

Where do millennials turn for fashion tips?

TubeMogul finds that millennials in Southeast Asia are less influenced by celebrities than their parents, preferring digital video to learn about the latest style trends.

For decades, consumers looking for the latest fashion trends relied on glossy magazines and well-dressed celebrities. Today, given the explosion of time spent on computers and mobile devices in Southeast Asia, many luxury brands wonder: where does the so-called YouTube generation look for the latest style news? To get closer to an answer, we turned to BrandSights, TubeMogul's survey tool. Primarily used by clients of TubeMogul's video ad buying platform to measure ad effectiveness, BrandSights also allows marketers to gather real-time consumer insights on any topic.

METHODOLOGY: Data for this report comes from surveys run through TubeMogul's programmatic buying platform in Southeast Asia. In the third quarter of 2013, TubeMogul ran surveys spanning 731,364 consumers in Singapore, Thailand, Malaysia, Vietnam, Indonesia and the Philippines. Surveys appeared as multiple-choice questions within a banner ad or pre-roll ad.

KEY FINDINGS



Style Trend Seekers Turn to Online Video

Of all respondents, 32.1% say they turn to online video for inspiration on style trends, more than any other medium.



Online Video is Popular With Both Genders

Women report using online video to find out about style trends at a higher rate than men, 35.9% vs 32.8%.



Friends and Family Influence Older Generations

22.3% of older generations lean heavily on their family and friends for style trends, while 36.7% of Millennials prefer online video.

Digital Video Viewer Style Trend Preferences

Q. Where do you look for the latest style trends?

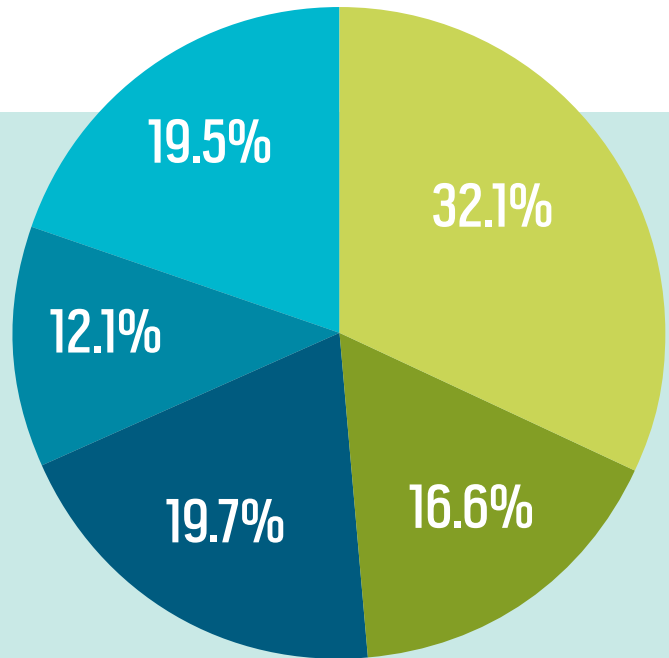
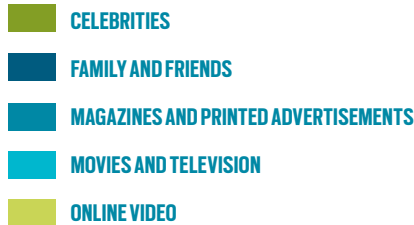
- a. Celebrities
- b. Friends and family
- c. Magazines and printed advertisements
- d. Movies and television
- e. Online video



Consumer Style Trend Preferences

STYLE TREND INSPIRATION

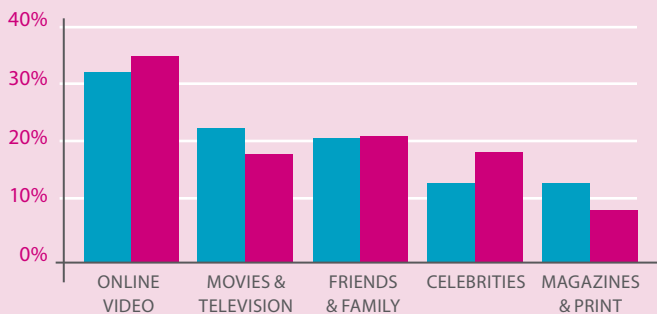
Nearly one-third (32.1%) of respondents say they turn to online video for the latest style trends. Movies and television accounted for 19.5% of responses.



STYLE TREND INSPIRATION BY GENDER

A higher percentage of women than men report looking to online video for style trends, 35.9% and 32.8% respectively. At 23.4%, more men than women choose movies and television.

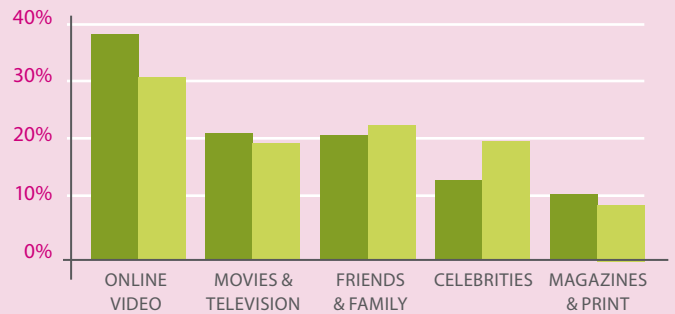
Where do you look for the latest style trends?



STYLE TREND INSPIRATION BY AGE

Older generations report looking to familiar sources like family and friends (22.3%) and celebrities (19.1%) for style trends at a higher rate than Millennials.

Where do you look for the latest style trends?



In Conclusion

While branding survey tools like TubeMogul's BrandSights are typically used to measure awareness, loyalty and purchase intent, the possibilities extend much further. The ability to gather any desired information from consumers allows marketers to understand their audience and marketing opportunities on a deeper level.