



# **The Impact of Digital Marketing and Communication for Fashion Products on Francophone Consumer Behavior**

**Survey Among Franco-Phone Population**

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**Abstract**

Today the digital side has taken a prominent place in our society. Lots of companies developed their own digital platform to sell their products and services while extensively communicating about them. The purpose of this study is to find out how digital marketing and communication, related to fashion products, impact the Francophone consumer's behavior. A survey is the selected research instrument that was made available to a sample of consumers. This investigation is based on quantitative data. The selected research approach is inductive with a cross-sectional collection of data. The results of this empirical study reveal that the digital marketing and communication impact the Francophone consumers in many ways and more specifically the young generation through social media. For example, the author notices that 25% of the Gen-Z spend between 4 and 6 hours of their time on social media while 9% of the Millennials spend between 4 and 6 hours. However, only 2% of the Gen-X spend between 1 and 3 hours on social media. The author can say that mostly of the respondent spent between 4 and 6 hours expect for the Gen-X which is more between 1-3 hours even if 1% of them spent between 4 and 6 hours. The conclusion of this study is that digital marketing and communication have many impacts on the Francophone consumers' behavior during the different stages of purchase an in the consumer decision. It can be positive or negative, but we need to have a qualitative questionnaire to know more about it.

**Keywords/tags (subjects)**

Digital marketing, communication, consumers, interaction, impact, social media, marketers

**Miscellaneous (Confidential information)**

For example, the confidentiality marking of the thesis appendix, see Project Reporting Instructions, section 4.1.2

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# 1 Introduction

## 1.1 Background, motivation, and purpose

Today the digital has taken a major place in our society. Lots of companies developed their own digital platform to sell their products and services; This phenomenon of digitalization has accelerated with the sanitary crisis. All the physical stores had to close due to the Covid-19 and with this situation and the governmental actions put in place, the consumer purchasing behavior had to change and the consumer started to find another alternative. The other alternative that the consumer found was the online shopping. It seems to be an interesting topic to observe and learn about because it has an impact on the daily life of consumers and in the companies which had to adopt a new strategy and some new alternative approaches.

The author is interested by the topic of Digital Marketing and Communication because it's a fascinating topic. This perception is due to the fact that in today's world, Marketing and communication are everywhere in our life. We saw with the Covid-19 that the digital took a significant place because it has given to the people an opportunity to remain connected with the outside world. The author would like to make a career in this field/discipline of Digital Marketing and Communication. This field seems to have a great future and tremendous opportunities. The author has already done an internship in two different businesses and saw how they apply Digital Marketing and Communication and now since the Covid crisis, the digital field is developing.

To be more precise the author has done an internship in the sector of e-commerce especially in the web marketing area. This internship allowed the author to be more aware about the digitalization of a brand. The second internship took place in a big organization, which during the covid began to launch a global marketing campaign, using a multiple channel with a specific strategy behind their message to their consumers. Also, the author's social media consumption is part of her main activities in her daily life. She understood that social media is part of a company's Digital Marketing and Communication strategy. So, the author thinks it's interesting to learn more about it.

The purpose of this study is to find out how digital marketing and communication of Fashion products impact Francophone consumers' behavior. For this, the author wants to study first about digital marketing with all his evolution and process. Following that, the communication which interact with the digital field in marketing. Then, at the end, a part to understand the consumer side.

## **1.2 Research objectives, questions, and approach**

As the author covered before, the digital marketing and communication are a fascinating topic since it's part of our life. Everywhere around us, we are faced to digital marketing and communication from brand through advertising, social media, email, promotion, etc. The digitalization changes our habits to purchase and to consume products. The objective of this research is to analyze this phenomenon and to know more about the impact on the consumer behavior and how it affects companies in their marketing and communication.

- **The research question and objective:**

- RQ1: How digital marketing and communication related to fashion products impact the Francophone consumers' behavior?
- RO1: To find out how digital marketing and communication related to fashion products impact the Franco-phone consumer behavior through survey in form of questionnaire.

For her research design the author chose to conduct realism research with a descripto-explanatory approach. The author selected a deductive approach. The research strategy is to collect data through a survey in form of a questionnaire based on existing theoretical framework.

The primary data are collected through a survey and analysis are made from digital marketing and communication content. In her data, there is only a quantitative data coming from the questionnaire.

The research data method is a mono-method because the author uses only quantitative data. The time horizon is cross-sectional cause the data is from certain period.

After the analysis of the data, the author presented ethical considerations from the data collection. The results from the analysis of this data allowed the author to answer to the research questions with the key findings from the data collected through the survey.

### **1.3 Thesis structure**

To meet these research objectives, this thesis is structured as follows: Firstly, the introduction which highlight the author's motivation for investigating this topic and presents the research objectives and questions that were tried to answer with this study. After this part, the literature review presents each concept studied in this research to give the reader a basis of knowledge. In this section, the concept of Digital Marketing, Communication, consumer behavior, companies' perception, and social media, etc are discussed. These concepts are the key elements to explain the result observed from the collecting and analyzing data.

After that, we have the methodology section which presents the research context and the research design used in this study in detail. We discuss about the type of philosophy, the approach used, the purpose and also the type of research method was used for data collection. We have also, in this part, the presentation of the primary data collected and used in the following results part of the survey. In this section we present the analysis of the quantitative data collected that we also used in the following results section. To finish this section, we present the ethical considerations.

Then the author analyzed the collected data and presented in the next section, the research results. After that, the next sections are a discussion about the limitations, reliability, and validity of the study. We also have a conclusion part with the key findings and the answers to the research question. As well as the potential recommendations for research could be conducted in the future.

## 2 Literature review

The literature review explained the study's main subject as well as a theoretical framework. For this, the author made several research on Google Scholar to find different theories. To find these theories, the author searched through key words as digital marketing and communication, thesis, consumers behaviors. The author search information through 10 different theses or reviews.

### 2.1 Digital Marketing and Communication

The author went through the thesis of Tran (2020) and found lots of things interesting about digital marketing and communication. So, to get the notion of digital marketing and communication, it is essential to go through the evolution of the Internet and digital technologies and understand the new tools of communication to see how it impact the consumers later. The following subparts describes how the evolution of the Internet influenced the marketing area and changed traditional marketing with the appearance of the concept of digital marketing and its impact on the communication. After this subpart, the author moves to the introduction of the main channels. Finally, the author introduced the digital marketing and communication's benefits but also their limitations.

To have a global point of view about the digital marketing and how communication is related to it the author needs to define it. From the point of view of Doyle (2019), the digital communication means that the companies or organizations are involved in the online communication and put some efforts on it. There are different online channels that companies can use, it can be their own websites, but it also can be mobile messages, blogs. Doyle also said that the main goal is to stay connected with their current or customers, they can also be the case with their employee and stakeholders by others online channels or the same ones for different reasons, with different messages.

Companies hire specialists of digital marketing who can help them to have through understanding of how to leverage the convergence of technology and messaging to their advantage. These people are involved in the process of creating online brand assets to be able to engage on/in a social media audience. The companies, now, have even created department with different specialists to be able to create more contents.

### 2.1.1 The evolution of digital marketing and communication

The evolution of digital marketing and communication need to be explained to understand where it come from and how this digital world have now taken a real place in our life at the personal, or work level. For this, it is necessary to go since the beginning of Internet.

Based on the thesis of Tran (2020), *“the Internet is defined as a global system that allows various networks of computers to interconnect by using the same ‘language’ called TCP/IP (Transmission Control Protocol/Internet protocol) “(p.7).*

To understand how the Internet evolution is huge, the author needs to go back to the 1970’s, during these years, the United States were the first country where Internet appeared, but it’s only in the early 1990’s in the same country, that Internet became a tool available for everyone. In 2020, an estimation shows that half of the world’s population, which means approximately 4.5 billion of people, have access to Internet (Dennis & Kahn, 2020; Tran, 2020, p. 7).

After that the author have observed that there is a lot of transformation who contribute to the evolution of Internet even if at the beginning there was only basic function before the emergence of Worldwide Web (WWW), commonly named Web in the 1990’s.

To better understand what the web is all about, Tran (2020) explained the different versions of web until the web version we know nowadays and the future ones. There are four versions of the web and the future last one:

- Web 1.0: Happened from the early 90s to 2000’s, it is the first version of the web. In this early version, the user was not able to interact in the same way that we do. They were only allowed to get information from. This era of the Internet was called “the Information Web”. At that time, this version was used by big companies who published corporate information’s, marketing plans, product catalogs, and make transactions with their customers (Tran, 2020, p. 9). Companies were not able to create their own website yet.

- Web 2.0: The evolution carried, and this version took place between 2000 and start of 2010. This version of the web was more focused on the connection and interaction between people across the world. It created web communities, web services, web applications, wikis, and the notorious social network platforms like Facebook, YouTube, various blogs and several other features (O'Reilly, 2005). With those innovation centered on the people and their social interaction, this era was surnamed "the social web" (Tran, 2020, p. 10). So, it means that people can begin to share to each other and can chat or comments on these social media or application.

- Web 3.0: The end of the first decade of the century was highlighted with the emergence of smartphones. Those small computers able to carry information in the palm of the hand. This opened a wide area of innovation in the internet world. The purpose during this period (2010 to 2020) was to connect people with their devices. Thanks to the information generated by the users and their behaviors, companies were able to design and manufacture products that suit this public (Benito-Osorio, 2013). This method created a powerful neuronal network and algorithm with processing and analyzing capabilities. For example, this concept reflects the different aimed ad that we receive on daily basis. This era of the Internet was also known as "the semantic web" (Tran, 2020, p. 10). This also created new jobs like for SEO (Search Engine Optimization) and SEA (Search Engine Advertising) which helps to better showcase your company or website on search engines.

- Web 4.0: Researchers showed that from now on till 2030, wireless communication will be the core value of this decade. The main goal is still to connect people. But with the innovation made with data analysis and new products, people were able to connect devices to each other. It created a new virtual world where each device can speak to each other to share information. The interaction between humans and machines is described as symbiotic (Tran, 2020, p. 10) because those two entities are interacting in a close physical association. That's why this era was called "the symbiotic web" An example can be made with the different virtual assistant like Alexa, Google assistant or Siri who helps to connect our voice and command to different device in our house.

- Web 5.0: This era of the web which is yet to become the new web is trying to add emotions in the virtual world. From the beginning, devices were able to communicate with humans and other machines without knowing their state of mind and feeling, (especially for the humans). For this instance, the web that we know is called “emotionally neutral”. However, with the recent development of Artificial Intelligence (technology that can learn and understand on its own) and creation of sensory and emotional version, the interaction between a human and a machine will become more natural and part of a daily habit. Although human emotions are difficult to map, technologies are already developed to measure their effects (Benito-Osorio, 2013, Hoai Thuong Tran, 2020, p. 10). Increasingly, people heard about future emotional intelligence that can be implemented in robot to replace humans, but it still need to be improved and seen if it is possible without treats for humans.

To conclude on the elements the author observes in Tran’s thesis (2020) that the Internet and Web evolution, is the consequence of the birth of those outstanding innovative technologies (as a 3<sup>rd</sup> industrial revolution) as the launch of the Web to the public in 1993, impacted the 21st century, becoming then the digital era due to the extension of digital media, mobile devices, and Internet resources. Even now computers and cell phones are everywhere and provide access to the Internet to a large part of human societies. Since this time, the digital revolution became global as being a huge part of the life of 59% of the world population. (p. 11)

This digital revolution also impacts the business orientation and especially, the marketing field which was also incredibly impacted by the evolutionary process of the Internet and digital technologies. Hoai Thuong Tran (2020) finds that thanks to this evolution and with the emergence of digital marketing, lots of opportunities are opened for marketers to interact with customers in another way that was never experienced before cause of the lack of possibilities. (p. 11)

Now that the author has exposed the development of the Internet and digital communication technologies, the next paragraphs is about the impact of this evolution on traditional marketing and how the digital marketing and communication appeared in the marketing field.

### 2.1.2 From traditional to digital marketing and communication

In this part, the author shows different theories that are necessary to know to learn how digital marketing and communication became the new tool of the marketers and how they came from the traditional marketing and communication to the digital marketing and communication.

First, based on the paper of De Vaus et al. (2002, p. 138), *“traditional marketing communication planning has focused on the marketers’ objectives of reaching relevant consumers”* (Stewart & Pavlou, 2002). The open question raised by Tore Strandvick is *“what reaching means when considering the empowered and active consumer.”* He said that: *“the key issue is the responsiveness of the consumer to marketing communication. The responsiveness depicts the consumer’s willingness to receive and respond to marketing communication and can be viewed as a function of the content and the context of the message. Any channel can and should be evaluated according to consumer responsiveness to understand communication effects and effectiveness.”*

The author thinks that from this theory, it is a challenge to get the attention of the consumer. In traditional marketing, marketers made offer to consumers based on the market, but they did not know how the consumer would response to their message about their product or service. To better understand this challenge, the author will go deeper on the origin of marketing to know how the digital marketing and communication has been developed to be adapted to the consumer, as the author speak about, in the second part.

According to Hoai Thuong Tran’s thesis (2020), Marketing existed for a long time. It may not be known as it is known now but one form or another, until the philosophy come out at the beginning of the 20th century. Behind the word "marketing" the concept is to make people interested by the products or services that your company's provide. In his thesis, Hoai Thuong Tran explained that since the printing press appeared in the mid-1400s, which revolutionized the ability to communicate on a mass scale. Marketers have always been looking at new ways to connect and interact with their consumers. Within the same decade, the first recorded print advertisement was also launched in the 1450s (Marketing Evolution, 2020, Tran, 2020, p. 12). He also mentions that after the print media usage was risen steeply during the time, more elaborated advertisements become to come out ranging from the magazines to direct mail which were introduced in 1742 and 1862.

The marketing field was crowned by print ads until the radio advertising appeared. The radio ads took over the print ads, but another new opportunity arrived in 1942 and it was the appearance of the Television ads. Thanks to the TV ads, new opportunities appeared for brand's marketers to reach consumers through this new growing media. (Tran, 2020, p. 12)

From this evolution in the marketing area, Tran (2020) notices one thing that emerges from the fact that the brands began spending a lot on mass communication to advertise their products. They became aware of the need to measure the effectiveness of their marketing ads and to better understand how to optimize them. (p. 12)

The author observed from Tran (2020) that it becomes more difficult for the marketers to manage the new channels that spreads into the marketing field, and at the same time, get the most favorable return on investment (ROI). The ROI is the fact that brands can spend the budget they have on advertising, in the best way, to have positive return on it. Before, the method was "spray and pray", however, it becomes obsolete, and they need to develop new strategies. It was until the appearance of "marketing mix", the first innovative marketing measurement which was invented in the 40's and become popular in 1964 with Neil Borden. The purpose was to align, at best, the two key elements, which are the product or service, to develop an effective marketing strategy. Then E. Mc Carthy combined these elements into four top-level categories called "4Ps" for product, promotion, place, and price.

So, the "Marketing mix 4 Ps" implies:

- to understand the request for the product.
- to approximate the price that consumers would accept to pay.
- to create promotions matching with what they are waiting for.
- to make consumers face those promotions to reach the goal: a successful marketing campaign. (Tran, 2020, p.14).

Tran (2020) adds that even if concept turned into 7Ps, 10Ps and many other concepts: the 4Ps approach remained the main marketing strategy until the digital area (p.13).

According to Tran (2020), the marketing was at a turning point when the cell phone appeared in 1972 and all the other technologies which followed. The marketers have seen a new opportunity when the first personal computers appeared in 1975 in the market. Since the digital revolution with the emergence of the World Wide Web, as seen before, the population are interconnected with each other thanks to those new technologies, that gives more opportunities for the marketers to develop their advertising (p.13). This interconnection between the population will be seen in the part 2.2.

Since Archie created the first search engine in the 90's, the notion of "digital marketing" make sense and become to take place in the marketing field as a new tool. Tran (2020) quote Chaffey (2018) who said that: "the component of marketing that utilizes digital technologies such as computers, mobile phones, and other digital media (any media that are encoded in machine-readable formats) to promote products and services and improve customer knowledge by matching their needs" (p.14).

In their daily life, the consumers use more their smartphones or personal computers. The author finds more about this phenomenon and explains in 2.2 part. There is also the fact that during the 2000's, new digital platforms appeared as YouTube, Facebook, and LinkedIn, etc.

Besides, Statista (2020) mentioned that the number of cell phone and Internet users in the 2010's increased and nowadays it still continues to grow. The fact that the consumers use more the new technologies that appeared during the years make the digital marketing come more important. Today 94% of the Facebook's revenue come from advertising, when it was only in 2012 that Facebook begins to use mobile ads. (Tran, 2020, p. 14)

From the traditional marketing to the digital marketing and communication, the author shows that digital marketing becomes a new tool that now the marketers must use in their daily work. The author moves on to the main channels of digital marketing and communication part that shows the different opportunities mentioned before that the marketers can have with digital marketing.

### 2.1.3 Main channels of digital marketing and communication

Digital marketing and communication are using different channels, and the author find through Tran's thesis (2020), these main channels. Marketers reach their consumers through these channels to interact with them and develop these tools to make their communication. The author will mention the main channels that companies use to communicate with their own consumers but also with new consumers they may want to target because of new opportunities in the market.

The first channel is via **email**, this strategy marketing refers to any messages sent by email to a prospective or existing customer. Its specific definition is that it is "a form of direct marketing which involves sending a commercial or fund-raising message to an audience, usually a group of people, by using emails" (Fariborzi and Zahedifard, 2012; Tran, 2020 p. 16). This strategy must satisfy three key objectives:

- to develop a long-lasting relationship between a brand and its customers such as to get gain a certain loyalty from them.
- to gain new customers or another purchase from the above current customers.
- to boost brand's notoriety by introducing these brand's own advertisements in emails received by other companies' customers.

