berlin international
UNIVERSITY OF APPLIED SCIENCES

Bachelor Thesis

"The development of marketing communication in the social media world"

A closer look into the fashion industry's social media strategy

Student: Amanda G. de Miranda

ID: 1601255

6th Semester

Supervisor: Prof. Dr. Manfred Lieb

Second Examiner: Prof. Dr. Süheyla Schroeder

Date: 25.06.2019

Table of Contents

Abstract

This paper intends to explore the mechanisms in the human psyche, which are responsible for shaping decisions regarding purchasing behavior. The study focuses on the marketing communication tools responsible for directing consumers towards choosing a specific product or service, as well as analyzing how these strategies operate. A special outlook on the fashion industry's marketing strategies will presented to further solidify the research on the marketing tools explored throughout the paper. The analysis concerning the fashion industry strategies will be presented through the lens of fast-fashion and premium fashion products and how each sector's strategies and their characteristics shape consumer choices in a social media setting.

1. Introduction

The rise of marketing communication has many advantages for marketers: tracking information about consumer preferences, sentiment analysis about brands, customer experience and feedback with one's brand and competitors as well as many other outcomes of social media use, which can be used to produce marketing strategies that are truly relevant to increase profit. Consumers have an increasing power over their decisions, due to the staggering amount of information available in the modern world, creating audiences who are active participants in the diffusion of information online, instead of passive information receivers. Buyers have an important role as creators of user-generated content, which is increasingly important for creating brand trust and loyalty. Social media is responsible for an array of influencers, who are social connectors between companies and individuals as reliable information resources (Cassia & Magno, 2019).

Customer behavior relates to all consumer actions related to purchasing of goods and services, while further investigating the psychological, social, cultural and personal reasons behind the behavior. A lot of investment on analyzing and predicting consumer behavior is being made by companies worldwide, with the objective of guiding consumers to buy their product or service rather than the competitor's. For marketing purposes, a deep understanding of consumer behavior and all its variables is fundamental for successful marketing strategies, especially online, where marketing thrives with options to approach consumers around-the-clock. Because there are so many advertisements available for countless products, which are being offered by numerous companies, it is not possible for an individual to process so much information efficiently, creating, thus, the need for marketers to understand the most effective ways to guide consumers to their product or service (Kardes, Cronley, & Cline, 2015).

Fashion is a statement of an individual's personality, behaviors and way of thinking. Nowadays, there is a much shorter product life-cycle in the fashion industry, following consumer's preferences, current trends, seasonal changes and more. A product is relevant so long as the majorities of one's social group accepts it and choose to wear it. For fashion companies, the implications of this industry norm is to constantly keep up with the external aspects influencing consumer behavior, increasing consumer loyalty and interest, tracking online activities

related to the brand and creating relevant advertising based on that information (Parker & Doyle, 2018).

1.1 Need and Justification for the study

Customers have many sources of information, countless choices regarding goods and services, and are bombarded by constant advertising. That environment creates a need for establishing an understanding around the factors moving consumers towards a particular decision regarding their daily consumption choices. Social media increased the level of interactivity among people from different backgrounds, motivations and opinions, creating shared experiences that shape decisions and empowers consumer to make informed decisions. Besides examining the external factors shaping consumer behavior such as advertising, influencer marketing, emotional ads and more, this paper attempts to evaluate many factors within an individual's psychology, which will influence and persuade their actions towards a product, service, and brands.

1.2 Research Objective

The main objectives of this research is to analyze the different marketing strategies being used today, how they developed with the rise of social media platforms, and how they can be used to persuade consumer behavior. Some theories concerning consumer behavior will be explored as building blocks of the research, as well as general factors found to influence decisions. The fashion industry will be used as an example of a specific industry where marketing strategies can be used to guide consumers towards a particular direction.

1.3 Research Question

This paper will attempt to answer the following research question: "How are marketing communication tools influencing customer behavior, especially within in the fashion industry?"

2. Literature Review

2.1. Consumer Behavior Theories

Marketing is one of the most important aspects in a company's success. Marketing strategies have a better chance to successfully lead to consumer purchase and loyalty when combined with consumer behavior knowledge.

Marketers who understand human behavior and place that knowledge as the core of their strategy planning, have a better chance to cause consumers to choose their product or service over another and better yet, to continue coming back. To better develop efficient marketing strategies, an understanding of the theories explaining consumer behavior, their motivations and desires is essential.

2.1.1. Psychoanalytic Theory

Sigmund Freud was the founder of psychoanalysis, founded in 1896, which is not directly associated with consumer behavior, however provides insights into human nature and derived actions and still can be used to understand modern psychological patterns. Psychoanalysis hypothesize that human actions are mostly based on unconscious motives occasionally rooted in childhood experiences, in other words, people cannot understand their own motivations to decide and act. Contrary to the view of Marshallian theory, psychoanalytic theorists believe economic factors are not the only factors shaping an individual's decision-making process. The unconscious motivations are based on desires present inside the mind, which cannot be fully understood. This theory, thus gives space to the approach that emotionally appealing marketing strategies are possibly more valuable in convincing consumers than strictly rational strategies (McLeod, 2017).

