



**"SHEIN AND GEN Z
MOBILE COMMERCE
BEHAVIOR, A DATA
DRIVEN CASE STUDY
IN CUSTOMER
EXPERIENCE
GROWTH"**



SHEIN

ABOUT ME

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PRINCIPAL OF GROWTH



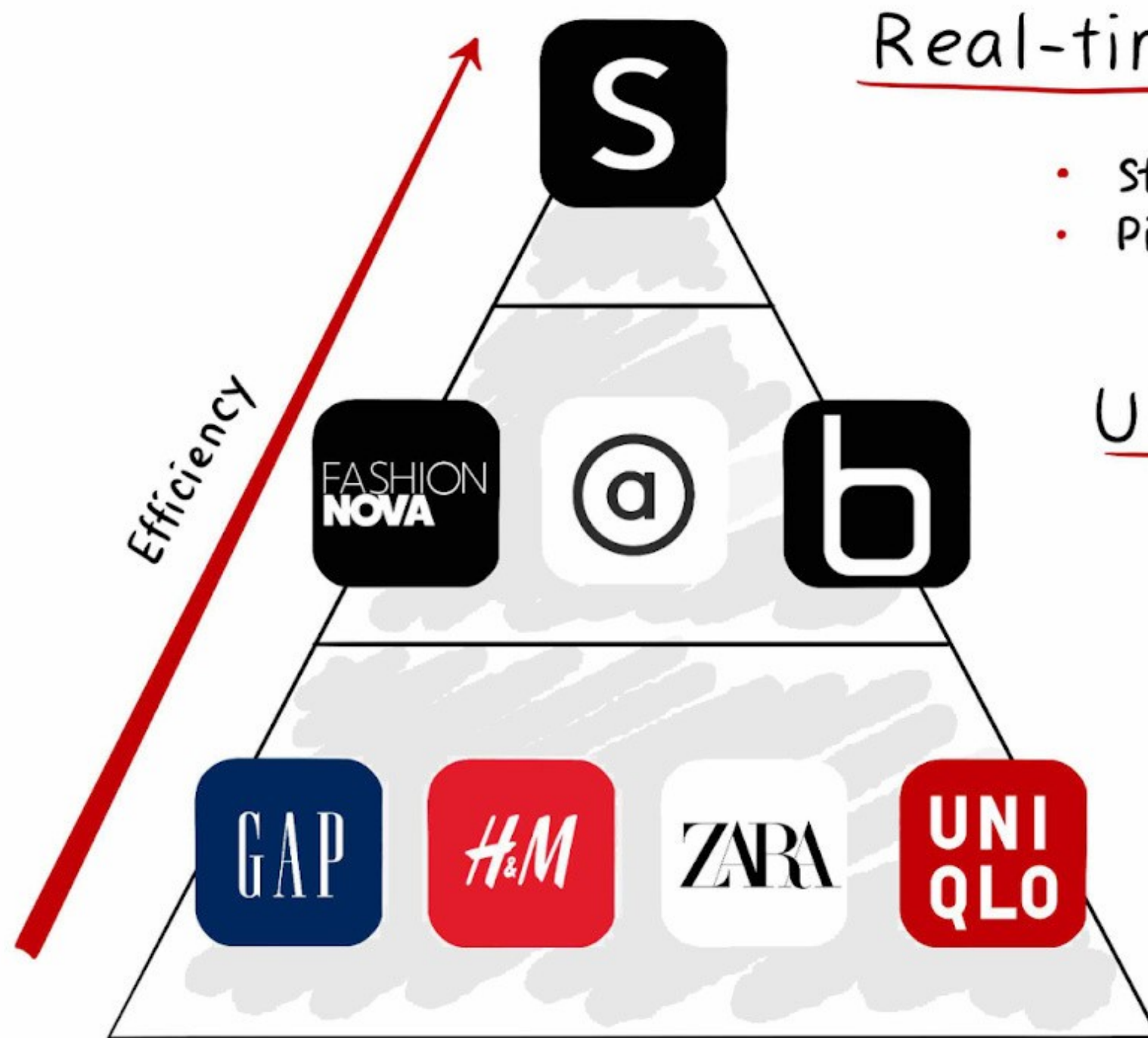
SHEIN



NOVA



SHEIN PHENOMENON



Real-time fashion

- Start: 2020's – China
- Pioneer: Shein

Ultra fast fashion (DTC)

- Start: Mid 2010's – United Kingdom
- Pioneers: ASOS, Fashion Nova, BooHoo

Fast fashion

- Early 1990's – Spain / Europe
- Pioneer: Zara

SHEIN PHENOMENON

- THE GLOBAL DISRUPTOR: SHEIN'S METEORIC RISE TO A \$100B VALUATION, DOMINATING THE GEN Z MARKET.
- DEFINING THE NEXUS: THE INTERSECTION OF BIG DATA AND MOBILE UX CREATING A NEW RETAIL PARADIGM.
- PRESENTATION GOAL: DECONSTRUCT THE "SHEIN FORMULA" – A BLEND OF SPEED, GAMIFICATION, AND DATA-LED GROWTH.