The principal advantage of email marketing is the fact that brands can personalize their message to suit to different customers and deliver appropriate content and promotions according to their history. Nowadays, brands face a difficulty which is that the mail can become a junk mail cause of the mail filters so there is a chance that brands' emails will fail to get into the target customers' inboxes and sent to the junk folder (SPAM). The second point is even if customers have been successfully reached, there is no guarantee that the customers will open this message particularly among so many different ones received in daily basis. (Tran, 2020, p. 20)

The second channel is **display advertising** which is "a form of advertising on Internet websites, applications, or social media that conveys a commercial message through different formats such as banners, text, images, flash, video, and audio. The main purpose of display advertising is to support brand awareness and to increase the purchase intention of consumers "(Robinson, et al., 2007; Tran, 2020, p. 16).

Internet users are targeted with specific characteristics to boost the impact of the ads. Anonymous users are identified thanks to cookies which are the contributor to distinguish each device. Tran (2020) said that display ads can be personalized based on users' geography through IP addresses and GPS of mobile phones. The concept is that brands can buy space in a content page to promote their product or service. "Banners and buttons; pop-ups and pop-under; rich media; interstitial and superstitial" (Tran, 2020, p. 17) are the four main tools of display ads. The click rate (CR), in other words, refers to the percentage ratio between the number of impressions brought by an ad and the number of clicks on it, is the only measurement of the ability of display campaigns. (Tran, 2020, p. 17)

The third channel is **search engine marketing** (SEM) which is nowadays the most efficient method to increase the business and be more competitive. Tran (2020) defines the search engine marketing or SEM as "a form of Internet marketing that involves the promotion of websites by increasing their visibility in search engine results pages (SERPs)". ("Areas of Digital Marketing Specialization in 2022") Basically, they pay for the promotion, or they can do it by themselves.

First, advertisers invest on specific keywords that customers can use when they search information about a product and a service. If the advertisers invest in this specific word, it will give to the ad, the opportunity to appear in the first results of the web page. (p.17) They can also make search engine optimization (SEO) that means that they can use words in their ads that potentially a customers can enter to search information. If they optimize their ads with the right words, their ads will come in the first results of the web page. At the end, the marketers do not have to pay, they have a free spot thanks to an appropriate content.

The advantage with SEM and SEO is that marketers can be confident that their ads will reach the customers or potential customers. The two methods SEM and SEO can be combined to achieve an optimal result. It is a powerful method to create and drive the traffic to their website. (Tran, 2020, p. 17)

The fourth channel is **social media** that can be defined as “the utilization of social media platforms and websites to promote a product or service via the Internet” (Felix, et al., 2016; Tran, 2020, p. 19). There are four reasons for brands to spend their time to work on this new opportunity of digital marketing, according to Tran (2020):

- First, they can share content related to their products or their brand. This can help to improve their brand awareness to the audience that can be reach on social media. The brand awareness can be increase by social media thanks to the customer engagement that can be created via likes, comments, and share. (p.19)
- Secondly, social support connectivity and engagement via followers. Brands can develop a relationship with their customers. Where they can interact directly with each other and continue their interaction every day via posts, stories, etc. More and more, to keep their relationship with their customers alive, brands use the help of social media o respond (p. 19). For example, on Instagram, brands can create surveys, or ask the customers to have questions and answer moments via their Instagram story that all the community can view and know the information.
- The third one is to promote products on social media: it’s an effortless way for brands to boost their conversions rate and enhance sales because they are targeting an audience who is already following and engaging itself with the brand. According to Hoai Thuong Tran’s thesis (2020), in fact, “78% of consumers say that they will visit the physical store of a brand they follow, and 84% are more likely to buy from a brand they follow” (Sprout Social, 2019, p. 19).
- The last one is that social media allows brands to observe their competitors at various levels, the post they share, the number of followers, etc. They can also create false accounts to be able to follow other brands and see what they are doing. These observations give to the brand ideas about what is working or not working for their competitors and how to be able to change their own strategy to success. The brands know that the audience is not the same on each social media, so they need to adapt their contents. (Tran, 2020, p. 19)

The last channel is via **mobile** which represents an important opportunity for marketers and advertisers because the number of mobile owners has increased during these last years. According to Kaplan (2012), “mobile marketing can be any marketing activity conducted through a ubiquitous

network to which consumers are constantly connected through their personal mobile devices". It is considered as an appealing channel because it supports the communication between each person (Watson, et al., 2013; Tran, 2020, p. 20). It is rare that people do not have a mobile phone today, even now the cellphone is become smarter and smarter thanks to all the devices that it has.

Tran (2020) gives examples of marketing strategy via mobile from marketers. They can deliver personal content send via SMS and MMS, contest mobile, QR codes, applications mobile, etc. According to Statista (2020), there are over 3 billion smartphone users across the world today, and according to eMarketer, people spend 90 percent of their mobile time on using apps. One approach marketing has emerged, and quickly got popular: the branded mobile apps. Bellman et al. (2011) defines them as "software downloadable to a mobile device which prominently displays a brand identity, often via the name of the app and the appearance of a brand logo or icon, throughout the user experience". ("Targeting through smartphone application in off-line ...") The main purposes of these apps are to increase communication between brand and customers to support their relationships, and to increase product innovation including marketing research and sales volume (Zhao and Balague, 2015). The apps offer unique features as notifications, entertaining, easy user experience, detailed information, and fast market transaction. In fact, branded mobile apps generate a significant level of engagement from customers to the brand and more specifically for fashion brand (Tran, 2020, p. 20). The fashion adds features to facilitate the user experience, they can try via mobile the clothes, or have idea of how the size is on someone.

Now that the author has define the main channels that digital marketing and communication are brought to the marketers and advertisers, we can see their benefits and limits.

#### **2.1.4 Benefits and limitations of digital marketing and communication**

To finish the part on the digital marketing and communication, the author think that it is important to know the benefits and the limitations of the digital marketing and communication. Then, switch to the second part about the consumer behavior to see the impact of digital marketing and communication that companies have implemented.

## Benefits

Based on Nguyen's thesis (2017), the author observes the main benefits of digital communication:

- The first one is the **high interactivity**; the digital communication allows more interactivity than the traditional way of communication. As seen before, the digital marketing support the interaction and the interconnection between the consumers via different digital platforms such as YouTube, Facebook, etc. Even the companies have more direct interaction with the consumers by websites, social media, etc. The message from the brand to the consumers is easier to catch by the consumers, because thanks to the digital tools, brand can target and push the good message to the right consumers. These kind of communication support the relationship and loyalty of the consumers. (Nguyen, 2017, p. 15).

- The second one is the **personalization**; it means that the message that is communicated to the consumers is directly addressed to them. For example, brand send an email with a personalized message by using the name of the consumer to address him a message. This element offers the possibility to stimulate the sales or even to improve the reputation of the brand with the effort of the marketers. (Nguyen, 2017, p. 17)

- The third one is the **speed**; with the technology era, all the messages come quickly to consumers. For example, companies can determine the customers' problems and get solutions in a brief time to avoid the consequences that can affect the brand reputation. The author notices also that sometimes a tweet from an influencer about a brand can affect the brand reputation, and in a day the sales can decrease or in the other hand, can increase. Companies need to be careful to the way that they share on social media because it can affect their reputation in few hours. Another benefits from this communication by technologies is that it has increased the work productivity. (Nguyen, 2017, p. 18)

- The fourth one is the **mobility**; the digital communication allows to be everywhere and to establish the relationships with customers and to keep it. This kind of communication allows to elaborate

new strategies. Since the appearance of the mobile phone, there are different opportunities to establish a communication, for example applications, etc. From Qualman (2015), today more people have a mobile phone than teeth brush. (Nguyen, 2017, p. 19)

- The last one is the cost-efficiency; the transmission of messages in digital form can target more people and cost less than traditional communication. The fact that companies must pay for a spot to reach more customers via traditional channels, cost more than pay for communication on Internet, that can sometimes do it by themselves, on their websites or on social media, etc. ((Nguyen, 2017, p. 19).

However, according to Tran (2020), he explained that the advantages of digital marketing can be summarized by the “5S framework” introduced by Chaffey and Smith (2001). This framework determines the objectives to have the most effective digital marketing strategy for the brand and help to evaluate if the expected results are reached (p.22).

The first S is **Selling**, which means that the objective here is to increase the volume of sales and the digital marketing can help to reach this objective with less costs and is more effective and a better sales experience for the customers. (Tran, 2020, p. 22)

The second S is **Serving**; the digital channels facilitate the service in real time, the brand can always communicate with their customers to answer to their demands, to give them a support in case if they need help. Thanks to the feedbacks made by the customers, the service can be always improved to get the satisfaction of the customers. (Tran, 2020, p. 22)

The third S is **Speaking**; refers to the fact that digital communication is more direct and permit to engage and get the attention of the current or potential customers. To increase these two elements the brand awareness needs to be improved by having a relevant content. The brands can get the engagement of the customers more quickly thanks to social media, websites, etc. (Tran, 2020, p. 22)

The fourth S refers to **Saving**; digital marketing brings as many advantages for companies as customers in terms of costs and times thanks to the access to information, interactions. Nowadays, customers can just buy online every time they want, from everywhere and wait that it is delivered at

their home (Tran, 2020, p. 22). For the companies, allow to use less employees and operations as distribution. Today, more and more fashion websites offer product cheaper for the same quality that can disadvantage physical stores.

The last one S is **Sizzling**. It means that the brand can extend their presence online by offering promotions or unique experiences to the customers, with creation of community, contests, etc. This kind of activities allows the brand to get the attention of the customers and to make them loyal. The advantage is that allow to increase the sales, etc by the word mouth and references from consumers (Tran, 2020, p. 22). For example, brand also asks influencers to make a contest soi t help to get more potential customers later but mostly increase the awareness of the brand.

The author finds some similarities between the 5S and the five others benefits mention before. Now that the benefits of digital marketing and communication are clearly defined, here is the limitations that digital marketing and communication have.

## Limitations

According to Nguyen's thesis (2017), here the fourth main limitations of digital marketing and communication:

- The first one is the **lacks physical cues**, even if the information in the message is the most important thing, the process of transmission does not have to underestimate. McClave (2008) said that 65 % of communication goes through non-verbal communication such as facial expression, gestures, visual contact, etc. The message are transmitted via emails, social media and it doesn't give a clear expression. So, it can have misunderstandings in the interpretation of the message. Even if now the marketers try to do it by video to give some expressions, it still missing emotion. In fact, the consumers need to interact with physical person because they need to feel that they are understood by someone, and not a robot. (p. 20)

- The second one is the **digital security and privacy concern**; the digital communication facilitates the transmission of the message is going quickly and it is efficient. Nowadays, all the storage of the companies are online on cloud, mobile devices, personal computers, ect. This method begins to ask safety questions. The companies are not prepared with firewalls or other security applications to protect all their data against cybercriminals. In addition to being a threat for the companies, it also concerns the customers who share all their information to the companies. It brings up preoccupations about the protection of privacy by the utilization of digital communication. Today, the consumers must accept to share their data with the cookies to avoid problem about privacy policy. (p.20)

Nguyen (2017) said that costumers hesitate to use the digital transmission to communicate with companies and even with each other because they are afraid that their information leaks due to cyber-attacks despite that social media are used to communicate message every day and it is the way of communication the most use in everyday life. (p.20)

- The third one is that Nguyen (2017) mentions is the **information overload and distraction**, there is so much information on social media, website, everywhere that the consumers can get lost in it. For example, every day people receive a ton of emails to their personal address, sometimes it can

become just a spam. If people have too much information at their disposal, they can have repercussions. (p.21)

The first repercussion is that they can get confused and not be focus on each message at the same time. So the message can get lost. Qualman (2015) affirm that people have only 7 seconds of attention. It not better via online communication, it become difficult for them to get the message. Nowadays, on social media people just scroll the news, some information can be miss. (p. 21)

Secondly, the message can be misunderstood, and people can have a bad interpretation because people are not focus on it, as the example before, people just scroll on social media and have a quick look on posts, etc. The last repercussion is that people have so many emails with promotions, etc from companies that they don't look at it. People are annoying by the mass communication and companies have to get the right message, at the right time. (p.21)

- The last one is the **facilities synchronization**, Nguyen (2017) explained that despite the growth of the number of mobile devices, customers and companies does not have all equipment for digital communication. For example, some of them does not have the tools to be connected online. The author can add that depends on the generation is true that the oldest people does not have Wi-Fi, mobile phone and other devices and prefer to keep informed by mass media as TV, radio, etc. So, companies who used online communication miss some customers. It asks to companies to make efforts in the way they deliver their message, because they need to find the best way to communicate their message by the different facilities at the same level. (p.22)

From these theories, the author can conclude that there are four main limitations in digital marketing and communication that that makes people feel unwilling to use technological devices and make more difficult marketers to reach their target. The author can add that people and especially oldest people are not familiar to these mobile devices, etc and the digital communication need to consider that, and the marketers need to be able to find a way to solve these problems because it is the future way of communication for brand.

Now the author introduces the digital marketing and communication and how it appears in the life of costumers. The next part is about the digital marketing, communication, and the consumer. The author already mentions few times that the consumer is the main subject of marketers and advertisers. So, the author will show how digital marketing and communication impact the consumers in their behavior and purchase decision after the observation how it become a tool which help to interact with consumers even if it can be difficult to reach him.

## 2.2 Digital Marketing, Communication and Consumer

The author in the previous part already defines the term of digital marketing. So, to know better about the role of digital marketing and communication roles, it is also necessary to define the term to have a clear view on how the digital marketing can impact on the consumer point of view.

Based on the thesis of Lee (2013), "the consumers are actors on the marketplace stage. Consumers, in general, can be referred as individuals who purchase or consume products and services; however, in terms of buyer and consumer, there is a slight difference. Buyers are the people who are acting either as ultimate, industrial, or institutional purchasers. The latter one, consumer, refers to individuals who purchase for merely ultimate use, which is more restrictive in terms of meaning (Sternthal and Craig 1982); that is, the end-users for whom the products or services are ultimately designed for". (p.11)

### 2.2.1 Consumer behavior

From Rathnayaka (2018), the consumer behavior is specific behavior where the consumers are exposed to searching, purchasing, using, evaluating, and elevating products to know if they answer to their needs. (p. 1). The author know that the consumers have this process to be able to take a decision, however it also depends on the resources they have as time, money, and efforts to purchase a specific product. They do like a pros and cons to buy the product.

The behavior of the consumers or their decision making are come from their mind and as it says before they make the pros and cons on the fact of buying the product or service. The final decision from external and internal aspect which will boost the customers. (Rathnayaka, 2018, p.1). The internal stimulus are the needs that the consumers can have and the external are all the ads about a product the consumers are exposed in their daily life from social media, in the street. As Rathnayaka (2018) explained that the marketing field plays an important role and put efforts to convince the consumers to buy with interesting price, product, place and promotion. (p.1). The author explained these external efforts in the first part.

In the thesis of Lee (2013), he finds that Smith and Zook (2011) have noticed that the customers speak between them via digital platforms, and it creates consumers communities. The second element is that these communities come back to the companies. The communities allow the consumers to give their opinion about a brand and so it supports the communication that was missing between the companies and the consumers. (Smith and Zook, 2011; Lee, 2013, p. 34) The author can say that all the comments that the consumers give on blog, social media or web site of brand stay and so it opens the communication with the brand which want to communicate a good image and also give direct information about them. This theory demonstrates that the digital marketing and communication impact the relationship between brand and consumers with a better communication.

Based on Shirly's thesis (2017), the behavior of the consumers come from their intentions of purchase. Depends on the theory of reasoned action by Ajzen et Fishbein (1980), the theory will help to determine how the consumers will behave based on their potential intentions. The behavior will be evaluated by the reaction of the consumers on a specific moment (Shirly, 2017, p. 34). For example, the author knows that from how a consumer will react to an email or a post on social media a company can determine thanks to their digital tools: what the consumer likes, what is his needs, etc. As Shirly (2017) finds with the theory of Ajzen et Fishbein (1980), these reactions are determined by the norms and groups of influence that have the consumers (p.34). The fact that consumers consider more and more online shop when they have this intention of purchase is become by the recognition of advantages and it motives them to buy online.

In Shirly's thesis (2017), the author discovers the research of Chen (2007) about studies on the attitudes and behaviors of the consumers regarding the e-shop. As the author already sees with the theory before, the attitude of the consumers depends on their intention of purchasing but also about their emotions and beliefs towards a brand that will impact their behavior. (Chen, 2007; Shirly, 2017, p. 36). According to Shirly's thesis (2017, p. 36), "the more positive purchase intention would be with positive attitudes" (Sondergaard, Grunert et Scholderer, 2005).

From the finding theory of Shirly (2017), the author understands that the consumer beliefs and emotions will impact their intention of purchase towards online purchase that depends on its responsiveness. In the next part the author will explain that the consumer responsiveness will depends on its purchase intention.

### 2.2.2 Consumer purchase decisions

In the previous part, the author shows us the consumer behavior and it show that this behavior depends on its responsiveness to a product or service. This responsiveness come from his purchase intention.

The message that the brands want to communicate to the consumers can face some obstacles to reach their consumers or potentials consumers during the process of decision-making (Lee, 2013, p. 11). Otherwise, in the theory of Silverman (2001), the consumers would be loyal, enthusiastic, engaged to the brand and buy a lot of time. The fact that sometimes is not the case can be cause by unwillingness from the consumers. It is important to be able to identify the obstacles that can cause this unwillingness from the consumers. One element that he mentions to be careful is the accessibility and the transparency to the information that influence the consumers during the process of decision. (Lee, 2013, p. 11). The author finds the table to see how the process of decision is making that the consumers have.