2.1.2. Pavlovian Theory

Russian psychologist Ivan Pavlov developed this theory by ways of experimenting on his dog in the 1920s. Pavlov found he could condition his dog's behavior by ringing a bell before feeding him, causing the dog to salivate every time the bell was rung after a period of time conditioning the dog's behavior. Because of his experiment's result, Pavlov theorized human behavior is also a result of conditioning patterns, in other words, human can be taught how to behave. Neo-Pavlovian theorists also add that humans use and search for information additionally to understanding the stimulus responsible for conditioning their behavior. This theory can be explored by marketers when trying to create a positive brand image by reinforcing or conditioning elements related to their brand by way of repetition, especially if the repetitive message is positive. Moreover, this theory clarifies that when there is low risk in purchasing a product; low cognitive effort is needed, causing routine purchasing specially for impulse and convenient goods (Sahney).

An example of this theory being used in practice can be found in Coca-Cola's advertising technique. By combining their product and brand with the pleasant images of Christmas and family gatherings where their products are present, Coca-Cola is creating a positive association in consumer's minds. This association is much more powerful in an individual's mind than merely displaying logos and brands without any positive connections having been created (Hoyer, MacInnis, Pieters, Chan, & Northey, 2017).

2.1.3. Evolutionary Psychology Perspective

The field of evolutionary psychology seeks to understand the reasons why a particular behavior and emotional perception exist based on humanity's evolutionary past, expanding on traditional psychology, which explores only how these behaviors and emotions take place and what are their results. Hence, evolutionary psychology proposes that human behavior is a result of evolutionary processes based on the natural selection principle of Darwin (1859).

In relation to marketing, evolutionary psychology investigates gender differences, as men and women faced different challenges during their evolutionary history. The theory disagrees with social role theories, which state that men and women are a result of their socialization. However, evolutionary theory proposes that socialization cannot explain the many similarities in male and female behavior from diverse cultural backgrounds. The understanding of gender differences aid in explaining the discrepancy on the way messages are processed, the reaction from men and women towards sex appeal in marketing, the value placed on appearance, the demeanor towards gift-giving behavior. Moreover, openness to risky behavior and acceptance of unethical conduct seem to diverge between genders.

Investigations on women's concern about appearance show higher consideration towards clothing, body-related concerns, higher dieting frequency and other similar behaviors. Evolutionary theory explains these feminine concerns as an evolutionary trait women have to increase their value as a possible mate to males. Theorists add the media and socialization only increase the concerns that already exist from an evolutionary standpoint. Such knowledge and further investigations directed at understanding behavior from an evolutionary perspective can give marketers insight into the rationale of men and women's minds and their motivation to consume (Saad & Gill, 2000).

2.2. The factors influencing consumer behavior

2.2.1. Socio-cultural factors

The socio-cultural factors influencing consumer behavior include gender, age, income, education, socio-economics and culture. Exploring each of those elements can be helpful in comprehending the many reasons people behave a certain way from a societal adaptation standpoint. Kacen & Lee (2002) believe the theory of individualism and collectivism can be helpful when studying consumer behavior, especially regarding impulse purchasing. An inverse relationship between age and impulse consumption seems has been found. From the ages of 18 to 35 years, impulsive consumption begins high and starts declining with age, showing younger shoppers are more impulsive in their decisions. That finding seems to be consistent with emotional control knowledge, which shows older individuals are less impulsive in their emotional expressions than younger individuals.

Collectivist people are motivated by following rules and having duties from their immediate group, and make their connection to that group clear. Individualists are more independent than collectivists, making them more concerned with their own rights, personal goals and preferences making them more rational in their relationships with others. Collectivist cultures are concerned with group harmony and preferences, which can cause its members to suppress their own preference on behalf of the group. Because of that emotional control displayed in collectivist cultures, it can be concluded collectivist individuals are less incline to engage in impulse shopping. Individualist cultures, contrarily, focus on self-interest and ignore negative effects of their decisions on others, acting by their own emotional guidance, making individualist more likely to consume impulsively (Kacen & Lee, 2002).

Social influence can also affect consumer decisions and behavior, meaning individuals will act differently contingent on being in a group context or alone. When in the presence of other people, decisions will be influenced by the decisions others are taking. Consumers try to convey an image about themselves through decision-making within group contexts. For instance, people who would seek unique products in an individual context can instead have similar decisions to those in the group they are inserted in, in order to fit into the unconscious social

norms. Individuals can also decide uniformly to their social group as a way of minimizing the risk that someone else's choice will be better than their choice. Variety of choices in groups can be seen when group members are more concerned with gathering information from each other based on different choices and reactions to those choices each member has made, rather than deciding based on self-presentation concerns. That can be observed when a group is dining together and individuals will order different options in order to explore if the varied choices are pleasant or not, gathering information about each option, which might be helpful to help them make choices the next time (Hoyer, MacInnis, Pieters, Chan, & Northey, 2017).

Western and Eastern cultures also differ in their preferences. Consumers from western cultures seem to prefer more options and choices, while East Asians (China, Japan and South Korea), prefer having fewer options. Studies have shown, American students declared dissatisfaction if someone else decided for them, but East Asians actually preferred that a friend or family member would decide for them (Hoyer, MacInnis, Pieters, Chan, & Northey, 2017).

2.2.2. Personal & Psychological Factors

There are individual causes for buying behavior that must be evaluated in order to understand consumer motivation. Regarding impulsive purchasing, which can be defined as purchasing behavior that has low regard for consequences and causes emotional conflict in a person's mind, personality differences can offer important insights into consumer behavior (Verplanken & Sato, 2011).

