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“To what extent social media advertising impacts on purchasing decision in fashion industry?”

Analysing the social media advertisements impact on purchasing, specifically in Fashion industry.

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1.0 Introduction

Living in today's modern world Social Media has become vital tool for any company in the terms of communication, marketing, advertising and doing business on daily basis. It is essential tool for any company in any industry in our digitalised world. When focusing on Fashion industry, social media presence is essential for the company's functioning and it is the key to fast moving multibillion industry. (Steele, 2015) Fashion industry is highly based on constantly, from season to season changing trends. Social Media holds easy access to the latest trends with only few seconds, whereas before one had to wait weeks even a month for an advert to be shown on TV, newspapers or monthly appearing magazines. Social Media has revolutionized the concept of advertising especially in a industry where the changes and products launching, advertising and selling happens faster than in other industries such as Food, Technology or Furniture industries. (Ganguly, 2017)

1.1 Fashion Industry and relevance of the study

As the industry changed notably during 70s resulting in a blurred line between fashion industry and apparel industry and combined these two into the current status into the fashion we know today. Fashion can be defined a *"as style or styles of clothing, and accessories worn at any given time by group s of people"*. (Major& Steele, 2015) Furthermore the global apparel market is valued 3 trillion dollar industry and it accounts 2 % f the world's domestic products (GDP). (Fashion united, 2017) Just only in UK the amount employment provided in fashion industries is 555,000 and the market share of the fashion industry is 6 % of the overall UK market share. The Industry is worth of as high figure as 66 billion pounds. The industry is constantly growing as fashion industry's market share is 5 % in Europe and the market value is 255,6 Billion pounds. (Fashion united, 2017) The up forward sloping trend of exponentially growing revenues and expanding industry has provided massive profits and contribution even to the world's GDP creating notable amount of world's economic growth. Furthermore Social Media enables companies to have two way communication with their consumers and collect data and analyse their costumer tastes, preferences and purchasing patterns in more detail, much faster manner than ever in the past. Thus this factor makes social media crucial tool for any Fashion brand's or Icon's success.

Furthermore as Katie

Hope's article on BBC stated that *"the social media's impact on the industry is so significant that it is transforming the whole industry"*. (Hope, 2015)

1.2 Social media advertisements relevance in fashion industry

As social media usage has drastically increased in the fashion industry it has started transform the whole industry to a new shape. Instead of the Fashion industry chooses experienced models, photographers or even designers more and more Celebrities from TV or from Social media platforms such as Instagram has been chose to work in the industry instead of professionals. Victoria Beckham's son, Brooklyn Beckham is a sixteen year old Instagram famous boy and example of such. Son of a celebrity couple, who was chosen to shoot Burberry's fragrance ad campaign mainly due to his wide 5, 9 million Instagram follower base, according to Burberry boss Christopher Bailey. This event is one of the many examples how social media has shaken up and changed the fashion industry as well as its advertising approach. (Hope, 2015) According to Hope it is important to note that it is challenging to determine whether the sales are directly linked to social media campaigns and to what extent they have impact on revenue. However it is proven that fashion companies with higher level of engagement have tendency to grow their online sales faster than less engaged companies. However as Domenic Venneri, founder of digital marketing agency Vokent states *"they always look at the social media profiles of the people before deciding who they use in their campaign"*. Furthermore the usage of social media is one of the cheapest versions of advertisement making the usage of social media platforms not only efficient but cheap advertising method. It also appeal more personal and authentic due to the fact that *"it is meant to look loose and conversational rather than structured and professional"* according to Fashot founder Lee Friend. (Hope, 2015) When looking at the statistics just in the UK, percentage of online spending for the fashion sector in United Kingdom has grown from 2007 to 2017, from 4, 5% to 16, 4 % just in 10 years. (Statista, 2017).

1.3 Consumer behaviour

One of the aims of the research and the study is to find out to what extent advertising on social media impacts on human mind and decision to buy cloths and fashion items. Furthermore I aim to include the purchasing decision process as well as the type of buying behaviour which consumer tend to have. As people tend to buy things in order

to satisfy their needs and wants the aim is to discover whether the social media marketing and advertising actually has an impact to the choices we make or to what type of clothing, shoes we buy and furthermore to what extent social media has that impact. I will also explore the claim whether social media can be used as a way to create trends in society while it influences consumer behaviour. This research is done in order to understand how the internet advertising has changed how people perceive not only new information but how the advertising and information impacts on us and our consumer behaviour.

1.4 Research Structure

The first part evolves the current and already existing literature. The literature focuses on fashion industry, social media advertising and purchasing. Other areas that I will investigate are consumer behaviour and human psychology with a focus on the aspect of how people make their purchasing decisions and which factors hold an impact on this process. The second chapter will then be further reviewed and it will include marketing methodology that will be used in the research methods part that will be used finally when analysing the data gained from a questionnaire. The questionnaire focuses on the impact of social media adverts on purchasing decisions in the fashion industry. The result analysis chapter will include the data received from the survey and it is further analysed with marketing tools. The findings will be further analysed and discussed. Lastly, I shall draw conclusions on findings I have discovered and further discuss about my research and conclusion.

2.0 Literature review

This chapter includes going through and discussing on the research topic and the necessity for further study on the research question. This section will also include analysing of the current literature as well as already existing researches and analyses on social media advertising and how it is used specifically in fashion industry. I will also discuss social media as well as its impact on people purchasing patterns.

Furthermore we will discuss and analyse of consumer behaviour, purchasing decision process and different ways marketers divide their customers into segments in order to target their customers more efficiently. Thus in order to achieve the most throughout and accurate review the emphasis will be on articles and literature. However in order to get the best possible outcome some well recognized marketing models and tools are used in order to analyse the research results further in the third chapter of this research. Once findings of the literature research are discovered, relevance of the research part can be made and identified.

2.1 Social Media marketing and advertising

Social media is defined according to Professor Robert Solomon, *“online means of communication, conveyance, collaboration and cultivation among interconnected and interdependent networks of people, communities and organizations enhanced by technological capabilities and mobility.”* (Solomon, 2005)

Marketers in general aim to maintain and grow their brand loyalty in order to achieve the desired results. This is maintained and expanded via different ways such as marketing mix, social media, one-to one marketing methods and activities as well as internet marketing and marketing through events. (Keller, 2008) Marketing through social media holds easier access to wider audience thus creating easier way to achieve brand recognition with relatively cheaper price. (Cicek, 2012) *“Social media can be defined as activities, practices and behaviours among communities of people who gather online to share information knowledge and opinions using conversational media”*. Social media gives more power for users and customers. Furthermore a study by info- graphics has discovered that at least half of Twitter and Facebook users say they have become more likely to talk about, recommend or purchase a company

product after being impacted or engaged by one of the social media platforms of the company. (Cicek, 2012)

According to Soren Gordhamer the social media is taking us to an era where businesses put an emphasis on transparency, engagement where the companies are moving away from the concept of “trying to sell” to “making connections” with their customers. There has been a change of the method of reaching the customers which has helped them to feel more comfortable doing business with the companies. Another change that has happened through social media is that companies have started to transfer campaigns from “*Large campaigns*” into “*Small acts*”. All the companies in general have begun to implement the act, but specifically the fashion industry has shifted from spending millions on expensive ad campaigns to them advertising on social media platforms where spreading the word of a great quality clothing or shoes can be shared within few minutes. (Gordhamer, 2009)

As any advertising channel, social media can hold a negative side. Hence social media channels and interaction with the customers enables them to share their opinion freely it can also promote negative publicity and advertising for the company if the consumer has experienced negative experience with the brand or a product. Furthermore as mentioned earlier, customer contact may have been more challenging for the companies in the past. However today platforms such as Instagram, Facebook, Twitter, Pinterest, Tumblr and feedback sites such as Get Satisfaction enables people to communicate more efficiently with the company and make the engagement easy and accessible. (Gordhamer, 2009)

2.2 Impact of social media advertising on fashion industry

Owner of the People’s Revolution and executive producer of reality TV series on *Bravo Kell on Earth* states that the reason companies are making their self increasingly transparent is due to the fact that “*people want to feel connected*”. By letting public behind the fashion influencer they become increasingly engaged with the clothing brand itself. This has enabled companies to connect with hundreds of millions Facebook and Twitter users across the globe. The new engagement with the consumer ideology with brands such as Chanel or Victoria Secret (who holds 2,63 million fans on Facebook), are examples of how fashion brands are taking advantage of social media and effectively impacting on purchasing decisions, brand loyalty and awareness. This

in return gives the best possible opportunity for companies to achieve a wide customer and fan base that will remain loyal for the brand. (Prabhakar, 2010)

“Fast fashion” is concept that presents the various strategies that fashion companies use to describe the newest and latest trends in the fashion industry. Fashion industry is fast phased and quickly changing. It used to hold two cycles which were Spring/Summer and Autumn/Winter season. However as today leading fashion is retails and brands such as Zara, H&M and Top Shop have started to make a massive difference in “younger fashion market “and drastically changed it. This has resulted in shrinking design to retail cycle which can be as short as 4 weeks period of time that they sell certain collection or clothing line. (Britwistle& Brooce, 2014) This new trending has enabled retail stores such as H&M to have newest trends from the runway on their collections easily. In return social media has made following up the newest trends easier for the multinationals fashion retails that H&M is an example of.