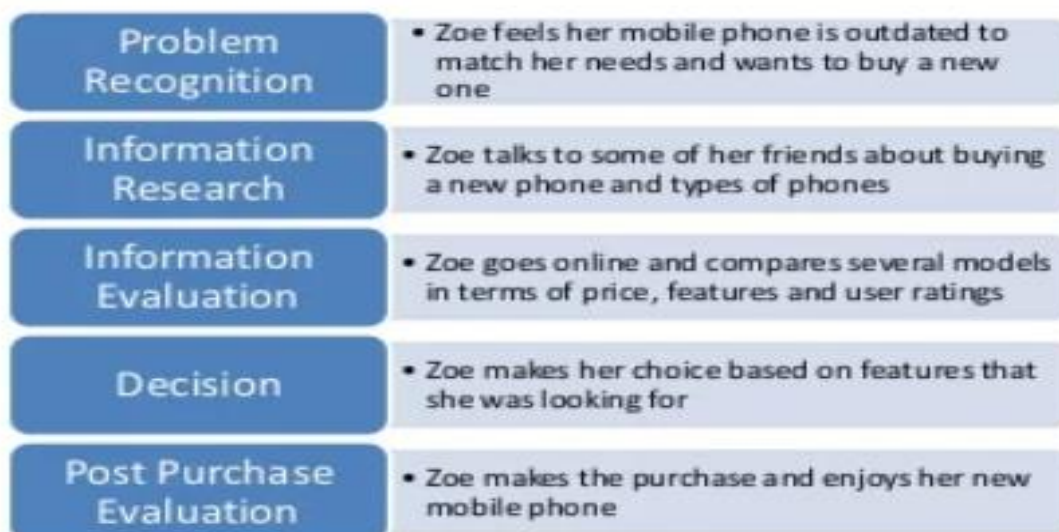


Figure 1 : The 5-Stage Decision Making Model (Silverman), Zoe example.

The attention of the consumers, during the process of decision making, try to be reached by the brand's ads (Fennis and Stroebe, 2011; Lee, 2013, p.32). Even with the good message in their ads, the brand can miss the consumers, because of the fact, humans have limited capacity to process the information (Silverman, 2001, p.67; Lee, 2013, p.32). The author can give an example when the message is not reaching the consumers, in the case of digital communication, emails is not getting the consumers, cause of the spams or because there are too many emails in their boxes.

According to Lee (2013), social media allows the circulation of information, so it play a key role in the spread, the reception, and the exchange of information without limitations (p.32). The consumers, in their daily life, face every king of information from social media, blog and others digital platforms as mentioned before. The communication comes from brands influences not only their targets but also their process of decision. The brands must be careful that their messages are not rejected or misunderstands during the process. (Smith and Zook, 2011; Lee, 2013, p. 32)

The communication made by the marketers are not the only element that plays a role in the process of adhesion to a product. The interaction between the potential members to the community created by a group of consumers, as seen before, are the main element that influence the decision of the consumers. (Hui and al, 2012; Lee, 2013, p. 35)

There are two sources of information which are internals or externals, that influences the adhesion phase during the decision process of consumers. Based on Wuyts and al (2010), they explain that internals information come from the previous consumers, and it is the new way that help the consumers to come to a decision (Lee, 2013, p. 36).

The author understand that the consumers are not only influence by the marketers' efforts put in ads but also by the feedbacks of previous consumers. Nowadays, the observation made is that the consumers comments or feedbacks have more and more impact on a brand.

There are 5 important stages to consider in the consumer intention purchase to be able to reach the consumer in the communication of the brand to answer their needs and be able to adapt their digital marketing and communication strategy.

However, in the Shirly's thesis (2017), it also says that the consumers are more likely to buy from a company that they already know ((Forsythe & Shi, 2003; Gefen & Straub, 2004; Barnes et al., 2007, p. 35). When the consumers decide to buy on e-shop, they already have the intention to do it (Salisbury et coll., 2001; Choon, 2010, p. 35). To know how the consumers will behave, the intention of purchase is the element that will help to know the intention of the consumers to buy online (Pavlou, 2003, p. 35). She explained that there are many factors that impact the intention of purchase to buy online before the transaction was made (Pavlou, 2003, p.35). Lee (2013) said that "Online consumer intent to purchase is the indicator to achieve the actual purchase target" (Shirly, 2017, p. 35). They also say that there are two parts in the measure of actual purchase as if they do or not. The consumers need to trust the brand to be able to buy online because they cannot test the quality or other things from the product. According to Teo and Liu (2007), the trust in buying online come from the evaluation of the risks or advantages that consumers make. (Shirly, 2017, p. 35). The author knows that with all the development of e-shop the consumers buy more and more online but if they still hesitate to do it is because they do not trust enough to buy only by e-shop. So more they will trust a brand, more they will have the intention to purchase online.

The author finds interesting the fact that the intention of purchasing online depends on the trust of the consumers towards online transaction. To be able to measure the intention to use a web site, it all about the confidence. Consumers use every online platform and most of them know how to do it. The challenge is for the brand to be able to gain their trust to buy on their website and for this they need to be confident on the product, the brand about their quality, etc, for example.

### **2.2.3 The influences on Decision Making Process**

Based on the Lee thesis (2017), nowadays the companies are more focus on the fact that consumers have an enjoyable experience, even if Olenski (2012) said that the chef of marketer's office think that the social media influence the sales, the awareness and loyalty of the brand (Lee, 2017, p. 38). The companies can have estimations thanks to the data give by social media and it is important for them to know that social media influence the consumers' decisions. From Sterlzner (2012) the author learned that 83% attach a high value to social media in their companies (Lee, 2017, p. 38). The author knows that more and more there is specialists who are hired to manage social media in companies and even some companies create department to manage e-business section.

Depending on him, the social media is seen as a new element that influence the behavior of the consumers towards a purchase because is not only by the traditional communication channels but also by digital platforms. The fact that social media is become a new factor of influence in the consumer decision is that the marketers does not have control on the content that other consumers can post on social media, and others digital platforms (Lee, 2013, p. 39)

Constantinides and Fountain (2008), have noticed that normally the consumers are more touched by traditional marketing as radio, newspaper, or television but there are also others stimulus as the society, perceptions, etc. So, since the appearance of social media and Web 2.0, as seen in the previous part, the digital marketing become a new stimulus for the consumers, for example, with emails, websites, banners. As it says before the marketers have no control on this phenomenon (Lee, 2017, p. 39)

Based on Vollmer and Precourt (2008), Lee (2013) explained that the consumers search on different social media to find information about a product, a service, or a brand to be able to do their decision of purchase (p.40)

In the thesis of Lee (2013), he mentions Sileverman (2001) who explained that when consumers search for information they base their decision on comments, feedbacks on previous consumers of the brand, etc and it influence their decision because they trust them even if these comments are subjective. So, it means that the consumers have the tendency to believe more these kings of contents, even if they filter, and evaluate all the information to be able to be objective in their decision (p.40)

In addition to that, Lee speaks about Evans (2008) who present the purchasing funnel that help to understand the impact of social media in the process of consumers' decision-making through the various stages.

He explained that the consideration part is related the notoriety and the purchase. The several factors that play a role are the reputation of the brand, triggers, performance, applicability, and potential purchase. Unlike the traditional marketing, social media use at the same time the sensitivity and the consideration rather than stimulate the purchase to get sensitivity about a product.

To explain, the marketers push more the awareness of the brand to make the consumers consider a brand as a brand where they can purchase a product. In research of Google (2012), they observe that social media help to increase the sensitivity, the consideration, and the intention of purchase, earlier in the funnel. Evans (2008) said that a YouTube video, or an article of blog which is persuasive can get the attentions of the consumers towards a product or a service. The social media in the process allow a quick awareness and support of the decision. (Lee, 2013, p. 41)

In the previous paragraphs, the author observes that the digital marketing takes more place in the process of decision for both side: consumers and marketers, however, the traditional channel still have a role to play. Besides, Lee (2013) observes from Evans (2008) the importance of social feedbacks in the cycle, because it becomes a tool of purchase approval. The traditional channel as TV, radio, etc allow the consumers to discover a product or a service and after that the consumers check on Internet the information. The social media have their place on the funnel because the word of mouth and the content from other consumers as comments, sharing opinions have an impact on the decision. (p.41)

Lee (2013) said the word mouth is auto-generator, auto-content, and does not cost anything; the social media is the first transmitter, it allows to reach more consumers and faster. Silverman (2001) explained that this phenomenon of word mouths his due to Zagat guides to restaurant and the fact that the consumers must give their opinions on all the elements. Web (2009) adds the evaluation of the customers become important and so Silverman (2001) said that “word of mouth has become an attribute of a product” (Lee, 2013, p. 42)

The author can summarize all these theories and says that the social media bring to the consumer a platform where they can discuss between customer and also have feedbacks on the product, the service or even the brand. Some of these theories show how the social media impact the consumer decision and more and more because nowadays there are diverse types of social media that the consumer can use. The customer become important for the brand because it can give his opinion after his purchase. For example, the brand even asks to youtubers or influencers on social media to become ambassador of the brand and promote the brand to the consumers. Some of them just must test the product that the brand sends them and give their opinion.

Now it's not only the image that the brand communicates on social media or their website that influence the consumer, but also the other consumers that post comments. The brand must take into consideration the satisfaction post-purchase because it is a part of the funnel cycle, the social feedbacks influence the purchase decision of the current or potential customer of the brand.

## 2.3 Theoretical Framework

Various theories have been outlined during the literature review, however none of them include the digital marketing and communication and the relationship with the consumer. The remainder of this study therefore focuses on the of Digital Marketing and Communication for Fashion Products on Francophone Consumer Behavior. The constructs used for the author's research model are based on Ethel Lee (2013) work on impacts of social media on consumer behavior. According to their model, they base their thesis on three questions: the main objective of the first question is more about the process of the consumer decisions, after it's to differentiate of marketing of social and mass media and the last one the change that social media brought to customers.

Their research model helps the author to base the theory of this thesis on their theory which already exist, sand, on the data, they already collect on the subject.

Here, the main source which help to develop the research part and more precisely from where the questionnaire the author diffused to collect the data. The following table depicts the framework of the study:

Sources	Research questions of the sources	Research questions is answered in thesis
<p><b>May 2013</b></p> <p><b>IMPACTS OF SOCIAL MEDIA ON CONSUMER BEHAVIOR</b></p> <p><b>Ethel Lee</b></p>	<p>1- How do consumers attend, process, and select the information before a purchase?</p> <p>2- What are the differences between marketing on social media and through mass media?</p> <p>3- What are the changes social media has brought to consumers in different stages of their decision making?</p>	<p>RQ1: How digital marketing and communication related to fashion products impact the Franco-phone consumer behavior?</p>

<p><b>2019/2020</b></p> <p><b>The Influence of Digital Marketing on Consumer Purchase Decisions toward Fast Fashion Products</b></p> <p><b>Hoai Thuong Tran</b></p>		<p>RQ1: How digital marketing and communication related to fashion products impact the Franco-phone consumer behavior?</p>
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Table 1 : Research Model Sources

### **3 Research methods and implementation**

#### **3.1 Research context.**

This following section presents the analysis made based on the data collected from the questionnaire. The survey was sent to a certain number of individuals on social media and mails, the final number of participants were 106. The questionnaire includes 31 questions in total. The data collected were partitioned into 6 subparts that are related to the process of decision making of the customers that is impacted by digital marketing and communication.

#### **3.2 Research design**

The research design refers to the overall strategy that you choose to integrate the different components of the study in a coherent and logical way, thereby, ensuring you effectively address the research problem; it constitutes the blueprint for the collection, measurement, and analysis of data. (De Vaus et al., 2002; De Vaus et al., 2002))

##### **3.2.1 Research philosophy : Realism**

Realism is a philosophical position that require scientific enquiry. The purpose of realism is to tell and show real fact about the subject, not only what the author thinks about the subject. The philosophy of realism is based a real fact and not about thinking fact. So, realism is the opposite of idealism, the theory is based on knowledges, facts and not on perception. In this research, the author based his theory on the knowledges from the literature review part and support it by the data collected by the survey.

The purpose of this research is to find out the impact of digital marketing and communication on consumer behavior through survey in form of questionnaire among Francophone consumers. We need real fact from the data to be the most realistic possible to answer the questions and their objectives.

### **3.2.2 Research purpose : descriptive**

The object of descriptive research is defining a certain profile, situation through the data collected during the research as in this case, the consumer behavior related to digital marketing and communication of fashion product.

### **3.2.3 Research approach : Inductive**

For this research approach, we use an inductive approach. The Inductive approach is a research approach is about developing a theory through the observation made from the results of the data collection.

### **3.2.4 Research strategy/method/s : Survey in form questionnaire**

This survey was based on existing questionnaire developed by Lee (2013). Survey is a research strategy for data collection among a population. In this research, the survey was administered among francophone population. Although the term 'survey' often means that the data is collected by a questionnaire.

### **3.2.5 Methodological choice : Mono-Method**

Mono-method is the method when the research uses only one method of collecting data. Here, the chosen method is a quantitative questionnaire.

In this research the method uses the form of questionnaire from where the author collects all the data to help her to answer the research question.

### **3.2.6 Time horizon : Cross sectional**

The study is about to determine how digital marketing and communication impact the costumers at a certain time. Cross-sectional studies often use as a survey strategy. The study is cross sectional because the data was collected only in one wave.

### **3.2.7 Primary Data**

In this research, there is one type of data, namely primary data. Primary data has been collected by the researcher to answer the general question. This type of data can be used in descriptive or research. Once this data is collected, it can be analyzed to answer the research question.

In this investigation the author decides to use primary data to answer his research questions through a survey questionnaire. So, the data collected is quantitative. The quantitative data is to analyze number-based data using various statistical techniques.

In all, there were 106 respondents, which included 80 French consumers and 20 from other nationalities, between millennials and Z generation who agreed to answer this quantitative survey about the impact of social media on consumers' behavior. This survey was implemented in google forms and inspired by research made in the thesis mentioned as theoretical framework.

### **3.3 Data analysis**

#### **3.3.1 Quantitative data analysis**

To analyze the quantitative data, the author decided to use Excel for data processing. Excel is a quantitative data analysis software package; it helps researchers to analyze and find insights in quantitative data collected through a survey questionnaire. This software allows the author to make a statistical analysis and to make visual, the data to answer the general research question

For the analysis process, the author put each question under subsets to describe the different factors that impact consumers' behavior.

### **3.4 Ethical considerations**

The author ensured that the research data from the survey were handled in an ethical manner. It means that out of all 106 responses no names or any other sensitive information were used in this research. The invitation letter for the survey and survey questions are presented in appendices section (Appendix 1 & 2). The participants of the research were informed in the letter about the purpose of the research to confidently respect the respondent's anonymity. All the responses of the survey were treated confidentially. The identity of any respondent cannot be identified. The author of the thesis also ensured that the data acquisition process was handled ethically, and other work done by researchers, and sources of literature for the thesis were cited properly.

For all the sources use in the literature review and theoretical framework were quoted to avoid any plagiarism.

## 4 Research Results :

### 4.1 Impact of social media on Consumer Behavior

#### 4.1.1 Background

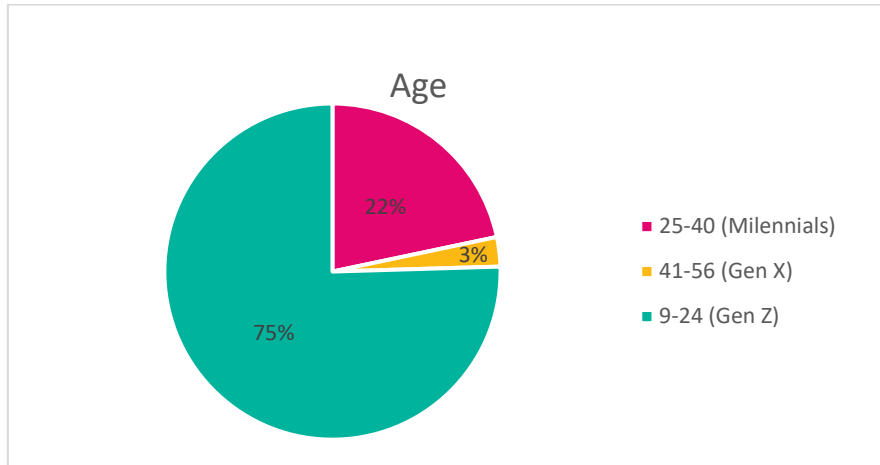


Figure 2 : Age of the respondent

The Graphic show that 75 % of the respondents of the survey have between 9-24 years old and belong to the Generation- Z. There is also 22% of the respondents who have between 25-40 years old and belong to the Millennials generation and only 3% have between 41-56 years old which belong to the generation X.

The author noticed that most of respondents are belong to Millennials or Gen-Z generation.

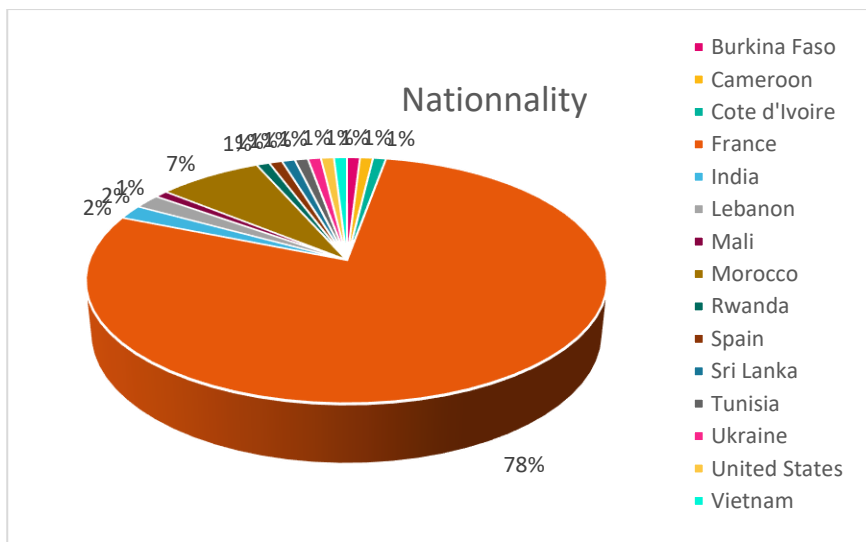


Figure 3 : Nationality

Concerning the nationality, the author can observe from this graphic that 78% of the population are French or against 22% of the population which are from other nationality but some of them are francophone. So, the author can say that most of the population are francophone.

