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TikTok content trends on fashion influencers

An analysis of the content trends on
TikTok of 6 fashion influencers

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1.- Introduction

The constant evolution of social media and the emergence of new opinion leaders such as influencers has changed the way we communicate. As a result, communication and marketing have adapted to these changes and attempted to use them to their advantage. Sectors such as the fashion industry play a very important role among influencers and discovering what type of content attracts most viewers can be crucial for many fashion companies.

This paper aims to analyse and determine which factors favour the effectiveness of content created by fashion influencers on TikTok. The aim is to discover what type of content generates a higher engagement rate among fashion influencers. To achieve this goal, a representative sample of popular content of 6 fashion influencers on TikTok has been analysed, both qualitatively and quantitatively. The sample selected consists of three Spanish-speaking influencers and three English-speaking influencers, in order to compare the content of each of them.

Through this study, the aim is to offer a current analysis of the content trends among fashion influencers on TikTok, so that it can be used by influencer managers or fashion companies in their criteria for selecting these celebrities.

1.1.- Purpose and motivations

Nowadays, more and more companies increasingly use influencer marketing in their communication campaigns. Social networks are evolving at an increasingly rapid pace and, with them, influencers are gaining more and more power on these platforms. Consequently, many companies are using these influencers as catalysts for their products and services. With the emergence of influencers, new companies and new jobs that manage and advise these personalities are also emerging. However, there is still little information on what kind of influencer content attracts users and which trends are most effective.

The fashion industry is one of the main niches into which many influencers are classified. Therefore, it is especially relevant to know in more detail what kind of influencers and

content work best on social media. Given that social networks are constantly evolving, even with the emergence of new platforms, it was considered particularly relevant to carry out this study focused on an emerging social network, such as TikTok.

This research has been conducted within a context where there is little research on the success of influencer content on a relatively new social network such as TikTok. The study has focused on the niche of influencers in the fashion industry, as they play a significant role on these platforms. In addition, the power that influencers with smaller audiences, known as micro-influencers, are acquiring has motivated the analysis and comparison of their impact.

The purpose of this study is to discover the content trends that generate the highest engagement rate for fashion influencers on TikTok. Through this study, it is intended that not only fashion companies but also influencer managers and fashion influencer agencies have access to current and relevant data on the type of content that is most effective on the TikTok platform. This study will show the results obtained after conducting two analyses, both qualitative and quantitative.

On the other hand, it is intended to compare the content of Spanish-speaking fashion influencers with the content created by English-speaking fashion influencers. The purpose of this comparison is to discover if there really exists a difference in the type of content trends, to be applied by both Spanish-speaking and English-speaking companies or influencers.

1.2.- Objectives and research questions

The main objective of this research is to find out which content styles are effective among fashion influencers on TikTok. For this purpose, two analyses have been carried out, both qualitative and quantitative, in order to establish a relationship between the engagement rate resulting from each video and the qualitative characteristics of the content.

As secondary objectives, it is intended to:

- Compare the content of Spanish-speaking fashion influencers with the content of English-speaking fashion influencers.

- Analyse the metrics (likes, comments, views, saves, shares, duration) of the content with the highest number of views for each influencer.
- Analyse the relationship between interaction with followers and engagement rate.
- Analyse the type of content and the type of comments on each video.

This thesis address the following questions:

- What type of content generates a higher engagement rate among fashion influencers on TikTok?
- Is there a difference between the most popular content trends of Spanish-speaking compared to English-speaking fashion influencers on TikTok?
- Does the use of hashtags on TikTok have a positive impact on engagement rate?
- What type of video length is most effective for fashion influencer content on TikTok?
- Does the interaction of influencers with their followers have an impact on the engagement rate?
- Does the frequency of posting affect the engagement rate?
- Do videos from micro-influencers have higher engagement than those from macro-influencers or mega-influencers?

2.- Theoretical framework

2.1.- Evolution of social networks

The evolution of social networks has mainly been based on the transformation of interactions and communications between human beings. Social networks have significantly changed personal communication as well as business models and commercial exchanges (Edosomwan, Kalangot Prakasan, Kouame, Watson & Seymour, 2011).

In their early beginnings, social networks were based on simple systems for exchanging messages between very closed communities. Nevertheless, after the arrival of the internet and continuous technological advances, social networks began to show simpler and more accessible interfaces for users, which allowed their massive expansion (Santos Ontoria, 2012). The first recognised social network was born in 1997, known as SixDegrees.com.

This social network allowed users to create profiles as well as lists of friends, so that they could connect and communicate through messaging. However, early users claimed that many of their friends were not online and were not interested in contacting strangers. This social network attracted millions of users, yet it was not profitable enough and closed in 2000 (Boyd & Ellison, 2007).

Social networking has taken off in the 21st century, transforming the landscape of social interactions. Platforms such as Facebook, which was created as a photo networking platform for Harvard students, have become one of the leading social networks influencing multiple aspects in the social and business areas. Likewise, the advent of YouTube changed the way we consume audiovisual content, while other social networks such as Twitter have changed the way we receive news and participate actively in public opinion (Edosomwan et al., 2011). The emergence of mobile devices made it easier for an increasing number of people to access these networks (Santos Ontoria, 2012).

The constant evolution of these platforms has given rise to the social networks as they are currently known. Although there is no clear consensus on what social networks are, Kaplan & Haenlein (2010) define social networks as a set of Internet-based applications built on *Web 2.0* technology through which the creation and sharing of *User Generated Content (UGC)* takes place.

- *Web 2.0*: is defined as the network as a platform on which all devices are connected. This platform is characterised by the continuous improvement and updating of content and applications by users, massively collaborating and improving the web ecosystem. This implies that the more the platform is used, the more efficient and higher-quality service it provides (O'Reilly, 2009).
- *User-Generated Content (UGC)*: Refers to any type of content, such as text, data, or action generated by social media users. This content is published and disseminated by the users themselves rather than by a brand or marketer. UGC enables more accessible and democratic content creation as an alternative to traditional media. It also allows users to independently express themselves and disseminate their own content without the need for external parties (M. Santos, 2021). This type of content has a greater influence on consumers' decisions, since

it is based on the real experiences of the content creators, users perceive it to be highly credible (Bahtar & Muda, 2016).

New social networks, such as TikTok, are emerging as a result of the Web 2.0 shift and ongoing technological advances and are increasingly tailored to the preferences of their users.

2.2.- TikTok

TikTok aims to be the leading social network based on short videos recorded with mobile devices, to make its users have fun, as well as encouraging creativity in the creation of content (*About / TikTok - Real Short Videos*, n.d.).

This social network was born in September 2016 under the name “Douyin” in China. ByteDance was the original developer and the main objective was to be a platform for the creation of short videos. Douyin was a great success in the country, especially among younger users. Shortly afterwards, in 2017, ByteDance launched a new international version of the app: TikTok (Bastero, 2024).

However, in November of this same year, ByteDance acquired the Musical.ly app for approximately USD 1 billion (Sotelo, 2018). Musical.ly was a social network for creating short videos with a maximum length of 15 seconds, which was mainly used to create content such as dances or playbacks accompanied by background music. Musical.ly was a huge success among young users thanks to its ability to create engaging and creative content, for example, being able to use filters or special effects on videos in a quick and easy way (Santos, 2017). In August 2018, the company ByteDance merged the Musical.ly app with TikTok, unifying both platforms under the name of TikTok. For this purpose, all profiles and content from Musical.ly were automatically moved to TikTok. This merger gave rise to different and diverse opinions among users, as many ‘musers’ (Musical.ly users) were dissatisfied as they felt very attached to the original Music.ly identity (Sotelo, 2018).

At the beginning of 2018, TikTok became the most downloaded app in the Apple Store, surpassing major social networks such as YouTube, Instagram and Facebook (Bastero,

2024). In 2024, this social network has 1,218 million monthly active users worldwide with the USA, Indonesia and Brazil as the countries with the highest number of users in the world (De Miguel, 2024).