In fashion industry it is essential for the company to be fast responding towards the newest trends.

Furthermore as world has become increasingly internationalised, the same has happened with the fashion industry, leading to a development where fashion retailers are also developing a trend communication networks. These networks are comprised as “cool spotters”. Who effectively are following closely fashion trends as well as underground and street fashion and how the trends develop. They furthermore collect digital images and video clips as new trend is entering the surface and then they effectively forward the information to their client’s design team in their home market. This type of observation has enabled fashion companies to be updated on the trends and customer wants in the fastest and most efficient way possible. Furthermore social media has enabled “cool spotters” as well as retails to do this even faster and efficient way, whilst revolutionizing the fashion industry and making it faster phased than ever before. (Britwistle& Brooce, 2014)

2.3 Consumer behaviour

Consumer behaviour is initially *“Study of the processes involved when individual or groups select, purchase, use or dispose of products, services, ideas or experiences to satisfy needs and desires.”* (Solomon, 2005)

Consumption is a complex process with two perspectives. One belongs to consumer and one for the Marketer. In the case of fashion industry the pre-purchase issue involves around deciding on how to make a purchasing decision and which information sources are needed to make one. The purchasing issue itself holds the experience factor and what the buying decision tells about the buyer itself. The post purchase issues evolve around whether the buying decision provided satisfaction and does the purchasing decision have environmental consequences or disposable problems. (Solomon, 2005)

When looking at Marketers, this case fashion retail marketing perspective the pre-purchase issue includes customers' attitude towards the products, how they prioritise their retail options and which factors they consider before buying fashion. Purchasing phase itself includes situation factors that the marketer must consider as well as does things such as display have an impact on the final purchase. Finally the post purchase issues determinate the consumer satisfaction rate and the likelihood of them to return to complete a repurchase. They also have to consider word of mouth and whether the buyer will share their experiences with others and how this will in a long-run impact on their brand image. This factor has also become bigger as social media is used effectively to promote people's personal experiences on products. (Solomon, 2005)

2.4 Defining Consumer

Marketers define a consumer based on different categories. This is the same way fashion retail works in order to target their audience. First group that holds a big difference is divided according to age. Different aged people have different needs and wants. As human begin to separate gender in young age, often products such as footwear, clothing and accessories are strongly targeted towards male or female customers.

Family structure can be also another way to divide and segment the customers for retail. Whether the customer is married or with a family this demographic feature can help to define the way the person spends his or her income. (Solomon, 2005) The expenditure of American family on cloths is 1700\$ or 3.5% of total income according to Bureau of Labour Statistics. For single unmarried women this figure can be much higher. (Johnson, 2015). Furthermore in 1930s average woman owned nine outfits; today the average woman has more than doubled up to 30 outfits. This shows clearly

a sign of the growing trend of status and increasing materialistic behaviour in the western society. (Johnson, 2015)

The discussion of status brings up another big divider of the buyers, which is social class and income. When people hold equal salaries and social position in a society, one can talk about belonging to the same social class. People with similar job, free time hobbies as well as similar income tend to have social life with people similar to their lifestyle. Wealth is essential aspect in marketer's eyes, due to the fact that higher income equals to higher purchasing power which in returns can create higher market potential. (Solomon, 2015)

When looking at other demographic factors influencing on the consumer division race and ethnicity have a large impact on the matter. As globalisation is surrounding us and world is increasingly multicultural it brings many opportunities in terms of specialized products to different ethnic groups. It furthermore has impact on one's thinking and identity that furthermore shapes their fashion and clothing preferences. (Solomon, 2005)

Geography can be closely related to the ethnicity and cultural factor but it is something that marketers can look at when deciding how to divide their consumers.

Lifestyle can also have a major influence on the division of consumers. Even though people in the same geographic or same geography may have very different way to value things and spend money. By carefully identifying peoples values, background, culture, geography, age, ethnicity as well as gender marketers can then segment the consumers into categories and find the best way to appeal to consumers in the most attractive and desirable way. (Solomon, 2005)

Consumption initially is a process which begins well before a product is bought. It starts far before that. Generally this can be recognized in four classes that are as follows.

- The development and Perception of a need and want
- Pre-purchase planning and decision making
- The purchase act itself
- Post-purchase behaviour

The latest point may result a repetition of the buying action after consumption of the cloth or an accessory. *"These states are the simplest form the social, psychological and business influences on consumer choice without unduly completing the process"*. (Brown & Goldsmith, 1998)

Initially person develops a need or wants for a product. In the case of fashion even though need for clothing is essential to certain extent, commonly the "want" to be updated with newest trends, occurs. Common way to promote consumers needs and wants are through advertising and promotion. As theory of consumer has limited knowledge of the product they commonly base their decisions on their beliefs and attitudes that can be based on informal exposure such as word of mouth. When approaching the purchasing decision the mind still decides that brand choice. In this point sales person or an advert can commonly influence on one's final decision. Furthermore the purchase act consists many factors and its overall very complex selection of several sub decisions that human mind undergoes. (Dave, 2016) The fashion brands as well as any other corporation brands survive due to this very fact. . People base their purchasing decision 95 % on emotions rather than pure facts. (Brown & Goldsmith, 1998)

According to Whang Min Sam especially when looking at the Prestige product consumption types consumers can be classified to eight types. The fantasy type, Self sufficient type, Noble type, Show-off type, daily –life type, Unconditional type, Self realization type and Avatar type. (Whang, 2016)

The self sufficient type buys according to their capabilities, Fantasy type is sensitive for trends, noble type makes purchases based on artistry and history of the product, Show off type uses the products as a tool to show off, Unconditional type has a mindset that anything expensive must be good while Self realization type focuses on the uniqueness of the product rather than the brand. Avatar type on the other hand is usually consumers with simple mind who aims to find their identity through prestige products. (Whang, 2016) Even though this consumer typing has been based on prestige buying behaviour it can be applied to everyday shoppers' life as well.

Other factors effecting on your consumer behaviour is values, It is possible to know what type of person is by looking at what they express in their values, what do they priorities are in life. (Whang, 2016)

2.5 Marketing and consumer analysing tools

Maslow's Hierarchy of Needs

The idea behind Maslow's Hierarchy of needs is the understanding of human needs and what motivates them. In the hierarchy of needs there are five motivational needs

in levels and you cannot achieve or reach a second need without fulfilling the latter one first.

Physiological needs

The foundation of the needs pyramid is physiological needs that include basic needs that one requires in order to survive. This includes things such as air, food, sleep, shelter and water.

Safety

The next level of the pyramid of needs includes things that make human feel safe. These things include security, order, stability in life and overall freedom of fear.

Social needs

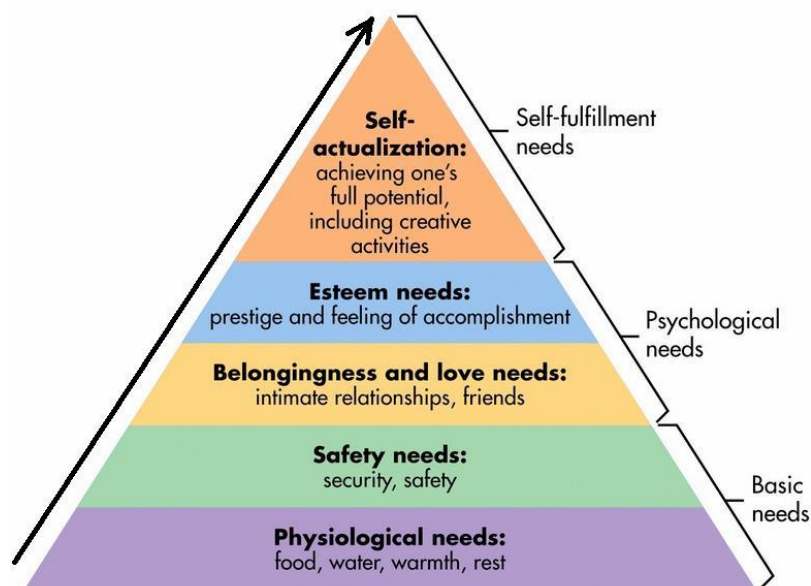
The middle latter in the Maslow's hierarchy of needs is called love and belonging needs. These needs can be from friends, intimacy affection and love to family and personal relationships. It includes human's social network and support of surroundings. The needs in the third part of the pyramid are less vital than the first two bottom ones.