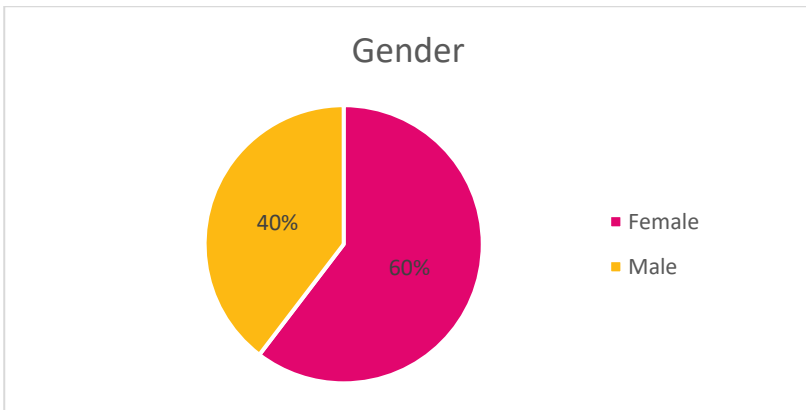


Figure 4 : Gender of the respondent

Regarding the gender, 60% are female against 40% are male. Most of the respondent are female even there is not an inequality between the gender in the respondents.

#### 4.1.2 Exposure

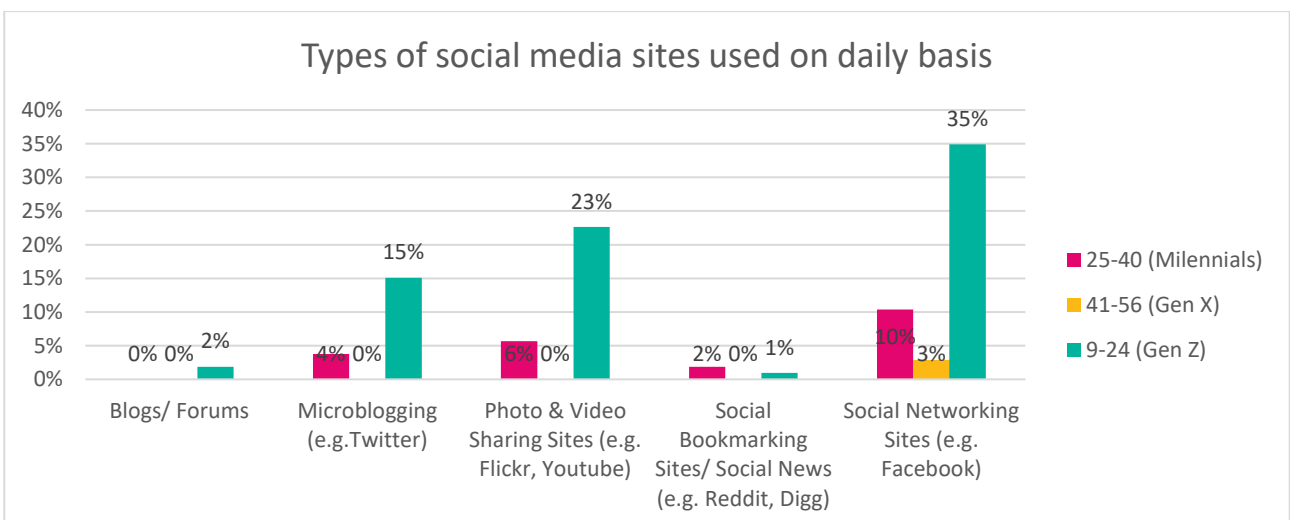


Figure 5 : Types of social media sites used on daily basis

From this graphic, the author can see the different types of social media that the population used on daily basis. The observation is that 35% of the Gen-Z use social network sites as Facebook and 10% of Millennials use that and 3% of the Gen-X. So, the author can say that from the results of the answers the social media that is used the most on daily basis is the social networking sites. Compared to the other types of social media have the highest percentage.

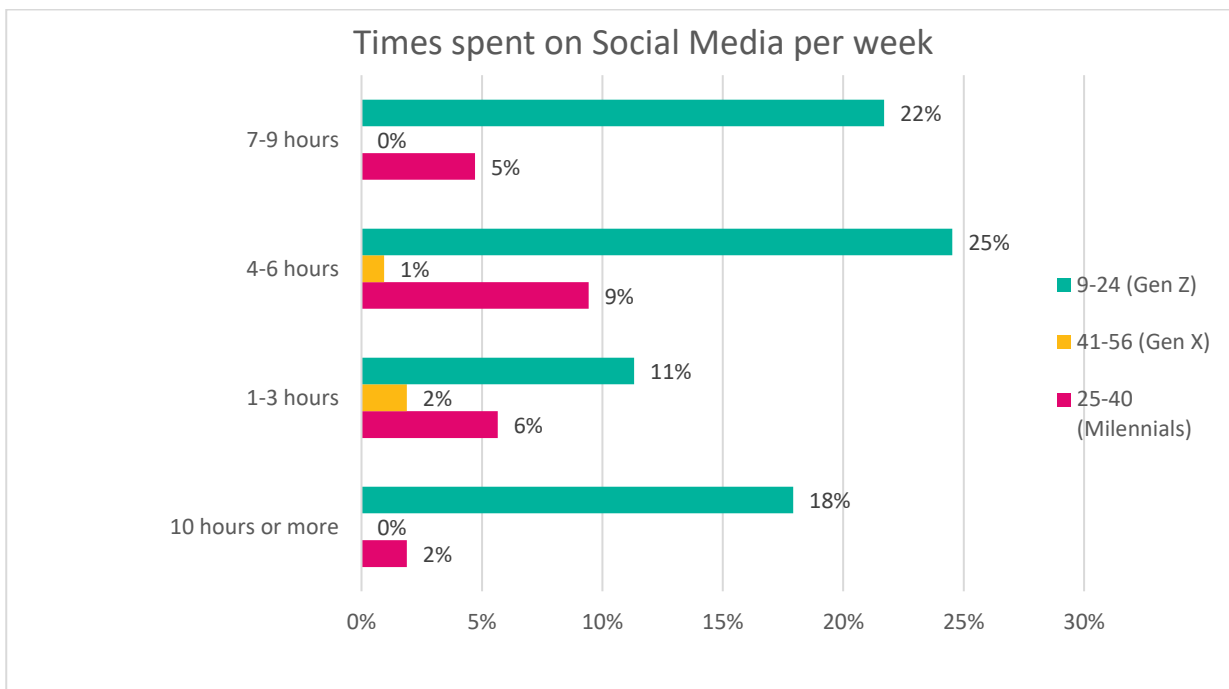


Figure 6 : Time spent on social media per week

Concerning the time spending on social media per week, the author notices that 25% of the Gen-Z spent between 4 and 6 hours of their time on social media. For the Millennials it is pretty the same 9% of them spent between 4 and 6 hours but for the Gen-X 2% of them spent between 1 and 3 hours. The author can say that mostly of the respondent spent between 4 and 6 hours expect for the Gen-X which is more between 1-3 hours even if 1% of them spent between 4 and 6 hours.

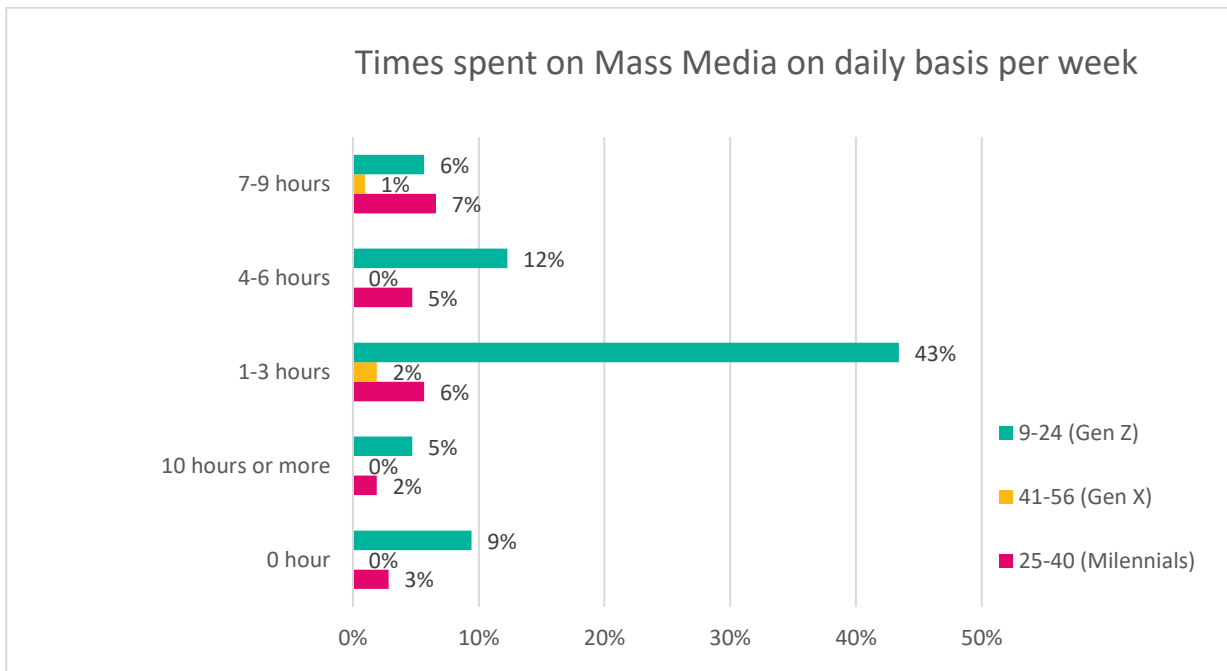


Figure 7 : Time spent on mass media on daily basis per week

To compare with the mass media, the author asks the same question, and the observation is that 43% of the Gen-Z spent between 1 and 3 hours on mass media and 6% the millennials spent also between 1 and 3 hours on it, same for the Gen-X which are 2%. For the millennials there are 7% of them which spent between 7 and 9 hours on mass media. The author can say that most of the population spent between 1 and 3 hours except for the millennials and Gen-X which are divided between 1 and 3 hours and 7 and 9 hours.

From that comparison, the author can deduce that mostly of the francophone which is the population who answers the survey spent more time on social media than on mass media and this applies for all the generation.

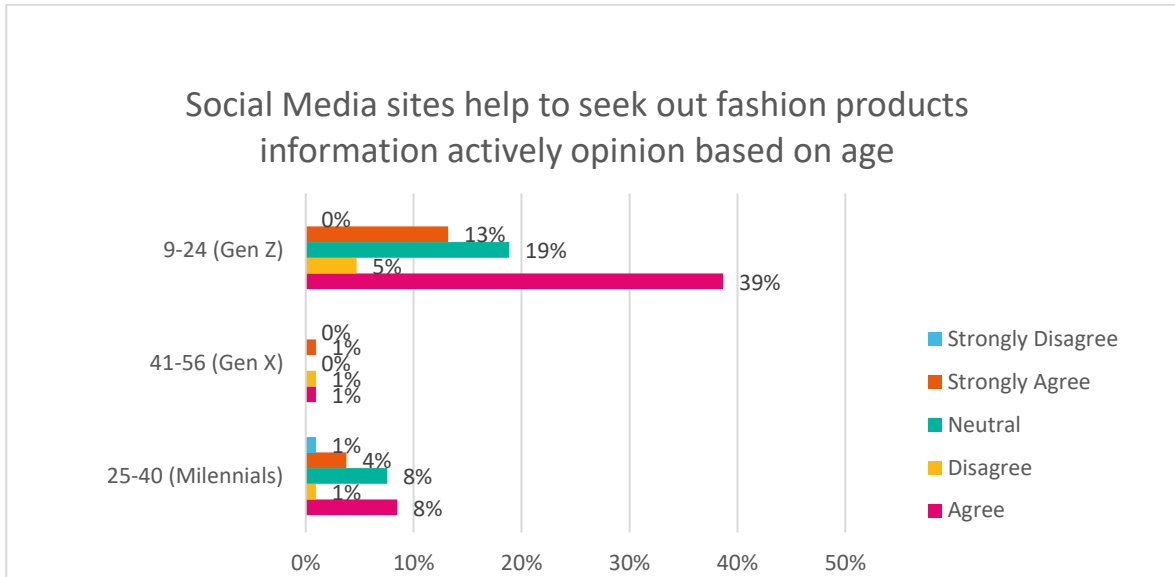


Figure 8 : Social media sites help to seek out fashion products information actively opinion based on age

After that, the author decides to see if the social media help to seek out fashion products information. From the answer 39% of the Gen-Z agree about it and 8% of the Millennials agree but 8% are neutral and 1% of the Gen-X agree against 1% which disagree. So, the author can say that mostly of the population agree about the fact that social media help to seek out fashion products information and some of them not agree or neutral.

### 4.1.3 Attitudes

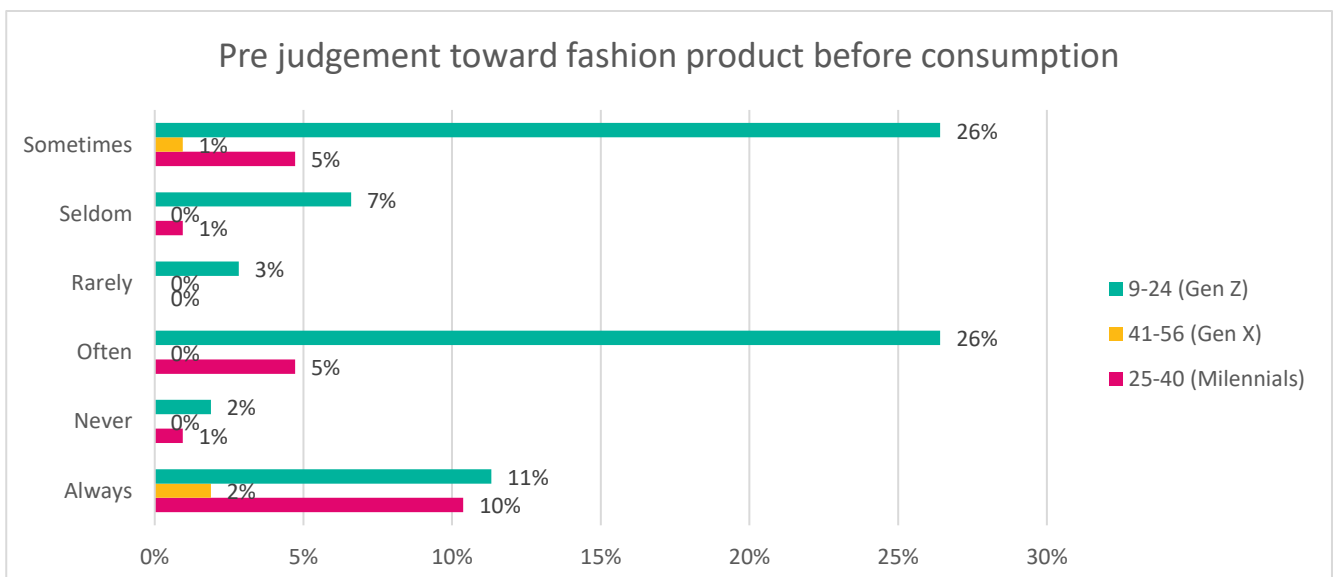


Figure 9 : Pre-judgement toward fashion product before consumption

From the graphic above, the author observes that 26% of the Gen-Z think sometimes or often they have a prejudice towards fashion product before consumption. For the millennials, 10% of them think they always have it and 2% of the Gen-X also think that. The author can say that most of the population think that they have a pre-judgement towards fashion product before consumption always or sometimes.

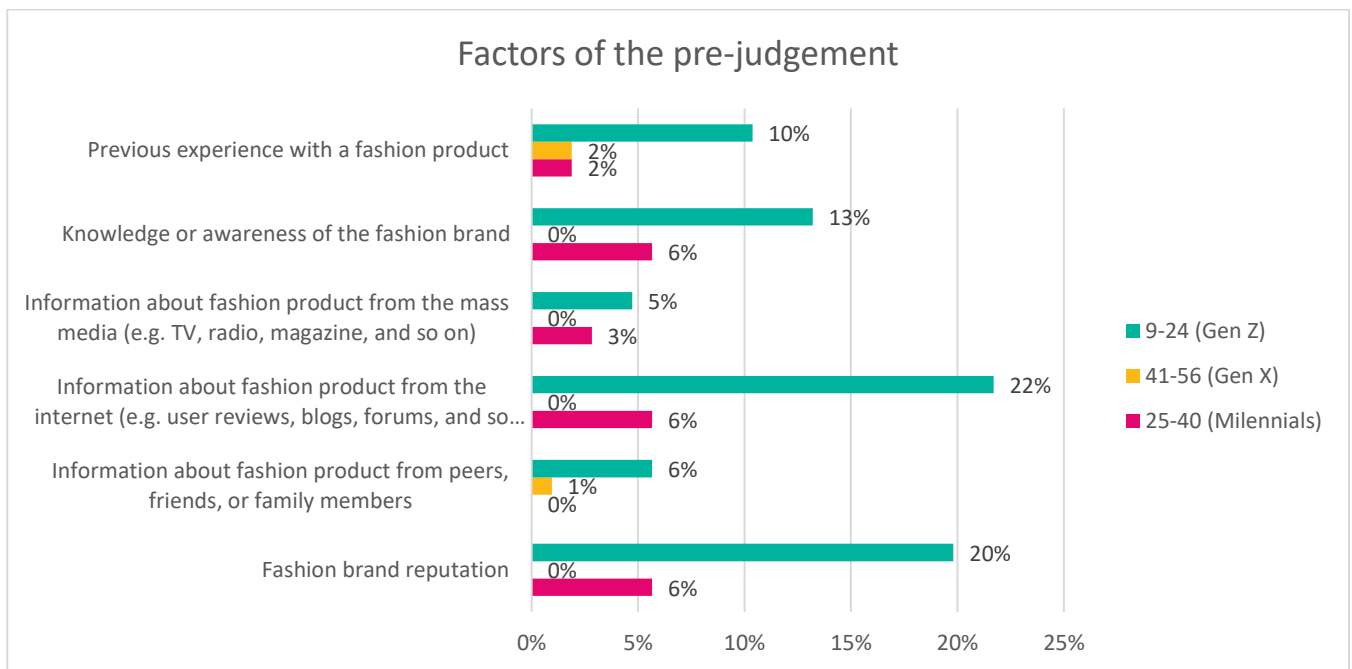


Figure 10 : Factors of pre-judgement

Now, the author can see which factors make them have a pre-judgement. For the Gen-Z, 22% think that it is the information about the fashion product from internet affect their pre-judgment. For the Millennials, the opinion is more divided between 6% it come from information about fashion product on internet, 6% from the fashion brand reputation, and 6% from knowledge and awareness of the brand. For the Gen-X, 2% of them the factor is a previous experience with a fashion product.