TikTok allows the creation of videos of many different types. The most popular content on TikTok are videos featuring dances or challenges, comedy videos or beauty or lifestyle videos (Lucia, 2024). However, as the app has spread in popularity, the videos have come to address many different topics such as cooking, lifestyle, entertainment, fashion, education, and many others.

In terms of economic investment in advertising on this social network, the leading sector in this investment is the fashion and beauty sector, which is why many brands use TikTok to advertise their products and reach younger customers (Lucia, 2024). To advertise their products, brands often collaborate with TikTok influencers; in fact, in 2024, it is estimated that brands spent a total of approximately 3.2 million US dollars on collaborations with tiktokers (Lucia, 2024).

2.3.- TikTok success

TikTok has transformed the approach to social networking by focusing on a particular type of content format: short videos. This type of content has proven to be very attractive among users and, more specifically, among the Z generation (Del Rio & Antonio, 2021). This success is mainly due to the ability of this content to respond to the need of immediacy and instant gratification, which is becoming more and more prevalent among young people. Generation Z, which makes up the majority of TikTok users, was raised in an ecosystem of digital immediacy, and prioritises the speed and dynamism present in social networks such as TikTok over more traditional ones (Garcia Fernandez, 2023).

The advanced algorithm that dominates the network is another key to its success. Through this algorithm, TikTok personalises the videos that appear on each user's profile, based on previous interactions. This system favours the continuous use of the social network by users, as they are repeatedly exposed to content related to their actual personal interests (Garcia Fernandez, 2023). This increases users' desire to continue watching videos, and use the application for longer periods (Wiesner et al., 2014).

Furthermore, the structure of this social network fosters interaction and the creation of content by users. This results in a bidirectional interaction on the platform, which increases users' connection and loyalty to this social network. (Wiesner et al., 2014). Users interact with each other through actions such as comments or shares via TikTok. Such actions allow users to take an active part in the content of this social network. In this way, the TikTok algorithm further personalises content recommendations for each user (Garcia Fernandez, 2023).

2.4.- Influencer

The fast growth and rapid expansion and evolution of the Internet, as well as social networks, have allowed the emergence of “influencers”.

Abidin (2016) defines an influencer as a person who has the ability to influence purchasing decisions, as well as other vital decisions, through the content they generate on a social network. This is achieved through aspects such as their authority, their reach, or the virtual relationship they create with their audience. In addition, they tend to be people with a great capacity to persuade and influence others (Abidin, 2016).

Johnson et al. (2021) describe influencers as semi-professional micro-celebrities who work on social media platforms where they create content. Generally, they are hired by brands to advertise their products, thanks to their great capacity to influence the behavior of their followers. The advertising they generate for brands is often their main source of income, therefore they need to take care of their relationship with brands.

Abidin (2015) suggests the term “perceived interconnectedness” to describe the way in which influencers build relationships with their followers through a sense of closeness and intimacy. This relationship is created through various aspects such as bidirectional communication between the influencer and their followers. Through social media actions such as comments or messages, followers can communicate directly with influencers. On the other hand, influencers expose their audience to different aspects of their lives. Showing themselves in natural states allows the influencer to create a sense of closeness among their followers since, in some way, they have access to their private lives (Abidin, 2015).

Influencers must deal with a constant tension between being authentic and relatable, while still maintaining a persona that is in some ways a pre-created character (Johnson et al., 2021). This directly affects the credibility with which influencers are perceived by their followers, as influencers perceived as more authentic tend to give greater credibility. This aspect is especially important among influencers, as it affects both the perception that brands have of them when hiring them, as well as the final purchase decision of their followers (Abidin, 2016).

Based on the approach of their content and the way in which they interact with brands and their followers, Almeida (2017) establishes the following classification of influencers:

- Opinion leaders: these are influencers who advertise products or services without the need of receiving money in return from the brand. They test products that they show to their audience without being under any obligation to do so. As a result, they benefit from a high degree of credibility among their followers.

- Celebrities: Generally, these influencers are linked to the media and are usually public personalities with a large audience of followers. These influencers are hired by brands in order to advertise their products or services, receiving financial compensation in return.

- Gurus: These are experts in a specific area, which gives them great credibility among their audience. Nevertheless, in certain areas, such as fashion, there is a great deal of professional intrusiveness. This is because many people who show, for instance, their own outfits, are considered by their followers as fashion gurus.

Furthermore, based on the influencers' audience size, Gómez (2019) establishes the following classification:

- - Micro-influencers: This group of influencers have a small audience of followers (between 5,000 and 100,000), however, they maintain a very high rate of interaction and credibility among their followers. Their followers tend to be loyal and engaged. These influencers are usually specialised in a specific niche and are, in a certain way, experts, thus being perceived as more authentic by their audience.

- - Macro-influencers: They have a larger number of followers, between 100,000 and 500,000. Their reach tends to be broader than that of micro-influencers, as they are established in wider and more general areas. Although they have a lower interaction rate than micro-influencers, they have the ability to reach a larger audience.
- Mega-influencers: are considered the superstars of social media, with an audience of more than one million followers. Generally, they are celebrities or people who have achieved enormous fame in the digital environment. They have a massive reach thanks to their high number of followers, although the interaction rate is relatively low due to the diversity of their audience (Gómez, 2019).

This classification shows that, beyond the number of followers, it is necessary to consider other aspects, as influencers with a smaller number of followers can carry out much more effective campaigns than other influencers with a larger audience due to their high degree of credibility and interaction (Almeida, 2017).

The figure of the influencer existed long before the 21st century, as humanity has always needed someone to provide guidance. From inspirational figures such as Socrates, to political leaders who ended up being dictators, as in the case of Mussolini. Society, on many occasions, did not question these influencers like it does nowadays, as they are considered as trustworthy figures. The function of the influencer is to guide their followers and recommend them the best options about a specific product subject by promoting a brand generally (Almeida, 2017).

2.5.- Personal branding

Personal branding is the process through which an individual strategically manages their image and reputation, with the aim of differentiating themselves from others and creating a unique presence. Personal branding should reflect the individual's most remarkable values and characteristics and, in the case of influencers, represents a competitive advantage on the social media platforms on which they perform (Vasconcelos & Rua, 2021).

In addition to influencing an individual's professional identity, personal branding is also directly related to how credibility is perceived by others. Hence, a well-established personal brand can improve the perception of credibility that the audience has of an influencer (Luwie & Pasaribu, 2021).

According to Lo & Peng (2021), successful personal branding requires focus on several distinct aspects. Successful personal branding requires active participation from the influencer, rather than just sharing information. This implies interacting with followers directly and constantly, as well as creating content that increases this interaction. Regarding the content generated by influencers, it must be relevant and useful for their audience of followers, thereby indirectly increasing the interaction. Nonetheless, these interactions must be authentic and genuine, to enhance the followers' loyalty towards the influencers.

Additionally, Lo & Peng (2021) highlight the importance of having a balanced approach between the internal and external motivations of influencers to build a positive personal brand. Internal motivations are those related to personal desires, while external motivations refer to tangible goals such as financial profit.

2.6.- Engagement

According to Ure (2018), engagement on social media refers to the interaction that a user has with a given account or content. In this way, the user responds through emotional involvement to the content they see on social media. This allows the user to become an active part of the communication process, through interactions such as comments, likes, or shares.

Engagement is considered a measure of the success of social media publications, as it represents the users' appreciation of a given content (Ure, 2018). When it comes to influencers, engagement is a crucial metric, as it represents the ability of influencers to authentically connect with their followers. Influencers need to nurture this connection to maintain the interest and loyalty of their followers (Tafesse & Wood, 2021).

A high level of engagement shows that followers are interested and engaged with the influencer's content. This is especially relevant for brands, as it can have a greater impact on marketing campaigns with influencers with a high level of engagement. (Tafesse & Wood, 2021). Nevertheless, some brands mistakenly focus purely on the number of influencers' followers and do not consider the engagement rate. Some content creators may use inauthentic techniques to gain a larger number of followers, but these fake followers do not generate engagement with the content they publish (Tonidandel, 2023).