MOBILE FIRST



SHEIN

- **Mobile-First Psychology:** Over 75% of Gen Z shop on mobile, prioritizing immediacy and trend-relevance
- **The "Endless Scroll" Habit:** SHEIN's UI mimics TikTok/Instagram, blending shopping with social media scrolling
- **Price vs. Experience:** Low prices are essential, but the "thrill of the hunt" and constant newness

GAMIFIED CX: ADDICTIVE MOBILE EXPERIENCE

- DOPAMINE-DRIVEN UX: DAILY CHECK-INS, FLASH SALES, AND COUNTDOWN TIMERS CREATE FOMO AND URGENCY.
- HYPER-PERSONALIZATION: AI ALGORITHMS LEARN PREFERENCES IN REAL-TIME, CURATING A DYNAMIC "FOR YOU" FEED.
- SEAMLESS INTEGRATION: FRICTIONLESS JOURNEY FROM DISCOVERY TO CHECKOUT, OFTEN IN UNDER 30 SECONDS.



#SHEINsummer

UP TO **80% OFF**

+

EXTRA **25% OFF** ON £80+ | **15% OFF** EVERYTHING

Code: **HEATON**

Valid until 2 August



Early access to

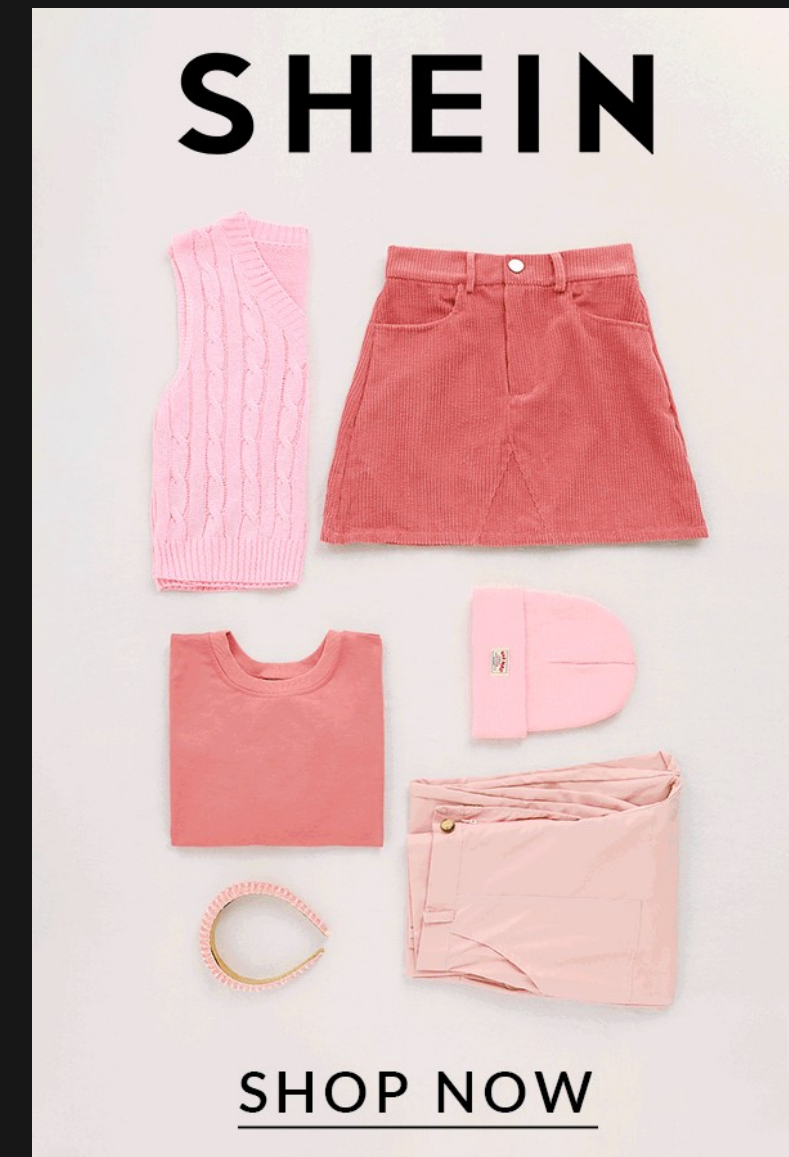
#SHEINspringsale

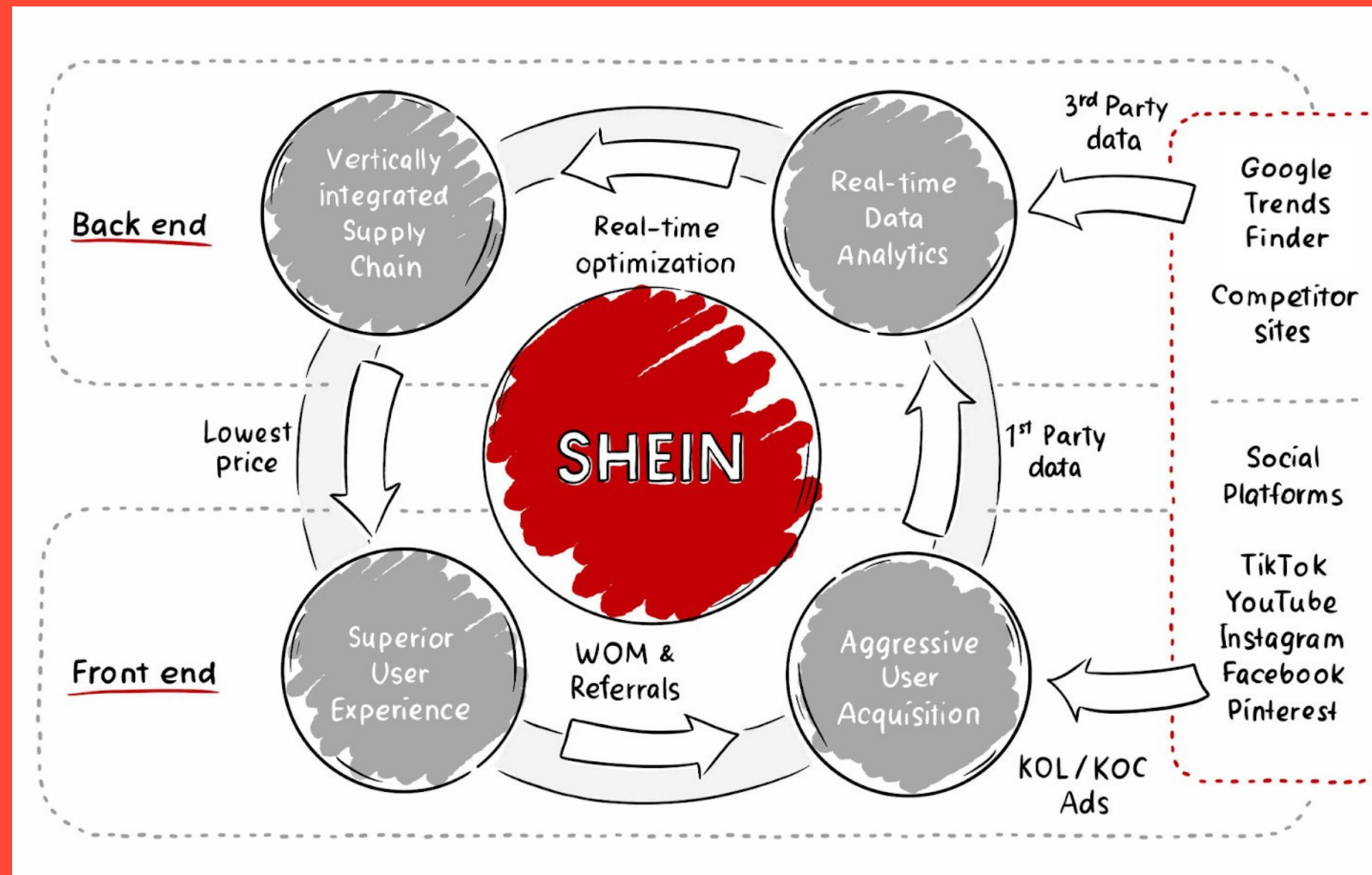
UP TO **70% OFF!**

SPRING IT ON

#SHEINHAUL | GENZ MARKETING

- UGC AS MARKETING: THE #SHEINHAUL HASHTAG GENERATES BILLIONS OF VIEWS, TURNING CUSTOMERS INTO MARKETERS
