

An Exploratory Study on the Characteristics of Korean Senior Fashion Influencer Using Netnography Analysis

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Abstract This study employs a qualitative research approach to examine Korean senior influencers who focus primarily on fashion content. While global research on senior fashion influencers is thriving, there is a notable lack of domestic literature. To address this gap, the researcher conducted an exploratory analysis of Korean fashion senior influencers using a netnographic research method to observe and analyze online data for significant themes. The study focused on the top 10 most-viewed posts, resulting in a visual and textual analysis of a total of 90 posts. The findings reveal distinctive characteristics of domestic senior fashion influencers: originality, attractiveness, informativeness, and entertainment. These traits set them apart from other senior influencers and individuals in different age groups, as they embrace trendy fashion styles and continuously explore new looks (originality), invest considerable effort in maintaining physical attractiveness and creating appealing content (attractiveness), provide valuable information on health, beauty, and fashion (informativeness), and deliver engaging content through creative editing (entertainment). Given the limited research on Korean senior influencers to date, this study contributes to raising academic awareness and encouraging further investigation in this area.

Keywords Senior influencers, Fashion influencers, Netnography, Qualitative study

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Introduction

Recently, a generation of “New Seniors,” who are actively engaged in social activities and leisure, contrasts with traditional seniors and is gaining significant attention. New Seniors refer to the second-wave baby boomers born between 1964 and 1977, who are entering old age (Kim et al., 2023). In comparison to the first-wave baby boomers (born between 1946 and 1963), New Seniors are characterized by their active participation in sociocultural recreation, heightened concern for health and appearance, and a substantial population of financially independent individuals (Kim et al., 2023). With the emergence of New Seniors, they are becoming prominent figures and actively participating on social media platforms such as YouTube and Instagram as

influencers in their 50s and 60s across various fields. They generously share their expertise and tastes, accumulated over many years. A notable example is Jang Myung-sook, a leading senior fashion influencer who operates the YouTube channel Milanonna, where she offers a wide range of fashion insights based on her experience as a fashion buyer. As of August 2024, Milanonna has garnered 890,000 subscribers. The ongoing development of senior influencers is reflected in various educational programs for senior models and content creators offered by diverse institutions. These include government-funded organizations such as the Seoul 50 Plus Foundation, lifelong education centers affiliated with universities, and cultural centers within distribution

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companies. These courses equip seniors with knowledge in content planning, creation, editing, and distribution, thereby contributing to the expansion of the senior influencer demographic (Jeong, 2022; Park, 2021). Furthermore, the advertising industry is increasingly embracing diversity by broadening the age range of models; notably, the Senior Fashion Model Association has been established to support the activities of senior models (Kim, 2024). It is anticipated that seniors aged 50 and older will increasingly appear on new media platforms that were previously less accessible to them. In line with this trend, the number of senior influencers, many of whom have tens of thousands of followers, is expected to grow, thereby influencing various industries.

The number of domestic and international studies on senior influencers is steadily increasing (Farinosi & Fortunati, 2020; Ghosh, 2023; Kim, 2015; McFarlane & Samsioe, 2020; Saoussen et al., 2024; Seo, 2022; Suh, 2022). Despite the growing attention to senior influencers in both industry and academia, there is a notable scarcity of studies focusing on Korean senior fashion influencers. Therefore, this study targets active senior fashion influencers and employs visual and textual analyses of their posts, captions, images, and comments on social media through a netnographic approach. This exploratory research aims to code the characteristics of these influencers through qualitative analysis and to derive common traits. The findings are anticipated to contribute to a better understanding of the current status of Korean senior fashion influencers and to inform discussions on age diversity within fashion communication. As foundational research on senior fashion influencers, this study seeks to raise academic awareness and encourage further investigation in this area.