The engagement rate is especially relevant when it comes to TikTok, as it is an indicator of the effectiveness of the content in capturing the attention of users and reflects the genuine interest of users regarding the posts (Tonidandel, 2023).

Some factors that directly impact the engagement rate on TikTok are (Tonidandel, 2023):

- Quality of the content
- Frequency of publication
- Use of hashtags
- Content trends
- Video length
- Sound and music
- Interaction with users

The engagement rate on TikTok per video is calculated from the following formula (Tonidandel, 2023):

$$\left[\frac{(\textit{nombre of likes} + \textit{number of comments} + \textit{number of shares})}{\textit{number of views}} \right] \times 100$$

Successful engagement rates on TikTok are around 10%. Generally, influencers with a smaller audience of followers tend to have a higher engagement rate (Tonidandel, 2023).

3.- State of the art

Influencer marketing is defined as the collaboration between influencers and companies, in such a way that influencers create and share branded content focused on a specific

audience through social networks (Mekkaoui, 2022). Influencer marketing in the fashion industry is increasingly becoming more and more present among well-known fashion companies such as Farfetch or Gucci (Mekkaoui, 2022), (Sanz-Marcos & Pérez-Curiel, 2019). Currently, influencers have replaced traditional media, and have become a fundamental role in fashion communication (Sanz-Marcos & Pérez-Curiel, 2019). Thus, influencers are perceived as crucial personalities in the consumer's purchase decision (Mekkaoui, 2022).

According to a study conducted by Mekkaoui (2022), renowned fashion companies such as Farfetch, use influencer marketing in their communication campaigns to promote their brand and boost their sales. In fact, within the company's influencer marketing team, each executive manages between 30-40 influencers per month. Farfetch uses influencer collaborations to increase visibility and brand recognition and, for this purpose, they work with around 400 influencers per month. However, Mekkaoui (2022) determines that, despite using several social networks with influencer marketing, Farfetch should consider expanding this strategy to other emerging social media platforms such as TikTok.

For brands, it is critical to select the right influencers to engage with their products. To this end, some studies are emerging to analyse what type of content from certain influencers gains traction with viewers. According to a study by García Albertos (2023), analysing the content strategy of the fashion influencer Maria Segar on Instagram, the influencer uses all kinds of content formats on this social network, from photo posts, carousels to reels. In this way she maintains interest and interaction with her audience. In addition, influencer Maria Segar creates content not only related to the fashion industry but also content from her personal life. This allows her to reach a wider audience, as well as to increase the level of interaction among her followers. Maria Segar also stands out for conveying authenticity and for using a personal and familiar tone. In this way, she manages to maintain the loyalty and the relationship she has created with her followers. María Segar has collaborated with several brands; however, the influencer suggests that she only collaborates with brands that are truly aligned with her interests and values. This has allowed her to strengthen her personal brand and increase her authenticity and veracity among users.

On the other hand, influencer marketing can target both micro-influencers and macro-influencers. Currently, several studies analyse the effectiveness and impact of each type of influencer, to select them appropriately according to the desired objective. According to a study by Outes Castro (2022), on the analysis of micro and macro influencer campaigns in the fashion sector, brands currently prefer to collaborate with micro-influencers. This is because micro-influencers allow a better segmentation of the target audience. In addition, micro-influencers convey greater credibility among social media users. The study also concludes that micro-influencers generate higher engagement than macro-influencers. Overall, consumers perceive them as more real and closer than influencers with very high numbers of followers.

4.- Methodology

In the present research an analysis of the most popular content trends among fashion influencers on TikTok is carried out. In addition, it is also intended to compare the content trends of Spanish-speaking fashion influencers with those of English-speaking fashion influencers on TikTok.

For this research, a sample of three Spanish-speaking and three English-speaking fashion tiktokers has been selected. This sample has been chosen from two articles published by the fashion magazine *Hola!*: ‘Te presentamos a las nueve mejores tiktokers de moda de España’ (Fernández, 2023) and ‘10 stylish TikTokers to follow in 2024, according to a fashion editor’ (Scott, 2024). These articles recommend nine fashion tiktokers in Spain and 10 fashion tiktokers in English-speaking countries, respectively. Both articles have been chosen as the basis of the research because they belong to a fashion magazine with a high level of prestige. Additionally, these two articles have been published recently, which makes them highly relevant for this research, as the analysis will focus on the years 2023 and 2024.

In both articles several influencers are mentioned, however, in the analysis of these influencers, it has been observed that many of them also publish other types of content, such as lifestyle content. For this reason, the sample of influencers selected for this research has been limited to the six influencers who create most content almost

exclusively about fashion. The objective is to ensure that the analysis is as representative as possible of the niche of fashion influencer gurus.

The three Spanish-speaking influencers selected were: Carla Paucar, Carla Menéndez and Alejandra Segura, while the three English-speaking influencers selected were: Izzi Poopi, Anna Golka-Yeppez and Olivia Hirst. These influencers have been classified based on their number of followers according to the classification established by Gómez (2019) into: micro-influencers, macro-influencers and mega-influencers.

To analyse the content trends of these six influencers, the three most viewed videos of each influencer from 2023 to date (April 2024) have been analysed. The video selection has been narrowed down to this time frame so that the results represent current content trends, given the rapid and continuous change of content on social media. A total of 18 videos will be analysed both qualitative and quantitative.

In this work, both qualitative and quantitative content analysis has been conducted. The qualitative analysis has been based on the analysis of certain factors such as the type of content, the format, the interaction with followers, the type of comments and the use or absence of hashtags. To carry out the quantitative analysis, a table has been designed with influencer information: name, TikTok account, and number of followers. A link to each video analysed, numbered from 1 to 18, further facilitates the analysis, as well as the date of publication. In addition, the following metrics have been included for each video: duration, likes, comments, views, shares, saves and engagement rate (APPENDIX). After carrying out both analyses, it is intended to discover which type of content generates more interaction among users and which ones present a higher percentage of engagement.

5.- Analysis

In this analysis, the three videos with the highest number of views on TikTok from each of the six selected influencers will be analysed. For this purpose, the selected content of each influencer will be analysed both qualitatively and quantitatively. The time frame selected was from 2023 to date (April 2024).

5.1.- Influencer 1: Carla Paucar

Carla Paucar is a professional stylist and influencer who was born in Quito (Ecuador) and settled down in Madrid at the age of seven (Ávalos, 2021). She is widely known for being the stylist of leading artists in the music industry such as C. Tangana or Nathy Peluso, for whom she has designed memorable outfits. Carla Paucar stands out for combining urban aesthetics with retro style, creating daring and innovative looks (Phillips, 2022). Currently, she has a community of 398,200 followers on TikTok, which classifies her as a macro-influencer.

5.1.1.- Qualitative análisis

Video 1: "A 15 minutos de abrir mi mercadillo":

- **Type of content and format:** In this video publication, the influencer records the 15 minutes prior to the opening of her own street market. This influencer has taken the initiative to create a street market where she sells her own second-hand clothes and accessories she no longer uses. Through her social media accounts, mainly through TikTok, she has promoted her own market among her followers. In the video, the influencer interacts with all the attendees who are queuing up, asking them what they would like to buy at her market. The people queuing up for her market are her TikTok followers, as they have seen the videos in which the influencer announced the opening of her market on her profile. Her followers come to her market because the influencer has shown in other videos several of her items that she was going to sell, so many of them were going to buy a specific item that they had already seen before: “quiero algo en concreto que es un jersey muy mono de Alexander Wang”, Regarding the format, it is a simple video edited from several short clips. In addition, subtitles in the original version (Spanish) have been used throughout the video. In this publication an aspect of the influencer's personal life is shown in a very close, but also professional, manner, as it is inherently linked to the fashion industry. The video and the way Carla interacts with her audience conveys familiarity and closeness.
- **Interaction with followers:** Throughout the video the influencer interacts with her followers in a very close and familiar manner. In this way, the influencer lets her followers become active participants in her own publications, by asking them questions and showing interest in them: “¿y vosotras chicas venís a por

algo en concreto?”. In addition, the influencer interacts with users in the comments of the publication, as she has replied to many of them: user: “ha sobrado algo?”, -influencer: “Cuatro cosas pero súper súper poquito os aviso si las subo a vinted”. Through these actions, the influencer nurtures the bond and loyalty of her followers.