- Micro-Influencer Ecosystem: Data-driven selection of influencers based on niche engagement, not just follower count
- Community Validation: Detailed in-app reviews with photos build trust in a mobile-only environment.





THE CORE INNOVATION:

THE REAL-TIME RETAIL ENGINE

- **C2M (CUSTOMER-TO-MANUFACTURER) MODEL: DIRECT DIGITAL LINK BETWEEN THE MOBILE APP AND 3,000+ MANUFACTURING PARTNERS**
- **THE "SMALL-BATCH" STRATEGY: ITEMS LAUNCHED IN BATCHES OF 50-100 UNITS TO RAPIDLY TEST MARKET VIABILITY.**
- **ZERO-LAG FEEDBACK LOOP: HIGH ENGAGEMENT (LIKES/SAVES) TRIGGERS PRODUCTION SCALE-UP GLOBALLY WITHIN 48 HOURS.**
- **INVENTORY EFFICIENCY: UNSOLD STOCK KEPT BELOW 5% (INDUSTRY AVERAGE: 25-40%), MINIMIZING WASTE.**

CONCLUSIONS

- **E- Commerce Data is the New Fabric: Success comes from treating fashion as a software problem, not just a textile one**
- **CX is the product: In the mobile era, the shopping experience is as vital as the item purchased**
- **Final Insight: The Real-Time Retail Engine is the ultimate competitive advantage in the Gen Z economy**

THANK YOU



FANIS ARIZIS

SCAN ME TO CONNECT