

SHEIN

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What is SHEIN?

- **Summary**
 - Shein is an online retailer known for selling clothes, accessories, and lifestyle products globally.
 - The brand is especially known for selling its products at very low prices.
- **Mission**
 - Their mission is to make “the beauty of fashion accessible to everyone” while driving technological innovation.
- **Target Audience**
 - Gen Z and Millennials aged 16 - 35
 - Both genders, but mostly women
 - Low-to-middle income level
 - Trend-driven and Price conscious

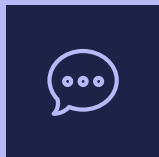


Objective and Hypothesis



Research Objective

Our objective is to understand why shoppers continue to purchase from Shein despite ethical concerns and what changes in our messaging would increase their confidence in and loyalty to the brand.



Hypothesis

Most SHEIN customers shop for affordability and variety, but also worry about sustainability and ethics. This may cause them to feel guilty, especially because they like the convenience.

Who Are Our Respondents?

We received **108** respondents!

- **Demographics**

- Majority of our respondents are between the ages of 24-26
- Majority are female respondents
- Students and early career professionals (low to mid-income)

- **Psychographics**

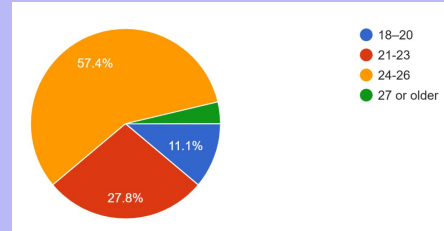
- Trend-Driven & “Chronically Online”
- Price-Conscious and High Consumption (Impulsive)

- **Geographics**

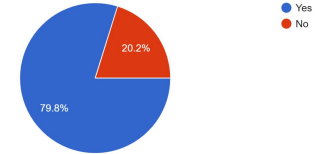
- NYC, NJ, Florida

- **Behavioral**

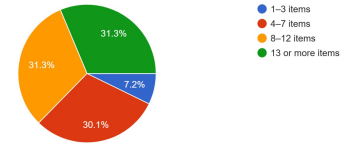
- Almost 80% of respondents purchased from Shein in the past 6 months
- Of those who purchased, the majority has purchased 8 or more items



2. Have you purchased from SHEIN in the past 6 months?
104 responses



4. On average, how many items do you purchase per order?
83 responses

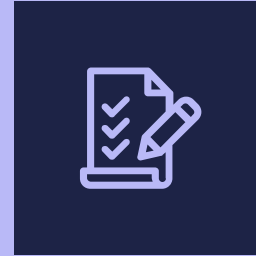


Methodology



Qualitative

For our qualitative research, we gathered information through a focus group. It was done as an in-person group interview.



Quantitative

For our quantitative research, we created a Google form and shared the link via text message and social media.

Qualitative Research

Questions

- What comes to mind when you think about SHEIN as a fashion brand?
- If you had to describe SHEIN in 3 words, what would they be and why?
- What usually makes you choose SHEIN over other clothing brands?
- What types of items do you typically buy from SHEIN, and why those items?
- How would you describe the quality of SHEIN products? What items tend to be good versus disappointing?
- What do you like most about shopping on SHEIN?
- What annoys or disappoints you about shopping in SHEIN?
- Do you ever feel conflicted, guilty, or uncertain about shopping at SHEIN? If so, what triggers that feeling?
- What concerns you most when thinking about fast fashion ?
- If SHEIN made changes, which would matter most to you: better quality, more transparency, recycling/resale options, fewer product drops, or sustainable materials — and why?
- Under what circumstances, if any, would you stop shopping at SHEIN altogether?

Key Findings

Shoppers choose Shein for affordability and variety, accept inconsistent quality because of low prices, and while some care about sustainability, it is not a primary driver. Improving product quality is the biggest opportunity for the brand.

Quantitative Research

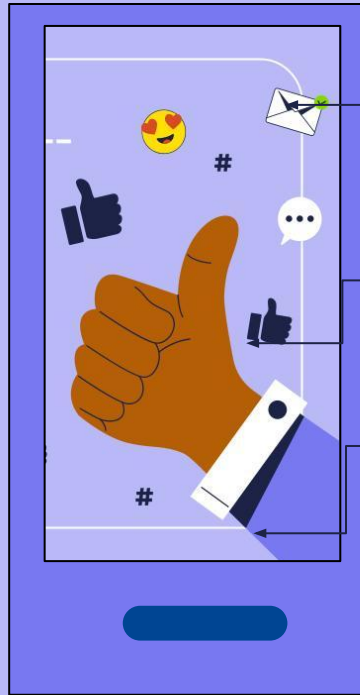
Questions

- What is your age?
- Have you purchased from SHEIN in the past 6 months?
- In the past 6 months, approximately how many times have you ordered from SHEIN?
- On average, how many items do you purchase per order?
- How important is budget in your clothing purchasing decisions?
- How would you rate SHEIN as a brand overall?
- The quality of SHEIN items meets my expectations based on the price I pay.
- I think about SHEIN's environmental or labor impact when deciding whether to make a purchase.
- If SHEIN offered some higher-quality items that cost about 10–20% more, I would:
 - How important is it to you that affordable clothing brands address environmental impact?
 - Which of the following changes would most improve your perception of SHEIN?

Key Findings

Respondents do not prioritize environmental concerns as much, caring more about value and quality than sustainability. Our messaging should focus on pricing, product quality, and clear information about how items are made.

From Insights to Strategy



Findings

Most consumers shop at SHEIN for affordability and perceive the quality as acceptable.

Insights

Consumers are aware of sustainability issues, but price and value outweigh ethical concerns.

Strategy

Focus on improving perceived value through better quality, while maintaining affordability and minimizing emphasis on sustainability messaging.



Key Messaging

- **Better Quality, Same Price**
 - Reinforce the idea that SHEIN offers improved quality without increasing price.
- **Look Good, Spend Smart**
 - Position SHEIN as a smart choice for stylish consumers who want to maximize value.



Ad #1

Better Quality. Same Price.

Ad Concept

This advertisement highlights the transition from basic styles to trendy and contemporary mainstream aesthetic styles, showing that consumers can get better quality for the same money as before. It reinforces the idea that SHEIN is enhancing value rather than raising prices.



Ad #2

Look good. Spend smart.

Ad Concept

The intention of this advertisement is to acknowledge fashion's impact on the environment through subtle visual contrasts, but it does not make this the primary focus. It only subtly acknowledges sustainability, but keeps the focus on smart spending and value.



In Conclusion...

- SHEIN's success is driven mainly by **affordability** and **convenience**, with ethics and sustainability having minimal impact on purchases.
- Shoppers **prioritize value**, focusing on low prices, acceptable quality, and instant gratification.
- Opportunity: **improve product quality while keeping prices affordable**, reinforced through value-driven messaging and distinctive, stylish offerings.



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Sources

About Us | SHEIN USA. (n.d.). Us.shein.com.

https://us.shein.com/About-Us-a-117.html?_gl=1

https://www.instagram.com/p/DJMWSHdq1K_/?igsh=cDNnNXAwMGZ3bGJ2



Thanks!