- **Type of comments:** The comments on this publication are mostly very positive. Users comment on the stunning outfits of the attendees and congratulate the influencer for this initiative: “el estilo que tienen todos? diferente cada uno pero maravilloso o sea amo”. In addition, many comments are questions about the outfits of the assistants or specific doubts about the market. This type of comment shows that users interact with the influencer actively and directly.
- **Use or absence of hashtags:** In this publication the influencer uses five different hashtags: “#fashionstylist, #lilvasitosmarket, #vintageclothes, #mercadillo y #modaentiktok”. She uses a hashtag with the name of her own market: ‘#lilvasitosmarket’, another one simply with the word ‘mercadillo’, and three hashtags that are linked to the fashion sector: ‘modaentiktok’, ‘vintageclothes’ and ‘fashionstylist’, combining Spanish and English.

Video 2: "Abriendo mi mercadillo":

- **Type of content and format:** This video was published one day after the publication of video 1. It is a continuation of the previous video, hence both videos share similar aspects. In this publication the influencer shows to her followers the exact moment in which she opened her second-hand market through a video. The influencer films the opening of the market and shows all the people who have attended, most of them being her followers. This video is edited using several short videos joined together, some of which use the fast-motion effect to speed up the clip. In this publication, subtitles in the original version (Spanish) have been also added throughout the video. As in video 1, the influencer shows a personal side of her life and shows herself to be accessible and friendly to her followers.
- **Interaction with followers:** In this video, the influencer responds to a comment from one of her followers from a previous video of hers. This user comments on

the following question in another of her videos: “Don't you have a video of the moment you opened?”. Carla Paucar uses this comment to respond back in the form of posting this video. This implies that the influencer is committed to her community and interacts with her followers even in a public way. Furthermore, in the video itself, the influencer continuously interacts with her followers by talking to them and recording them: “¿qué tal?, oye gracias por esperar”. In this publication, the influencer also interacts with her followers in the comments of her post, by replying most of them.

- **Type of comments:** Generally, the comments left by users on this post are also positive. Most of the comments are simply congratulations to the influencer in a very positive and friendly tone: “que chulo todo enhorabuena!! que curiosidad me da saber quiénes se lo llevaron jajaja”. The rest of the comments are mainly questions about the market or requests for the influencer to set up a new one in other cities.
- **Use or absence of hashtags:** The influencer uses four different hashtags in this publication, which are: ‘#lilvasitosmarket #vintageclothes #mercadillo #modaentiktok’. These four hashtags were also used in video 1, however, in this post she has removed the #fashionstylist hashtag. By using the same hashtags in both videos, it may enable users to easily find video 2, as well as use them as metrics for the success of the post.

Video 3: "Hemos adoptado un perrito":

- **Type of content and format:** In this video the influencer tells her followers that she is going to adopt a dog. The influencer shows herself and her partner on their way to the city where they are going to pick up the dog. The video stands out for the naturalness and the familiarity with which the influencer shows the process. Concerning the format, the influencer follows the same style in all three videos, creating relatively long videos from shorter clips and adding subtitles in Spanish. This video is not linked to the fashion industry but shows the influencer's personal life featuring herself throughout.

- **Interaction with followers:** In this publication the influencer addresses her followers directly the whole video: “tiene nombre, ya os contaré ese capítulo”. In addition, at the end of the video she tells them that she will keep telling them about her dog: “ya os contaré de mi bebé”. The influencer responds to many of the comments she receives in a friendly and approachable way.
- **Type of comments:** The comments on this publication are mostly positive, most of them are congratulations to the influencer for leading by example by adopting instead of buying a dog: “Vivaaaa! Igual piensas que no, pero que muestras con tu influencia que adoptas es muy importante”. In addition, many followers identify with the influencer or give her advice on how to care for their dog: “Carla!! No la bañes aún, compra champú seco para cachorritos. Cuando adopte el mio también venía oliendo muy mal y con el champú quedó genial”. This kind of bidirectional interaction shows the strong bond and loyalty that exists between the influencer and her followers.
- **Use or absence of hashtags:** In this post, the influencer uses four different hashtags: ‘#cap1, #adoption, #miguitadepan, #cachorro’. The influencer again combines the hashtags in English and Spanish, one of them being the name of her dog: ‘miguitadepan’, and another one the chapter 1 of this section: ‘#cap1’. In this way she can use the same hashtags in all the videos related to this topic to be easily searchable.

5.1.1.- Quantitative analysis

CONTENT	DATE	VIDEO LENGHT	LIKES	COMM.	VIEWS	SHARES	SAVES	ENGAGEMENT RATE %
Video 1	3/4/23	3:02	189.800	288	1.900.000	928	6665	10,05
Video 2	4/4/23	1:07	145.100	112	1.100.000	322	5264	13,23
Video 3	8/4/23	1:50	204.000	903	1.700.000	2714	7745	12,21

In terms of quantitative analysis, all three videos are more than a minute in duration, which is relatively long for TikTok's platform. In addition, the publication date is very

close, so the high interaction of previous videos has fostered the subsequent virilization of the rest.

Regarding the engagement rate, the three videos have a high rate, above 10%. In all three videos, the influencer has shown a high degree of interaction with her followers, which has led to very positive engagement rates. The video with the shortest duration and the fewest views (video 2) has the highest engagement rate (13.23%), while the video with the longest duration and the most views (video 1) has the lowest engagement rate (10.05%).

Concerning the rest of the metrics, the video with the highest number of interactions in terms of likes, comments, shares, and saves is video 3. This video is where the influencer shows an aspect of her personal life that has no connection with fashion, and in which she shows herself authentically and familiarly.

5.2.- Influencer 2: Carla Menéndez

Carla Menéndez is a fashion influencer from Madrid who stands out for her risky, eye-catching, and sustainable style. The influencer creates content on TikTok mainly showing her outfits combining different fashion styles (Fernández, 2023). She currently has a community of 64,5000 followers, so she is classified as a micro-influencer.

5.2.1.- Qualitative analysis

Video 4 “dance video” :

- **Type of content and format:** This type of publication consists of a dance to a trending song of the moment. The influencer appears along with two other fashion influencers while the three of them dance together in the street. In this publication just the song can be heard, so the influencer does not speak at any time. Through this publication format, the three influencers show their fashion outfits in an indirect way. In terms of format, it is a very short video with hardly any editing, as there are no cuts or extras.

- **Interaction with followers:** In this publication the influencer does not show any kind of interaction with her followers. The influencer has not responded to any of the comments left by her followers, nor does she encourage their interaction in the video. This shows a lack of bidirectionality between the influencer and her followers, as well as a lack of involvement with her audience.
- **Type of comments:** The comments on this post are positive, with many of them showing admiration for the influencer's outfits: “dios los amo se ven increíbles”. There are also some comments asking the influencer questions about her outfits, however she has not replied to any of them.
- **Use or absence of hashtags:** The influencer has not used any hashtags in this post. However, she has tagged the TikTok accounts of the other two influencers.

Video 5: “dance video”:

- **Type of content and format:** This publication presents a similar format to video 4. In this video the influencer appears with another fashion influencer dancing a popular song. Again, it is a short video with no editing or cuts, in which only the music of the song can be heard.
- **Interaction with followers:** In this publication the influencer interacts with some of her followers. This is done through responses to some comments in which users ask her about her outfit. Although she does not reply to many of them, in this post the influencer shows a greater degree of involvement with her community.
- **Type of comments:** There are both positive and negative comments on this publication, although the negative comments outweigh the positive ones. Many users comment that they find the outfits too edgy or that they are not to their liking: “meine eltern würden mich gegen die wand klatschen” (my parents would clap me against the wall). However, some users comment that they adore their looks “El mejor outfit para TIENDAS que he visto”.

- **Use or absence of hashtags:** As in video 4, the influencer does not use hashtags in this post. She only mentions the TikTok account of the influencer with whom she appears in the video.

