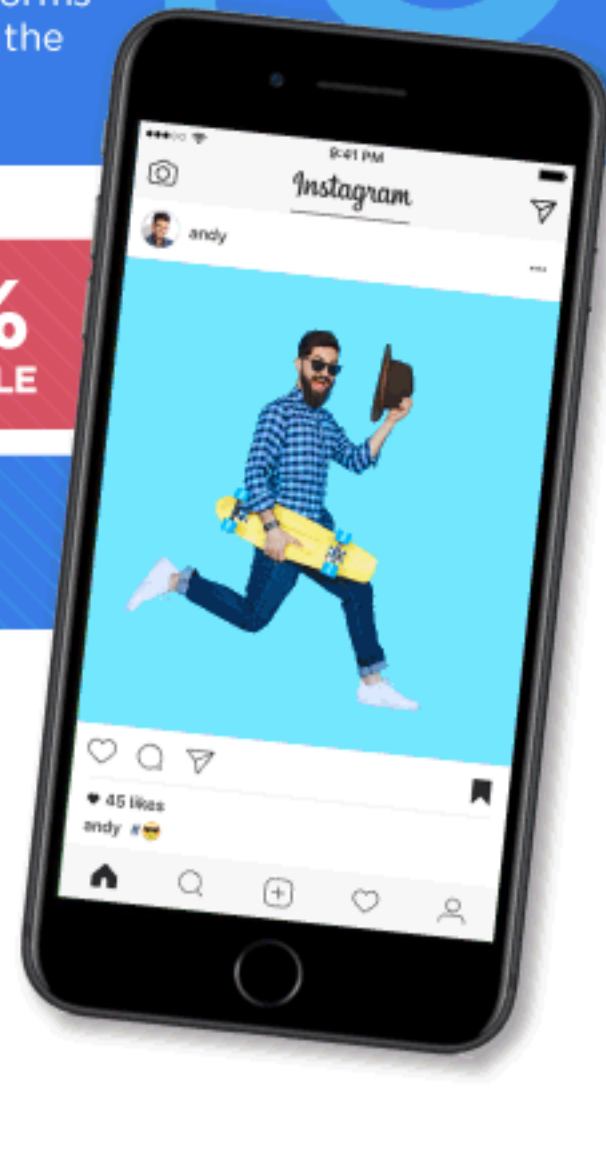


The Fashion Impact of Insta

People are influenced by their surroundings, and with our growing dependence on smartphones, the influences are found on apps and social media platforms more than ever. We surveyed 2,000 Instagram users to understand how the popular platform influences style and fashion decisions.



81% said they use Instagram often or very often.

48% of them use Instagram multiple times a day.

85% follow accounts on Instagram that are style-, fashion- or lifestyle-focused.