Esteem needs

Is close to the top of the pyramid and includes achievement or independence of a person, their status, self respect as well respect for other people. It also includes personal merit.

Self actualisation

The last level of hierarchy of needs can be only achieved when all the latter levels have been already fulfilled. The top level includes realizing personal full potential and self fulfilment as well as seeking your own personal inner growth and expanding one's experiences and creativeness. (Martin, 2007)



(Online) available at: <http://studiousguy.com/maslows-hierarchy-of-needs/>

Table 1.a) Illustration of Maslow's hierarchy of needs.

This marketing tool is used with marketers to help to persuade a consumer or client to purchase a product or service that a company may be offering and selling. The most efficient way to appeal to one is to appeal to their needs. Depending on the company and the products or services they offer they can then define the level of need their product is aiming to satisfy and use this psychological approach to market their products for the customer. When applying this theory for marketing practices when the level of hierarchy is in fourth or fifth level as the case is most commonly in fashion industry, the consumers end up being driven to realize their full potential and enhance their identity throughout purchasing things such as high quality clothing or with a Prada bag. This creates a sense of prestige as well that promotes the self actualization level. Even clothing companies that are not recognized as high quality and high status labels can use effectively this theory as they can also appeal to human's basic needs as keeping warm during winter time. Whichever the basic need is the principles of basic consumer behaviour remains. The best way to appeal to human is to appeal towards their needs in meaningful and relevant manner. (Thompson, 2017)

Furthermore after Maslow developed the Hierarchy of needs marketers adapted this work to consumers in order to better understand what drives their purchasing and buying process and decisions. The top of the hierarchy presents the ultimate realisation, beauty and achieving self fulfilment. As well as ego needs that fashion initially aims to satisfy. This has a direct link to income and wealth as well, assuming

that first the latter psychological and safety needs must be satisfied before one can start to aim towards ego needs and self actualisation. (Solomon, 2005)

Hofstede's cultural dimensions theory and consumer behaviour

The theory is based on values that are divided into six cultural dimensions. The theory was founded by Geert Hofstede's who was a Dutch psychologist and anthropologist. The theory provides a systematic framework to analyse and map the differences between cultures and nations.

These six cultural dimensions include:

Power-Distance index

This dimension includes power and equality in an organization, institution or in a group. Example of such could be family and it furthermore allocates how members of an organization or institution accept the unequally divided power. It is important to note that rather than measuring the amount of power distributed to a member the power distance index maps rather how the people feel about the distribution of power. Low power distance score indicates that culture expects and accepts the power relations and member are viewed as equals, whereas high power distance score indicates that less powerful member of the society accept their place and realize the existence of formal hierarchical positions. (News telelangue, 2017)

Individualism vs. Collectivism

This is related to level of integration of individuals into primary groups. This does not refer to an individual but rather to a group. Cultures that are individualistic place importance on achieving and appreciating personal goals. In society this is considered to be collective individual opinion does not matter as much as group's opinion and overall group well being is valued over individual's well being.

Uncertainty-Avoidance index:

This aspect states the degree "which individual are integrated into groups". This dimension is used to measure the way society is dealing with the unknown and stress when a change takes place. Cultures with low index are open to change and have few rules and laws and they have more loose guidelines approach whereas countries and cultures with high index are much less tolerant to change and aim to minimize stress of change with strict laws and regulations. However it is important to note that there is issues when measuring the level as societies with wide variety of individuals hold commonly average results and hold less collective values. (Hofstede et al.2017)

Masculinity vs. Femininity

This dimension is concerning the distribution of emotional roles between genders and it measures levels of culture places on masculine values like ambition, power and materialism as well as feminine values such as emphasis on relationships. Cultures holding masculine values are commonly more competitive and ambitious countries that have larger differences between women and men's role and status in the society. Countries scoring low in the scale have higher focus on relationship building and hold only minor differences between genders in the society. (Hofstede et al.2017)

Long-term orientation vs. Short-term Orientation

The dimensions state the time horizon of a society where the short-term orientated cultures value traditional methods and take time when building relationships. They view time as circular and they have mentality of "*what cannot be done today can be done tomorrow*". (World Speaking, 2017)

The long-term orientated are the exact opposite and focus on the future instead of present and past. They are goal orientated society with emphasis on valuing relationship building. (World Speaking, 2017)

Indulgence vs. Restraint

The last dimension states the culture's ability to fulfil the immediate needs and personal desires of its members. Those cultures with restrain have strict social rules and norms drivers of satisfaction are under strict regulations and rather discouraged than promoted.

This theory can be used to help map different cultures and to provide better guide to decision making and to target the consumers in different cultures more effectively. (Hofstede et al.2017)

High vs. Low involvement purchasing

When purchasing a product person can hold a high or low involvement towards the purchasing action. Product involvement refers the level of interest that customer holds towards the good or service. The involvement factors that can have an impact on the involvement is defined as a risk. If one considers that there might be negative results in the end of the purchase they may use lot of time to make the purchasing decision. It is important to note that this type of involvement does not necessarily mean that the

purchasing decision is dangerous. Furthermore when the product pricing is higher, the involvement of the buyer is greater. As fashion items and clothing is towards the high involvement scale people have tendency to consider the purchase harder. Example of such can be comparison between when purchasing running shoes versus when purchasing short life-cycle product as package of cereal. (Solomon, 2005). Price of the product is reflecting the value proposition of the brand and consumer tend to value the price and product then against other cloths or fashion items that consumer considers being comparable to their potential option. Furthermore the prices defined are based on range of norms that off the hands of the fashion brand but are furthermore controlled by the customer's attitude and expectation. (Carroll, 2012)

The closer the customer can be tied to the product itself the higher involvement marketers in fashion retail can create.

Furthermore there are five different types of risks in involvement of purchasing decision. Brand loyalty that is one of the biggest drivers in fashion industry.(Batty& McCarthy,2009) Thus repurchasing behaviour normally reflects a conscious choice and brand loyalty. This in return reflects positive attitude towards the brand and product and this is one of the reasons company's aim in order to create good word of mouth and brand loyal customers. Other factors include subjective factor that refers to social embarrassment, objective (physical danger).

Monetary risk is risk that consists money and property. Function risk is consumer doubting that the clothing or fashion item will not meet their need and lastly the logical risk includes affiliations and status. Those people with little confidence and attractiveness to peers are very sensitive and may cause a sense of a risk that will in return impact on the involvement. (Solomon, 2005)

2.6 Fashion industry advertising

Initially when targeting costumers the marketing mix is the efficient way of doing do. This marketing strategy can help them to target their audience in the best way. The strategy holds 4 factors called, 4P's. Price, product, place and promotion. Commonly the company decides the best and most efficient marketing way through these four methods.

Price responses to the question what is the price charged of the product or service, product refers to the good or service itself, place indicates where the service is

provided or the good is sold and promotion that the main focus is on, is brought to consumers knowledge. (Whang, 2016)

When looking at the first component price, it is essentially defined by the brand position on the market. After the pricing is decided on the product the wholesale price is defined the fashion brands normally work backwards to define how much the costing and material for their clothing or fashion items will be. Luxury brands and high quality fashion retailers with great reputation tend to have economies of scale that enables them to push the prices down by 10-15% . The issue for launching brands when using 4Ps of marketing is that they have initially zero pricing power as they do not have the knowledge of how their customers will value their products. (Carol, 2012)

2.7 Conclusion of current state of literature

There is wide range of literature and research on social media marketing and advertising in general. It is widely discussed, researched and analysed topic. Even when limiting the research on specific industry, as in this case to Fashion industry, one can find notable amount of secondary data on the topic. However when researching and finding already existing data and information on analysing how much or to what extent the usage of social media adverts actually impact on purchasing decision and fashion brands sales results is much harder to evaluate. It depends greatly on variety of different factors including nation, cultural dimension, ethnicity, purchasing factor, background and social status. (Hofstede et al.2017)

Even though there are some methods available, it is hard to provide exact figures that would specifically determine the profitability of a certain amount of usage of social media adverts. (Carroll, 2012)

3.0 Research Method

3.1 Methodology

Primary data

Primary data does not exist unless it has created by using techniques such as interviews questionnaires, surveys or other type of observation. In this research a questionnaire is conducted in order to explore the extent people are affected by social media advertising.

I furthermore conducted a questionnaire that the results generated quantitative data. The questionnaire conducted included demographics to map the consumer type and furthermore the questions about social media and consumer behaviour were measured in scale 1-5. Thus one is able to analyse the results in the terms of percentages. However it is important to note that the objective and research question is very subjective. The questionnaire conducted is quantitative and included 60 people. The questionnaire's results were put into tables and further analyse to create better understanding of consumer behaviour. The questionnaire was conducted during few days in social media platform (FB).