Video 6: “¿qué hay en mi bolso?”

- **Type of content and format:** This video differs significantly from videos 4 and 5. In this post, the influencer shows her followers what she carries in her bag. The influencer highlights that she aims to show what is actually in her bag. In this way she manages to convey a high degree of authenticity and familiarity. The video is certainly long for the TikTok platform, with no editing at all, as there are no cuts or additions in the video. Neither does this video have any added music, therefore only the influencer herself can be heard.
- **Interaction with followers:** In this post the influencer addresses her followers directly while showing the items contained in her bag. This enables her to create a sense of closeness with her audience. The influencer also answers many of her followers' comments in a very friendly way, appearing much more approachable and committed than in video 4.
- **Type of comments:** The comments on this post are generally quite positive. Users identify with the influencer and comment it on the post: “Carterita del lucass tengo la misma en negra”. Some of them also tag other users so that they can watch it.
- **Use or absence of hashtags:** As in videos 4 and 5, the influencer does not use any hashtags in her posts.

5.2.2.- Quantitative analysis

CONTENT	DATE	VIDEO LENGHT	LIKES	COMM.	VIEWS	SHARES	SAVES	ENGAGEMENT RATE %
Video 4	10/5/23	0:15	4828	15	59.500	46	202	8,22
Video 5	24/9/23	0:12	72.100	1278	605.500	11.200	4916	13,97

Video 6	24/10/23	2:40	8045	59	59.500	10	295	13,64
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Videos 5 and 6 show a very positive engagement rate: 13.97% and 13.64% respectively. While video 4 shows an engagement rate below 10% (8.22%). In video 4 the influencer did not have any interaction with her followers while in videos 5 and 6 she responded to her audience through comments, which has been reflected on the engagement rates.

The video with the highest engagement rate is video 5 (13.97%). In addition, it is the video with the highest remaining metrics: likes, comments, views, shares and saves. This video has generated a lot of interaction as the outfits shown by the influencers have created some controversy. The influencers wear very extravagant outfits, with lots of layers in an oversized urban style. For example, both wear exaggeratedly wide jeans with a plaid skirt on top. There were more negative comments than positive ones in this publication, however, this has led to a very high engagement rate.

Video 6 also has a very high engagement rate (13.64%). Despite having its long duration (2:40"), the video does not show any aspect connected to the fashion industry, however it shows authenticity and familiarity.

5.3.- Influencer 3: Alejandra Segura

Alejandra Segura is a Spanish fashion influencer who creates a wide variety of content on TikTok. In her TikTok account, she posts content about fashion, where she gives tips, reviews, and shows her outfits among others. According to Fernández (2023), “su armario es muy clásico y elegante, una clara demostración de que no se necesita mucho para ir guapísima” Currently she has a follower community of around 78,7000, which classifies her as a micro-influencer.

5.3.1.- Qualitative analysis

Video 7: "I am on my Sofia Richie era":

- **Type of content and format:** This publication consists of a very short video, just 10 seconds long, in which the influencer shows her outfit. It is a simple video in which the influencer begins by filming herself walking down the street. Halfway

through the video she leaves her mobile phone to another person to film her walking away while she approaches the camera. The influencer just walks firmly and confidently, like a model on a catwalk, to show off her outfit. This publication has hardly any editing, as it is a one-time video. The only addition to the editing of this video is the music, as she does not speak in the whole video.

- **Interaction with followers:** In this publication the influencer shows a high degree of interaction with her audience. She actively interacts with her followers through their comments on the publication. The influencer replies to a large number of comments from her followers. In this way, she shows herself to be friendly and accessible, while at the same time nurturing the relationship with her followers.
- **Type of comments:** Most of the comments on this post are positive. Many users ask the influencer about where to get certain items from her outfit: “Que ideal! De donde son las sandalias?”, while many others are appreciative comments to the influencer's outfit: “Qué guapa!!!la luz favorece muchísimo!”.
- **Use or absence of hashtags:** The influencer does not include any hashtags in this video.

Video 8: "Vístete conmigo para la boda de mi mejor amiga"

- **Type of content and format:** This publication consists of a long video (1:58") in which the influencer shows her outfit she will wear for her best friend's wedding. In the video the influencer shows the dress and the accessories she is going to wear for the wedding, speaking in a friendly and close tone: “vístete conmigo para la boda de mi mejor amiga, no voy a llorar, no voy a llorar”, “bueno, vais a flipar con los complementos”. There is no editing or music in the video. It is a single video in which just the influencer herself can be heard talking and in which she is the only one who appears.
- **Interaction with followers:** At the end of the video, the influencer asks her followers to tell her through comments what they think about her outfit. In this way, she makes a call to action (CTA) to her followers, which encourages their

interaction: “¿qué os parece?, ¿os gusta?, ¿no?, ¿lo habríais combinado de otra manera?, dejádmelo en los comentarios y yo me voy a la boda, ¡un beso!”. Regarding the comments, the influencer responds to some of them, although to a lesser extent than in video 7.

- **Type of comments:** This publication has generated considerable controversy, as many users have expressed their opinion that the outfit is not appropriate for a wedding. Several users have commented that they consider the outfit to be too casual for their best friend's wedding: “no lo encuentro para una boda para una noche playera si”. Although there are also some positive comments: “Soy a la única q le encanta como va??”, the negative ones outnumber the positive ones. Furthermore, users interact among themselves in the comments debating whether it is appropriate or not.
- **Use or absence of hashtags:** In this post the influencer uses four different hashtags: ‘#visteteconmigo, #vestiteconmigo, #weddingguestdress and #wedding’. The influencer combines the hashtags both in Spanish and English. Nevertheless, it is particularly remarkable that she uses the same hashtag in Spanish but adapts it to the Spanish spoken in Spain and the Spanish spoken in Latin America: ‘#visteteconmigo and #vestiteconmigo’, respectively.

Video 9: “Veras Market”:

- **Type of content and format:** In this video, the influencer shows her followers a second-hand clothes market in Copenhagen called “Veras Market”. The video has a long duration (1:46") and combines two different types of content. The first part of the video is based on a demonstration of what the market is like. In this part, the influencer records the street market itself as a video vlog while she describes what it consists of. The second part of the video consists of a clothing haul, where she shows users everything she has bought at the market. The influencer uses a familiar and natural tone throughout the video, and addresses his followers directly: “ven conmigo al mercadillo más cool de Copenhague”, “esos vaqueros me los llevé, jeje”, “os enseño lo que me he comprador, brutal todo”. In terms of format, it is a much more edited publication than videos 6 and 7. The influencer combines several short clips with other longer ones. Additionally, she uses voice-

over and introduces some text in certain parts of the video. However, no music has been added to this video, only the original sound and the voice of the influencer can be heard.

- **Interaction with followers:** The influencer interacts with her followers through comments, in a bidirectional way. She answers most of them with warmth and familiarity.
- **Type of comments:** Generally, the comments in this video are questions regarding some aspects of the Veras Market. Users post their questions in the comments and the influencer answers most of them: user: “pero es de segunda mano, no?”, influencer: “Sii! Es ropa de chicas danesas que venden”.
- **Use or absence of hashtags:** The influencer adds five hashtags to this publication. In this video, all the hashtags used by the influencer are written in English, and all of them are related to the video's theme: ‘#verasmarket, #copenhagen, #thrifting, #secondhandfashion, #vlog’.

5.3.2.- Quantitative analysis

CONTENT	DATE	VIDEO LENGTH	LIKES	COMM.	VIEWS	SHARES	SAVES	ENGAGEMENT RATE %
Video 7	9/6/23	0:10	95.800	298	596.200	1784	7075	16,42
Video 8	27/8/23	1:58	58.500	1570	1.100.000	1970	2467	5,64
Video 9	1/10/23	1:46	35.000	243	549.600	3513	10.300	7,05

Quantitatively, in video 7 the engagement rate is particularly high (16.42%). However, there is a significant difference compared to videos 8 and 9 which present relatively low engagement rates (5.64%) and (7.05%), respectively.