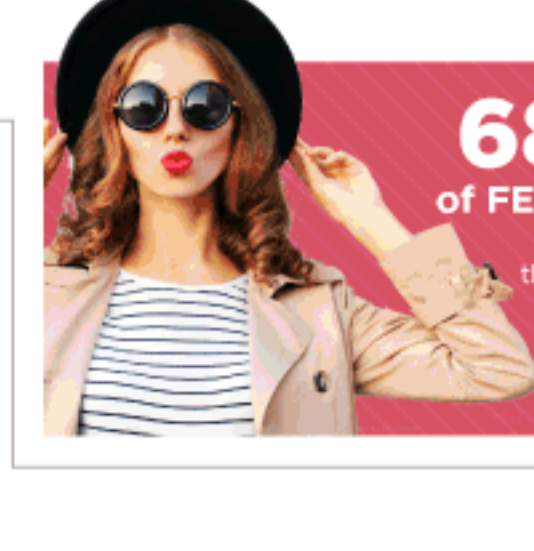
90% are FEMALE

81% are MALE

INSTA-USERS BY GENERATION

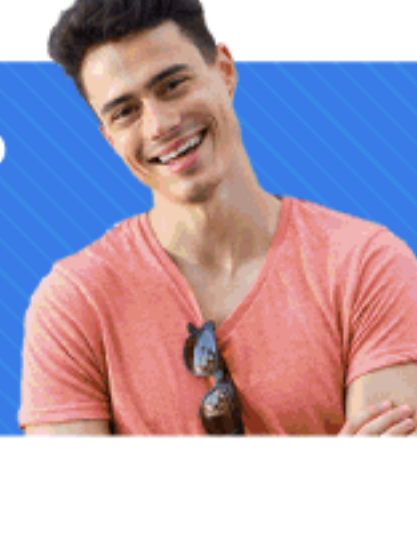


63% of respondents consider themselves a fashion-forward person, or someone who is tuned into the latest fashion

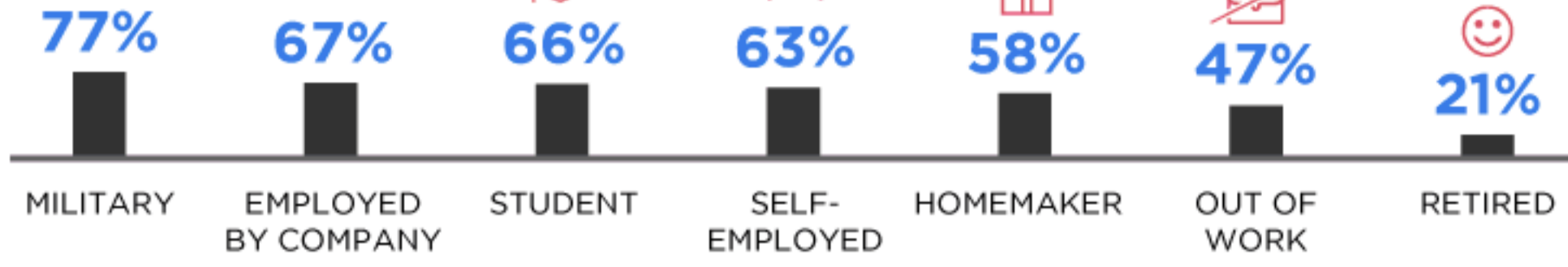


68% of FEMALES consider themselves fashion forward

59% of MALES consider themselves fashion forward



FASHION SENSE BY EMPLOYMENT STATUS



SHOPPING

After seeing something on Instagram,

72% of respondents have made a fashion-, style- or beauty-related purchase.

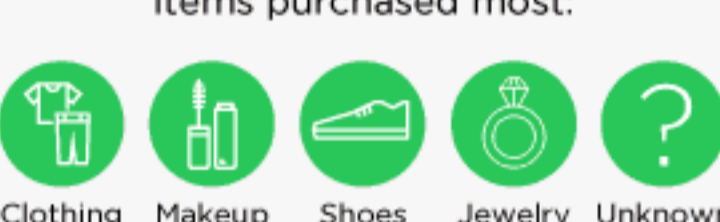
Of the 72%:

77% are FEMALE **63%** are MALE

Generational Breakdown

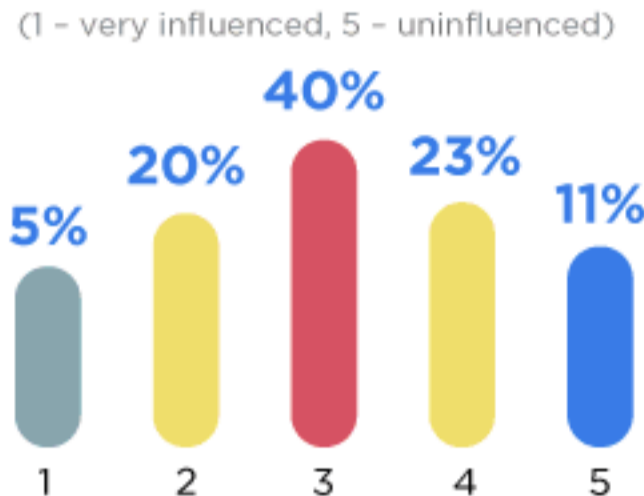
74% MILLENNIALS **63%** GEN. X **54%** BOOMERS