Thus in this primary research were data was collected with the basis of random sampling. Questionnaire is a formalised framework which consist questions and scaling that is aiming to generate primary data, thus data that does not exist beforehand. (Crowther & Lancaster, 2008)

Secondary data

There is relatively wide scale of information existing on the subjects of fashion advertising and marketing. There is wide variety of books and researches made on consumer behaviour and consumer purchasing making that will be discussed. This data discovered will be then used in the analysing part to support the primary data or debate the primary data, depending on the results.

Furthermore in the literature review includes several marketing analysis methods and tools that will support the final analysis and conclusion. Even though the secondary data collected previously by someone else has been used for different purpose at the time, it still provides help to identify problems or set objectives, enhance and develop

approach to a problem, to come up with an efficient research question and especially in this research it will help to interpret the primary data from the questionnaire. (Crowther & Lancaster, 2008)

Maslow's hierarchy of needs

This methodology is used to analyse human's needs and wants and on what basis people base on their needs and wants. This goes down to basic human psychology and how marketers use this tool to determine human needs and wants. (Solomon, 2015)

Hofstede's cultural dimensions

This theory used to analyse how culture and different dimensions can impact on person's values and views, femininity, masculinity, individuality and personality and their views and beliefs and how this in return has impact on buying behaviour. This method and findings can be further analyzed in order determine whether advertising has impact on these aspects of human mind and decision making. (Hofstede et al. 2017)

Marketing Mix

Furthermore marketing 4 Ps are used to determine how fashion industry uses products, pricing, promotion through social media as well as place to achieve the customers attention and promote their interests towards their products and use social media in a firm benefiting way. (Carol, 2012)

3.2 Data analysis

In this research the question includes "to what extent", thus making the question very relative. Analysis aims to widen generalizations and theories based on observed cases, known as bottom up approach. The connection of social media and consumer behaviour is made and hypotheses are created and analysed and finally approach to general conclusions and theories are made. This method is more open-ended and exploratory. However as social science is complex subject as are humans there is element of Deductive reasoning and research in the analysis as well." *Furthermore norm of logical reasoning provides a two-way bridge between theory and research.*" (Crossman, 2017)

The data includes demographics that give information on the respondents' background, culture, age, gender as well as occupation that indicates partly their social status. The

second part consists a combination of scale and multiple choice questions. The scale used is from 1-5. The questions are related to people's purchasing preferences, which factors they include and consider when purchasing fashion clothing or items. The set of question also includes questioning whether people acknowledge and let social media have a purposeful impact on their consumer behaviour.

When looking the questionnaires the results are put together to represent group of consumers behaviour patterns in order to create larger patterns that one can further analyse.

The data analysis will furthermore include distribution of results as well as contrasting how social media advertising (independent variable) affects on consumers (dependent) variable. Each answer will be analysed and data will be checked to ensure that the presentation is done properly and to detailed extent.

The Data including the demographics will be illustrated in tables, as a form of a histogram or pie chart, depending on the question and result received. . (Crowther &Lancaster, 2008)

Reliability and validity. Aspect will evaluate the data and results as how accurate they are and how reliable the questionnaire results, data analysis and diagrams are. Furthermore any possible limitations as well as possible inaccuracies will be noted and acknowledged.

3.3 Choosing sample

Quantitate research to gain primary data was chosen to gain knowledge whether social media usage actually has concrete impact on one's purchasing decision. The research uses random sampling and and the results are used to determine to what extent the purchasing decision is affected by the usage of social media as a advertisement platform for clothing and accessory brands.

3.4 Questionnaire

The questionnaire conducted has been completed via usage of a social media Platform (Facebook) It has been made in the form of an internet questionnaire and as a end result 60 people replied to the questionnaire. The results were furthermore put into an excel sheet, analysed and made in a form of a pie charts and appropriate diagrams. The results are shown before in tables to illustrate the demographics of the respondents as well as their social media usage patterns and habits. Some of variables have been contrasted to see whether two sets of different variables are positively

correlated. The findings of the questionnaire as well as analysing made are then discussed and in the end other suggested to support the secondary data and used the determine to what extent social media impacts on consumer purchasing behaviour.(Appendix 1)

4. 0 Results analysis and discussion

The Results analysis and discussion in this chapter analyses the data, which was collected from the questionnaire conducted. This is done in order to determine whether social media has an impact on consumer behaviour when purchasing fashion clothing or items. The data was collected, analysed and put to diagrams to furthermore understand how the social media advertising reflects on consumer purchasing patterns. The results are illustrated in tables and combined and further analysed with usage of methods discussed in literature and methodology chapters. A data has been simplified to groups in order to draw clearer conclusion.

4.1 Geographic's and consumer purchasing behaviour

Gender

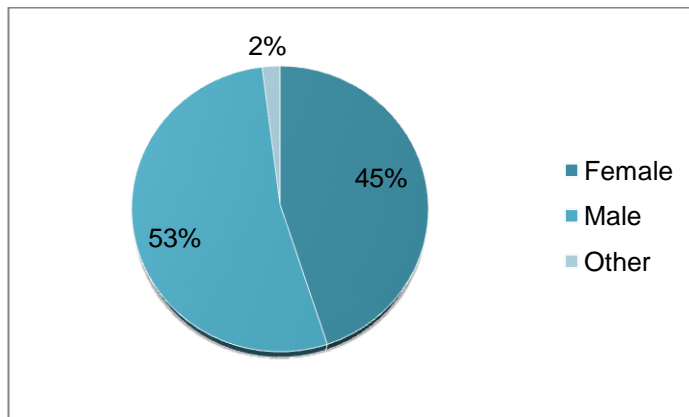


Table a) Geogrpahics Gender, Appendix 1

The questionnaire conducted was done via social media platform Facebook. Random sampling was used but a question about one's demographics was made to map the target audience. The questionnaire was completed by 60 individuals. The respondents were 53% male and 45 % female and 2 % other, indicating quite equal distribution of gender. The respondents were 67% from European and 5 % American, indicating that the questionnaire focuses greatly on the Western society and their purchasing

behaviour and patterns. From a reason or another 15 % (9 respondents) out of 60 respondents did not want to tell their ethnicity.(Appendix 1).

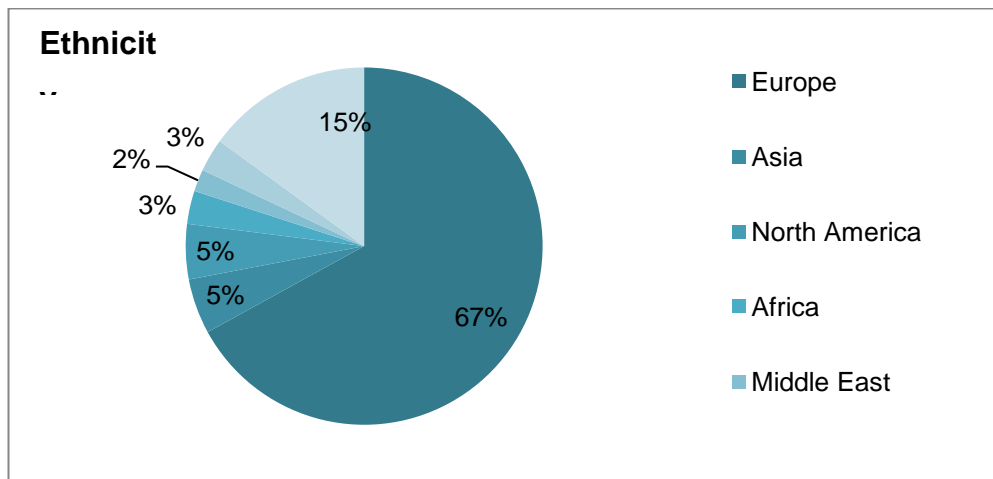


Table b) Geographics, Appendix 1.

The respondents were 67% from European and 5 % American, indicating that the questionnaire focuses greatly on the Western society and their purchasing behaviour and patterns. From a reason or another 15 % (9 respondents) out of 60 respondents did not want to tell their ethnicity.

As the questionnaire was conducted via Facebook electric Google doc. Form great proportion of the respondents was in the age range from 18-30. Over half of the respondents (55%) were 21-30 years old and 26% were from 18 to 21 year olds. 10 % were between ages of 31-40 years and only 4 other respondents were less than 18 years or more than 40 years old. The data showed also that 70% of the people were students and 25,3 % were working professionals and 6,7 % were self employed. As there was zero people informing to be a homemaker this can have a relative impact on the consumer behaviour results. (Appendix 1)

4.2 Social Media platforms and fashion purchasing

3. "Which Social media platforms do you use?"