The video with the shortest duration (video 7) shows the highest engagement rate, while the video with the longest duration (video 8) shows the lowest engagement rate.

The video with the greatest number of views and comments is video 8, which stands out for its controversial nature. Video 7 received the greatest number of likes, and the most positive comments among the 3 videos. In terms of shares and saves, video 9 prevails as it is a video that is mainly informative.

5.4.- Influencer 4: Izzi Poopi

Izzi Poopi is a Canadian-born fashion influencer. This influencer stands out for creating very extravagant and daring outfits. She combines all kinds of garments and styles, “brands you both wish you could afford and brands you’ve never heard of” (Scott, 2024). On her TikTok account she currently has more than 1,600,000 followers, which turns her into a mega-influencer.

5.4.1.- Qualitative analysis:

Video 10: ““Dry wet dress?”

- **Type of content and format:** This publication consists of a short video (0:17") in which the influencer shows a new dress she has bought. The influencer defines it as a ‘dry wet dress’, this is, a dress that simulates being wet when you put it on, although it is not wet. It is a single video without any editing, no cuts, music or additions. The only thing that appears on the video is the influencer talking in a very close and authentic style. This publication is based on arousing curiosity among her followers, as she barely shows the dress. At the end of the video, she tells her followers that she is going to create a look with this dress, suggesting that in another video she will show it on.
- **Interaction with followers:** By creating this content, the influencer creates expectations and intrigue among her followers. Through this type of video content, she encourages her followers to interact indirectly. As a result, followers keep an eye on the influencer's TikTok profile to find out when the new video will be posted. In addition, it fosters interaction among followers through the comments. Followers interact with each other by asking each other to let them

know through the comments when the influencer has uploaded the new video. Nevertheless, the influencer does not interact directly with her followers, as she does not reply to any comments.

- **Type of comments:** Most of the comments on this video are positive and are requests to the influencer to upload the new video as soon as possible: “I need the full effect video now”. Additionally, there are many comments from the users themselves asking each other to let them know when the influencer posts the next video: “Pls bring me back for the result.”.
- **Use or absence of hashtags:** In this publication the influencer does not use any hashtags.

Video 11: "Woodcorset"

- **Type of content and format:** This post consists of a single, relatively short video (0:48"), in which the influencer shows how to style a wood corset. The influencer shows the corset to her followers, as well as the accessories she combines it with to create an outfit. The influencer addresses her followers with a sense of familiarity and closeness. In addition, she introduces humor in this video. This is achieved through actions such as trying to run with a corset on or trying to crouch down. In terms of format, the influencer follows the same style as in video 10, as it is a single video without additions, cuts, or music.
- **Interaction with followers:** In this video, the influencer does not interact directly with her followers through comments. However, through humor, she encourages their interaction through comments.
- **Type of comments:** Most of the comments on this post are positive, and are based on comments of people laughing at how funny the influencer was: “wait how are you gonna sit hahahahaha”, “i wore a back brace for scoliosis but it wasn't this fun”. However, there are also some negative comments about the opinions on the wood corset. Nevertheless, the positive comments outnumber the negative ones.

- **Use or absence of hashtags:** In this publication the influencer does not use any hashtags.

Video 12: “"Worlds heaviest dress”

- **Type of content and format:** This post follows the same style and format as videos 10 and 11. It doesn't feature any editing, with just the influencer showing off a new item. In this video, the influencer shows her followers the heaviest dress in the world, which is made entirely of stones. The influencer conveys closeness and familiarity while addressing her followers: “ready? OMG! The sun is shining on it!”, “How are we gonna do our makeup?”. In this video she does not show the dress on or combined in an outfit, thus also arousing the interest of her followers.
- **Interaction with followers:** In this publication, the influencer replies to various comments from her followers, in a very friendly style. Therefore, she maintains a direct and bidirectional interaction with her audience. Moreover, the familiarity with which she addresses her followers creates a sense of closeness and authenticity.
- **Type of comments:** The comments on this publication are varied, both positive: “you are literally my favourite person on tiktok” and negative: “That would hurt like hell”, although the positive ones predominate. Also, many comments are asking the influencer to create an outfit with this dress. These comments show that this content has generated real interest among her followers.
- **Use or absence of hashtags:** In this publication the influencer does not use any hashtags.

5.4.2.- Quantitative analysis

CONTENT	DATE	VIDEO LENGTH	LIKES	COMM.	VIEWS	SHARES	SHAVES	ENGAGEMENT RATE %
Video 10	13/2/23	0:17	1.700.000	1030	24.500.000	5805	59.000	6,97
Video 11	24/2/24	0:48	3.400.000	5465	27.600.000	15.200	102.100	12,39

Video 12	24/3/24	0:29	3.600.000	2200	32.100.000	8486	102.500	11,25
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Videos 11 and 12 have very positive engagement rates, 12.39% and 11.25%, respectively. While video 10 has a relatively low engagement rate (6.97%).

The video with the highest engagement rate is video 11, in which humor has been used. It is also the video with the highest number of comments and shares. In this case, the video with the longest duration has the highest engagement rate (video 11), while the video with the shortest duration has the lowest engagement rate (video 10). However, all three videos are less than 0:50' long, so all of them are quite short.

In terms of the number of views, likes and saves, the video with the best metrics is video 12. In this video, the influencer interacted positively with her followers through comments and generated interest.

5.5.- Influencer 5: Anna Golka-Yepez

Anna Golka-Yepez is a Washington-based fashion influencer. She is considered a maximalist fashion influencer, who creates eclectic outfits. Anna creates fashion content on TikTok, where she uploads videos creating innovative looks. The influencer mixes all kinds of fabrics, styles and prints in her videos (Ilchi, 2022). Currently, she has a community of over 127,600 followers, which makes her a macro-influencer.

5.5.1.- Qualitative analysis

Video 13: "Styling one leg jeans" (part I):

- **Type of content and format:** This publication is inspired by another influencer about a fashion item. At the beginning of the video, a clip of another influencer showing a pair of trousers with one leg cut off appears for a few seconds. Anna shows hers and creates an outfit based on them. It is a video with little editing, as the only addition is the video she refers to of the other influencer. The influencer appears alone in her room and explains how she creates her outfit. She addresses her followers in a friendly but also neutral tone.

- **Interaction with followers:** In this publication the influencer replies to some of her followers' comments, however, she only answers to the positive ones. Her responses are in a friendly and approachable tone. In this way, she protects the bond of loyalty with her genuine fans.
- **Type of comments:** Most of the comments on this publication are negative. The influencer shows a very risky and daring outfit, which generates a lot of controversy among users. Users generally comment that they dislike the outfit. In addition, some comments are criticising the influencer herself for her extravagant style: “it’s giving Willy Wonka”, “can not be real”, “I can’t tell if this is satire”.
- **Use or absence of hashtags:** The influencer includes several hashtags in this publication: ‘#fyp, #onelegged, #styleinspo, #fashiontiktok, #maximalism, #maximalist, #wearthisnext, #unconventionalfashion, #sequinjacket, #tutu’. All of them are written in English and are related to the theme of the video and its content. A more general hashtag is also used: ‘#fyp’, which is one of the most used hashtags on TikTok.

Video 14: "styling one leg jeans" (part II)

- **Type of content and format:** In this publication, the influencer uses one of the comments in video 13 to answer publicly through a video. The comment is a negative one: ‘Y'all would wear the dog if ya could tf’. The influencer replies to it by creating an outfit using a stuffed dog keychain. Based on a negative comment, the influencer creates controversial content. In terms of format, this is a single video, simple and without any editing. The only sound in this video is the influencer's voice and it presents a similar format to video 13.
- **Interaction with followers:** In this video, the influencer interacts directly and publicly with one of her followers. This is done by sharing and replying to the comment publicly. In this way, the influencer shows active engagement with users and fosters a bidirectional relationship. However, she does not reply to any comments on this post.

- **Type of comments:** The comments on this video are quite varied. This publication has generated great controversy and users are giving their opinion about the influencer's outfit. Since it is a very edgy outfit, the comments range from one extreme to the other: “wish I could have style like that”, “she has to be joking”
- **Use or absence of hashtags:** In this publication the influencer does not use any hashtag.