Literature Review

Concept of Senior Influencers and Precedent Studies

The term “senior” is legally defined as individuals aged 65 and older; however, from an industrial perspective, it encompasses second-wave baby boomers (born between

1964 and 1977) entering old age, as well as younger seniors in their 50s and 60s (Kim et al., 2023; McFarlane & Samsioe, 2020). This demographic is characterized by their perception of old age as a new beginning and opportunity, their self-identification as young, their engagement in diverse hobbies, and their ability to interact with people across all age groups through their proficiency in information technology (Kim, 2015; Kim et al., 2023). In this study, the term “senior” is used to encompass both traditional elderly individuals and younger seniors, referred to as “new seniors.”

The term “influencer” denotes an individual who creates and shares content on specific topics via social media, thereby shaping trends (Seo, 2022). Influencers with expertise produce content across various fields, including gaming, makeup, fashion, electronics, lifestyle, music, entertainment, vlogs, technology, education, and finance, as indicated by the NoxInfluencer (2024) platform. Research on “senior influencers,” particularly in the realm of “senior fashion influencers,” is limited, with only one notable domestic study conducted by Seo (2022). Seo’s analysis of YouTube videos produced by senior fashion influencers revealed that perceived informational benefits positively influenced viewers’ attitudes toward brands and significantly impacted their behavioral intentions, suggesting that content from senior fashion influencers can be effective for marketing purposes.

Given the recent emergence of senior fashion influencers and the limited history of related research, there is a need for in-depth qualitative studies. However, few qualitative analyses specifically addressing “senior fashion influencers” exist, and many do not differentiate by content category (Ghosh, 2023; McFarlane & Samsioe, 2020). Ghosh (2023) conducted qualitative research on Indian senior influencers across various domains, including dance, design, counseling, craft, and diet, focusing on how they reshape societal norms related to aging. Four significant findings emerged: energetic and passionate self-expression online, impactful text-based content on visual platforms, the development of relationships with younger followers, and the authenticity of the content (Ghosh, 2023).

McFarlane and Samsioe (2020) employed netnography to study influencers aged 50 and above, emphasizing

perceived age over biological age. Their findings indicated that baby boomer fashion consumers tend to perceive themselves as younger than their chronological age and dress in a youthful manner. This study involved 32 influencers and analyzed over 320 social media posts through textual and visual methods, demonstrating that the clothing choices and background contexts of senior fashion influencers are associated with aesthetic labor. The results suggest that senior influencers can effectively drive marketing outcomes when targeting consumers aged 50 and older.

In an ethnographic study of 18 middle-aged female influencers in North America and Europe, Farinosi (2022) found that these influencers are challenging traditional negative stereotypes associated with aging and emerging as a prominent demographic on social media. This transformation is facilitated by digital media platforms that enable self-expression. Key findings include online self-expression through appearance management, the significant role of text, the establishment of intergenerational communication channels, and the reconstruction of the relationship between middle-aged women and the fashion industry. These influencers are actively contributing to the reversal of age-related stereotypes while attracting attention to silver markets and garnering support from younger women.

Similarly, Guo et al. (2024) studied ten Chinese middle-aged female influencers, using Goffman's (1959) theory of self-presentation as a framework. This research demonstrates that middle-aged influencers in the new media era are agents capable of "forming their own images" rather than merely presenting a self to others. The study highlights their efforts to deconstruct existing perceptions of aging and to actively embrace the aging process. Recent studies on senior influencers have also emerged from India (Dey & Tripathi, 2024) and Tunisia (Saoussen et al., 2024). While there is a growing body of academic discourse on senior influencers globally, domestic literature remains limited. Therefore, this study aims to identify the characteristics of domestic senior influencers.

Content Creation of Fashion Influencers and its Attributes

The evolution of influencer marketing has created an

environment conducive to the production of unique and specialized content by influencers (Van Esch & Mente, 2018). Park (2020) identified the primary attributes of fashion influencer content as informativeness and originality. Informativeness pertains to the extent to which content provides satisfactory information to users, including its relevance and timeliness on social media platforms (Ko et al., 2010). The aforementioned study also revealed that higher perceptions of informativeness are associated with increased content viewing duration.