Items purchased most:



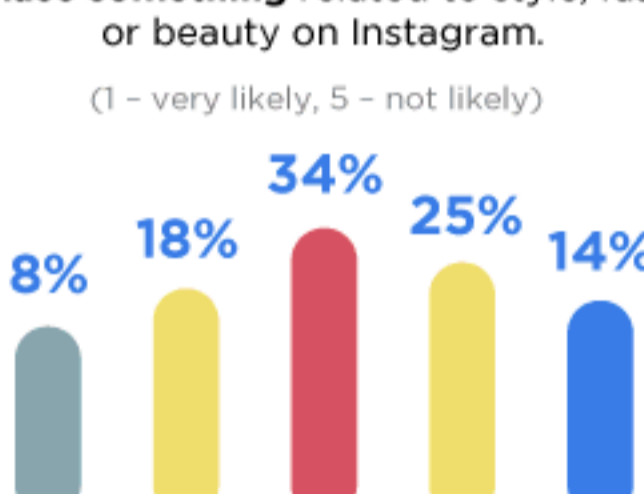
How much users consider themselves influenced by accounts they follow on Instagram.

(1 - very influenced, 5 - uninfluenced)



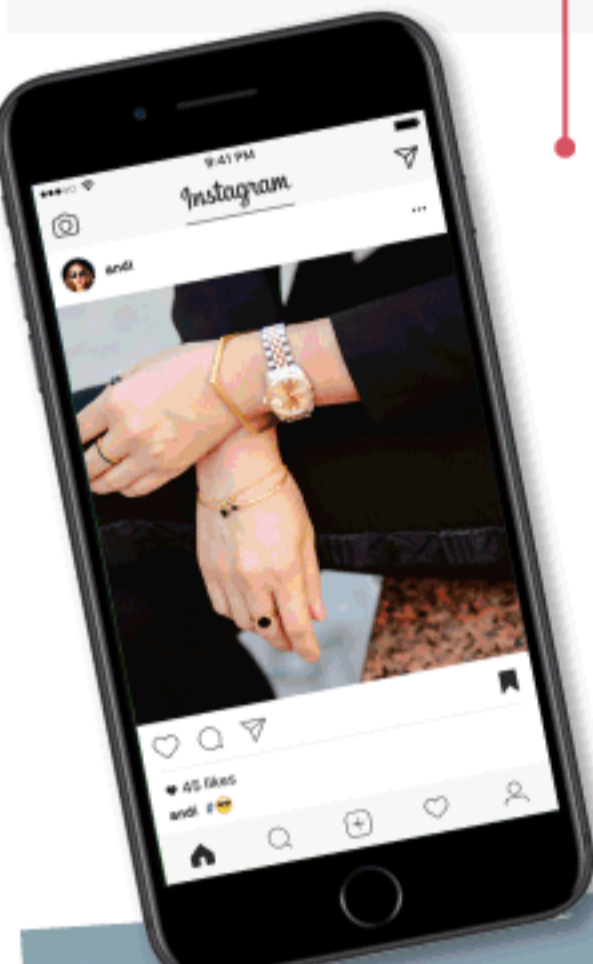
How likely users will purchase something related to style, fashion, or beauty on Instagram.

(1 - very likely, 5 - not likely)