Geoffrey Miller (2009) describes six traits which are central to understanding behavior, including consumerism: general intelligence, openness, conscientiousness, agreeableness, stability, and extraversion. These dimensions can be very reliable for the study of human behavior variations. Miller argues that people behave with the intention of communicating "desired identities" to their immediate social group through their consumption choices, especially if the product of choice is strongly consistent with one of the big six traits he describes. The effects of personality on consumption behavior and its implications for marketing strategies have been relatively ignored. Marketers seem to evaluate consumers mostly through the lens of values, lifestyle, culture and attitudes, when what is being evaluated is, in fact, the effects of openness, conscientiousness,

agreeableness, stability, or extraversion, which vary among men and women, younger and older generations, liberals and conservatives and more (Miller, 2009).

Products can have a utilitarian or useful purpose or they can be of a hedonistic value (for the purpose of pleasure, for example ice cream) to the consumer. Products can go beyond those aspects to be of a symbolic value, meaning they can express status, values, political positions and more (Verplanken & Holland, 2002). There is also strong evidence that consumption, particularly impulsive consumption can also be related with avoidance of negative emotions and low self-esteem (Verplanken, Herabadi, Perry, & Silvera, 2005). Researchers found correlation between impulsive buying tendencies and unhealthy snacking and eating disorders as coping mechanisms to curb low self-esteem (Silvera, Lavack, & Kropp, 2008).

3. Consumer Behavior and Marketing

3.1. Forms of influencing consumer behavior

3.1.1. Authority figure/Influencer

Companies can be more relevant in the eyes of consumers through endorsements of spokespeople, who are trusted members within communities relevant to the industry in which the company is active. These influencers can cause a shift in processing of information and form positive attitudes towards a brand. Individuals can be persuaded by social groups with which they identify themselves. This knowledge regarding peer-influence has been recognized for decades (Childers & Rao, 1992). Influencers benefit brands and consumers, the influencers offer real-time feedback on products and brand reliability, increasing the power of brands (Brown & Fiorella, 2013).

Authority Bias is an idea born from an experiment performed in 1961 by Stanley Milgram, a psychologist at Yale University. His experiment intended to explore the divergence between obedience to authority versus personal will. In the experiment, one of the participants would be the learner, who was chosen by Milgram and pretended to be a real participant, and the other would be the teacher. The learner had electrodes attached to his body, while the researcher and the teacher remained in another room, where a shock generator was present with

signalized switches from 15 volts (slight shock), to 375 volts (Danger: severe shock), until 450 volts (XXX), with a total of 30 switches between those levels. The teacher was told to cause an electric shock each time the learner committed a mistake, increasing the intensity of the shock each time. The learner made many purposeful mistakes, each time receiving a shock. After a while, the teacher would refuse to continue, at which point the researcher would order him to continue with phrases such as "the experiment requires you to continue". The resulting conclusion showed 65% or two-thirds of participants continued to the maximum of 450 volts, and 100% continued to at least 300 volts;. all participants were male. Milgram concluded most people will go a long way to obey authority (McLeod, 2017).

Authority is a very efficient form of influence on behavior. In marketing, companies will often use authority figures to convince consumers their product is reliable and essential. If a hair stylist expert recommends additional hair products, if a doctor prescribes many medical tests, or a dentist recommends states a patient needs braces, most people will comply without questioning (Kardes, Cronley, & Cline, 2013).

3.1.2. Emotional Loyalty

The concept of emotional loyalty in marketing refers to advertising that engage consumers emotionally, causing them to purchase. The IPA (UK's Institute of Practitioners in Advertising) databank has 1400 case studies regarding successful campaigns. An analysis of profitability among those campaigns concluded that advertising which possessed emotional appeal performed two times better (31%) than rational advertisements (16%) with no emotional appeal. Campaigns containing a mixture of rational and emotional elements achieved a 26% success score. Creating an emotionally effective marketing campaign is complex, but one rule is essential: the campaign should align with brand image and values (Dooley, 2009).

Studies which evaluate the reasons respondents name as to why they love a certain brand include factors such as attractive qualities, strong identification with consumers' values, brand provides intrinsic rewards, use of the brand to express self-identity, positive affection, a sense of the brand providing the "right fit",

irreplaceability, investment of time and money and frequent use (Batra, Ahuvia, & Bagozzi, 2012).

Consumers will decide to purchase a product if it fulfills a practical need and if it satisfies an emotional need. Since there are many similar enough options in the market, in essence the market is saturated; companies need to tap into emotional factors that differentiate them from the competition. For instance, people will not be loyal to a coffee shop merely because of its coffee but they will likely consider the subtle ambiance factors such as music, fragrances and comfort as factors that will make them prone to come back. To build a relationship with customers, companies have to define a target that are relevant psychologically and sociologically, which will translate in improved consumer-experience where that relationship is built: online and/or physical stores (Consoli, 2010).

3.1.3. Brands as displays of personality

Evolutionary psychology views people's motivation to choose a particular brand not as a form of personal identification with the "brand personality" but as the consumer's desire to express their own personality traits through the purchase of that specific product. As previously mentioned, there are six personality traits accepted as part of evolutionary psychology's theory: intelligence, openness, conscientiousness, agreeableness, stability (emotional stability in specific), and extraversion. For intelligence, for instance, highly intelligent people will prefer directionality in interactions. A person's self-esteem usually mirrors which traits they possess that are valued by their social environment, meaning if someone is highly intelligent and attractive, their self-esteem will likely be higher, since those traits are valuable to most people, increasing positive feedback. For marketing purposes, that view argues consumers communicate their identity through their product choices, thus, marketers assume they are studying the influence of age, sex, political beliefs, however, they are studying the influence of openness, agreeableness, conscientiousness, stability, or extraversion, which vary among the population and can be very helpful in the study of marketing preferences based on personality (Miller, Traits that Consumers Flaunt and Marketers Ignore, 2009).