Originality is characterized by the novelty and differentiation of the content (Casaló et al., 2020). High levels of content originality engender greater viewer interest and surprise (Derbaix & Vanhamme, 2003). Thakur et al. (2016) further noted that influencers tend to attract more followers when they share original content. Additionally, several studies indicate that increased content originality correlates positively with intentions for word-of-mouth promotion (Moldovan et al., 2011).

Casaló et al. (2017) described additional requirements for Instagram content, specifically entertainment and attractiveness. Entertainment is associated with the pleasurable aspects of media consumption, positing that modern media primarily stem from the pursuit of enjoyment (Vorderer, 2001). The degree of entertainment provided by content reflects the extent to which pleasure or fun is derived from its consumption (Van der Heijden, 2004). Khan (2017) identified entertainment as the primary motivational factor for users of YouTube, a prominent social media platform.

Attractiveness can be divided into content attractiveness and the attractiveness of the information source. Content attractiveness refers to elements that elicit emotional responses, such as interest and liking for the content (Dutton & Aron, 1974). In contrast, the attractiveness of the information source pertains to the physical appeal of the influencer, which may include facial and bodily aesthetics (Park, 2021). Research has shown that the attractiveness of the information source enhances trust in the influencer (Ohanian, 1990).

Based on these findings, the content attributes of fashion influencers can be categorized into informativeness, originality, entertainment, and the attractiveness of the

information source. Utilizing netnography to observe and analyze online data, this study categorized these attributes through the stages of open coding, axial coding, and selective coding as proposed by Strauss and Corbin (1998), framing the four attributes of influencers within a theoretical context.

Methodology

Data Collection

This study focused on influencers primarily active on the Instagram platform, as it is one of the most popular social media platforms (Dixon, 2024) and emphasizes visual storytelling. Instagram is considered an appropriate medium for data collection due to its consistency, visibility, searchability (Boyd, 2010), as well as its abundance of data and interpretability (Laestadius, 2017). The selection of subjects followed a systematic approach. First, the suitability of potential subjects was assessed based on their main content category and follower count. Utilizing keywords such as “senior influencer,” “senior model,” and “silver influencer,” the top search results yielded 21 senior influencers with over 1,000 followers as potential candidates.

Following Boerman’s (2020) classification, influencers were categorized based on their follower counts: micro-influencers (1,000 to 10,000 followers), meso-influencers (10,000 to 1 million followers), and macro-influencers (over

1 million followers), often regarded as global celebrities. Additionally, according to Korea Trade-Investment Promotion Agency (KOTRA, 2017), social media users with a smaller follower base, typically in the dozens or hundreds, are classified as nano-influencers. Given the limited influence of nano-influencers and the perception of macro-influencers as celebrities rather than content creators, this study focused exclusively on micro and meso-influencers.

Further supporting the focus on female influencers, research indicates that 34% of senior women spend more than four hours per day on social media, compared to approximately 11% of senior men (ET Bureau, 2022). Thus, this study concentrated on female senior influencers. Among the identified micro and meso-influencers, those whose primary content centered on fashion were selected. Ultimately, nine influencers were chosen, as detailed in Table 1. The criterion for inclusion in the fashion content category was that more than half of their posts pertained to fashion information, styling, coordination, or reviews of fashion products. Influencers primarily focused on lifestyle, cooking, dining, or home interior content were excluded from consideration.

Moreover, the subjects were restricted to senior fashion influencers who actively create and share fashion content with their followers, excluding those who merely possess a large following. A model is defined as “a person whose job is to wear the clothes of new styles or the latest trends and showcase those styles to the audience during presentations”

Table 1. The senior fashion influencers in Korea, analyzed in this study (info as of 24. May. 25)

Influencer Name	Age	In Instagram Since	# of Posts	# of Followers	Influencer Type	Instagram ID
Park, S.Y.	59	2021 Sep 26	415	117K	Meso	judys_1024
Jang, M.S.	72	2019 Sep 26	60	111K	Meso	mila_no_nna
Baik, S.J.	53	2022 Jan 24	917	37K	Meso	soojung_baik
Kim, J.H.	65	2020 Aug 29	685	27K	Meso	senior_jungheehada
Lee, H.S.	69	2022 Feb 4	604	12K	Meso	gongju_halmae
Choi, R.	60	2022 Sep 8	276	6,988	Micro	roren_choi
Jeong, I.Y.	60s	2022 Jun 26	355	6,860	Micro	jein0s
Han, J.Y.	68	2021 Mar 25	238	5,920	Micro	han_juyoung_
Jeong, J.Y.	60s	2022 May 26	350	4,917	Micro	jyoung3695

