



ics
Universidad
de Navarra

Instituto Cultura y Sociedad

Emotional Culture and Identity Project

Subproject 2: Media Narratives

Project on Fashion and Emotions

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Description: This project, involving researchers from Milan, Leeds and Navarre, examines how fashion ads (those which advertise women's clothing) try to appeal to the emotions of potential consumers. The empirical research design is aimed at achieving two objectives:

- a) To verify the relationship between the emotions promoted by advertisement and the purchasing behavior / use of the products advertised and
- b) To analyze the impact of fashion advertisement in the attitude towards a brand, as well as the influence of the image of the brand on general attitudes towards fashion advertisements.

To collect and interpret the data, the team uses both quantitative (surveys) and qualitative (interviews and focus groups) methods, distributed in various stages of implementation. Statistical analysis is performed with SPSS software. The results of the qualitative analysis will intersect with the statistical results to reach conclusions regarding the objectives of the project.