Video 15: "styling one leg jeans"

- **Type of content and format:** In this post the influencer shows the outfit she is going to wear to pick up her son from school. Once again, it is a very risky outfit, which is why it generates a lot of controversy among users. The format of the video is very similar to the format of videos 13 and 14, with no editing whatsoever. The influencer shows and explains how she creates her outfit in a single clip.
- **Interaction with followers:** The influencer shows a relatively low rate of interaction with users. Some comments are replied to by the influencer, although not many. In addition, the influencer reacts to a negative comment and many users support her answer.
- **Type of comments:** Similar to videos 13 and 14, the comments are quite varied. However, negative comments from users who do not consider the outfit to be appropriate for picking up their child from school generally stand out: “if this was my mom I would cry”, “Imagine ur the the kid”.
- **Use or absence of hashtags:** The influencer uses two general hashtags in this video ‘#lifeontiktok, #tiktokpartner’. However, these hashtags have no connection to the fashion industry.

5.5.2.- Quantitative analysis

CONTENT	DATE	VIDEO LENGTH	LIKES	COMM.	VIEWS	SHARES	SHAVES	ENGAGEMENT RATE %
Video 13	11/2/23	0:46	44.100	1991	518.900	5115	2687	9,87
Video 14	13/2/23	0:32	42.400	2077	402.400	7615	2089	12,95
Video 15	7/9/23	0:45	67.700	1395	1.100.000	11.200	1744	7,30

Two of this influencer's most popular videos have been uploaded only two days apart. Therefore, the interaction generated in video 13 has boosted the interaction produced in video 14.

The video with the highest engagement rate is video 14 (12.95%). This video also has the shortest duration, the lowest number of likes, and the lowest number of views. On the other hand, the video with the lowest engagement rate is video 15 (7.30%), although it is the video with the highest number of likes, views and shares.

In the video with the highest engagement rate (video 14), the influencer responds to a negative comment from a follower through a video, showing authenticity and bidirectional interaction.

5.6.- Influencer 6: Olivia Hirst

Olivia Hirst is a fashion influencer who stands out for her urban and street style. Olivia creates content mainly showcasing her casual and relaxed outfits, while keeping up with the latest trends. The influencer currently has a community of over 217,500 followers, which classifies her as a macro-influencer.

5.6.1.- Qualitative analysis

Video 16: "Some of the places I get my trousers/ jeans"

- **Type of content and format:** This publication consists of a video in which the influencer shows several outfits she creates using trousers. In each outfit she shows the name of the brands where she bought them. It consists of a short video (0:08"), created from many short clips of various videos. This publication presents a more advanced level of editing, including text and music. In addition, the whole

video shows a very careful and sophisticated aesthetic. In this video, the influencer does not speak at all and only the added song can be heard. Thus, it is a purely expository video, since the influencer does not communicate with users.

- **Interaction with followers:** During the video, the influencer does not address her followers in any way, however, she shows herself to be very active through comments. The influencer replies to many users' comments in a friendly and familiar tone. In this way, she maintains a bidirectional relationship with her followers, preserving the bond and the relationship with them.
- **Type of comments:** Overall, the comments on this publication are very positive. Most of them are comments expressing admiration for both the outfits and the influencer: "I'm obsessed", "love you for this". Many others are questions about certain garments shown by the influencer: "hi where is the leather jacket from please". Generally, the influencer answers most of the questions left in the comments.
- **Use or absence of hashtags:** In this publication the influencer does not use any hashtags.

Video 17: "'My Issey Miyake collection'"

- **Type of content and format:** This publication consists of a short video (0:09") and follows the same content format and aesthetics as video 16. In this publication, the influencer shows her collection of clothes from the renowned brand Issey Miyake. For this purpose, she creates different outfits using the brand's garments. In this publication, the editing is similar to the one in video 16, joining several short clips together, adding text and audio. In this video, the influencer does not speak either. Instead, only a trendy audio track is added.
- **Interaction with followers:** The influencer shows herself to be active in the comments and responds to many of the users. However, she does not answer every question in the comments.

- **Type of comments:** On the whole, the comments on this publication are positive. Many comments are based on the admiration of certain garments: “omg i need to find the second trousers”. Many others are specific questions to the influencer about specific items of clothing: “Where’s the last top from ?”.
- **Use or absence of hashtags:** Three different hashtags have been added to this post: ‘#issey Miyake, #pleatsplease, #hommeplisse’. All of them are related to the theme of the video and may serve to attract more users.

Video 18: "Recent fit pics"

- **Type of content and format:** This publication consists of a different type of format in TikTok known as a Carousel. A TikTok is a publication created using several photos that the user can swipe through. This type of content format allows up to 35 images to be added (Ward, 2024). In this post, the influencer adds several photos of herself wearing different outfits. She also adds trendy audio to the post.
- **Interaction with followers:** Although in this type of format it is not possible to communicate directly with the audience, the influencer shows a high degree of interaction through the comments. The influencer replies to many of the comments and nurtures the relationship with her followers.
- **Type of comments:** Generally, the comments on this publication are very positive. Most of them are comments of admiration: “TOO good”, as well as questions about specific garments: “were the green bag from ????”.
- **Use or absence of hashtags:** No hashtags are used in this post by the influencer.

5.5.2.- Quantitative analysis

CONTENT	DATE	VIDEO LENGTH	LIKES	COMM.	VIEWS	SHARES	SHAVES	ENGAGEMENT RATE %
Video 16	11/3/23	0:08	110.500	110	689.100	1503	28.600	16,27

Video 17	5/6/23	0:09	41.700	163	461.700	960	7855	9,28
Video 18	26/7/23	X	105.600	220	559.200	2485	16.100	19,37

Videos 16 and 18 have very positive engagement rates, 16.27% and 19.37% respectively. Video 17 presents the lowest engagement rate (9.28%), as well as the rest of the metrics.

The video with the highest engagement rate (video 18), uses the TikTok Carousel format, as well as a trending audio. However, this video does not have higher metrics than video 16, which presents a lower engagement rate.

The video with the highest engagement rate (video 18) includes none hashtags, while the video with the lowest engagement rate (video 17) includes three hashtags.

The video with the highest number of views, saves and likes is video 16, which is a video recommending brands of trousers.

6.- Conclusions and future research

In this study, it is concluded that, regarding the type of content of fashion influencers on TikTok, short videos (less than 0:50") have a higher engagement rate than longer videos. Moreover, videos in which the influencer appears speaking directly to her followers, thus conveying authenticity and familiarity, generate more interaction among users.

Generally, less edited videos show more engagement than videos with a higher level of editing. On the other hand, from the 18 videos analysed, the video with the highest engagement rate (video 18) was published in the format of a Carousel of several photos.

In terms of the comparison between Spanish-speaking and English-speaking fashion influencers, some differences in content trends have been identified. The content with the highest number of views and interaction of Spanish-speaking influencers generally refers

to aspects of their personal lives, which are not necessarily linked to the fashion industry. Concerning the English-speaking influencers, the publications with the most views and which have generated the most interaction are directly related to the fashion industry, and do not involve the influencers' personal lives. Thus, it is concluded that among Spanish-speaking influencers, personal content is more effective and reinforces their personal brand, while among English-speaking influencers, the most interaction comes from exclusive fashion content.

In addition, a difference in the format of the most popular videos has been observed between Spanish and English-speaking influencers. While the most popular publications of each Spanish-speaking influencer presented varied and different formats, the English-speaking influencers generally follow the same aesthetics and the same format in all their videos.

In terms of engagement rate, it has been observed that posts that generate controversy and in which most users interact negatively present a positive engagement rate among English-speaking influencers. On the contrary, posts with negative comments from users have been shown to have considerably low engagement rates among Spanish-speaking influencers.

On the other hand, after the analysis, it has been observed that the use of hashtags in publications of fashion content on TikTok does not have a significant impact on the engagement rate. It is concluded that publications that include hashtags have not shown a higher engagement rate than publications that do not add hashtags.