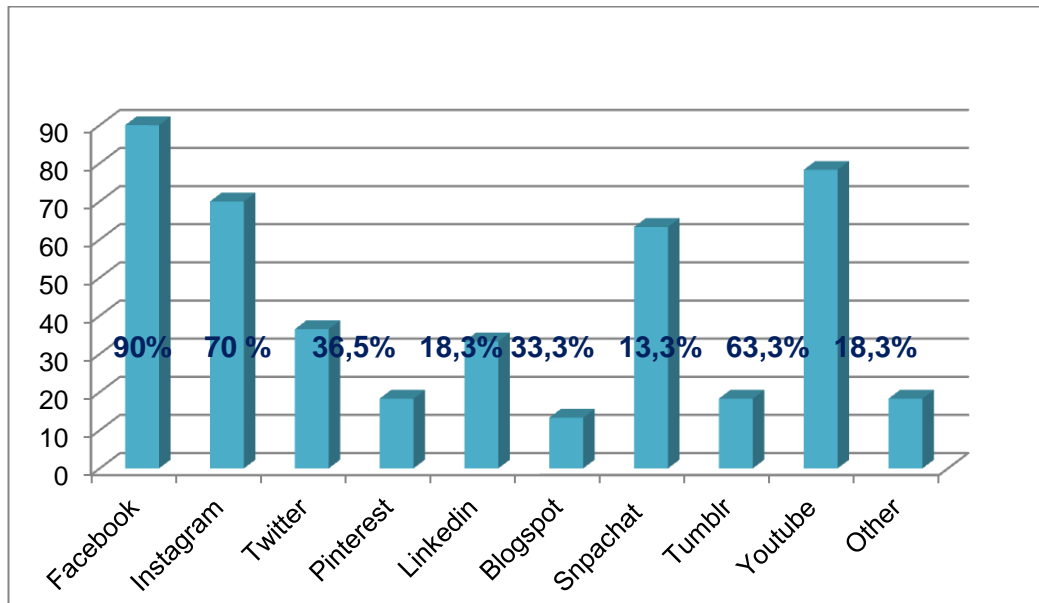


Table 3. Appendix.1

The second part of the data illustrates the respondents' social media usage and more specifically aiming to map which platforms they use and how they use each platform. As one can note on the table 3 illustrates the division of social media platform usage with percentage out of the 60 respondents. 54 people out of 60 used Facebook and also every three out of four people use Instagram or Youtube. Furthermore Snapchat was used over half of the respondents. However there was a relatively much less people using BlogSpot, Pinterest and Tumblr which are in general very fashion related social media platforms. Almost every fifth person used another social media platform on regular basis. (Appendix 1)

4. "Which platforms do you use to follow the newest fashion trends?"

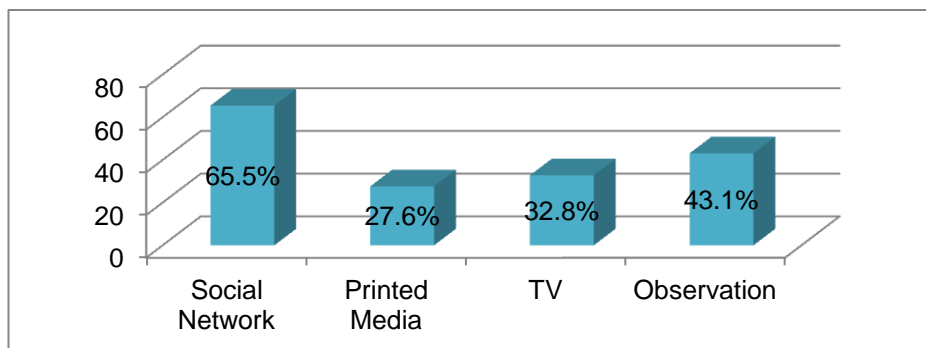


Table.4. Appendix.1

Furthermore the respondents were asked that what type of social media platforms they use to follow fashion trends. Almost two out of three people use social network. It was the most popular method for following trends. This furthermore indicates how fashion brands have increased their involvement in several social networks that reflects also in other aspects of the data. TV was used by every third person as a way to keep up with trends. 43,1% observed on daily life basis new trends and only 27,7 %, 16 people used Printed media such as magazines as a source of following fashion and collections. (Appendix 1) As observation was the second highest link this confirms how the fashion industry has acknowledged people’s adaptation towards trends and made their “cool spotter” to ensure that they potential customers needs and wants are fulfilled. (Britwistle&Beooce, 2014)

5. ” Which factors do you consider when purchasing Fashion clothing or items?”

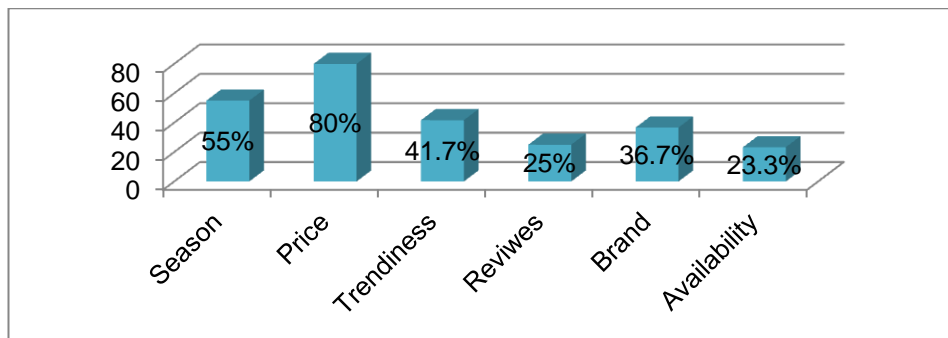


Table.5. Appendix 1

Table 5 shows what factors does the consumer consider when purchasing clothing, shoes or accessories. As 70 % of the respondents were student the first factor that people consider purchasing is the price of the product, that 4/5 respondents thought about. This furthermore reflects to the social status factor as well as purchasing power that is commonly low with a full time student. (Connington, 2015) Furthermore 2 people out of 60 choose not to answer this question. (Appendix 1)

Other factors were practicality such as season. When looking at Maslow’s hierarchy of needs one can note the connection with necessities and season. During winter time winter wear becomes need rather than a want indicating that European countries this factor is part of one of Maslow’s hierarchy of needs lower levels that must be met before focusing of self fulfilment level. Third and fourth largest factors included trendiness, 41, 7% and brand 36, 7% that indicated strongly towards Esteem needs as well as towards self actualisation. (Solomon, 2015) Another important issue to note is that the High vs. Low intensity factor seems to be present as

price can be seen as a risk that makes the consumers to think longer and harder their purchasing decision. (Carrol, 2012)

4.3 Social media advertisements impact on consumer behaviour

The third part of the questionnaire conducted was focused on consumer behaviour and purchasing fashion items and clothing. The respondents' answers were received in a form of a scale, where 1 is "Strongly disagree" and 5 "Strongly agree". (Appendix 3).

6. "I use social media a lot"

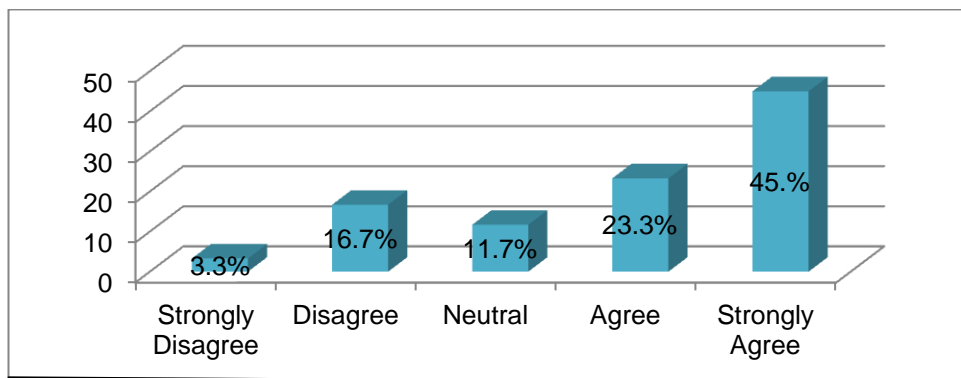


Table.6. Appendix 1

Table. 6. Shows that almost 70 % agrees with the statement and almost half of the respondents strongly agree to the statement. When considering the factor that about 82% of the people answering the questions were between 18-30 years old, to the younger generation's increasing social media usage the result is hardly surprising. Only 3, 3 % strongly disagreed with the statement. This furthermore is an extremely strong indication on that social media enables fashion companies' easier access and reach to their customers and consumers via social media platforms. (Cicek, 2012)

7." I follow fashion brands on social network"