3.1.4. Brand Reputation

Building a relationship with customers is essential to achieve success as a business; success encompasses establishing a positive correlation a brand has in

the audience's minds. To influence consumer behavior, marketers have to gain rapport through a constructive relationship built through successful marketing strategies done overtime. Brand reputation and consumer satisfaction are reliable drivers of consumer loyalty. Brands that become unique in consumer's minds are very valuable and have higher competitive advantage over products of similar characteristics, due to its association with an image of positive experience, quality and social acceptance of that brand.

Because information is not equally available to every consumer and there are many products and options in the market, information asymmetry is the norm. That is the principle of signaling theory (Connelly, Certo, Ireland, & Reutzel, 2010). With asymmetric information available, consumers will likely rely on brand reputation to make decisions. Consumers try to reduce risks by searching and processing product-related information such as price, advertising, brand, warranty and third-party recommendations. Consumers find third-party reviews reassuring before purchasing a product or service, in order to reduce information asymmetry, since product quality is not easily evaluated before use (Akdeniz, Calantone, & Voorhees, 2012).

Research indicates a retailer's reputation ranked third as most important factors reducing consumer perceived purchase-risk, behind "warranty/money-back guarantee" and "manufacturer reputation", especially for online purchases. Consumers feel they can anticipate the company's future behavior, increasing merchant trustworthiness which will be associated with a reliable choice in future considerations among several industry competitors (Lennon, 2012).

3.1.5. Differentiation & Individuality

Consumption is a way to express individuality. Generation Z has started a movement for personalized products, which accentuate personality traits and ideals, so much so that 58% of A-class consumers and 43% of C-class consumers declared they would pay more for unique products. Most marketers, precisely 78% agree that customized content is the direction to which digital marketing is headed, meaning the ideal marketing strategy is a one-to-one experience (Aslam, 2019). Modern consumers also prefer to purchase products from brands which have good values, with which they identify themselves. Additionally, modern consumption has a broader meaning than merely purchasing and owning a

product, instead, the new concept revolves around having unlimited access to goods and service, increasing their value in the eyes of the new consumer. Products become services, as exemplified by services such as live-stream, car-sharing, subscriptions and more. The advent of influencers is an example of services connecting consumers, users of a product are not only customers, but they work for the companies at the same time, helping them increase their visibility and creating a relationship not only with the influencers but also with the company and their brand value (Francis & Hoefel, 2018).

Stimulus discrimination describes a differentiation tactic to create a discerning stimulus from similar stimuli. That is a strategy marketers should follow, if they wish to become unique and irreplaceable in the consumer's mind. This differentiation occurs when the marketer focuses on a feature or characteristic its brand possesses, which is valuable and stands out from competition, and is its Unique Selling Proposition (USP). The differences being portrayed can be through better advertising, better packaging, better customer service and etc. These constant reminders concerning a brand's USPs will create a conditioning stimulus as described in the Pavlovian theory. The Neo-Pavlovian theory, however, is different in its views that people are not only passively conditioned, but rather information-seekers and evaluators, who will use information about why a brand's value proposition is superior to the competition to make a decision (Sahney).

3.2. The difference between marketing online and offline related to behavior influence

Traditional marketing follows a predictable route of segmentation followed by targeting strategies. Segmentation is the procedure marketers use to categorize the market into demographic, geographic, psychographic and behavioral pools, which will be helpful in targeting the appropriate audience that will receive marketing-related efforts. Targeting an audience saves lost time and resources and keeps a company well positioned in the market. However helpful traditional marketing strategies have been and are certainly still relevant, the segmentation plus targeting strategy is very unilateral. Consumers want more of their input to be taken into consideration; otherwise, irrelevant advertisement will land in the spam box. Modern, digital marketing is horizontal and considers online, social interactions to build marketing strategies and deliver relevant content to users.

The old segments are the new communities, which create a relationship with brands they find attractive according to their personal preferences (Kotler, Kartajaya, & Setiawan, 2017).

Traditional or offline marketing relies mostly on print material such as magazines and newspapers; broadcast such as TV and radio; direct mail including catalogues; telephone including telemarketing and SMS marketing and outdoor marketing such as billboards and fliers. The selling techniques rely on the prominent 4 P's: product, price, place, and promotion, which are still relevant for modern marketing strategies. Digital marketing, however, relies strongly on promotion, without ignoring the other P's, but leveraging each of those aspects of marketing in a more efficient manner. Some of the main disadvantages of traditional marketing include: low level of interaction with the target audience, higher costs, difficulty to accurately measure success, low consumer feedback can be obtained and poor conversion ratio. Moreover, offline content cannot be timely and easily update as it is possible regarding online content; it is also difficult to reach out to the right audience, a factor which can be easily solved with digital tools. A combination of digital and traditional marketing can be useful, thus, including the positive characteristics of both (Standberry, 2018).

3.3. Consumer Motivation to purchase brands

Luxury products, which are no commonly owned, demand higher peer influence, since they are usually costlier purchases and the products are no seen in public as much as public consumed products, which are more commonly used such as wristwatches. Privately consumed products are neither exclusive, neither consumed in public, such as mattresses. Therefore there is a higher influence from the immediate family members in the purchase choice of such products.