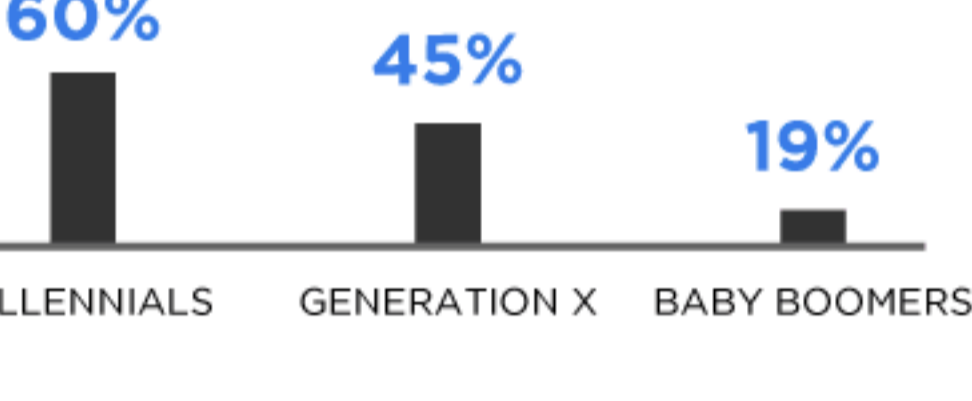


29% have purchased jewelry or jewelry accessories after seeing something on Instagram.

2X as many FEMALES as males



INSTA-JEWELRY INFLUENCE BY GENERATION



INSTA-JEWELRY INFLUENCE BY LOCATION

31% reside in the Northeast, **21%** in the Midwest and **20%** in the Southwest.

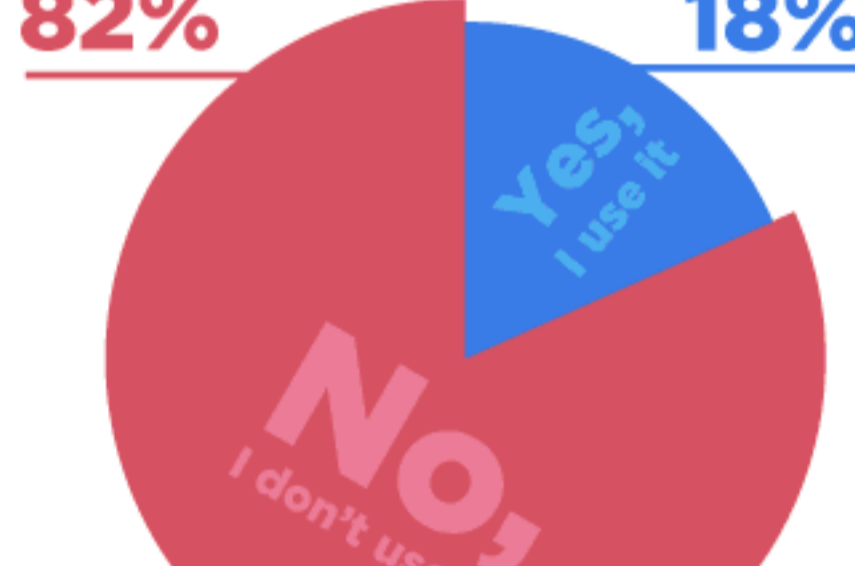
MALES are **5X** more likely to be influenced by Instagram posts of shoes than females



HOWEVER Not many surveyors use Instagram's

SHOP NOW feature:

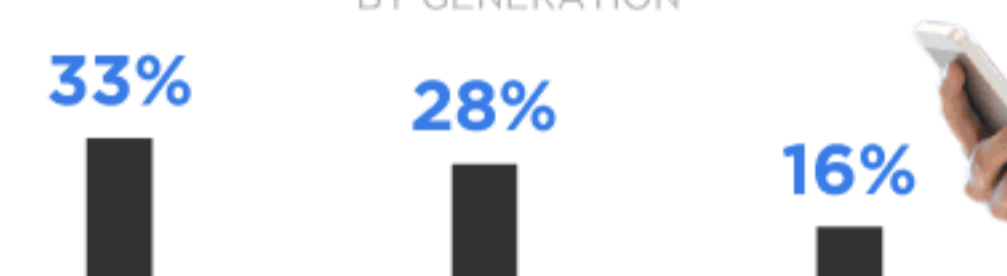
feature:



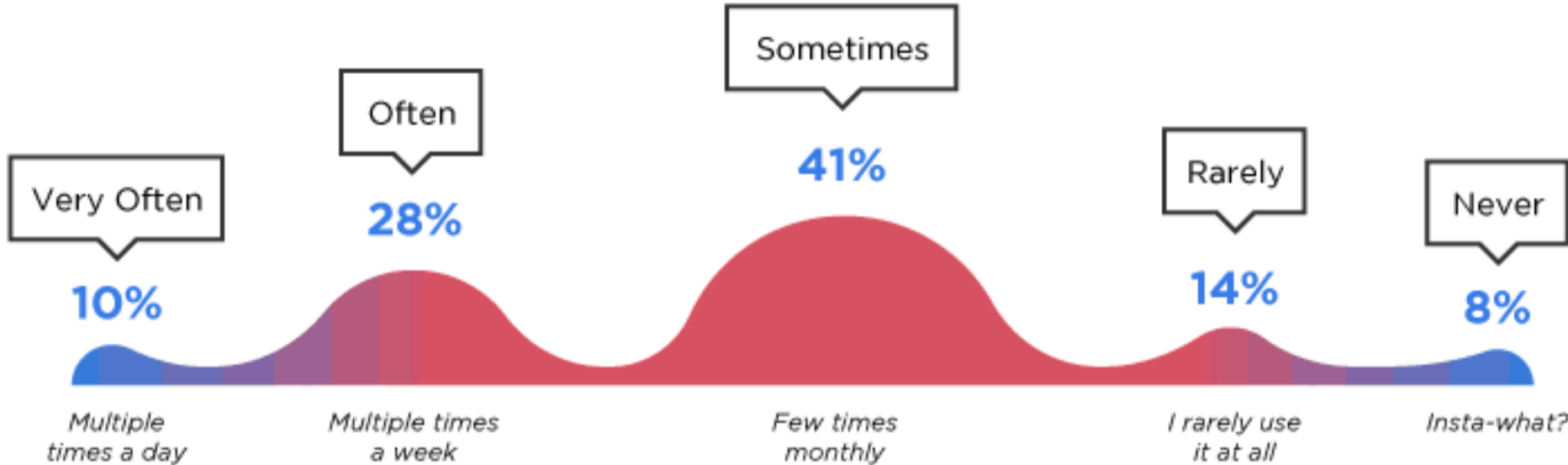
1 in 3 respondents stated they have used Instagram inside a retail store to help their purchase decision.

purchase decision.

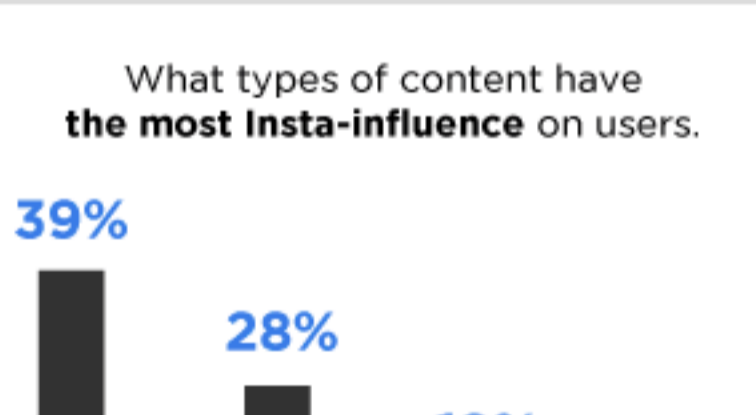
INSTA-PURCHASE INFLUENCE BY GENERATION



How often users will discover other fashion, style or beauty accounts using Instagram's search option.



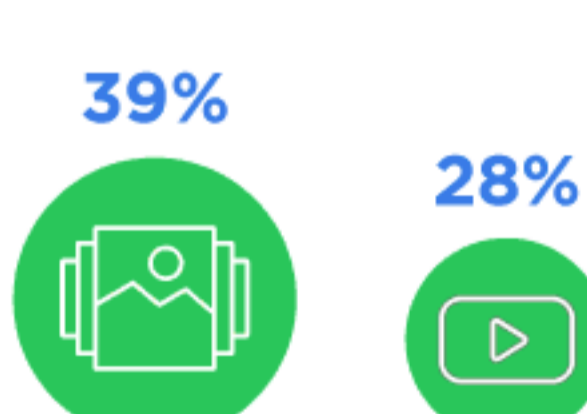
What types of content have the most Insta-influence on users.