The author can say that for the youngest generation internet affect their pre-judgment, it also worth for the Millennials even if the brand reputation or awareness count for them. For the oldest generation, the experience is what count the most.

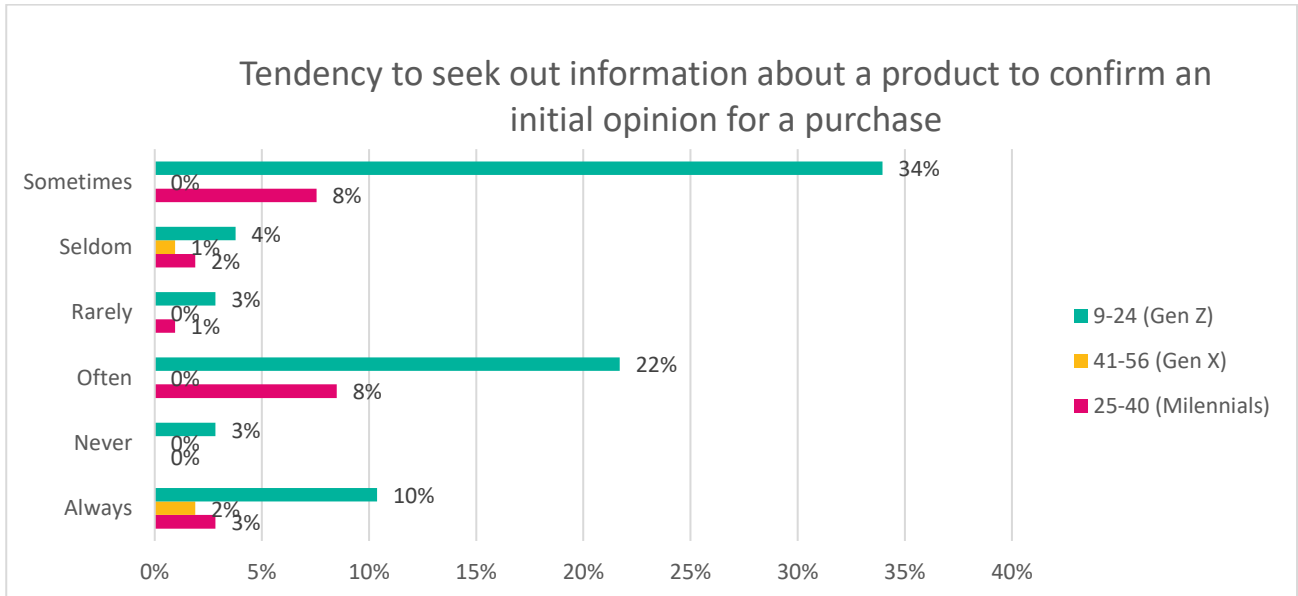


Figure 11 : Tendency to seek out information about a product to confirm an initial opinion for a purchase

From this graphic, the author observes the tendency of the francophone population to seek out information about a product to confirm their initial opinion for their purchase. For the Gen-Z, 34% of them seek out sometimes information about a product to confirm their initial opinion and 22% often does. In the Millennials side, 8% seek out sometimes information and 8% seek out often information about a product. For the Gen-X, 2% of them always seek out information.

The author notices that most of the population seek out information about a product to confirm their initial opinion for their purchase even if they do not do it for all their purchase, the do it very often.

#### 4.1.4 Problem recognition

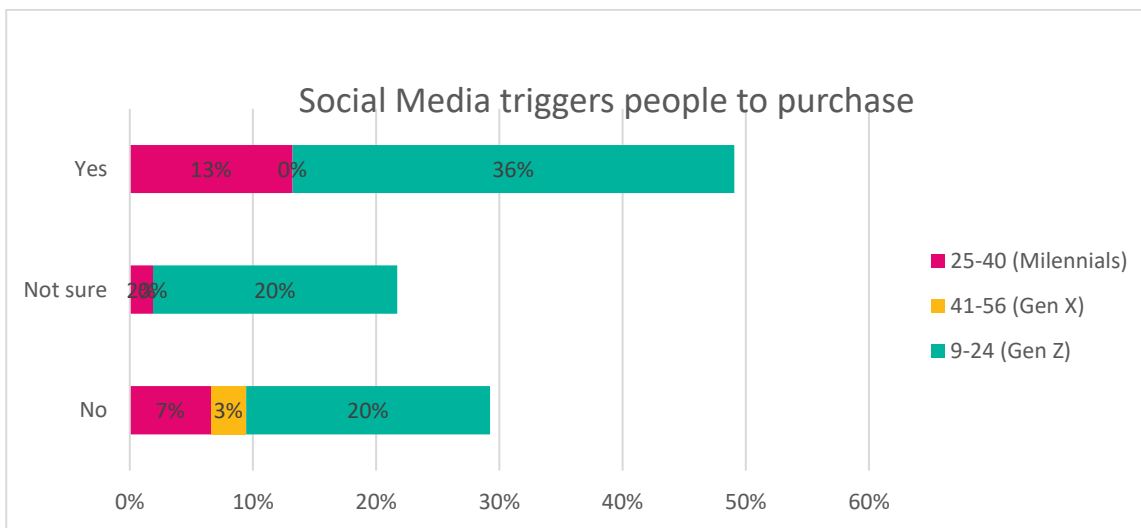


Figure 12 : Social media triggers people to purchase

From this graphic, the author can observe that 36% of the Gen-Z think that social media is a trigger to purchase and 13% of the Millennials also think that. In the contrary, all the Gen X people think that social media is not a trigger to purchase. From these results, the author can notice that the social media is a trigger for the youngest generation but not for the oldest one. Social media influence more the young people than the grown people.

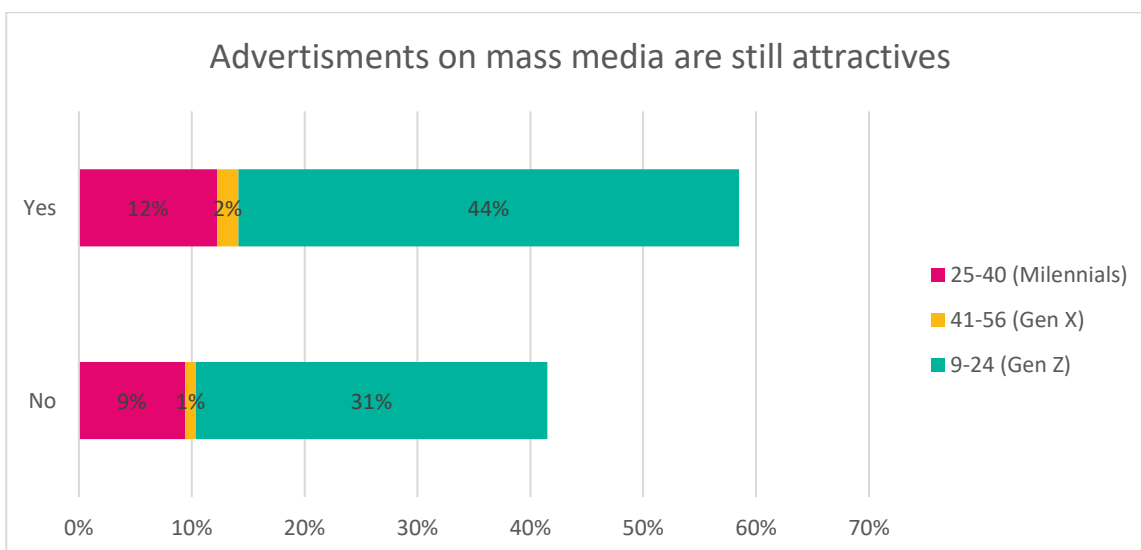


Figure 13 : Advertisements on mass media are still attractive

This graphic shows that 44% of the Gen-Z think that advertisements on mass media are still attractive and 12% of the Millennials think that also and 2% of the Gen-X think also that it is still attractive. The author can just observe that advertisements on mass media for most of them are still attractive.

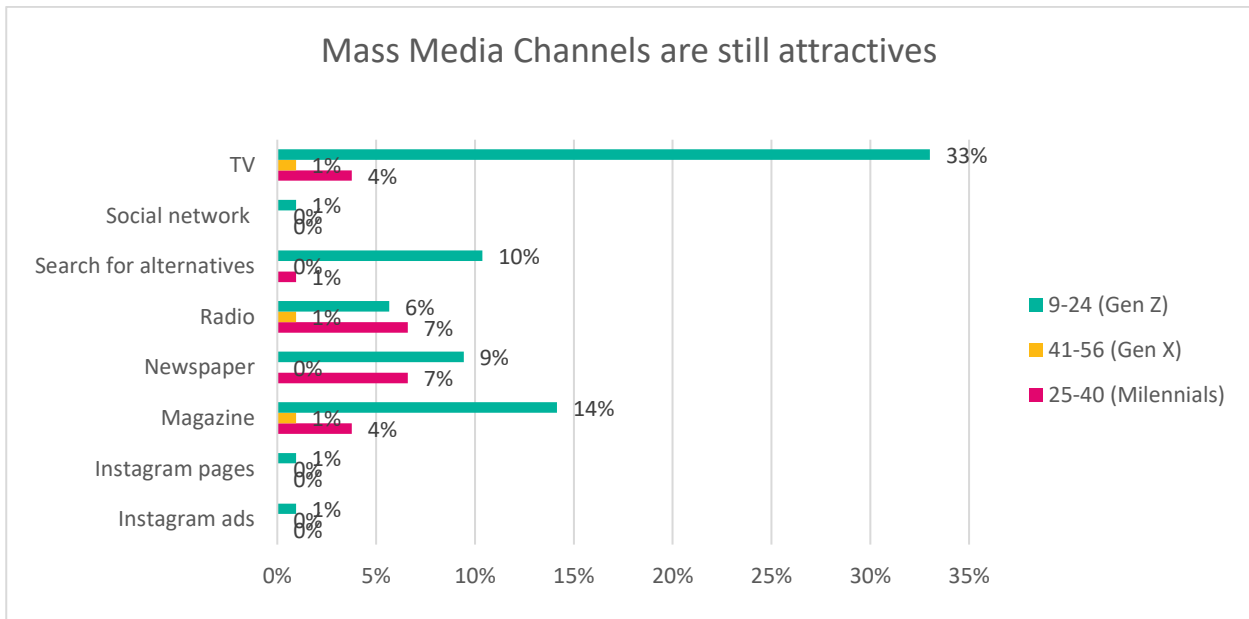


Figure 14 : Mass media channels are still attractive

The previous graphic shows that 33% of the Gen-Z that TV is the mass media channel that is still attractive. For the Millennials, 7% think that it's the radio and 7% think it is the newspaper. Concerning the Gen-X, for them it is 1% TV, 1% Radio, 1% magazine that also 14% of the Gen-Z still find attractive. The author can say that for this question the answers are really divided but still that for the youngest generation the TV is the one which is still attractive and for the oldest ones is divided between radio, newspaper/magazine.

4.1.5 Search alternatives

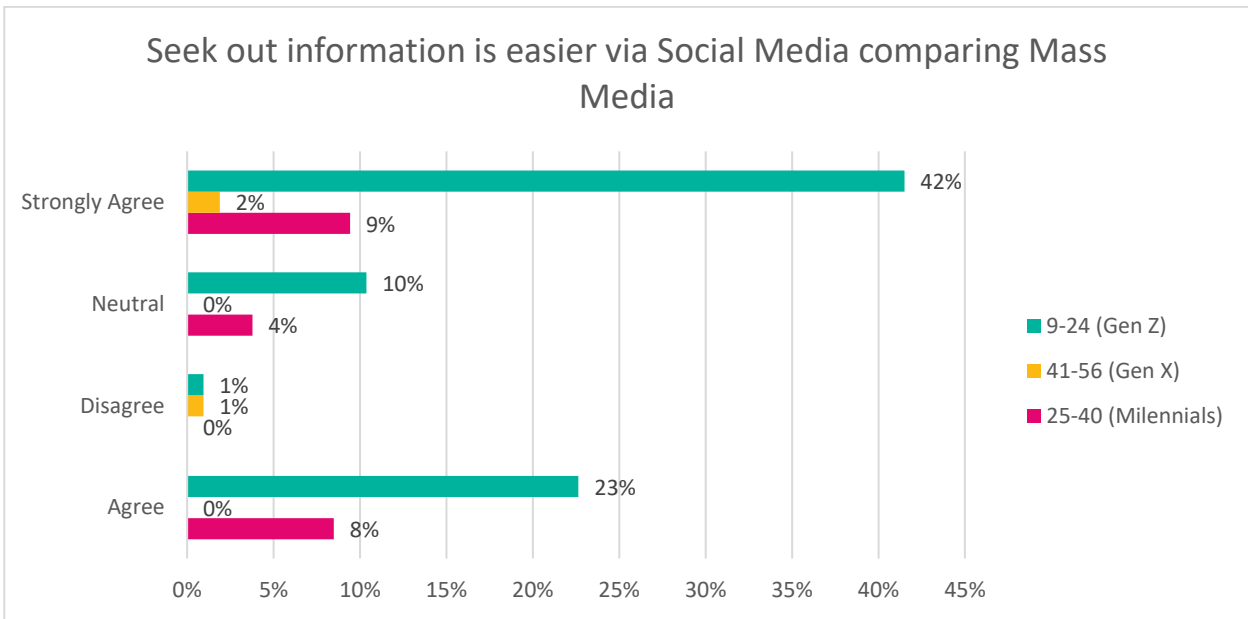


Figure 15 : Seek out information is easier via social media comparing to mass media

In the graphic above, the observation is that 42% of the Gen-Z strongly agree that it is easier to seek out via social media than mass media and 9% of the Millennials also strongly agree that and 8% agree. For the Gen-X 2% strongly agree also on that. So, the author can say that mostly of the population strongly agree on the fact that seek out information on social media is easier than on mass media.

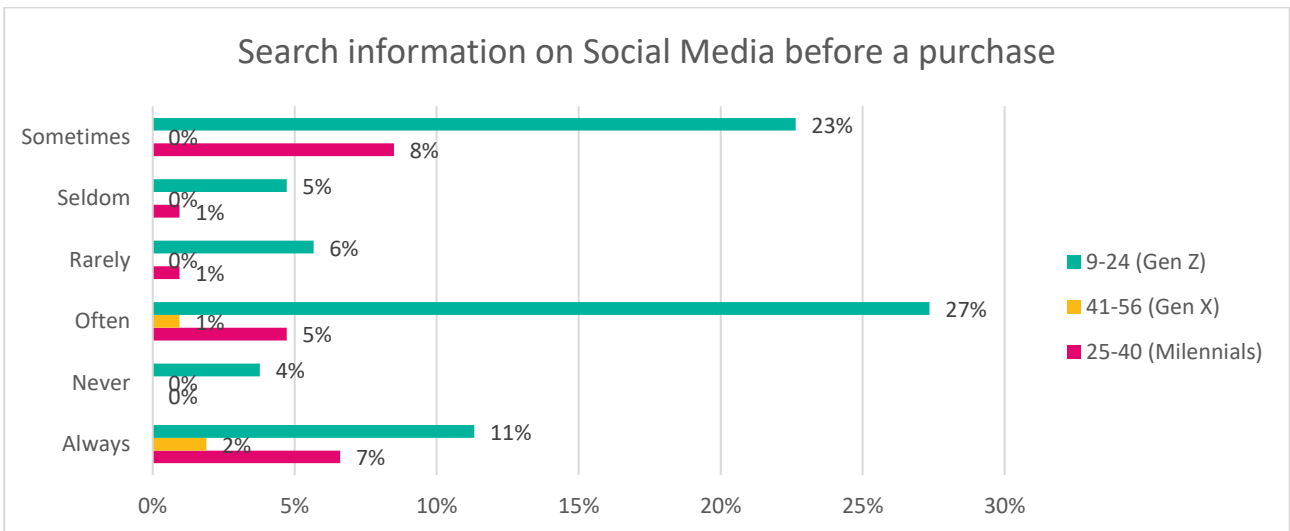


Figure 16 : Search information on social media before a purchase

For this graphic, the author observes that 27% of the Gen-Z often search information on social media before a purchase. For the Millennials, 8% do it sometimes and 7% always against 5% who do it often. Concerning the Gen-X, 2% do it always. So, the author can conclude that most of the population search information on social media before a purchase and it is often and nearly always it depends, and it can be just sometimes.