An experiment made with Americans and Thailand nationals tested the hypothesis the level of reference-group influence on an individual's decision to purchase regular and brand products. Distinctions were made between peer influence and family influence, and their influence was expected to vary weather a product was privately or publicly owned and if it was considered a brand or necessity product. The results showed the influence of peers was higher for private luxury products than for public necessities. The luxury aspect of the product seems to make peer influence stronger, due to the price and higher risk the purchase presents, the

reference-group's influence, thus serves as a reliance mechanism for the buyer (Childers & Rao, 1992).

For companies expecting to differentiate themselves in terms of profit and importance in their industry, their product needs to be special, not only in terms of functional utility but also in terms of signaling consumer's personality traits. Consumers are flaunting a desired identity to their social groups by purchasing determinate products. Making use of that information, marketers can avoid the danger that consumers make comparisons between their brand and the competition based on features and/or price, therefore risking irrelevance and resulting lower profits.

Besides good performance and quality, companies want to create advertisements, which increase psychological connections between the brand and traits consumers aspire to display. These links do not necessarily need to relate to the product, the key principle is to create a link with the brand, the product can easily be replaced, but not the brand importance in a loyal customer's mind. For instance, Vogue magazine ads only show the brand's name and an attractive individual, typically there is no text, no price, no product features, no store locations, which could create a rational decision-making. The only deduction being made is trait signaling connected to the brand name. Celebrities are often used to create this connection because the celebrity has implicit traits to which the consumer can relate. For instance, Burberry has many ads displaying Kate Moss, who is known to contribute to the Breast Cancer Research Foundation, showing traits of generosity. The logic is not only to use celebrities for their fame, but for their positive personality traits, which will be attractive to a large amount of the target audience. The consumer does not need to understand or know about the traits being displayed, the only requirement is that his social group will grasp the connection between the brand and the desired traits (Miller, Flaunting Fitness, 2009).

4. Overview of Marketing Communication Tools

4.1. The implications of the Industry 4.0

Technology, mobile internet, the internet of things (IoT) and cloud technology are some of the most economically impactful innovations. The advent of technological innovations has the power of increasing countries' prosperity, due

to their usefulness in the advancement of several industries such as e-commerce being used in retail; transportation through automated cars; education with online classes being widely available; health with electronic and personalized medicine and records, and social media.

These technologies are disruptive by nature, meaning they upheave already established industries, bringing revolutionary value propositions to the market. Companies like Netflix disrupted Blockbuster and movie lending stores around the globe, for instance. Mobile internet is perhaps the most important development in innovation, because consumers now have real-time information available and peer-to-peer feedback, which will influence their decisions (Kotler, Kartajaya, & Setiawan, Marketing 4.0: Moving from Traditional to Digital, 2017).

4.2. The advantages of social media for understanding and tracking consumer preferences

Social Media has influenced marketing strategies in advertising and promotion by influencing consumer behavior towards information gathering and post-purchase practices, making or destroying a brand's reputation with positive or negative statements about their product or service. Companies can use social media to build a relationship with their consumers and likely attract potential buyers through trustworthy practices which will create higher engagement. Social media allows marketers to diffuse information about several advantages their product possesses at once, making them more attractive to potential consumers (Ioanas & Stoica, 2014).

A Deloitte Touché USA study showed that 62% of US consumers consult consumer-generated reviews and 98% of them rely on those reviews while 80% of them declared the reviews influenced their purchase decision (Pookulangara, 2011). Because the internet is a space where diverse opinions interact and there is an enormous amount of information being posted and read every day, it is important to understand how people will perceive those messages and act according to them. There is a difference between posters (those generating posts and expecting interaction with others) and lurkers (those who read other's posts with no expectation of interaction). Many researchers report individuals adjust their communication to persuade readers to a particular decision; additionally, if they know the audience's views, they agree with said opinion to gain support. In

audiences where there is a multitude of different opinions, the speaker has more difficulty in convincing the audience, and a fear of negative judgement causes the speaker to avoid choosing a particular side (Schlosser, 2005).

Individuals posting online reviews about their experiences with a particular product will be likely more influenced by negative opinions rather than by the positive reviews. That is because the negative reviewer gives an impression of competence and intelligence similar to the one invoked by an authority bias. The negative reviewer has presumably higher standards, which should be respected. Although an individual feels their experience with the product was positive, exposure to negative reviews might cause these individuals to reflect if their standards of evaluation could be too low, creating an adjustment of opinion (Schlosser, 2005).

Analyzing of online information can be separated into two very similar but different categories: social media monitoring and social media listening. Monitoring is done by collecting social media messages, which will be collected for response. Listening entails the collection of messages through the search of keywords or subjects that involve what consumers are saying about a specific company, their brand, product, competition and anything related, which will be analyzed via sentiment analysis or topic affinity, for instance. Those insights will aid in creating marketing strategies and engagement plans that are relevant to the consumer (York, 2017).

The main reason people join social media communities is, in principle, the same reason why people purchase specific products: a desire to feel socially connected, accepted, to be perceived by others in a desired angle. For companies, the implication of participating and creating engagement on social media is increased brand loyalty, due to efficient communication and distribution channels provided by social media platforms. A brand's presence in social media likely includes the brand, product, consumers, company and social media platform where the community is present. Campaigns run through those channels are very powerful to increase information awareness and interactions involving consumers around the brand, which is essential to build a strong relationship with buyers and potential new consumers (Laroche, Habibi, & Richard, 2012).