Regarding the level of interaction between the influencers and their followers, it is concluded that the publications in which the influencers interacted with their followers through comments had the highest engagement rates. Additionally, interaction with users through other actions such as replying to comments publicly in the form of a publication has had a very positive impact on the engagement rate.

With regard to the frequency of publication, it has been observed that publications uploaded days after another publication that has generated a lot of interaction present very

positive engagement rates. Likewise, it has been observed that the publication of content that is a continuation of previous videos shows a high level of interaction.

As for the difference between the types of influencer and the engagement rates of their content, no significant difference was observed. Although the literature review has noted that micro-influencers obtain a higher engagement rate, no significant difference was observed in this study. It is suggested that future research should analyse the difference in engagement between micro-influencers and macro-influencers in the fashion sector.

On the one hand, in terms of the future analysis suggested for companies that collaborate with influencers, it is suggested to investigate other influencer niches such as lifestyle or beauty, among others. Therefore, it is suggested to analyse content trends with better engagement rates in sectors different from fashion.

On the other hand, as for the influencers themselves, it is suggested to investigate about the differences in content trends taking into account other variables that have not been taken into account in this research, such as the style of clothing, the age of the influencers or the brands with which they collaborate.

Furthermore, researchers might analyse the personal and psychological profile of the influencers' followers. The main objective of this research would be to discover the reasons that lead users to consume certain types of content compared to others that might go less popular.

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8.-Appendix

INFLUENCER	TikTok account	FOLLOWERS	VIDEO	DATE	LINK	VIDEO LENGTH	LIKES	COMMENTS	VIEWS	SHARES	SAVES	ENGAGEMENT RATE %
CARLA PAUCAR	https://www.tiktok.com/@carla_paucar	398,2K	Video 1: "A 15 minutos de abrir mi mercadillo"	03/04/2023	https://www.tiktok.com/@carla_paucar/video/7217781959991250182?is_from_webapp=1&sender_device=pc&web_id=736007311772940832	3:02	189.800	288	1.900.000	928	6665	10,05
CARLA PAUCAR	https://www.tiktok.com/@carla_paucar	398,2K	Video 2: "Abriendo mi mercadillo"	04/04/2023	https://www.tiktok.com/@carla_paucar/video/7218154977708068102?is_from_webapp=1&sender_device=pc&web_id=736007311772940832	1:07	145.100	112	1.100.000	322	5264	13,23
CARLA PAUCAR	https://www.tiktok.com/@carla_paucar	398,2K	Video 3: "Hemos adoptado un perrito"	08/04/2023	https://www.tiktok.com/@carla_paucar/video/7219632816462630150?is_from_webapp=1&sender_device=pc&web_id=736007311772940832	1:50	204.000	903	1.700.000	2714	7745	12,21
CARLA MENÉNDEZ	https://www.tiktok.com/@carlamenen dez	64,5K	Video 4: dance video	10/05/2023	https://www.tiktok.com/@carlamenen dez/video/7231511564136762650?is_from_webapp=1&sender_device=pc&web_id=736007311772940832	0:15	4828	15	59.500	46	202	8,22
CARLA MENÉNDEZ	https://www.tiktok.com/@carlamenen dez	64,5K	Video 5: dance video	24/09/2023	https://www.tiktok.com/@carlamenen dez/video/7282466460868316448	0:12	72.100	1278	605.500	11.200	4916	13,97
CARLA MENÉNDEZ	https://www.tiktok.com/@carlamenen dez	64,5K	Video 6: "¿qué hay en mi bolso?"	24/10/2023	https://www.tiktok.com/@carlamenen dez/video/7293571683766553888?is_from_webapp=1&sender_device=pc&web_id=736007311772940832	2:40	8045	59	59.500	10	295	13,64
ALEJANDRA SEGURA	https://www.tiktok.com/@aleseguras	78,7K	Video 7: "I am on my Sofia Richie era"	09/06/2023	https://www.tiktok.com/@aleseguras/video/7242757041868066075?is_from_webapp=1&sender_device=pc&web_id=736007311772940832	0:10	95.800	298	596.200	1784	7075	16,42
ALEJANDRA SEGURA	https://www.tiktok.com/@aleseguras	78,7K	Video 8: "Vistete conmigo para la boda de mi mejor amiga"	27/08/2023	https://www.tiktok.com/@aleseguras/video/7272036554854403360?is_from_webapp=1&sender_device=pc&web_id=736007311772940832	1:58	58.500	1570	1.100.000	1970	2467	5,64
ALEJANDRA SEGURA	https://www.tiktok.com/@aleseguras	78,7K	Video 9: "Veras Market"	01/10/2023	https://www.tiktok.com/@aleseguras/video/7285019252904545568?is_from_webapp=1&sender_device=pc&web_id=736007311772940832	1:46	35.000	243	549.600	3513	10.300	7,05

IZZI POOPI	https://www.tiktok.com/@izzipoopi	1,6M	Video 10: "Dry wet dress?" (creating hype)	13/02/2023	https://www.tiktok.com/@izzipoopi/video/7199750151269862661?is_from_webapp=1&sender_device=pc&web_id=7360073117772940832	0:17	1.700.000	1030	24.500.000	5805	59.000	6,97
IZZI POOPI	https://www.tiktok.com/@izzipoopi	1,6M	Video 11: "Woodcorses" (how to style it)	24/02/2024	https://www.tiktok.com/@izzipoopi/video/7339212576250809606?is_from_webapp=1&sender_device=pc&web_id=7360073117772940832	0:48	3.400.000	5465	27.600.000	15.200	102.100	12,39
IZZI POOPI	https://www.tiktok.com/@izzipoopi	1,6M	Video 12: "Worlds heaviest dress"	24/03/2024	https://www.tiktok.com/@izzipoopi/video/7349995295289183493?is_from_webapp=1&sender_device=pc&web_id=7360073117772940832	0:29	3.600.000	2200	32.100.000	8486	102.500	11,25
ANNA GOLKAYEPEZ	https://www.tiktok.com/@annagolkayepz	127,6K	Video 13: "styling one leg jeans" (other influencer inspiration)	11/02/2023	https://www.tiktok.com/@annagolkayepz/video/7199000731301481771	0:46	44.100	1991	518.900	5115	2687	9,87
ANNA GOLKAYEPEZ	https://www.tiktok.com/@annagolkayepz	127,6K	Video 14: "styling one leg jeans" part 2 (comment reply)	13/02/2023	https://www.tiktok.com/@annagolkayepz/video/7199422161965092142?is_from_webapp=1&sender_device=pc&web_id=7360073117772940832	0:32	42.400	2077	402.400	7615	2089	12,95
ANNA GOLKAYEPEZ	https://www.tiktok.com/@annagolkayepz	127,6K	Video 15: "styling one leg jeans"	07/09/2023	https://www.tiktok.com/@annagolkayepz/video/7276179048513031455?is_from_webapp=1&sender_device=pc&web_id=7360073117772940832	0:45	67.700	1395	1.100.000	11.200	1744	7,30
OLIVIA HIRST	https://www.tiktok.com/@olihirst	217,5K	Video 16: "Some of the places I get my trousers/jeans"	11/03/2023	https://www.tiktok.com/@olihirst/video/7209385410512882971?is_from_webapp=1&sender_device=pc&web_id=7360073117772940832	0:08	110.500	110	689.100	1503	28.600	16,27
OLIVIA HIRST	https://www.tiktok.com/@olihirst	217,5K	Video 17: "My issey miyake collection"	05/06/2023	https://www.tiktok.com/@olihirst/video/7241249655349202202?is_from_webapp=1&sender_device=pc&web_id=7360073117772940832	0:09	41.700	163	461.700	960	7855	9,28
OLIVIA HIRST	https://www.tiktok.com/@olihirst	217,5K	Video 18: "Recent fit pics"	26/07/2023	https://www.tiktok.com/@olihirst/photo/7260202872984423707?is_from_webapp=1&sender_device=pc&web_id=7360073117772940832	X (multi-picture content format)	105.600	220	559.200	2485	16.100	19,37