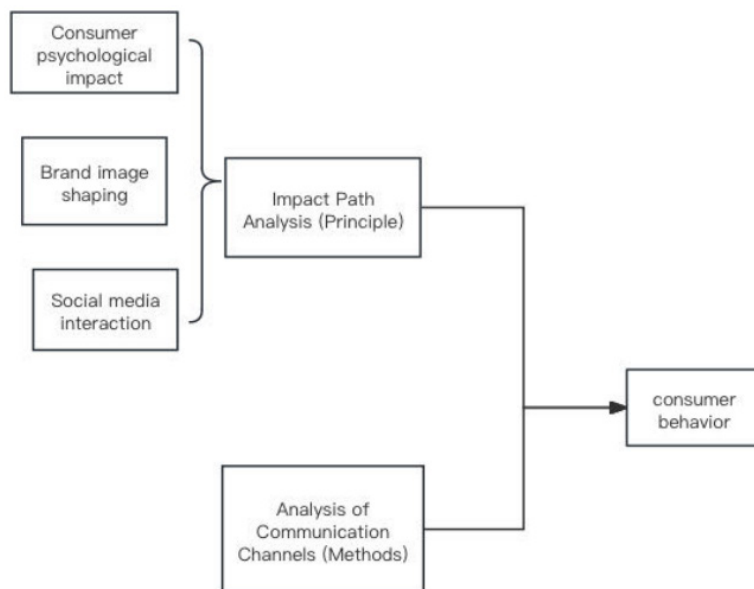


Fig. 1 Framework of factors affecting consumer behavior

Figure 1 mainly reveals that two main levels will affect consumer behavior. The principal level is the influence

path The other level is the practice level as the communication channel.

2.2.1 Psychological impact on consumers

Maslow's Hierarchy of Needs, put forward by Abraham Maslow, divides human needs into five levels: basic physiological needs, security needs, social needs, respect needs, and self-realization needs. The theory holds that consumers will seek higher levels of demand after different levels of demand [4]. Fashion shows how the needs of consumers of high-end fashion and luxury brands for respect and self-realization Watching fashion shows and buying related products can make consumers feel that they are in the upper class of society and their need for status and recognition.

The motivation theory, which is summed up by the combination of various motivation theories (Freud's psychodynamic theory, Herzberg's two-factor theory, etc.), points out that the motivation theory discusses the basic driving forces of consumer behavior, including physiological needs, psychological needs, and social needs, etc. Fashion shows stimulate consumers' purchasing motivation by displaying novel designs and trends These activities create visual and emotional attraction, consumers' desire for fashion products, and willingness to buy [5]. Leon Festinger, a proponent of the Cognitive Dissonance Theory, argues that people feel psychological discomfort when their behaviors and beliefs are inconsistent (i.e., cognitive dissonance). For this discomfort, they change their behaviors or beliefs to restore consistency Participants may feel cognitive dissonance after watching the fashion show that their clothes are not in line with the fashion of the show. For this discomfort, they may buy products on the show to make their image consistent with the fashion they see to make consumption behavior and become consumers.

Perception theory, which is formed by the combination of various perceptual theories, such as Weber-Fischer law and perceptual difference theory, puts forward that perceptual theory focuses on how consumers deal with the outside through sensory information and how to form perceptions of products or brands Fashion shows influence consumers' perception of brands through carefully designed scenes, music, lights and model displays These elements work together to shape consumers' perception of brand image and product value Attitude Theory, such as multi-attribute attitude model and rational behavior theory, holds that attitude theory discusses how consumers' attitudes towards products, services or brands affect their purchasing behavior Fashion shows influence consumers' attitudes towards brands by showing brand stories, design concepts and life This attitude, in turn, affects consumers' purchasing decisions and brand loyalty The theory of con-

sumer decision-making, which is derived from the combination of Engel-Kohler-Blackwell model and consumer information processing model, points out that each stage of consumer decision-making includes demand identification, information search, evaluation of alternative options, purchase decision-making and post-purchase behavior Fashion shows play an important role in consumers' information search and evaluation of alternatives It provides information about the latest trends and products to help consumers make purchasing decisions.

The social influence theory, which is formed by the combination of reference group theory and social identity theory, reveals the path that social factors (such as family, friends, social class, and culture) influence consumers' purchasing behavior Fashion shows harness the influence of social identity and reference groups by inviting celebrity influencers and the media These activities make consumers hope to imitate or integrate into the desired social groups by purchasing related products.