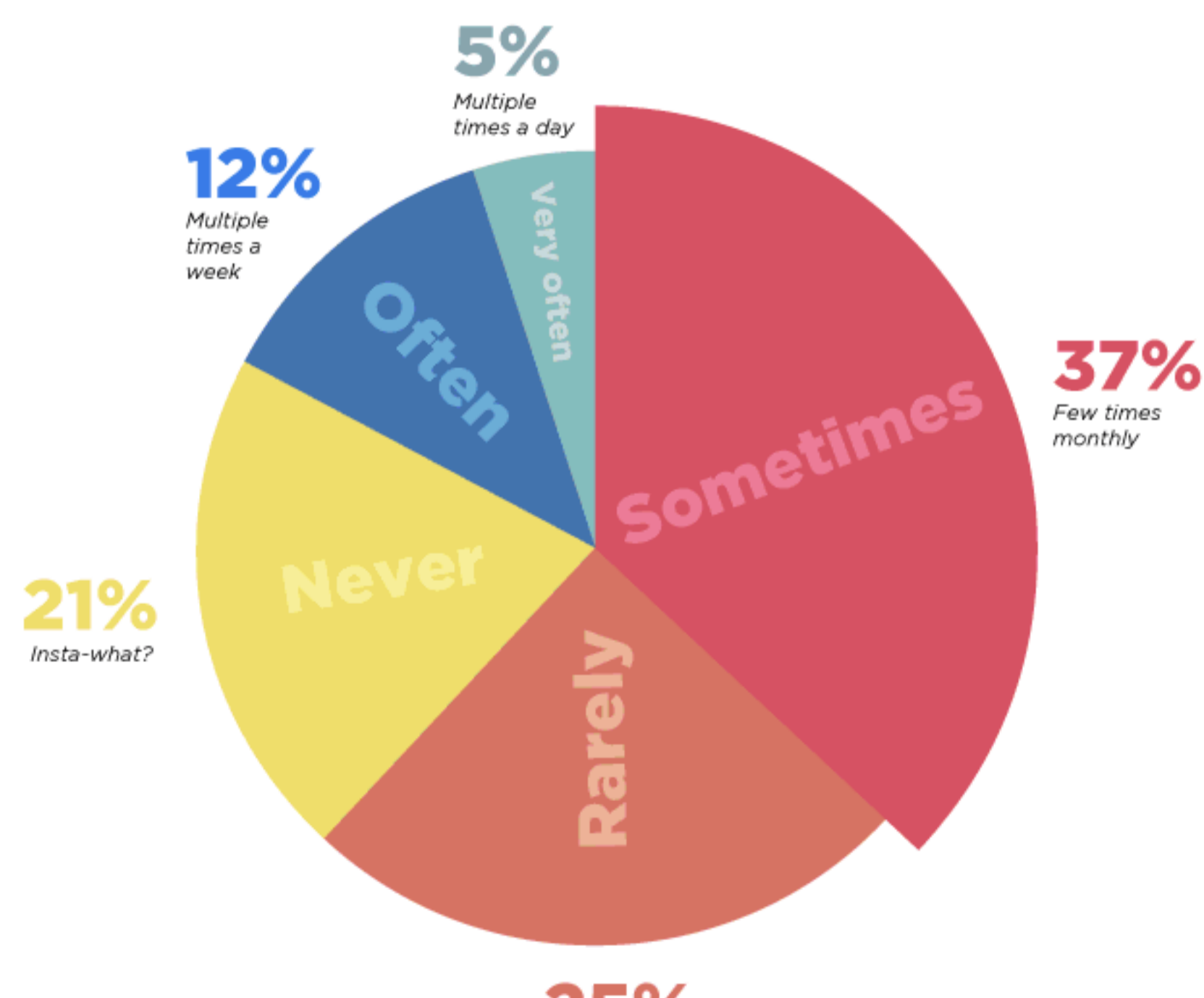
MALES are **2X** more likely than females to make a purchase because of the influence of a private message

INSTA-INFLUENCES: MILLENNIALS

The type of content millennials are influenced by most.