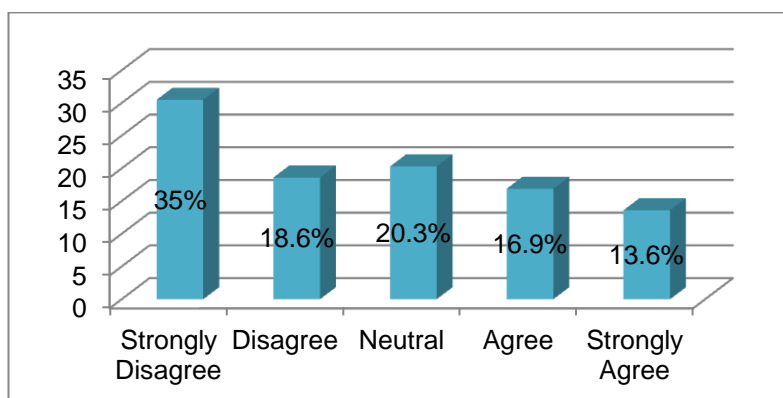


Table.7. Appendix 1

Table 7 gives one an indication that even though majority of the people use social media a lot, only third follows actively fashion brands on the network. Over half of the respondents disagreed with the statement and 20,3% remained neutral. However only 50 % disagreed with the statement indicating that at least half of the people hold brand loyalty which could refer to consumers' desire to certain status or lifestyle they aim to maintain or reach. This again can be drawn back to Hofstede's cultural dimension (Hofstede et al.2017) and furthermore back to the basic factors such as social class, which is one of the components that defines consumer behaviour. (Solomon, 2005)

8." I read and follow blogs on daily basis"

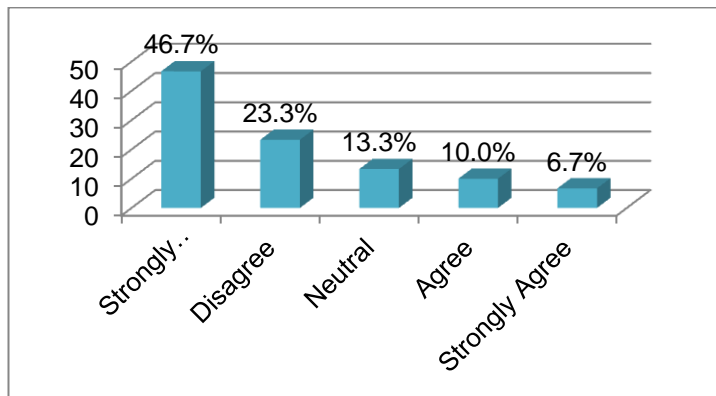


Table.8. Appendix 1

Another striking data analysis and discovery made included the amount of people who actively follow blogs. Only about third of the people told that they read blogs on daily basis and over half of disagreed with the statement. One possible reasoning for the results could be people who read blogs irregularly making them possibly not active readers but rather occasional readers and followers of blogs.

9." I often buy fashion items that I see on social media"

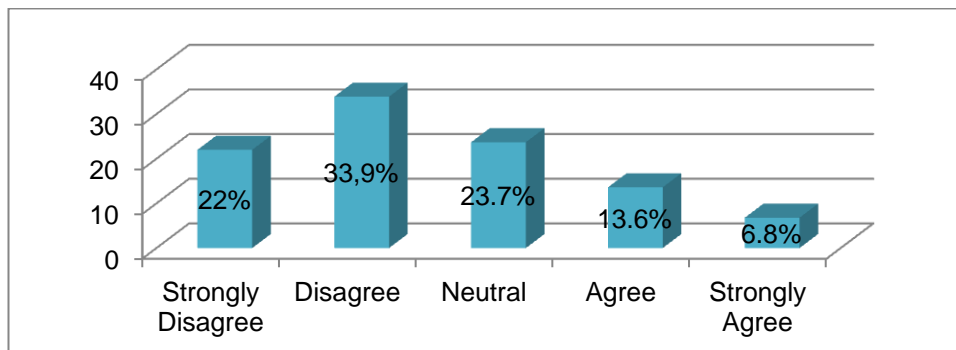


Table.9. Appendix 1

Even though social media advertising has exploded during the recent years (Gordhamer, 2009) and people may still become victims of 70 % discount on occasional basis, only about 20 % of the people answered that they buy fashion items that they see on social media adverts often. 23,7% of the people answered neutral, indicating that they are likely to purchase every once in a while but not on extremely regular basis.

10."Social media has a stronger impact and influence in fashion industry in comparison to other industries"

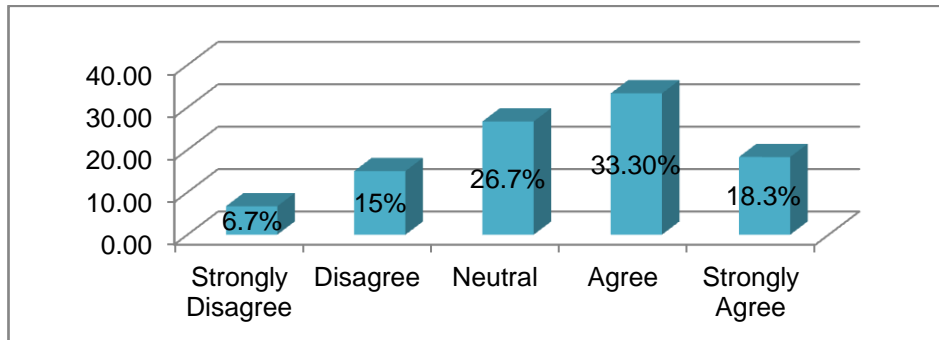


Table.10. Appendix 1.

In order to determine whether people believe that fashion industry has stronger impact in social media advertising in comparison to other industries the respondents were asked whether they believe that fashion related social media has stronger impact in fashion industry and 78.3% of the respondents agreed or where relatively neutral about the statement while over half of the people agree on this statement, indicating that in the western society people are increasingly aware of the power of the social network. Furthermore this statistic emphasises that social media is a key asset for fashion retails and as Katie Hopes article on BBC stated that *"the social media's impact on the industry is so significant that it is transforming the whole industry"*, appeals to be extremely accurate based on the primary data. (Hope, 2015)

11. "Reviews have an impact on my fashion purchasing decision"

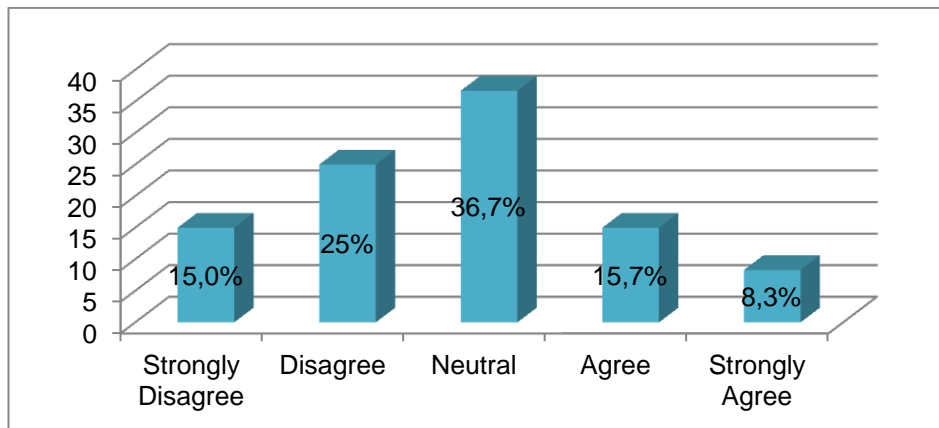


Table.11.Appendix 1.

Other people's opinion and experience on clothing or fashion items seem to have certain impact on purchasing decisions. Even though 40 % of the subjects disagreed to certain extent with the statement most of the people argued to be relatively neutral about the matter. However almost fourth of the respondents did agree that other people's opinion had an impact on their purchasing decision.

12. "Youtube videos and vloggers have an influence on my personal style"

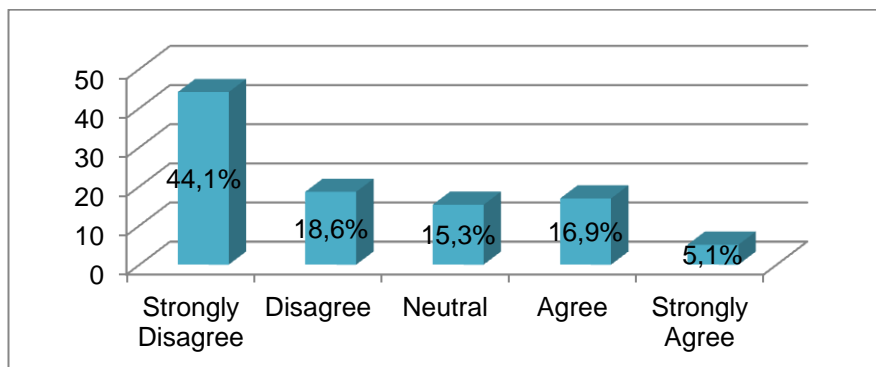


Table.12. Appendix 1

Part of a new direction of social media advertising includes Youtube and vloggers. However even though Youtube as a social media platform was used by 78,3% of the people only 22% agrees that they are influenced by the videos or vloggers on Youtube. Indicating that even though Youtube is widely used platform the modern bloggers "vloggers" do have influence only about fifth of the people according to the study.