2.2.2 Brand image building

Brand Personality Theory (Brand Personality Theory) believes that brands can have personality characteristics similar to human beings, such as sincerity, ability trust, etc. Fashion shows shape the brand's personality by showing its unique style and values, thus influencing consumers' perceptions and attitudes Brand Identity Theory emphasizes that brands should have clear self-awareness and consistency to establish a unique brand image Fashion shows strengthen brand identity by displaying the core values and visual elements of the brand, so that consumers can identify and remember the brand Brand Positioning Theory (Brand Positioning Theory) advocates that brands should be distinguished from competitors through unique positioning and communicated to target consumers Fashion shows position the brand by showing its unique design style, theme and concept, so that it occupies a unique position in the hearts of consumers [6].

2.2.3 Social media interaction

Social Exchange Theory holds that social behavior is based on the rational calculation of costs and benefits On social media, users expect social capital such as information support or recognition through interaction with others Fashion shows offer unique experiences and value through social media in exchange for audience attention and participation Viewers interact with brands by praising comments and sharing, thus socially rewarding such as a sense of identity and belonging Social Identity Theory explores how individuals construct their self-concept through social identity On social media, users may join specific communities or groups and interact to strengthen this identity

Fashion shows attract audiences who resonate with them by showing specific design styles and cultural identities on social media. These viewers may express their loyalty and identity to the brand through social media.

Social Capital Theory puts forward that social capital theory emphasizes the importance of social networks and relationships to individual resource acquisition. On social media, users accumulate social capital by establishing and maintaining relationships, which can be translated into information support and opportunities. Social media provides a platform for fashion show organizers and viewers to build and maintain relationships. Through social media interaction, viewers can learn about fashion trends and resources, while brands can build a strong fan community. According to the Network Externalities Theory, the value of a product varies with the number of people who use it. The appeal of platforms on social media increases with the number of users because more users mean more interaction and content. The popularity of fashion shows on social media may vary with the number of participants. The more users pay attention to and discuss a brand or fashion show, the more its influence on other potential audiences will increase.

The Diffusion of Innovations Theory explains how innovation spreads in society. Information, ideas, and trends can spread rapidly on social media because users can easily share and disseminate content. The new design concepts and trends of fashion shows spread rapidly through social media. Viewers share the content of fashion shows through social media, which accelerates the dissemination of information and the expansion of influence. Uses and Gratifications Theory holds that users choose specific media based on their expectation that these media can meet specific needs. On social media, users may seek entertainment, social contact, information acquisition or self-expression. Viewers participate in fashion shows through social media to meet their needs of entertainment, social information acquisition and self-expression. Fashion show organizers design social media strategies to attract audience interest by understanding audience needs [7].

2.2.4 Channels of communication

Theories related to communication channels are mainly concentrated in the fields of communication and marketing. They explore how information is delivered to the audience through different channels, and how these channels affect the delivery effect of the information. Following is some of the major theories related to communication

channels: Shannon-Weaver Model: Proposed by Claude Shannon and Warren Weaver. The theory considers this to be a linear model of communication, including information sources, transmitters, channels, receivers, and information destinations. This model emphasizes the impact of noise on information transmission and proposes encoding and decoding. In the information transmission of the fashion show, the designer (information source) transmits the design concept to the audience (receiver) through the fashion show (transmitter). It is worth noting that in this, noise (such as organizational issues, audience distraction, etc.) may affect the clarity of the message. Therefore, fashion show organizers need to ensure that information flows smoothly. Five-factor communication model (5W Model): This model proposed by Harold Lasswell answers five questions: who (Who), what (What), through which channel (Which channel), and to whom (To whom), with what effect. It emphasizes key elements in communication and the choice of channels. In a fashion show, organizers need to consider who (designers, models, audience), what to say (design concept, brand story), through what channel (live show, webcast, social media, etc.), and to whom (target audience) and what effect it produces (brand image improvement, sales, etc.). These questions help organizers develop an effective communications strategy. Selective Exposure Theory: proposed by Karl Hovland and Walter Weaver. This theory holds that audiences tend to select information that is consistent with their existing beliefs and attitudes, thereby influencing the channels through which they choose to receive information. In fashion shows, audiences may choose fashion shows that are consistent with their fashion concepts and consumption habits [8]. Therefore, fashion show organizers need to understand the preferences of their target audience to ensure that the message reaches the right audience. Media Richness Theory believes that different communication channels differ in their ability to convey information. Some channels (such as face-to-face communication) are richer and more capable of uncertainty than other channels (such as email). As a live event, fashion shows provide a rich visual and auditory experience that is incomparable to other communication channels (such as print and online pictures). Therefore, fashion shows have advantages in conveying complex, non-informed fashion messages. The originator of the Uses and Gratifications Theory believes that audiences choose specific communication channels based on their expectations that these channels can meet specific needs. Audiences attend fashion shows or watch live