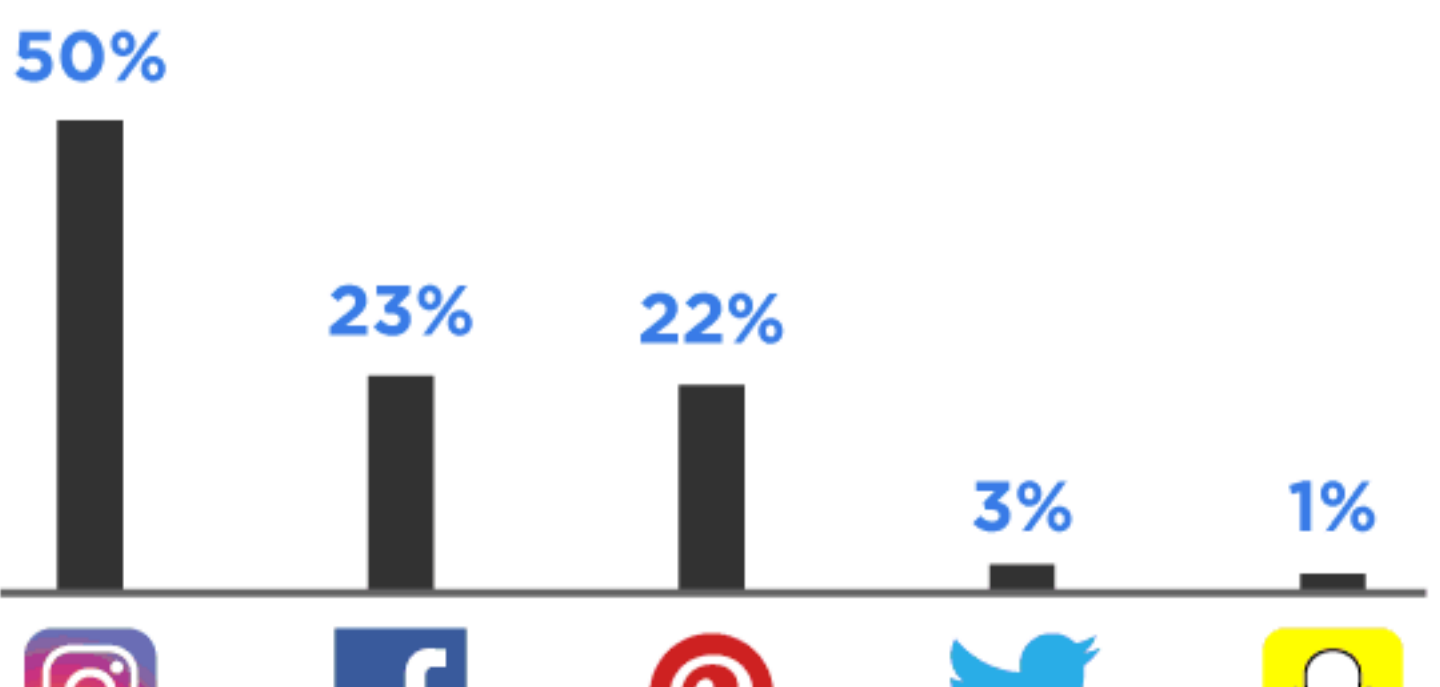
HOW OFTEN INSTAGRAM USERS POST CONTENT RELATED TO FASHION, STYLE OR BEAUTY



MALES are **HALF** as likely as females to post anything fashion-, style- or beauty-related on Instagram.

WE ASKED

what social media platform has the most influence on your shopping habits?



DANA REBECCA designs