4.3. The development of social media and marketing tools

The concept of social media seems fairly new to most users of the platforms available today, however its origins date back about thirty years, however very different from the technologies available today. Social media today is a business and communication tool invaluable to individuals and companies alike, although the concept is "old", the recent developments of social media are truly impressive.

 Some of the oldest types of social interaction, which could be classified as social media 1.0, were bulletin board systems, which was one the earliest platforms letting members interact via a computer and telephone modem, allowing users to check messages and share files with the community. In the corporate scenario there were social media services such as Genie, CompuServe and Prodigy, which allowed for the first chat platforms to establish themselves in the late 80's and throughout the 90's. America Online (AOL) also established itself as one of the most used online chatting service. However the most important communication tool arrived in 1991 with the launch of the World Wide Web (Borders, 2009).

Social Media 1.0 was often illegal and not commonly used for businesses and individuals, but changes started after the WWW, which would lead to Social Media 2.0. For companies, social media 2.0 was also unchartered territory and its importance was relatively low. Despite the high volume of data already available, the companies attempting to extract value from the data had little capacity to do so. The channels used online to communicate with consumers were mostly limited to webpages and e-mail. During social media 2.0 platforms started to be launched and developed, dating sites, Facebook, MySpace and other platforms got traction and started to engage many users. The advent of real-time online calls were made possible with Skype and similar platforms; real-time information and updates started to become a part of normal daily life as well as the possibility of sharing real-time location with other users; virtual worlds such as World of Warcraft gained popularity and made interaction between players a reality as well as many of the initial technologies which revolutionized the way people communicate and share information (Korenich, Lascu, Manrai, & Manrai, 2013).

All online interactions and activities are stored as information, which can be useful to develop marketing tools. This increasing information load is known as "Big Data", and is an invaluable resource in marketing and in the process of

evaluating consumer behavior. Social media platforms such as Facebook, LinkedIn, Twitter and others, made the generation and storage of user's personal data easier than ever before. There are companies already specialized in extracting the potential of data-driven marketing for brands hoping to improve marketing relevance. Information load is good for marketers; however it comes with a price: transparency and relevant content are essential for consumers. With more information, consumers have more chances to compare competitors and their strengths and weaknesses, which make brand loyalty and building consumer relationships the more important. Due to the advent of personalization and its increasing value to younger generations, more importantly, generation Z, big data is crucial to making information turn into personalization (O'Brien, 2016).

Another side of personalization is user-generated content, which is one of the most trusted marketing strategies according to consumers. A survey found 63% of participants find pictures taken by other consumers more trustworthy than images taken by the manufacturer. No other group responds more to user-generated content than millennials, with 84% of respondents stating user-generated content influences their buying choices (Taber, 2016).

Companies need to move towards a clear and consistent brand positioning. The concept of brand positioning relates to a combination of marketing techniques that support the brand's position, which is even more challenging in the digital economy, due to the possibility customer have to analyze if a company is really transparent and stands for what they show or if they are making false claims. Thus, the marketing objective in the digital age is to create a community consensus behind one's brand, without which, consumers will receive any brand message as false posturing. (Kotler, Kartajaya, & Setiawan, 2017).

4.4. The consumer decision process

Several theories exist to help explain consumer behavior and especially the process by which consumers make a decision. The "Theory of Reasoned Action", created by Martin Fishbein and Icek Ajzen in the 60's, views consumers as rational decision-makers, who choose to act based on their best interests. People will therefore act according to a particular desired outcome, keeping his or her rationality intact during the whole decision process, not falling for any external influences. For marketers, this theory implies that the result of the purchase

should be clearly stated and positively portrayed in the marketing campaign (Weddle & Bettman, 1974).

Another theory aiming to explain consumer decision making is the EKB model (Engel, Kollet, Blackwell model), which describes five steps leading to decision making. First, input is received by consumers through marketing campaign from several channels, which leads to the second step, characterized by information processing, where consumers compare the inputs received and previous experiences made. The third stage is the decision-making step, which will be done rationally. The model accounts for possible external factors influencing the consumer's decisions, such as how the consumer will feel after purchase. The model specifies consumers are more susceptible to marketing campaigns during the input phase and during the consideration stage, where external influences are more instinctively accepted (Ashman & Solomon, 2015) .

Consumer decision-making is inevitably tied to social factors influencing the behaviors leading to choices consumers make. When people are uncertain about which decision to make, they will likely use other's choices as an orientation to their own choices. Another principle influencing consumer decision is similarity, in other words, following the choices made by people who seem similar in personality or who are relatable. In advertising, using user-generated content or "ordinary" consumer experiences (since most consumers have "ordinary" needs and expectations) can be powerful in influencing decisions (Cialdini, 2007).

Statistics show 70% of customer's journey has already happened by the time they take a step to purchase. The rest of the process needs, thus, to be carefully understood to insert correct influence into the decision-making process.

The first step of a buyer's journey is awareness of a specific need. Commonly, consumers at that stage are not sure what exactly they need and are most likely not aware of which brands are offering that product or service. At this initial point, marketers should focus on making consumers aware of the unique value propositions their product offers, should the consumer choose it. Prospective buyers will research, 72% of them use Google to search for key words and general search for customer reviews and informational resources. The more research is done, the more informed the consumer becomes, making them evaluate and discard the offers which do not meet their expectations, narrowing their search. At

this stage, the company's reputation, the amount of information available and the way it is presented as well as trustworthy testimonials from others will be essential. After the consumer has made a decision, the brand can focus on their post-purchase experience, which will be helpful to other potential buyers, and continuously build a relationship of brand loyalty to achieve repeat purchases, since it is 6 to 7 times more costly to attract new consumers than to retain an existing buyer (Salesforce Pardot).