broadcasts of fashion shows for their needs in fashion, entertainment, social interaction, etc. [9]. Fashion show organizers need to provide these in-demand experiences to

attract and interest the audience. Figure 2 shows the main communication channels that have an impact on consumer behavior.

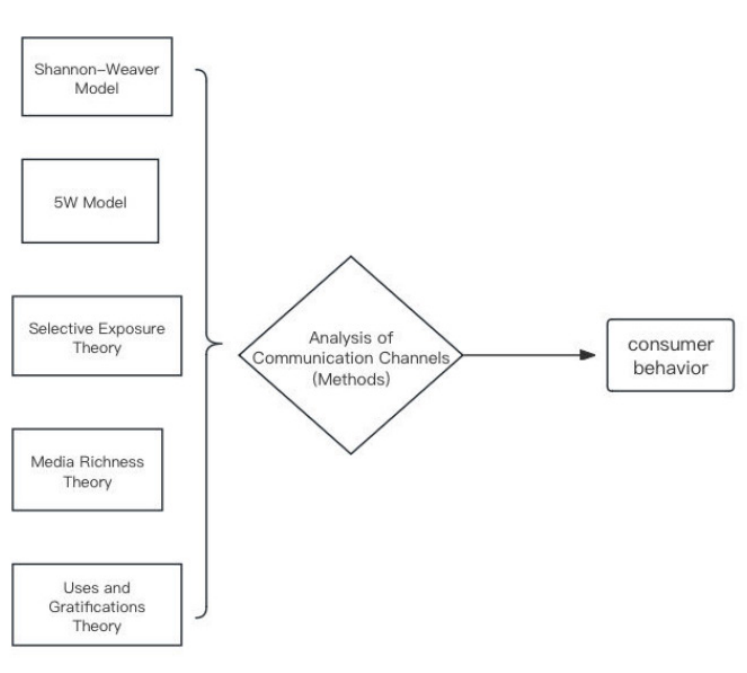


Fig. 2 Two models and theories related to communication science

3. Research Design and Case Study

3.1 Research and Case Selection

This paper selects a single case as an exploratory study. The reasons are as follows: Case studies can provide insight into specific situations and are very useful for understanding specific organizational events or individual behaviors. The results of case studies can provide decision support for practical problems and help managers or policymakers understand action plans in complex situations. Case studies can inspire new research questions and research directions and provide inspiration for future research.

The reasons for choosing Chanel as an example are as follows: its unique competitiveness and brand culture. Chanel shows its unique brand competitiveness and brand culture by practicing digital innovation, product innovation, unique marketing strategy and value-oriented marketing. What is more noteworthy is that Chanel fashion show is unique and diverse at the same time [10]. For example, the appearance of symbolic factors represented by camellia in the show. These elements not only reflect the concept of brand inheritance culture, but also show its unique design concept. Chanel fashion show not only embodies the innovative and diversified design concept, but also embodies the unique perspective of Chanel brand in the venue se-

lection of fashion show. For example, Chanel appeared in Paris Grand Palace, Paris Bus, New York Railway Station and other venues. The choice of these venues not only gives the fashion show uniqueness, but also makes the brand more popular and close to the people. It can be seen that Chanel’s fashion show is not only a simple product show, but also a display of brand innovation spirit and brand culture. Therefore, this paper chooses Chanel’s fashion show and brand as an example to study the influence of its fashion show on consumer behavior. Among them, it is worth noting that Chanel’s brand strategy plays a key role in the influence of its customer loyalty. For example, although the global luxury goods market was hit hard during the COVID-19 outbreak, Chanel obviously recovered faster than other luxury brands. Chanel, through its unique brand image and brand awareness and its global marketing strategy, not only successfully recovered and stabilized sales and profits, but also raised the price of its products. Chanel continues to be trusted by consumers through its unique design concept, precise positioning of target customer groups and flexible application of social media and digital marketing.