(Standard Korean Language Dictionary, n.d.). The definition of a fashion model diverges from that of a fashion influencer as conceptualized in this study. Unlike traditional models who may only share outfit images or photoshoot sketches, fashion influencers are significant content creators, emphasizing the dissemination of messages through the sharing of fashion-related content, including information, styling, and coordination.

Additionally, the study was limited to Korean senior fashion influencers. While senior influencers have a long-standing presence in Western contexts, this phenomenon is relatively nascent in South Korea, suggesting potential differences in the influencer landscape. For example, in France, there are approximately 2,000 accounts categorized as senior influencers (Devaux, 2022). In contrast, South Korea is currently witnessing the emergence of senior influencers, making this study particularly relevant as it examines subjects in their developmental phase rather than those in a mature stage.

From the nine selected fashion influencers, the ten posts with the highest number of 'likes' were collected from each account, resulting in a total of 90 posts. The number of 'likes' corresponded to approximately 5-30% of the follower counts for each of the nine influencers. Notably, the account *mila_no_nna* had a significantly lower number of posts compared to the others, likely due to the influencer's primary

focus on YouTube. Nevertheless, the 60 posts from this account were deemed sufficient for deriving significant research results and were therefore included in the analysis.

Analysis

While there is a substantial body of international literature on senior fashion influencers, domestic research in this area remains limited. To adequately address this gap, an exploratory study is warranted (Burnard, 1991). Consequently, this study employed netnography to observe and analyze online content (Bartl et al., 2016; Lenihan & Kelly-Holmes, 2015). Adhering to ethical guidelines for online data research (Bassett & O'Riordan, 2002), this study exclusively utilized public accounts for analysis. The dataset comprised 90 posts, including videos, images, texts, and captions, with comments also analyzed to understand how the subjects interacted with their followers. The visual and textual analyses aimed to identify recurring themes and enhance comprehension of this emerging phenomenon.

Content analysis was performed on the collected data. This qualitative research method systematically identifies message characteristics and draws valid inferences (Krippendorff, 2004). Content analysis facilitates a comprehensive understanding of the data, and systematic coding allows for the identification of content directions and

Table 2. The result of coding - categorization after contents analysis

Coding	Categorization	Attributes of Influencer Contents
Off-shoulder, crop, exposure, body exposure, leggings, athleisure look, tight fit	Originality in Senior Fashion Style	Originality
Another beginning, prime time, sophistication, elegance, refinement, freedom, glamour, consumer power group	Originality in Attitudes Toward Aging	
Expectation, inspiration, praise, support, consensus, curiosity, energy	Attractiveness in Contents	Attractiveness
Slim, smooth, elasticity, muscle maintenance, back view, defined contours, prettiness, beauty, stylishness, role model	Physical Attractiveness	
Eye health, food, exercise, digestion, routine, massage, rest, blood sugar management, self-care, flexibility, strength, immunity	Informativeness Related to Health Management	Informativeness
Layering, today's look, accessories, trend, color, pearl necklace, same outfit different vibe, match well, basic items, sheer, combination	Informativeness Related to Fashion and Styling	
Hair, hair care, durability, volume, hair strands, curling iron, home care, hair oil, scalp serum, Ultherapy, Thermage, S lifting, Inmode, Shrink	Informativeness Related to Skin and Hair	
Fun, interest, twist, excitement, pop-up store, event, try-on haul, dance cover	Playfulness in Content	Entertainment
Reels, camera angle, subtitles, music, hashtags	Playfulness in Editing	

themes (Choi et al., 2016).