4.5. Social Media's implications in the fashion Industry

Fashion industry retailers are using social media to create consumer loyalty, increase their brand's online presence, build communities online, and maximize sales. There are two types of fashion being explored, luxury or premium fashion and fast-fashion retailers, which differ from each other concerning in-store and online strategies.

Each brand has characteristics which shape their sales strategies and will be evaluated by the consumer, who has the capacity to connect to the brand's values through the products and services being advertised, deciding upon which brand's values and characteristics are most compatible with one's own desires and expectations. Brands should have a consistent message and image, while their products should be shifting and flexibly adapting to current trends. Moreover, building reliable brand reputation and image are more important than the products they offer, although quality should always be a priority as it is a big variable in a brand's success. In fashion, products changes according to seasonal offers to drive constant sales, meaning the investment in product development is much lower than in other industries, for instance, the automobile industry. Luxury brands need to build a relationship and familiarity in the consumer's minds, resulting in a comfortable decision-making process (Parker & Doyle, 2018).

Fashion products have a shorter product life-cycle than most products in various industries, a product is only deemed "fashionable" in so far as the majority of group members are wearing it. Moreover, having an agreement from the majority of consumers stating a product is fashionable and relevant is essential to increase sales. Fashion companies must, thus, identify current trends they believe will be relevant to their consumers and present them with the availability of the product, while presenting it as a very desirable possession. In fast-fashion the product life-

cycle is much shorter than in premium/luxury fashion, meaning fast-fashion companies have a shorter window of opportunity to present consumers with availability and desirability of products. In fashion, consumer and companies are in agreement concerning the changing aspects of the industry's products, in other words, consumers determine the desire for new products through the creation of trends, which is followed by the company's identification of such trends (Parker & Doyle, 2018).

Fashion retailers can create an environment likely to cause impulse purchases of their products by focusing on entertainment, excitement, attractive designs and product displays. Additionally, providing relatively free risk purchasing options, such as convenient return policies, offering credit, extending paying periods which can appeal to the rationality and non-financial aspects of the purchase, creating a positive outlook on the process of buying can be rewarding (Park, Kim, & Forney, 2006).

The role of digital marketing in the fashion industry is crucial, due to social media channels being able to deliver increasing amounts of information about fashion trends. Busy customers rely on the fairly uncomplicated options of online shopping, which offer access to global brands, which are not available in an individual's location, additionally having the opportunity of reading other consumer's reviews and recommendations, reducing risk. Consumers have the benefit of interacting with companies online at any time they wish, enhancing brand trust and relationship. Brands can measure consumer interest and follow current trends created by users of social media and use influencer marketing to increase engagement (Rathnayaka, 2018).

4.6. Digital Marketing success factors within the context of the fashion industry

The fashion industry is one of the top industries partnering up with influencers. Content brought to consumers through influencers drives consumer engagement and brand visibility more than through traditional advertising. A bid data influencer marketing software platform, Klear, published a report stating a growth of 198% in influencer marketing in 2017, with 1.5 million posts containing the hashtag #ad on Instagram the same year, which corresponds to twice the amount of posts with the hashtag in 2016, due to the rise of the micro-influencer.

Influencer marketing is relatively low-cost compared to traditional marketing; the capacity of influencers to influence their followers is much higher and can be used by small and medium sized companies (Cassia & Magno, 2019).

Burberry engaged in a customization form of engagement of their consumers by launching a project called "The Art of the Trench", which is a website created for consumers to upload images of themselves wearing trench coats from by the brand, which would be used for marketing of the coats. The idea was to encourage user-generated content in a relatively uncontrolled format, meaning the creative of actual consumers was the main feature portrayed in the pictures. The page attracted over 3 million views in a week and 200,000 unique users, proving the customization strategy was a success (Kontu & Vecchi, 2016).

Fast-fashion retailers, such as H&M, GAP, and ZARA keep constant adaptation to changing technological innovation. H&M brings new products daily to its global stores, devotes high investments on the developmental phase, and window displays are changed every 10 to 14 days, along with constant innovation of collections and designs. H&M advertises fashion at the best price without losing quality as its motto, and invests in a corporate sustainability communication through its webpage as well as increasing sales by offering countless discounts and unique products, which are not constantly produced. (Cheema, 2018).

Forever 21 launched online shopping on its webpage before most of its competitors, such as H&M and ZARA. The company understood the power of visual cues to influence consumer behavior. The Forever 21 website is very interactive, additionally customizable experience and the possibility of communicating online creates a consumer who feels empowered. Forever 21 targets mostly younger consumers, who are more likely to use modern technologies and engage in word-of-mouth marketing and are also more susceptible to impulsive purchasing attitudes. Moreover, the use of social media to track consumer sentiment about fashion brands is valuable to promote and create new products as well as to achieve global reach. H&M relies on a multi-channel promotional strategy, such as advertising, internet/social media, and sales promotion, while partnering with designer brands such as Versace and others to increase its sales turnover. Fashion brands can benefit greatly from partnering with famous celebrities, who appeal to their target audience, for instance, H&M has partnered with David Beckham and Beyoncé in the past (Cheema, 2018).