13." My culture and background has an impact on my style"

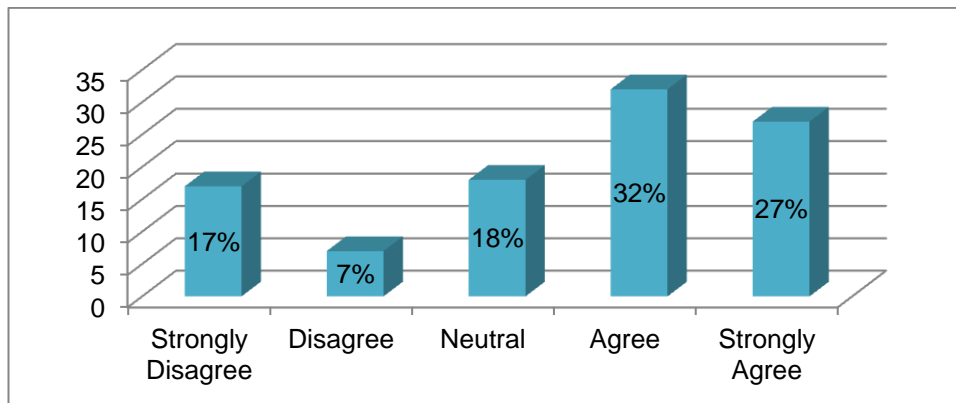


Table.13. Appendix 1

Cultural impact and background seem to hold strong influence on the respondents' sense of style and personal style. Only 24 % disagrees that culture would not impact on their personal style and over half of the respondent agreed that it has notable impact on how they appear. This factor is closely related to beliefs and one's personality. As the factor is furthermore mentioned in Hofstede's cultural dimensions theory, one can note the instant connection that where you come from and where you have been brought up has an instant impact on most of the people's way of dressing up. (Hofstede et al.2017)

4.5 Discussion.

When analysing the questionnaire results of consumer behaviour and patterns and how social media advertising impacts on their purchasing patterns as a solid figure is very hard to get and the entire topic is very relative. However based on the responses assumptions can be created and mapped whether the consumers are buying fashion items on daily basis based on the adverts and which factors have impact on their purchasing decision. A clear relationship with fashion advertisements, usage of social media and purchases based on social media advertising can be made. The usage of social media is very high and several platforms and networks are effectively to use to enhance purchasing towards fashion items. (Fashion united, 2017) Furthermore is evidence indicating that social media does have impact on trends and strong correlation with consumer opinion that fashion advertising in social media holds greater impact and influence in fashion industry over any other industries. (Appendix 1)

5.0 Conclusion and Discussion

To aim and initial objective for the research was to see how strongly social media advertising impacts on consumer buying decisions whilst strictly focusing on fashion industry, clothing and fashion items. The primary research showed that social media platforms such as: Facebook, Instagram, Youtube as well as Snapchat are used by majority of the respondents. Fashion industry furthermore holds greater impact in the terms on social media influence according to the consumers as the primary search strongly suggested. (Appendix 1) Results furthermore confirmed that other factors such as social factors, lifestyle, status, culture and background play remarkable role when human mind goes through the purchasing process. According to the research already the first stage of purchasing decision can be affected via social media when the development and perception of a need and want is developed. Furthermore the brand, desire for certain lifestyle, status or other social factors (Solomon,2005) can have influence in the first stage that leads to the pre-purchase planning and decision making. This is furthermore the stage that social media advertises as well as the fashion marketers and associates at the store give commonly the push to make the purchase. (Brown & Goldsmith, 1998)

The push is commonly done by using valuable factors such as culture that is very personal and powerful factor of personal style. (Appendix 1)

Furthermore Fashion related social media adverts seem to have an impact and even awaken a deep enough need and want for people purchase fashion items and clothing purely based on the adverts they see in social media platforms.

This research gives also indication of how effective different social media platforms are in the consumer perspective and furthermore enhances the importance of being present in social media in order to reach the customers and audience.(Appendix 1) One of the biggest discoveries and important fact to note is that consumers tend to consider that fashion industry holds stronger influence in social media than other industries. Thus indicating that social media must have a valuable impact on consumers and society via their online presence. (Appendix 1)This does not completely indicate dismissal of other advertising methodologies such as TV or magazines, but rather strengthen the argument that companies have started to transfer campaigns from " *Large campaigns*" into " *Small acts*". (Gordhamer, 2009)

Not only the consumers acknowledge the strong relations with new era of fashion advertisements via social media but furthermore the fashion industry as a marketer acknowledges their impact on consumer and has relatively lot to impact, especially if it

comes to the final stage of purchasing decision making. (Prabhakar, 2010) Furthermore as the respondents were mainly student and fashion purchases are high intensity buying consumers' purchasing power seems to have remarkable influence on fashion clothing purchasing.(Appendix 1)

Further research towards the human mind and how social media has impact on one's personality is recommended in order to see whether the industry could not only have power towards the buying behaviour but also further investigate to how much the social media impacts on people's views, personality and values. Due to the fact that the survey of fashion purchasing decisions and consumer behaviour was done in very general manner, using random sampling and relatively small sample of 60 people.

In addition my understanding of how advertisements have impact on people's buying behaviour and how the process of actually purchasing happens while which factors impact on this, I would recommend conducting another research on what type of advertisements appeal for the consumer and makes them appealing or actually purchase the products. This would deepen the understanding of what type of fashion advertising on social media is appealing and attractive and what appears irritating and useless for the consumer.

However it is extremely challenging to know exactly how much impact or for example profit social media advertising brings for big firms on early basis when looking at the profit for instance. Furthermore as social media advertising is part of marketing that is already relatively hard concept to analyse in terms of return and exact profit and impact figures. It also brings up the concept of intangible benefits that social media advertising may generate such as brand recognition, awareness and goodwill. Furthermore different individuals respond to advertising in different ways as no one is the same.

When considering the outcome and learning process gained from this particular research there can be observation made referring to the very large social media presence within 18-30 year olds student and how social media advertising and presence impacts on their fashion purchases.

Previous university studies help to conduct the analysis section which was conducted in the critical manner and by analysing the results and the topic enhanced my personal understanding and knowledge of how complex process purchasing decision for consumer is and how marketers use this knowledge as an advantage in their efforts to advertise fashion clothing and items. The industry is highly competitive and the research helped me to understand that the return from social media advertisements is hard to put on solid figures and is extremely relative. Page views, clicks or purchases

by using social media links can be an indicator, and the research has made me realize how fast, effective and profitable with massive benefits social media advertising in fashion industry can be. When discussing the benefits that advertising provides for fashion industry in terms of speed, quick response, expansion, customer engagement, feedback and awareness is enormous.

In conclusion the research conducted to analyse how strongly fashion advertising on social media platforms impacts on buyers purchasing behaviour was found to be quite extensively significant. The strong presence of consumers and customers on social media enables fashion industry to reach out their potential customers and consumers in effective and fast manner resulting in participating in consumers' different purchasing decision phases while shaping consumer's self esteem and self fulfilment needs via different consumer decision making factors. By impacting on culture, beliefs, values or brand image fashion industry does have impact on consumer buying behaviour. However in order to create more specific and detailed analysis on what type of advertising on social media is the most appealing and whether the advertising has impact on other consumer behaviour components such as culture, social relations, status, values and beliefs need further study and investigation.

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Appendix 1

Questionnaire data.

Ethnicity	(total 60)	%
Europe	40	67%
Asia	3	5%
North America	3	5%
Africa	2	3%
Middle East	1	2%
India	2	3%
People who did not answer	9	15%

Gender		%
Female	27	45%
Male	32	53%
Other	1	2%

Occupation	total 60	100%
	n	%
Student	42	70
Working Professional	15	25.3
Homemaker	0	0
Self Employeed	3	6.7

Age	n	% of total
Less than 18	2	3%
18 -22	17	28%
22 -30	33	55%
31 -40	6	10%
Over 40	2	3%

4. Which social media platforms do you use?	n. (total 60)	%
Facebook	54	90,0%
Instagram	43	70,0%
Twitter	22	36,5%
Pinterest	11	18,3%
Linkedin	20	33,3%
Blogspot	8	13,3%

Snpachat	38	63,3%
Tumblr	11	18,3%
Youtube	47	78,3%
Other	11	18,3%

5. Which Social Media Platforms do you use to follow the newest fashion trends?	Number of answer out of 60	%
Social Network	38	65,5%
Printed Media	16	27,6%
TV	19	32,8%
Observation	25	43,1%

6. Which factors do you consider when buying clothing or accessories?			
	n. Total (60)	%	
Season	33	55,0	55
Price	48	80,0	80
Trendiness	25	41,7	41.7
Reviwes	15	25,0	25
Brand	22	36,7	36.7
Availability	14	23,3	23.3