16. Rank on a scale of 1 to 5 for the source of information about fashion product on social media you use before a purchase. 1 being least, 5 being most

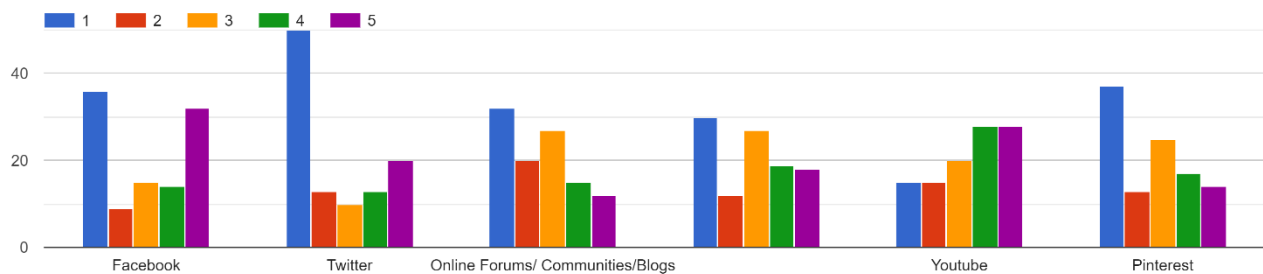


Figure 17 : Representation of which source of information people use before making a purchase

From the results of the answers, the author observe that the social media the most used to have information before a purchase are twitter, pinterest and facebook. The other ones are the online forums or communities or even blogs and social bookmarking sites. The last one is youtube which have the least influence.

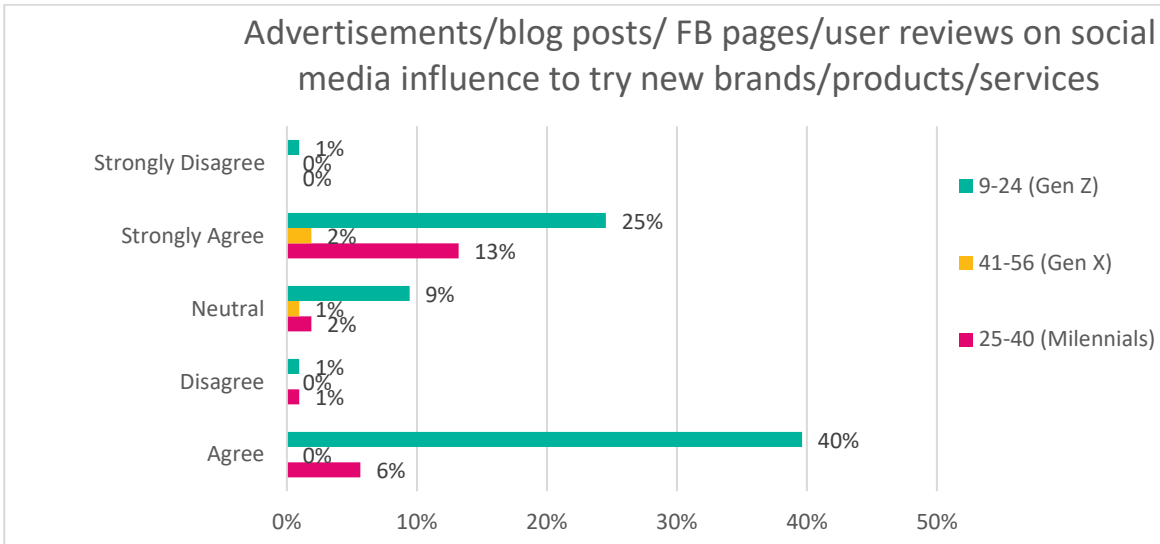


Figure 18 : Advertisements/blog posts/ FB pages/user reviews on social media influence to try new brands/products/services

The graphic show that 40% of the Gen-Z agree that advertisements on social media influence to ty latest brands, products, or services. For the Millennials 13% of them strongly agree that social media influence to try new brands, products, or services and 2% of the Gen-X also strongly agree that social media have an influence. So the author can just end saying that advertissmenst on social media influence people to try new brands, products, or services.

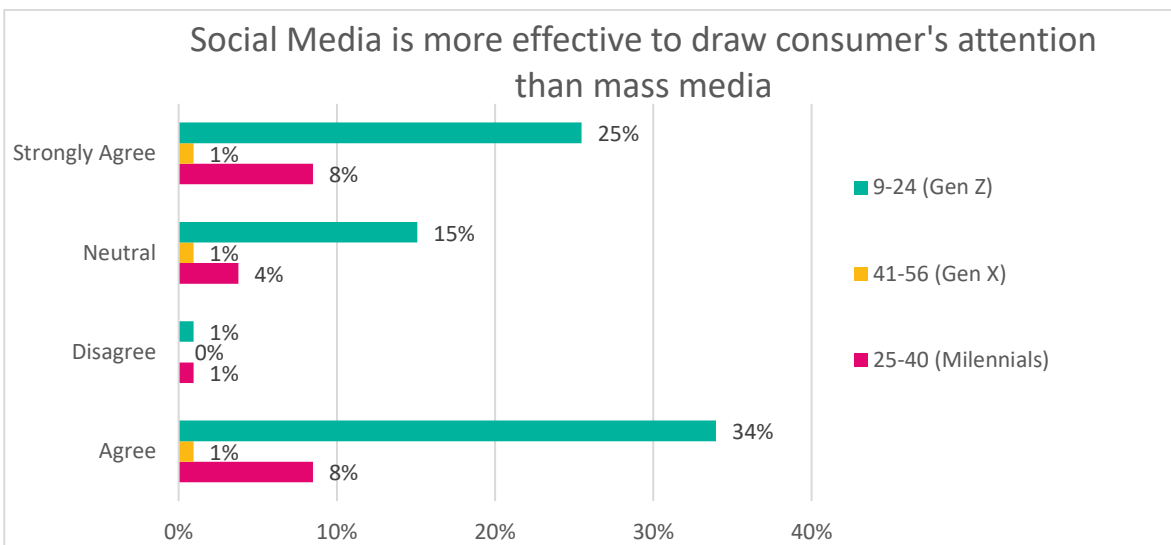


Figure 19 : Social media is more effective to draw consumer’s attention than mass media

The previous graphic indicate that 35% of the Gen-Z agree that social media is effective to draw the consumer’s attention than mass media. 8% of the millenials agree and 8% of them strongly agree. For the Gen-X their answers are divided between 1% strongly agree, 1% agree and 1% neutral. The author always say that most of the population and it more true for the youngest generation that social media is more effective to get consumer’s attetnion than mass media.

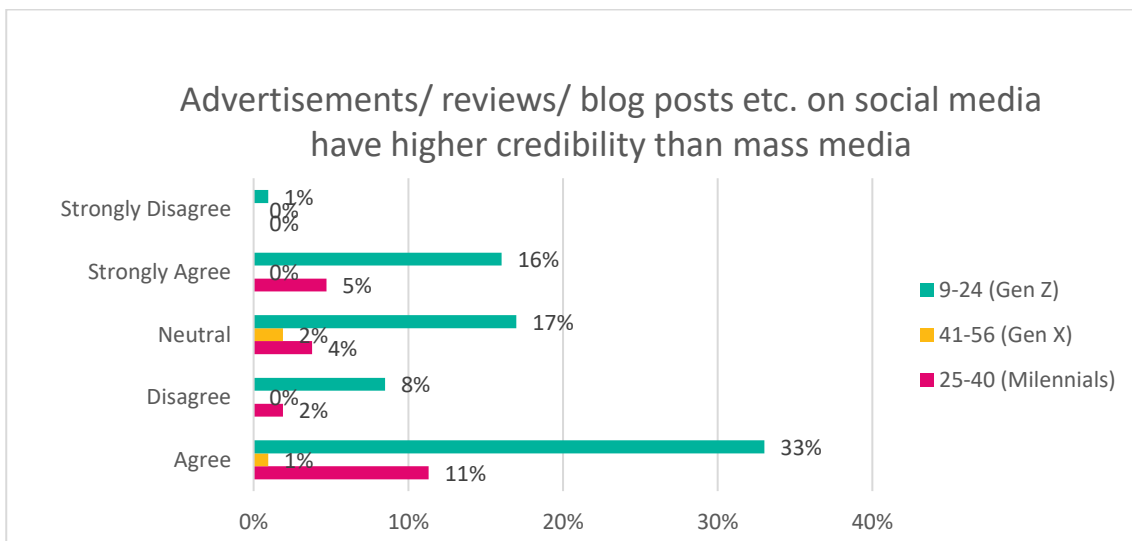


Figure 20 : Sentiment analysis if social media ad have higher credibility than mass media

The observation that the author can make from this graphic is that 33% of Gen-Z agree that advertisements on social media have higher credibility than mass media and also 11% of the Millennials also agree on that. For the Gen-X, 2% are neutral on this idea. The author can say that most of the population agree that advertisements on social media have higher credibility than mass media except for Gen-X who does not have any opinion.

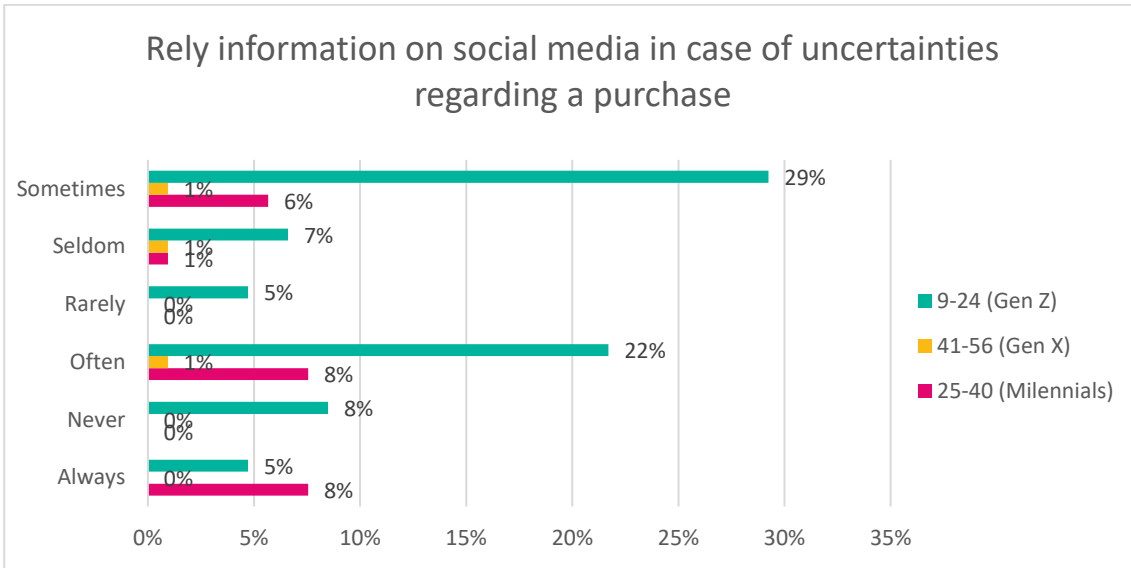


Figure 21 : Information reliability on social media in case of uncertainty regarding a purchase

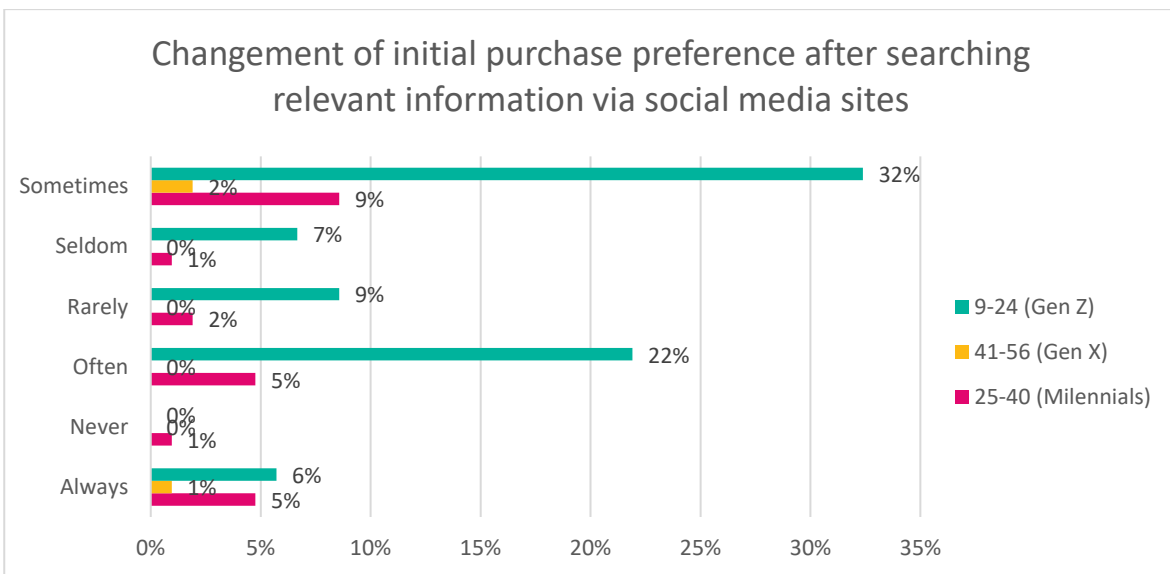


Figure 22 : Change of initial purchase preference after searching relevant information via social media sites

For this graphic, the author observes that 32% of the Gen-Z sometimes change their initial preference after searching relevant information via social media sites, 9% of the millennials also sometimes change their preference. For the Gen-X it is pretty the same 2% of them sometimes change their preference. The author can affirm that all the population sometimes can change their initial preference after searching relevant information via social media sites.

4.1.6 Post purchase behavior

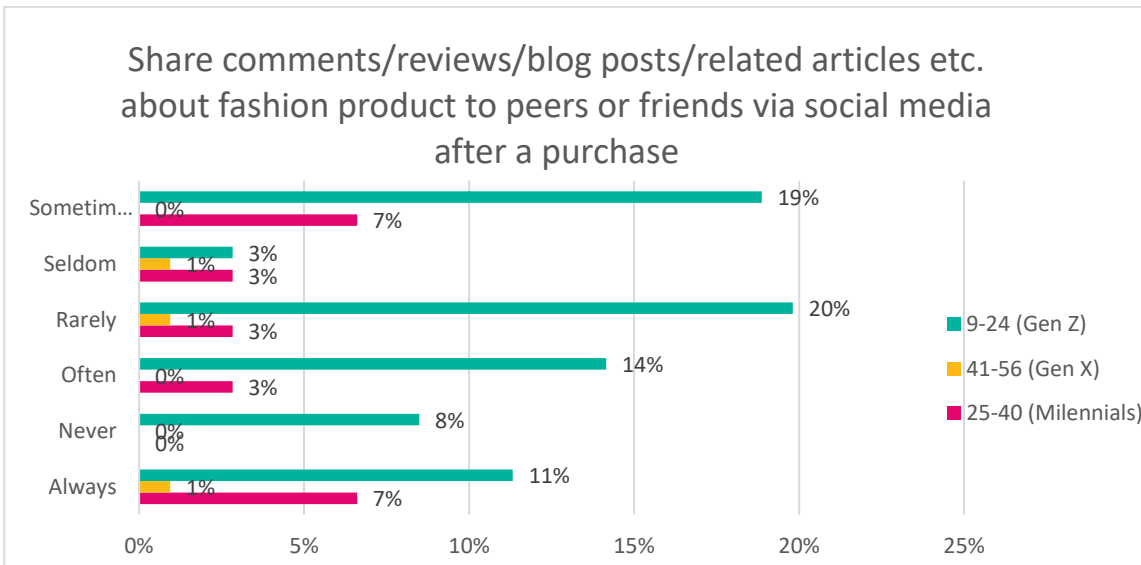


Figure 23 : Interactions on social media after a purchase

The graphic show that 20% of the Gen-Z rarely share comments, etc about fashion product to peers or friends via social medie after a prurchase. For the Millenials, 7% sometimes do that and 7% always do. For the Gen-X, 1% always, 1% rarely, 1% seldom.

The author can say that for the yougest generation is rare to share comments on social meida after a purchase but the oldest generations it can be rare or sometimes but also some of them always do that.

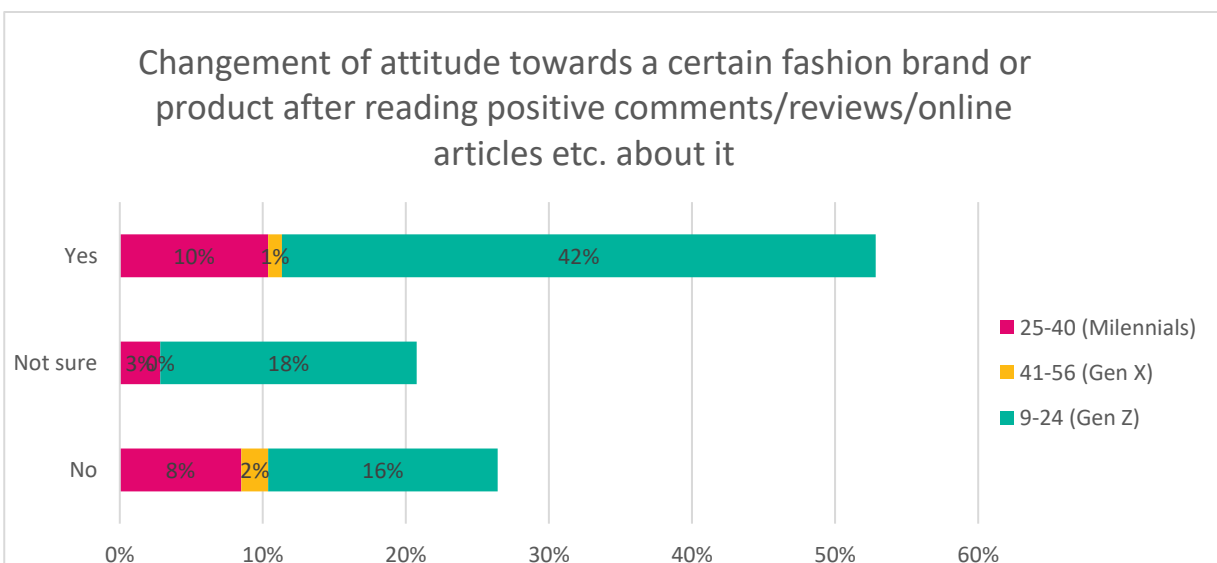


Figure 24 : Change of attitude towards a certain fashion brand or product after reading positive publications

This graphic indicates that 42% of the Gen-Z say yes to fact that they can change their attitude towards a certain fashion brand or product after reading positive comments, etc, about it. In the Millennials side 10% say also yes but on the Gen-X side 2% say no. The author can say that the youngest generation mostly change their attitude toward a certain fashion brand or product after reading positive comments, online articles about it in the contrary mostly of the oldest generation does not change their attitude.