For categorization within the content analysis framework, this study employed open, axial, and selective coding. During the category creation process, the researcher interpreted the data to determine the appropriate classifications for the results (Dye et al., 1993). The study established criteria for categorization based on the four influencer content attributes discussed in the theoretical background. The table below presents the results of the content analysis categorization.

Findings

Through the analysis of nine influencers, this study aims to present a novel perspective on the fashion system, which has traditionally been characterized by youthful imagery, while also highlighting the influencers' challenges to societal norms regarding aging. This research seeks to identify and understand the common attributes of senior fashion influencers on Instagram in relation to four content attributes. The analysis yielded four significant themes.

Originality: Embracing New and Trendy Fashion Styles

It is commonly assumed that senior fashion consumers prefer styles that align with their past preferences and tend to avoid experimenting with new trends after the age of 50. However, the findings of this study reveal that senior fashion influencers actively engage with contemporary trends, such as wide-fit, loose-fit, and cropped styles. Contrary to the typical inclination among senior female consumers to opt for modest cover-ups to conceal signs of aging, these influencers frequently wear off-shoulder tops and crop tops, demonstrating a willingness to explore diverse fashion styles that diverge from traditional norms. Additionally, while many traditional senior women choose to dye their hair to hide gray strands, these influencers often maintain their natural hair color and embrace the aging process. Their styles may include curling, half-updos, and updos, contributing to a fresh and distinctive image that contrasts sharply with conventional representations of seniors.

Moreover, their originality extends to their mindsets, as they adopt a positive perspective on aging and actively resist negative stereotypes associated with it. Through their posts, they share insights on aging, promoting a narrative that encourages acceptance and challenges societal perceptions of aging.

"Me? 60! Age is another beginning for fashion and it doesn't limit expression of fashion."(roren_choi)
"There's no age in fashion!" "60s can shop at Zara. I went shopping for fall clothes."(senior_jungheehada)
"My heyday? I'm 59, and, right now I'm happy because I feel more myself than ever and I can lead a direction I want to go forward."(judys_.1024)

Among the nine influencers analyzed, seven opted to embrace their natural silver hairstyles, allowing their gray hair to remain uncolored and thus reflecting a natural approach to aging. This authentic mindset regarding aging served to inspire and motivate their followers, fostering a sense of admiration among them. The following comments illustrate how younger followers expressed envy towards the influencers' distinctive perspectives on aging:

"Sophistication and glamour together with the elegance and maturity that comes with age. I want to be in my 50s and 60s like you"
"I think you're not desperately trying to look younger. You're truly classy, elegant, and beautiful. I wish to age like you"

The majority of the comments received were positive in nature. Even when faced with occasional negative feedback, such as "Too much" or "Not appropriate for your age," the influencers responded affirmatively, stating, "I love it too much!" (judys_.1024) and "I enjoy trying new things regardless of age!" (jein0s). These responses garnered support from their followers, who expressed their appreciation through likes and further affirmations.

Attractiveness : Well Managed Body and Skin

Regarding the physical attractiveness of the influencers, they

did not conform to the conventional images of seniors characterized by body shape or skin conditions such as wrinkles, sagging, or a lack of vitality. Instead, they invested considerable time and effort in maintaining their physique and skin, resulting in an appearance that belies their chronological age. As illustrated in the posts below, these influencers consistently exhibited healthy and well-maintained bodies and skin, actively engaging with trendy styles across contemporary fashion and beauty domains.

"I'm not afraid of getting older but want to avoid aging. I'm really into skincare. I've spent a lot of time and money on my skin. It's no exaggeration."(judys_.1024)
"I'm often told I have clear skin. I make and apply mask packs regularly with ingredients I can find at home. It works wonders"(senior_jungheehada)
"Getting up at the same time every day, exercising, healthy eating habit, good posture, and home-care and inner beauty products...Such routines I've kept for a long time unintentionally helped me stay healthy." (judys_.1024)

Furthermore, attractiveness elicits feelings of interest and admiration, which can be quantified through the number of followers, likes, and comments on the influencers' posts. Nox Influencer, a platform specializing in social media marketing analysis, assesses follower loyalty by examining engagement metrics such as likes and comments. The consistent growth in follower count, along with an increase in likes and comments, serves as evidence of the attractiveness of their content.