7. " I use social media a lot"		(tot.60)	
	n.	%	
1 Strongly Disagree	2	3,3%	
2 Disagree	10	16,7%	
3 Neutral	7	11,7%	
4 Agree	14	23,3%	
5 Strongly Agree	27	45,0%	

8. I follow fashion brands on social network		n	%
1 Strongly Disagree		18	30,5%
2 Disagree		11	18,6%
3 Neutral		12	20,3%
4 Agree		10	16,9%
5 Strongly Agree		8	13,6%

9. I read and follow blogs on daily basis		n.	%
1 Strongly Disagree		28	46,7%
2 Disagree		14	23,3%
3 Neutral		8	13,3%

4 Agree	6	10,0%
5 Strongly Agree	4	6,7%

10. I often buy fashion items that I see on social media "	n	%
1 Strongly Disagree	13	22,0%
2 Disagree	20	33,9%
3 Neutral	14	23,7%
4 Agree	8	13,6%
5 Strongly Agree	4	6,8%

11. "Social media has a stronger impact and influence in fashion industry in comparison to other industries"	n.	%
1 Strongly Disagree	4	6.70
2 Disagree	9	15.00
3 Neutral	16	26.70
4 Agree	20	33.30
5 Strongly Agree	11	18.30

12. "Reviews have an impact on my fashion purchasing decision"	n.	%
1 Strongly Disagree	9	15,0%
2 Disagree	15	25,0%
3 Neutral	22	36,7%
4 Agree	9	15,0%
5 Strongly Agree	5	8,3%

13. "Youtube videos and vloggers have an influence on my personal style"	n.	%
1 Strongly Disagree	26	44,1%
2 Disagree	11	18,6%
3 Neutral	9	15,3%
4 Agree	10	16,9%
5 Strongly Agree	3	5,1%

14. "My culture and background has an impact on my style"	n	%
1 Strongly Disagree	10	17%
2 Disagree	4	7%
3 Neutral	11	18%
4 Agree	19	32%
5 Strongly Agree	16	27%

Appendix 2

Questionnaire form

Ethnicity	(total 60)	%
Europe	40	67%
Asia	3	5%
North America	3	5%
Africa	2	3%
Middle East	1	2%
India	2	3%
People who did not answer	9	15%

Ethnicity	(total 60)	%
Europe	40	67%
Asia	3	5%
North America	3	5%
Africa	2	3%
Middle East	1	2%
India	2	3%
People who did not answer	9	15%

Occupation	total 60	100%
	n	%
Student	42	70
Working Professional	15	25.3
Homemaker	0	0
Self Employed	3	6.7

Age	n	% of total
Less than 18	2	3%
18 -22	17	28%
22 -30	33	55%
31 -40	6	10%
Over 40	2	3%

4. Which social media platforms do you use?		
	n. (total 60)	%
Facebook	54	90,0%
Instagram	43	70,0%
Twitter	22	36,5%
Pinterest	11	18,3%
Linkedin	20	33,3%
Blogspot	8	13,3%
Snpachat	38	63,3%
Tumblr	11	18,3%
Youtube	47	78,3%
Other	11	18,3%

5. Which Social Media Platforms do you use to follow the newest fashion trends?		Number of answer out of 60	%
Social Network		38	65,5%
Printed Media		16	27,6%
TV		19	32,8%
Observation		25	43,1%

6. Which factors do you consider when buying clothing or accessories?			
	n. Total (60)	%	
Season	33	55,0	55
Price	48	80,0	80
Trendiness	25	41,7	41.7
Reviwes	15	25,0	25
Brand	22	36,7	36.7
Availability	14	23,3	23.3

7. " I use social media a lot"		(tot.60)	
		n.	%
1	Strongly Disagree	2	3,3%
2	Disagree	10	16,7%
3	Neutral	7	11,7%
4	Agree	14	23,3%
5	Strongly Agree	27	45,0%

8. I follow fashion brands on social network		n	%
1	Strongly Disagree	18	30,5%
2	Disagree	11	18,6%
3	Neutral	12	20,3%
4	Agree	10	16,9%
5	Strongly Agree	8	13,6%

9. I read and follow blogs on daily basis		n.	%
1	Strongly Disagree	28	46,7%
2	Disagree	14	23,3%
3	Neutral	8	13,3%
4	Agree	6	10,0%
5	Strongly Agree	4	6,7%

10. I often buy fashion items that I see on social media "		n	%
1	Strongly Disagree	13	22,0%
2	Disagree	20	33,9%
3	Neutral	14	23,7%
4	Agree	8	13,6%
5	Strongly Agree	4	6,8%

11. "Social media has a stronger impact and influence in fashion industry in comparison to other industries"		n.	%
1	Strongly Disagree	4	6.70
2	Disagree	9	15.00
3	Neutral	16	26.70
4	Agree	20	33.30
5	Strongly Agree	11	18.30

12. "Reviews have an impact on my fashion purchasing decision"	
--	--

		n.	%
1	Strongly Disagree	9	15,0%
2	Disagree	15	25,0%
3	Neutral	22	36,7%
4	Agree	9	15,0%
5	Strongly Agree	5	8,3%

13. "Youtube videos and vloggers have an influence on my personal style"		n.	%
1	Strongly Disagree	26	44,1%
2	Disagree	11	18,6%
3	Neutral	9	15,3%
4	Agree	10	16,9%
5	Strongly Agree	3	5,1%

14. "My culture and background has an impact on my style"		n	%
1	Strongly Disagree	10	17%
2	Disagree	4	7%
3	Neutral	11	18%
4	Agree	19	32%
5	Strongly Agree	16	27%

Social media and fashion questionnaire.

This questionnaire focuses on social media and fashion purchasing habits and patterns.

Demographics

Description (optional)

What is your ethnicity ?

Short answer text

1. Gender ?

- Male
- Female
- Other

2. Age?

- Less than 18
- 18-21
- 22-30
- 31-40
- More than 40

3. Occupation?

- Student
- Working professional
- Homemaker
- Self Employed

4. Which social media platforms do you use?

- Facebook
 - Instagram
 - Twitter
 - Pinterest
 - Blogspot
 - Tumblr
 - LinkedIn
 - Snapchat
 - Youtube
 - Other
-

5. Which platforms do you use to follow the newest fashion trends?

- Social networking sites
- Printed media
- TV
- Observation

6. Which factors do you consider when buying clothing or accessories ?

- Season
- Price
- Trendiness
- Reviews
- Brand
- Availability

Please state the extent of your agreement with each of the following statements by ticking the circle for the number that most represents your opinion.

Scaling: 1. Strongly Disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree

7. "I use social media a lot"

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

8. "I follow fashion brands on social network"

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

9. "I read and follow blogs on daily basis"

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

10. "I often buy fashion items that I see on social media "

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

11. "Social media has a stronger impact and influence in fashion industry in comparison to other industries"

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

12. "Reviews have an impact on my fashion purchasing decision"

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

13. "Youtube videos and vloggers have an influence on my personal style"

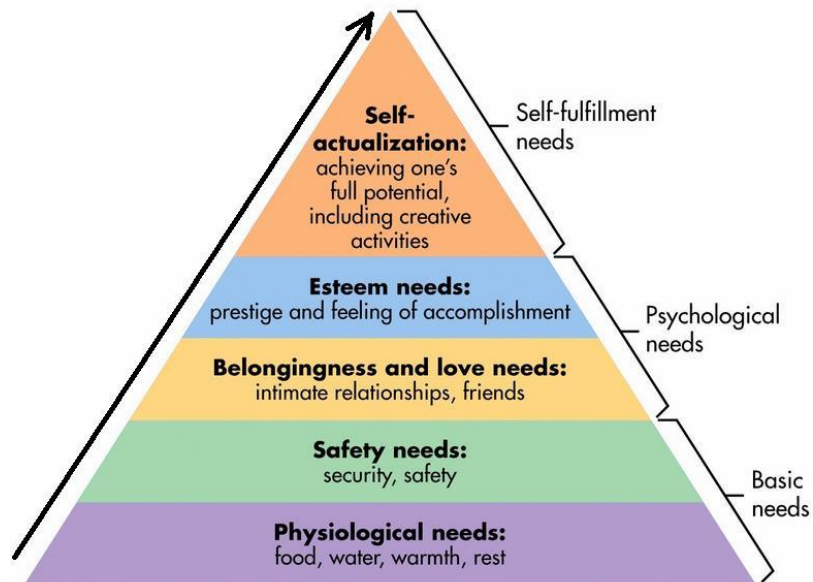
	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

14. "My culture and background has an impact on my style"

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

Appendix 3.

Maslow hierarchy of needs.



(Online) available at: <http://studiousguy.com/maslows-hierarchy-of-needs/> (Accessed 8 ay 2017)