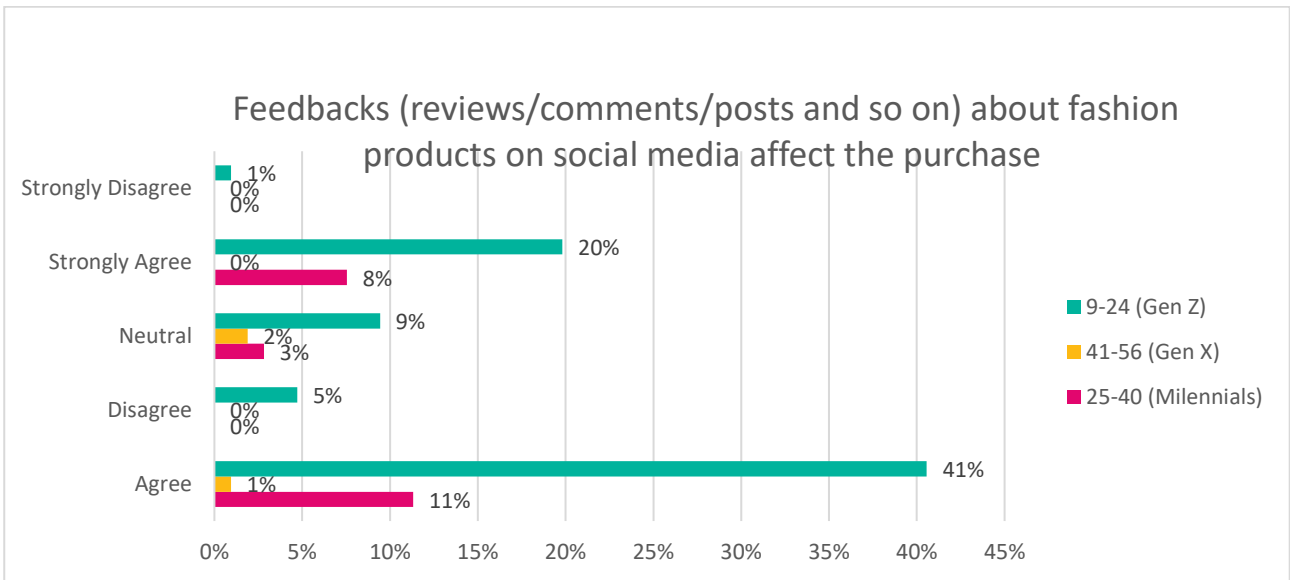


Figure 25 : Effect of feedbacks about the product as a purchase criteria

From the graphic, the author can observe that 41% of the Gen-Z agree that feedbacks on social media affect their purchase. For the millennials 11% also agree on this idea and for the Gen-X 2% are neutral. The author can deduce that for the youngest generation feedbacks on social media affect their purchase but for the oldest one these feedbacks do not really affect them.

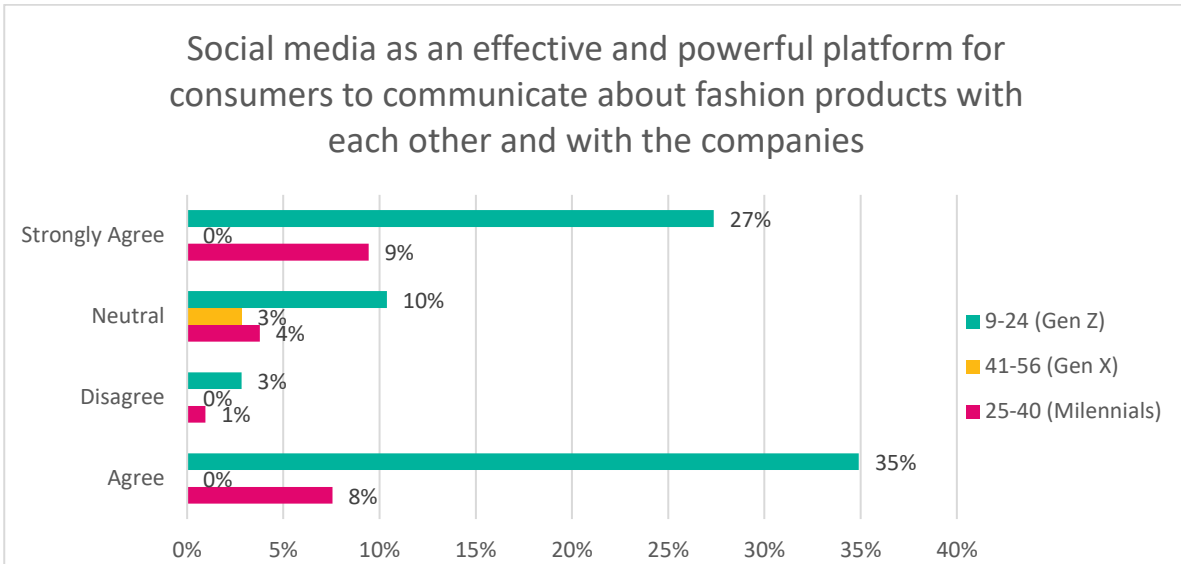


Figure 26 : Social media as an effective and powerful platform for consumers to communicate about fashion products with each other and with the companies

The previous graphic indicates that 35% of the Gen-Z agree that social media is an effective and powerful platform for consumers to communicate about fashion products with each other and with the companies. On one hand, the millennials 9% strongly agree and 8% also agree. In another hand, all the Gen-X are neutral. The author can conclude that for the young generations social media are seen as an effective and powerful platform to communicate with each other and companies about fashion product but for the oldest generation social media do not have completely this power and effectiveness.

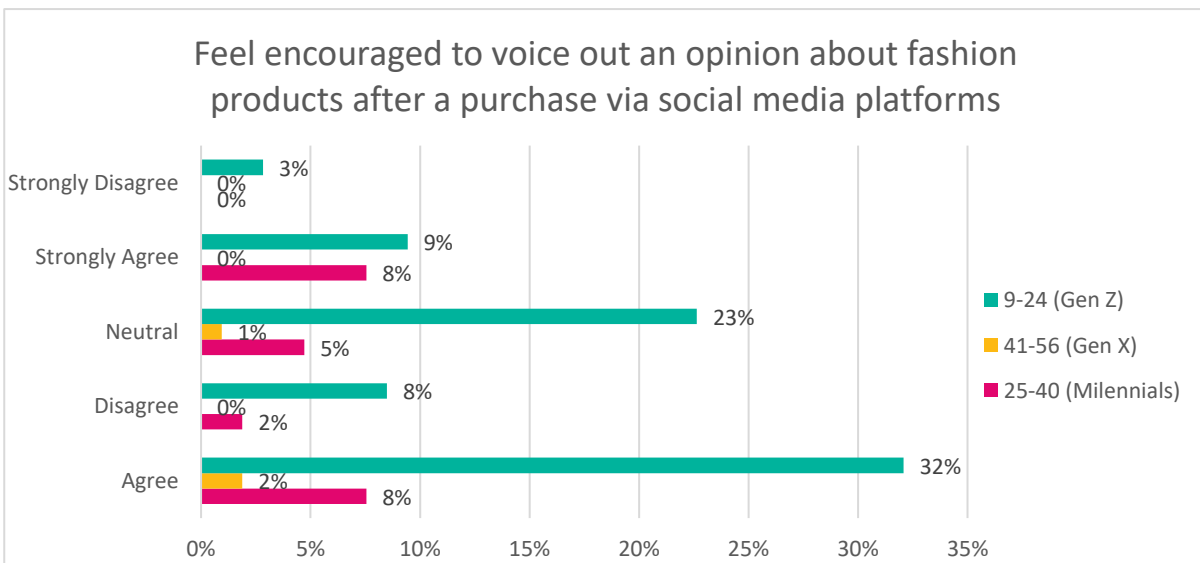


Figure 27: Feel encouraged to voice out an opinion about fashion products after a purchase via social media platforms

The graphic show that 32% of the Gen-z agree to the fact that they feel encouraged to voice out their opinion about fashion product after a purchase via social media platforms. In the millennials side 8% strongly agree to that and 8% also agree. In the Gen-X side, 2% also agree to that. The author can affirm that most of the population agree on the fact that they feel encouraged to voice out their opinion about fashion product via social media platforms.

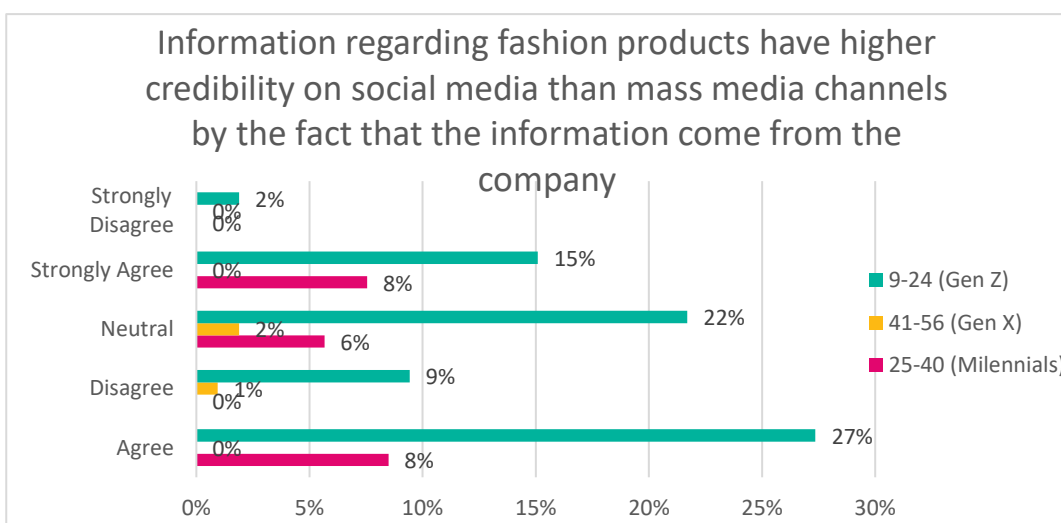


Figure 28 : Information regarding fashion products have higher credibility on social media than mass media channels by the fact that the information comes from the company

In this graphic the author can see that 27% of the Gen-Z agree that information regarding fashion products have higher credibility on social media than on mass media by the fact that the information come from the compagny. Concerning the Millennials 8% also agree and 8% strongly agree. For the Gen-X, 2% are neutral about that. The author can say that most of the young people from the Gen-Z and Millenials generation agree that information on social media have more credibility than on mass media but for the oldest people from the Gen-X social media does not have ~~more or less~~ credibility than mass media.

28. In your opinion, which stage of your decision to buy a fashion product has been affected mostly because of social media? Rank on a scale of 1 to 5. 1 being least, 5 being most

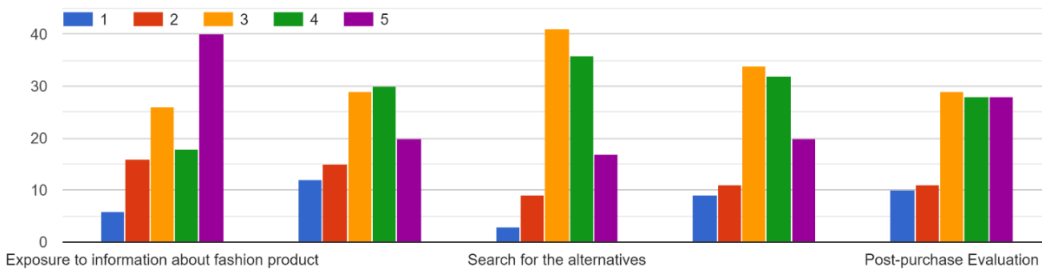


Figure 29 : Which stage of decision to buy a product is affected by social media

From the results of the answers, the author observe that the stage that social media affect the most is the exposure to information about fashion product. The others one that social media have an impact on are evaluation of information and search for alternatives. The last ones that social media are problem recognition and post-purchase evaluation.

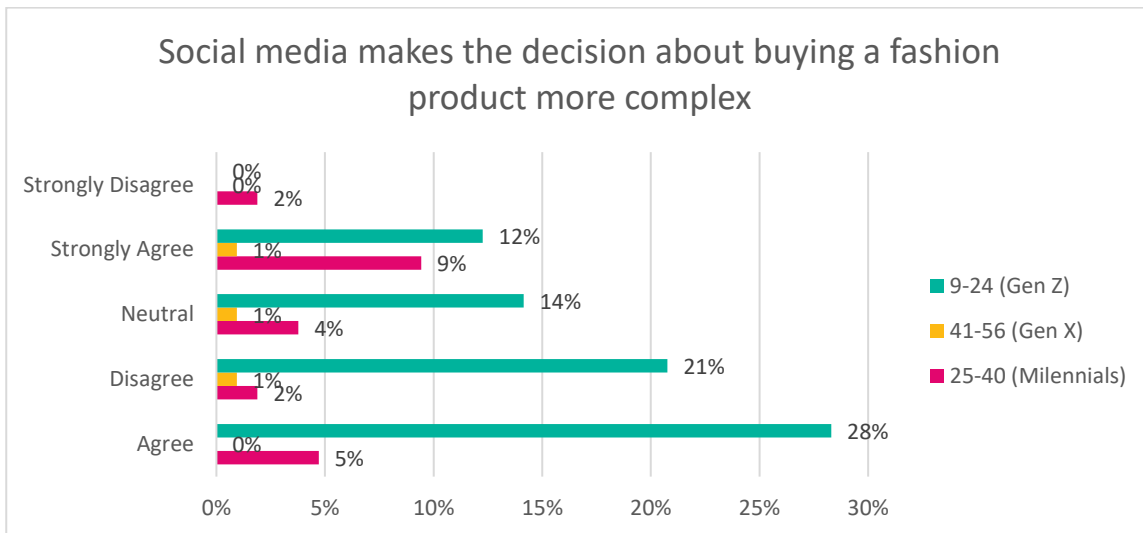


Figure 30 : Social media makes the decision about buying a fashion product more complex

The observation the author make for the graphic is that 28% of the Gen-Z agree that social media makes the decision about buying a fashion product more complex and 9% of the millennials stringly agree with this idea. In the other side the Gen-X is divided between 1% strongly agree, 1%

agree, and 1% neutral. The author can still say that most of the franco-phone population agree or strongly agree that social media makes the decision about buying a fashion product more complex.

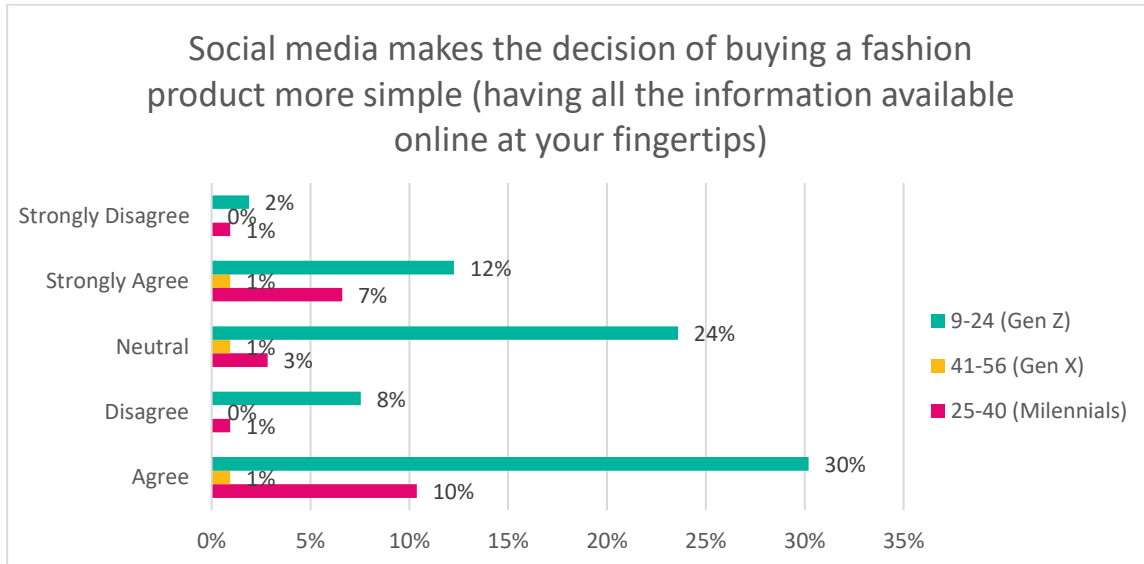


Figure 31 : Social media makes the decision of buying a fashion product more simple

This graphic show that 30% of the Gen-Z agree social media makes the decision of buying a fashion product more simple, 10 % of the millennials also agree on that. For the Gen-X 1% agree, 1% neutral, 1% strongly agree. The author can conclude even though there is no majority ofr the Gen-X that people agree that social media makes the decision of buying a fashion product more simple.

31. Factors that affects the length of your decision about buying fashion product. Rank on a scale of 1to 5. 1 being least, 5 being most

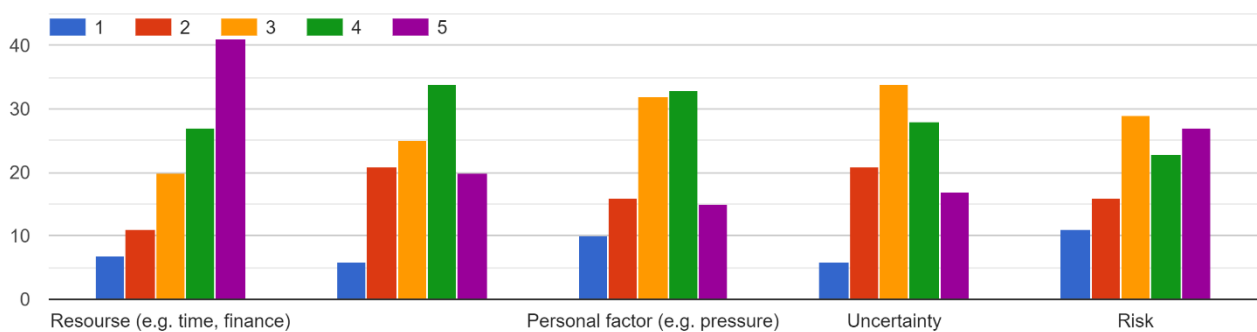


Figure 32 : Factors that affects the length of your decision about buying fashion product

From the results of the answers, the author observe that most the respondents think that the main factor of the decision about buying a fashion product is the resource as time and finance.