"Amazing. I'm also going to the gym to age beautifully like you."
"The shoulder and back muscle really enhances the off-shoulder look. I think various bold accessories are also a key point! I'm secretly benchmarking you."
"I really hope for healthy aging! Show me more of your good sides."
"You're getting more and more beautiful. I'm

happy to watch you."

The comments on the influencers' posts indicate that readers recognize the attractiveness of the content and express their interest and admiration.

Informativeness : Healthy Choices and Fashion Styling Tips

The content exhibited a significant level of informativeness, as the influencers shared valuable insights on maintaining youth and health. For example, they provided practical tips on healthy eyesight, dietary management for blood sugar control, and innovative exercise techniques. Illustrative comments include:

"I have my own routine for healthy eyes. 1. Consistently eat foods good for the eyes, 2. Massage the eyes, 3. Take eye health supplements, 4. Wear sunglasses, 5. Exercise regularly, 6. Take breaks by closing my eyes often" (judys_.1024)
"I drink lemon water on an empty stomach in the morning. Never eat carbs first. In order of veggies, protein, then carbs"(gongju_halmae)
"I've been curious about this workout. I heard one of my favorite actors has been doing it for a long time so I thought I'd give it a shot... As a 3D spinal workout through spiral movements, gyrotonic enhances joint flexibility, muscle and spinal strength. And I need tremendous core power and have to increase my range of motion under perception of my body. So, I'm pumped to see its effect." (judys_.1024)

Additionally, the influencers provided timely suggestions for seasonal outfits and fashion coordination, sharing specific information regarding skin and hair care. Notable comments include:

"This fall, the trendy tone is wine and I styled jeans with charming burgundy" (jyoung3695)
"I threw on black wide pants with a white blouse, a black jacket over it, and belted to make it look

like a dress. And I wore a bandeau scarf under the blouse and rolled up the sleeves to show the white blouse and add a focal point to the somewhat heavy-looking outfit”(senior_jungheehada)

“If you get perms or dye your hair, see the home care product 00 . I’ve been using the repair balm and it’s perfect for hair elasticity and softness.” (jein0s)

“I often hear it brightens dull skin. Much better than I thought. I heard it helps with skin texture and pore care. I was skeptical but now I’m hooked.” (gongju_halmae)

The comments reflect that readers found the content useful and expressed satisfaction with the information provided. Furthermore, the influencers garnered trust from their audience, as evidenced by comments such as:

“Seeing you two, so great, makes me feel constant care is important.”

“I’ll visit it right away if it’s a place you recommended.”

“Your jeans are so pretty, please give me some information.”

Moreover, influencers facilitated further engagement by responding to inquiries about brand and product details in the comments section. This interaction illustrates that, beyond producing and sharing content, influencers maintained communication with their followers, enhancing both the informativeness of their posts and the intimacy of their relationships with their audience.

Entertainment: Fun Elements in Contents and Editing

The analysis revealed that entertainment is a significant aspect of both the content and editing employed by the influencers. For instance, videos featuring “try-on hauls” presented styles that may be perceived as challenging for individuals over 50. Additionally, strategies designed to enhance entertainment value, such as coordinating outfits with daughters or sisters and creating short-form dance cover

videos, were prevalent. Influencers also imparted knowledge to younger audiences regarding the latest trends in short-form content, demonstrating a commendable confidence in their technological proficiency. Comments such as the following exemplify this engagement:

“A 60-year-old is giving a Reels lecture to a 45-year-old.” (roren_choi)

“Can I really go live? Practicing going live with my daughter-in-law!” (roren_choi)

“Since this spring I’ve been working hard to learn how to take photos and edit videos but likes and views have remained unchanged since then.”(senior_jungheehada)

