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FAST-FASHION SOCIAL CAMPAIGN ADVERTISEMENT IN YOUTUBE: DOES MOOD, SELF-CONGRUITY, AND WEATHER IMPACTED THE ACTUAL TO USE FAST FASHION PRODUCT? (STUDY CASE IN SURABAYA, INDONESIA)

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ABSTRACT

Fashion is a process how a person want to show his/her identity through many things. One of it is the clothing-line or accessories. This opportunity was grabbed by many retailers and built many fast-fashion companies. Fast-fashion is the fashion that produced masses and has a short-life of cycle. Since there are many fast-fashion retailers today, so the communication to grab their segmented market will never easy. Many social issues were using to grab the customer attention and built the attachment with them. One of the latest issue is about social. Many customers are really aware about social issues. They felt bond with the brand that could communicate about the social issues. This matter made the Fast-fashion retailers made many social campaigns to increase market share. This research will chose YouTube as a media of advertisement to see how the social campaign of fast-fashion retailers responded by the customers. It analyzes how those social campaigns will impact their actual to use the product. Meanwhile, their mood, self-congruity and weather will show how their perceived advertisement values and decide to actual use of the Fast-fashion product. The respondents would be 100 people of millennial generation cohort in Surabaya city, Indonesia. The results indicate the importance of mood, self-congruity, and weather to make people perceived more about advertisement value then will impacted their actual to use of a fast fashion brand.

Keywords: *Behavioral Marketing, Advertisement, Weather, Social Campaign.*