The other ones that count are the amount of information available about it and the personal factor as pressure, etc. The last factor are uncertainty and risk.

For the last question, the author collects opinions about the biggest difference between using information from the social media and information from the mass media in planning to purchase a fashion product. Most of the opinion that social media are more reliable, trustworthy, reachable. The fact that the social media can be controlled by company it allows more interaction and have more accessible to the information. Mass media are more control and neutral. Social media give us feedbacks on the product from different people who test the product, and it can be positive, negative, or neutral. Social media are more transparent and give us a lot of information and show opinion of lots of people. Social media are more personal, so they attract us and influence us and even more the young people than mass media. All these factors affect the quality of the social media, which is better than mass media because it promotes, speak to the consumer.

## 5 Discussion

### 5.1 Limitations, reliability, and validity

This study is based on a mono research method including primary data collected by the author through survey questionnaire.

The first limitation of this study is due to the number of people who responded to the survey questionnaires the author was able to collect 106 responses and even if most of the respondents are franco-phone consumers but not all of them. So, the number of answers is limited, and it can question the reliability and validity of the research.

Therefore, the total number of responses is a limitation because these results cannot be generalized to the population, more responses and data from the consumers would be needed for the author's results to be generalized. In addition, the author used an inductive research method that means that the theory is based on observations and the results can create a new theory and it can be a good to test these results with theory that already exists.

Regarding the reliability and validity of this study, the author first began by conducting a literature review to get an overview of the situation.

And concerning the survey questionnaires, the author could say that the validity and reliability of this one is high because these survey questionnaires are quite detailed regarding the questions and on the process, and the questionnaire was already test on another theory.

## 5.2 Answering the research questions

The main point of this study is to answer one research question which have one research objective that was determined by the author in the introduction of this work.

- RQ1: How digital marketing and communication related to fashion products impact the Franco-phone consumer behavior?
- RO1: To find out how digital marketing and communication related to fashion products impact the Franco-phone consumer behavior through survey in form of questionnaire.

Based on the primary data collected by the author, the answer to research question is digital marketing and communication related fashion products impact the Franco-phone consumer behavior in many ways.

Based on the primary data collected by the author, the answer to the research question is that:

- The digital marketing and communication impact the consumer on their pre-judgment with the information that they can find on social media
- It can help to confirm their initial opinion
- It can help to have information that have credibility, reliability, and effectiveness
- It can help in the process of problem recognition to attract the consumer
- It can give the opportunities to interact with the companies
- The consumer can give feedbacks on the product and the consumer can interact with each other's
- It also can change their opinion and it can help to search alternatives on their product and have more information.
- There are many reasons that can help the consumer to buy a product
- There are many digital platforms that can help the consumer to have information to make a purchase decision.

### **5.3 Dialogue between key results and knowledge base**

The author was able to see two things regarding the dialogue between the key results of his research questions and the basic knowledge of literature review, the author was able to re-mark in the first place that some of her results found through her primary data are there are benefits and draws to the social media for consumer that the author has seen also during his research and for the company but the author does not explore in this research.

The primary data was used to give test the theory part help the author found that the results of that procure similar ideas about some point and sometimes just others' ideas.

Secondly, the author was also able to notice that some of her results found through the primary data are new and bring new knowledge as in the case, of the research questions concerning the consumers because in the literature part the author tell a lot about the digital marketing and communication but in the research part the author is more focus on the interaction that the consumers have with the digital marketing and communication and so we learn more on the point of view of the consumer and the process of decision. The author sees less about the usage of the digital marketing and communication, example by company which implement it in their strategy.

### **5.4 Compliance with research ethics guidelines**

Regarding the compliance with the research ethics guidelines, the author made sure that the ethics concerning the primary data were respected, in fact, in the first instance, the primary data collected by the author were stored following the ethical guidelines of the JAMK to guarantee the respect of the anonymity of the respondents.

Then, in Chapter 4, which contains the research results, the author made sure that the first and last names of the respondents were not quoted to respect their anonymity.

Instead. all the facts that the answers given by the respondents provide to the author was quoted and used the word of consumer or francophone consumers to remain anonymous.

## 6 Conclusion

### 6.1 Key Findings

The purpose of this research is to see how digital marketing and communication related on fashion product impact the Franco-phone consumer behavior.

The key findings from this research are that the digital marketing and communication related on fashion products have a certain impact on the Franco-phone behavior in some ways.

To summarize, the different key findings, the author have noticed from the analyze of her data that in the francophone consumer the most impact by the digital communication are the young generation as the Millennials and the Gen-Z.

Then, the author finds that the digital marketing and communication impact the pre-judgement on fashion product by the information the consumer can find on the different digital platforms as blog, video sharing sites and the most use by the consumers and even more by the young generation.

The social media are considered more effective and attractive than mass media by the franco-phone consumer because they give more credibility to the information on social media because it owns by the company themselves. So, it allows to get information by the companies about their product, it triggers consumer to purchase fashion products.

Another key finding is that the social expose people to a lot of information and it is easier compared to mass media because most of the consumer spends time every day on social media, but all this information is not the only thing that is consider int the decision of purchase of the consumer there is also the financial resources.

The last key finding is the fact that social media allow the consumer to interact with the company but also between consumers. The feedbacks give on social media change the attitude of the consumer towards fashion products. Even after a purchase consumer can share and comments about the fashion product they purchase, and it can help future consumers in their decision.

## 6.2 Managerial implications

The author found two types of managerial implication for the consumers and for companies that is related to digital marketing and communication

The first type of managerial implication is for consumers, the author noticed that in the process of decision-making social media impact the opinion of the consumer by giving different resources of information that the consumer can rely on.

Therefore, the author's conclusion for consumers is that the consumers should be careful on the sources where they find information because sometimes it can be subjective or even company can trick them because they have no transparency and show what they want on social media.

The second type of managerial implication is for companies, the author during her research can see that the company can influence customer but also customer can influence the image of the company by giving feedbacks on their websites or on blogs, or even comments on social media.

Thus, the conclusion of the author for companies, they must be careful about the image they give to the customers on social media. There is on the process of decision-making of the consumer the after purchase and against bad feedbacks companies must prevent of that in being transparent and leave a great customer experience.

## 6.3 Recommendations for future research

First recommendation for future research could be to more answers to the questionnaire because the author was able to reach 106 that is enough, but it could be improved to be able to generalize the result to wider population.

Secondly, a qualitative survey based on secondary and primary data can be more valid and offer more insight, explanations, and credibility. It could allow to identify new relevant concept and test more rigorously specific hypothesis based on well-defined theoretical framework.

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# Appendices

## Appendix 1. Questionnaire Form

Impacts of social media on consumer decision making process with regard to fashion products

### General Background

1. Your age?

- 9-24 (Gen Z)
- 25-40 (Millennials)
- 41-56 (Gen X)
- 57-66 (Boomers II)
- 67-75 (Boomers I)
- 76-93 (Post War)
- 94-99 (WW II)

2. Your gender?

- Female
- Male
- Prefer not to disclose
- Non-binary

3. What is your nationality?

- France
- French Guiana
- French Polynesia
- French Southern and Antarctic Lands
- Afghanistan
- Akrotiri
- Albania
- Algeria
- American Samoa
- Andorra
- Angola
- Antarctica
- Antigua and Barbuda
- Argentina
- Armenia
- Aruba
- Ashmore and Cartier Islands
- Australia
- Austria
- Azerbaijan

- Bahamas, The
- Bahrain
- Bangladesh
- Barbados
- Bassas da India
- Belarus
- Belgium
- Belize
- Benin
- Bermuda
- Bhutan
- Bolivia
- Bosnia and Herzegovina
- Botswana
- Bouvet Island
- Brazil
- British Indian Ocean Territory
- British Virgin Islands
- Brunei
- Bulgaria
- Burkina Faso
- Burma
- Burundi
- Cambodia
- Cameroon
- Canada
- Cape Verde
- Cayman Islands
- Central African Republic
- Chad
- Chile
- China
- Christmas Island
- Clipperton Island
- Cocos (Keeling) Islands
- Colombia
- Comoros
- Congo, Democratic Republic of the
- Congo, Republic of the
- Cook Islands
- Coral Sea Islands
- Costa Rica
- Cote d'Ivoire
- Croatia
- Cuba
- Cyprus
- Czech Republic
- Denmark
- Dhekelia
- Djibouti
- Dominica

- Dominican Republic
- Ecuador
- Egypt
- El Salvador
- Equatorial Guinea
- Eritrea
- Estonia
- Ethiopia
- Europa Island
- Falkland Islands (Islas Malvinas)
- Faroe Islands
- Fiji
- Finland
- Gabon
- Gambia, The
- Gaza Strip
- Georgia
- Germany
- Ghana
- Gibraltar
- Glorioso Islands
- Greece
- Greenland
- Grenada
- Guadeloupe
- Guam
- Guatemala
- Guernsey
- Guinea
- Guinea-Bissau
- Guyana
- Haiti
- Heard Island and McDonald Islands
- Holy See (Vatican City)
- Honduras
- Hong Kong
- Hungary
- Iceland
- India
- Indonesia
- Iran
- Iraq
- Ireland
- Isle of Man
- Israel
- Italy
- Jamaica
- Jan Mayen
- Japan
- Jersey
- Jordan

- Juan de Nova Island
- Kazakhstan
- Kenya
- Kiribati
- Korea, North
- Korea, South
- Kuwait
- Kyrgyzstan
- Laos
- Latvia
- Lebanon
- Lesotho
- Liberia
- Libya
- Liechtenstein
- Lithuania
- Luxembourg
- Macau
- Macedonia
- Madagascar
- Malawi
- Malaysia
- Maldives
- Mali
- Malta
- Marshall Islands
- Martinique
- Mauritania
- Mauritius
- Mayotte
- Mexico
- Micronesia, Federated States of
- Moldova
- Monaco
- Mongolia
- Montserrat
- Morocco
- Mozambique
- Namibia
- Nauru
- Navassa Island
- Nepal
- Netherlands
- Netherlands Antilles
- New Caledonia
- New Zealand
- Nicaragua
- Niger
- Nigeria
- Niue
- Norfolk Island

- Northern Mariana Islands
- Norway
- Oman
- Pakistan
- Palau
- Panama
- Papua New Guinea
- Paracel Islands
- Paraguay
- Peru
- Philippines
- Pitcairn Islands
- Poland
- Portugal
- Puerto Rico
- Qatar
- Reunion
- Romania
- Russia
- Rwanda
- Saint Helena
- Saint Kitts and Nevis
- Saint Lucia
- Saint Pierre and Miquelon
- Saint Vincent and the Grenadines
- Samoa
- San Marino
- Sao Tome and Principe
- Saudi Arabia
- Senegal
- Serbia and Montenegro
- Seychelles
- Sierra Leone
- Singapore
- Slovakia
- Slovenia
- Solomon Islands
- Somalia
- South Africa
- South Georgia and the South Sandwich Islands
- Spain
- Spratly Islands
- Sri Lanka
- Sudan
- Suriname
- Svalbard
- Swaziland
- Sweden
- Switzerland
- Syria
- Taiwan

- Tajikistan
  - Tanzania
  - Thailand
  - Timor-Leste
  - Togo
  - Tokelau
  - Tonga
  - Trinidad and Tobago
  - Tromelin Island
  - Tunisia
  - Turkey
  - Turkmenistan
  - Turks and Caicos Islands
  - Tuvalu
  - Uganda
  - Ukraine
  - United Arab Emirates
  - United Kingdom
  - United States
  - Uruguay
  - Uzbekistan
  - Vanuatu
  - Venezuela
  - Vietnam
  - Virgin Islands
  - Wake Island
  - Wallis and Futuna
  - West Bank
  - Western Sahara
  - Yemen
  - Zambia
  - Zimbabwe
4. Which of the following social media sites you are using on a daily basis?
- Social Networking Sites (e.g.Facebook)
  - Microblogging (e.g.Twitter)
  - Blogs/ Forums
  - Social Bookmarking Sites/ Social News (e.g., Reddit, Digg)
  - Photo & Video Sharing Sites (e.g., Flickr, Youtube)
5. Time (approx.) spent on social media sites per week
- 0 hour
  - 1-3 hours
  - 4-6 hours
  - 7-9 hours
  - 10 hours or more

6. Time (approx.) spent on the mass media (TV, radio, magazine, newspaper and so on) per week
- 0 hour
  - 1-3 hours
  - 4-6 hours
  - 7-9 hours
  - 10 hours or more
7. Do you think that with the social media sites, you are able to seek out Fashion products information initiatively (actively)?
- Strongly agree
  - Agree
  - Neutral
  - Disagree
  - Strongly disagree
  - Attitude
8. Do you have pre-judgement (positive/negative) towards a particular fashion product before an actual consumption?
- Always
  - Often
  - Sometimes
  - Seldom
  - Rarely
  - Never
9. Which of the following factors are the cause of your pre-judgement?
- Previous experience with a fashion product
  - Knowledge or awareness of the fashion brand
  - Fashion brand reputation
  - Information about fashion product from the internet (e.g., user reviews, blogs, forums, and so on)
  - Information about fashion product from the mass media (e.g., TV, radio, magazine, and so on)
  - Information about fashion product from peers, friends, or family members
10. Do you tend to seek out information about fashion product that is consistent with your initial opinion/preference for a purchase?
- Always
  - Often
  - Sometimes
  - Seldom
  - Rarely
  - Never
  - Problem recognition
11. Does social media triggers you to purchase a fashion product?
- Yes
  - No
  - Not sure

12. Do you find advertisements about fashion product on mass media are still attractive?

- Yes
- No

13. Which of the following mass media channels you still find attractive?

- TV
- Radio
- Newspaper
- Magazines
- Search alternatives
- Other

14. Do you agree that information searching about fashion product is easier via social media comparing to mass media (e.g., TV, radio, newspaper, and so on)?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

15. Do you search for related information about fashion product on social media before a purchase?

- Always
- Often
- Sometimes
- Seldom
- Rarely
- Never

16. Rank on a scale of 1 to 5 for the source of information about fashion product on social media you use before a purchase. 1 being least, 5 being most

- Facebook
- Twitter
- Online Forums/ Communities/Blogs
- Social Bookmarking Sites (e.g., Digg)
- Youtube
- Pinterest

17. Do you agree that, for instance, advertisements/blog posts/ FB pages/user reviews about fashion product on social media influence you to try new brands/products/services?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

18. Do you agree that social media has provided more effective platforms to new fashion products/brands to draw consumers' attention than mass media channels?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

19. Do you agree that with regard to fashion product advertisements/ reviews/ blog posts etc. have a higher credibility than advertisements/ editorials/ other marketing means on mass media?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

20. Do you rely on information about fashion products available on social media if you have uncertainties regarding a purchase?

- Always
- Often
- Sometimes
- Seldom
- Rarely
- Never

21. Do you change your initial purchase preference after searching relevant information about fashion products via social media sites?

- Always
- Often
- Sometimes
- Seldom
- Rarely
- Never

22. Are you likely to share comments/reviews/blog posts/related articles etc. about fashion products to peers or friends via social media after a purchase?

- Always
- Often
- Sometimes
- Seldom
- Rarely
- Never

23. Are you likely to change your attitude towards a certain fashion brand or product after you have read positive comments/reviews/online articles etc. about it?

- Yes
  - No
  - Not sure
24. Do you agree that feedbacks (reviews/comments/posts and so on) about fashion products on social media affect your purchase?
- Strongly Agree
  - Agree
  - Neutral
  - Disagree
  - Strongly Disagree
25. Do you agree that social media provides an effective and powerful platform for consumers to communicate about fashion products with each other and with the companies?
- Strongly Agree
  - Agree
  - Neutral
  - Disagree
  - Strongly Disagree
26. Do you feel encouraged to voice out your opinion about fashion products after a purchase via social media platforms?
- Strongly Agree
  - Agree
  - Neutral
  - Disagree
  - Strongly Disagree
27. Do you agree that information regarding fashion products have a higher credibility on social media than on mass media channels because the information is beyond the company's control?
- Strongly Agree
  - Agree
  - Neutral
  - Disagree
  - Strongly Disagree
28. In your opinion, which stage of your decision to buy a fashion product has been affected mostly because of social media? Rank on a scale of 1 to 5. 1 being least, 5 being most
- Exposure to information about fashion product
  - Problem Recognition
  - Search for the alternatives
  - Evaluation of information about fashion product
  - Post-purchase Evaluation
29. Do you think that social media makes your decision about buying a fashion product more complex?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

30. Do you think that social media makes your decision about buying a fashion product more simple?  
(Having all the information available online at your fingertips)

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

31. Factors that affect the length of your decision about buying fashion product. Rank on a scale of 1 to 5.  
1 being least, 5 being most

- Resource (e.g., time, finance)
- Amount of available information about fashion products
- Personal factor (e.g., pressure)
- Uncertainty
- Risk

32. In your opinion, what is the biggest difference between using information from the social media and information from the mass media in making a decision to purchase a fashion product?

Short answer

## **Appendix 2. Cover letter**

I am student in last year of Bachelor. I make this questionnaire to help to do my thesis about Digital marketing and Communication to know more about the impact of Digital marketing and communication for fashion product on consumer and more specially on Franco-phone consumer and specially the Digital marketing and communication from Fashion Industry.

I offer to the respondents the access to the outcomes of this survey.

It will remain anonymous.

This survey will take you between 15 and 20 minutes.

The deadline to fill out this survey is 26th November midnight.