4. Cases and Discussions

Chanel Spring/Summer 2023 Fashion Show was held at the Grand Palace in Paris, attracting the attention of glob-

al fashion circles and media The following is the unique design of this fashion show and its impact on consumers Artist Xavier Veilhan designed an animal-themed set for the fashion show inspired by animal sculptures in Gabriel Chanel's apartment The set includes sculptures made of wood, cardboard and paper, such as large rotating horses and elephants Through animal-themed scenery and costume design, Chanel fashion shows stimulate consumers' emotional resonance with Chanel brand, especially those consumers who agree with Chanel brand value and design style This kind of emotional connection helps to enhance the brand loyalty of consumers This unique set and design should prove the attitude theory in consumer psychological influence and the brand personality theory in brand image building By showing classic Chanel elements and innovative animal-themed sets, the fashion show strengthens Chanel's own brand image and demonstrates its commitment to art and innovation This strengthening of brand image is helpful to enhance consumers' cognition and evaluation of brand Such images and styles are consistent with the perceptual theory of consumer psychological influence.

This season's fashion design, created by Virginia Via, shows Chanel's classic black and white tones and simple and elegant design style Clothing details include shiny embroidered feathers and exquisite evening dresses Fashion design and display on the show field influence consumers' purchasing decisions, especially those who are interested in this design concept This corresponds to the motivation theory in consumer psychological influence. In addition, the participation of brand ambassadors and the diversity of models also reflect Chanel's tolerance and respect for women's beauty, which may attract more consumers' attention and interest.

Chanel's brand ambassador, actress Christine Stewart, is involved in the image promotion of the series. She shows eternal and exquisite charm against the natural scenery of southern France and the black and white Paris background This is driven by fashion leading opinion leaders (KOL), which affects consumers' aesthetic concepts and purchasing decisions This is consistent with the social influence theory of consumer psychological influence.

5. Conclusion

Through a large number of theories, literatures and data, it can be concluded that excellent fashion shows have a more positive impact on consumer behavior And through a variety of ways to influence consumers in many directions Such as consumer psychology, consumer decision-making and behavior Therefore, it is of great significance for the brand to build a perfect fashion show with its own unique

characteristics By studying and understanding these influence brands, one can plan fashion shows more effectively to attract and retain consumers.

By studying how fashion shows affect consumers' purchasing decisions, one can deeply understand consumers' intrinsic motivation, including the pursuit of fashion trends, the recognition of brand image and the demand for personality expression Fashion show is the birthplace of fashion trend Studying the influence of fashion shows on consumer behavior can help predict future market trends and consumer preferences, and provide basis for brand marketing strategies Understanding how fashion shows affect consumer behavior Brands can plan fashion shows more effectively to attract and retain consumers by displaying unique design innovative products and attractive brand stories Fashion shows can establish emotional connection with consumers by providing unique viewing experience and storytelling Studying the influence of fashion shows on consumer behavior can help brands improve their consumption experience and enhance consumers' loyalty to brands Fashion shows often display high-quality personalized products. By studying the impact of fashion shows on consumer behavior, consumers can be promoted to change from basic living needs to pursuing higher-quality personalized consumption and promote consumption upgrading Understanding the impact of fashion shows on consumer behavior can help brands better understand consumer needs and guide product design to consumer expectations and preferences Fashion show is an important part of fashion industry By studying the influence of fashion shows on consumer behavior, one can promote the fashion industry to provide more business opportunities for brand designers and retailers.

To sum up, the research on the influence of fashion shows on consumer behavior is of great significance for understanding consumers' purchasing motivation, predicting market trends, optimizing brand strategies, improving consumption experience, promoting consumption upgrading, guiding products and design, and promoting fashion industry This paper takes Chanel as an example to carry out in-depth and research, but not to carry out fashion shows of a large number of brands Therefore, whether this theory can be widely used remains to be studied and improved in the future Future tracking can be carried out to observe the evolution of cases and thus deepen understanding It can also clearly define the boundaries and limitations of the research to avoid generalizing the research results.

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