These instances challenge traditional stereotypes associated with seniors, and consumer responses indicate that the technological engagement of senior fashion influencers has elicited feelings of surprise and interest. The editing and presentation techniques employed by these influencers reflect a high level of technical skill. For example, their content often features background music, captions, the use of emojis in text, hashtags, and abbreviations such as “ootd” (outfit of the day) and “Ounwan” (morning workout completed). Additionally, the influencers showcased professional composition and framing techniques. The filming locations for their videos often included popular spots frequented by younger consumers, such as fashion events and pop-up stores, which contributed to the overall enjoyment of the content. Illustrative comments include:

“I’m visiting France for a happy event and tell you the latest news. It’s been a while, but Paris is still the same. Seeing all these lovely things makes me think of my friends and take some photos”(mila_no_nna)

“The Chanel Seongsu pop-up store. The spot to take many pictures, have sensational experience and see the Chanel’s best products. Make sure to make a reservation”(judys._1024)

“Nonna’s trip today was to Kiaf Seoul 2021. Kiaf is a global art fair where you can see works from over 170 galleries across 10 countries. There are

so many wonderful pieces this year”(mila_no_nna)

These findings underscore the necessity of incorporating elements of entertainment and enjoyment in both the form and content of influencer communications.

Discussion and Conclusion

This qualitative study analyzes and categorizes popular posts collected from Instagram by prominent Korean senior fashion influencers. The analysis of these posts, with a focus on content attributes, identified four key themes: originality, characterized by the pursuit of trendy and novel fashion styles; attractiveness, wherein influencers maintain a youthful appearance that distinguishes them from traditional portrayals of seniors; informativeness, involving the sharing of comprehensive information related to health, skincare, haircare, and fashion; and entertainment, which seeks to engage audiences through content and editing.

The research findings indicate that senior fashion influencers project an image that diverges from conventional social norms associated with aging. They maintain originality by donning fashionable attire that reflects a youthful lifestyle and by experimenting with innovative silhouettes and designs. Influencers invest significant time and resources into enhancing their physical attractiveness, presenting a healthy and well-groomed appearance that embraces natural aging, including visible wrinkles and gray hair. This approach cultivates consumer interest and appreciation for their content, while also sparking curiosity regarding the secrets behind their youthful looks. Posts that address this curiosity serve as valuable sources of information. Furthermore, the content and editing strategies employed by senior fashion influencers are infused with elements of entertainment. They elicit interest and enjoyment through creative use of photographic backgrounds, locations, music, and captions.

These findings align with research conducted by Ghosh (2023), Farinosi (2022), and Guo et al. (2024) on senior influencers in regions including India, North America, Europe, and China. From a global perspective, senior influencers play a crucial role in mitigating negative

stereotypes associated with aging. Their social media accounts serve as platforms for intergenerational communication, facilitating engagement between different age groups. Farinosi (2022) noted that images of senior women, previously overlooked in traditional fashion contexts, have garnered attention from various industries through the efforts of senior fashion influencers. This connection is further substantiated by the findings of the present study. In terms of content creation, this research highlighted the editing and presentation skills of senior influencers, characterized by their adept use of short-form videos, emojis, hashtags, captions, and background music. This proficiency represents a distinctive feature of tech-savvy Korean senior influencers.

The significance of this research lies in its expansion of methodological approaches to social media data analysis, employing netnography. Additionally, this exploratory study on Korean senior fashion influencers, who are still emerging in the field, is expected to enhance academic awareness and broaden the scope of related research. From a practical standpoint, the study reveals the emotional dynamics of intimacy and envy between senior influencers and younger followers. This suggests that fashion marketing managers should consider engaging senior influencers when promoting brands that emphasize diversity. Furthermore, given the variation in age and individual perspectives on aging among senior influencers, the study recommends careful selection of influencers to align with brand images.

The limitations of this study and recommendations for future research include the following: while the focus was exclusively on senior female fashion influencers, it is anticipated that further exploratory research could be conducted on senior male fashion influencers. Additionally, the relatively small sample size may restrict the generalizability of the findings. A comprehensive study that includes senior fashion influencers beyond the meso and micro categories may yield different insights, thereby presenting rich opportunities for further research in this domain.

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