4.7. Consumer behavior towards buying premium products

Fast-fashion retailers have become big corporations due to their capacity to produce low-cost products while maintaining an apparent good quality product being delivered to buyers, many of them even copy designer trends almost perfectly. Consumer attitude towards purchasing fast-fashion products depends on their own evaluation of quality and based on their past experiences with the brand. The inexpensive and frequent seasonal offers of fashion products has created a "hoarding" behavior in most consumers, meaning impulsive purchasing behavior is frequent in fast-fashion buyers. This information is valuable to fast-fashion marketers, due to the possibility of enormous profits derived from consumers likely to engage in impulsive behavior, which is increased if the quality of the product in question is satisfactory enough (Bedford, Hustvedt, & Bhardwaj, 2016).

Regarding the purchasing of premium products which are more sustainable, consumers support sustainable products, but do not invest enough time and money on seeking out these products. The monetary investment by companies would have to be higher to guarantee ethical production, distribution, fair pay and more, increasing the price of goods. Glamour Magazine questioned consumers on their behavior towards purchasing ethical products, to which 24% stated they actively look for fair-trade goods, while 76% stated they do not purposefully seek out ethical products, rather accidentally purchasing them (Schrotenboer, 2013).

More recent data collected from 218 millennial students, showed that consumers are concerned with sustainable products, not only sustainable brands, meaning more importance is being placed on products which encourage the consumer to lead a more sustainable lifestyle. In the US, there is evidence that a large number of consumers are valuing quality more than quantity in terms of fashion, with 41% of consumers stating they would pay more for products from socially and environmentally responsible companies (Pookulangara, Shephard, & Liu, 2016). Investing in marketing eco-friendly practices, however, can increase customer interest and loyalty, with literature supporting that consumers will pay more for such products if the marketing is convincing enough. Informing the consumer about the product's sustainability can increase the chances they will be interested in purchasing, due to the practice being considered innovative (Shen, 2014).

5. Methodology & Research Approach

In order to explore all the variables relating to the research question chosen, which is "how are marketing communication tools influencing customer behavior, especially in the fashion industry?" publications such as books, websites, articles and journals were used. This research is purely qualitative, meaning in-depth exploration of previously published studies in the context of consumer behavior and marketing strategies were used to answer the research question. A qualitative research was appropriate for gaining insight into the objectives set out in this thesis, due to the possibility of contextualizing and interpreting existing data that could be applied in various marketing scenarios one wishes to explore.

5.1. Limitations and restrictions

A qualitative research can become very broad and unspecific, demanding constant focus on relevant aspects of the research to avoid lost time and resources. There are also many sources of information on consumer behavior, which are not serious and fall into the rather "generic" category, demanding discernment between reliable and unreliable resources throughout the research. Time constraints to investigate such a rich topic was also a difficulty, however, focused research was helpful overcoming this problem. The main limitation in the research of consumer behavior is the measurability of marketing success in influencing behavior, due to the difficulty in investigating actual individual motivations, however a wide range of options were provided to aid marketers create relevant marketing strategies.

6. Conclusions & Discussion

Consumer behavior is a complex and multi-faceted field to study, due to the many factors influencing human actions in general. This paper attempted to grasp the main variables involved in consumption of products and services, with a closer look at the fashion industry for exemplary value. Socio-cultural factors such as gender, age, demographics, and culture are involved in consumption choices. Collectivist cultures have more regard for group decisions, making those less likely to indulge in impulsive purchasing, while individualist cultures tend to disregard consequences and indulge in impulsive behavior more often (Kacen & Lee, 2002). People will also act differently within a group to reduce risk of disappointment due to comparison with other's choices (Hoyer, MacInnis, Pieters, Chan, & Northey, 2017).

There are personality traits within men and women, which will cause different product choices, leading consumers to choose products and brands, which best display a desired trait to an individual's social group (Miller, 2009). If the external environment affirms a certain value as positive, consumers will try to reaffirm those values through their consumption choices (Verplanken & Holland, 2002). Several strategies can be used by marketers to influence behavior. Authority figures such as influencers and professionals are seen as reliable serving as risk minimizers, thus driving purchasing decision (Kardes, Cronley, & Cline, 2013). Creating emotional advertising can successfully attract consumer's attention to a brand and increasing loyalty; differentiation in a saturated market is best achieved through emotional advertising (Consoli, 2010).

A brand's reputation is one of the main drivers of consumer behavior, due to information asymmetry, when the consumer does not know which information to follow, reputation can be a differential (Akdeniz, Calantone, & Voorhees, 2012). Differentiation and individualization of products and experiences are particularly important to younger generations, who will pay more for unique products (Francis & Hoefel, 2018). The use of stimulus discrimination to market a product's unique selling proposition can be particularly successful coupled with conditioning practices, as shown by the Pavlovian theory, meaning constantly reminding consumers of how valuable and unique a product is, will likely generate good results (Sahney).

Social media is a powerful tool to connect with customers, build trust, spread relevant information and track consumer behavior, which will be used to deliver more efficient and relevant marketing strategies (Ioanas & Stoica, 2014). User-generated content (Taber, 2016), and customer reviews are key drivers of consumer behavior (Schlosser, 2005). Fashion retailers have higher chances of creating consumer loyalty if they provide low-risk purchasing options (Park, Kim, & Forney, 2006) as well as by investing in uncomplicated online shopping, preferably with access to online reviews and easy customer service access (Rathnayaka, 2018).

The use of influencer marketing in the fashion industry is a resource effective marketing strategy, making the industry the leader in the use of influencers to advertise their products. (Cassia & Magno, 2019). Fast-fashion's success can be attributed to its "good price for good quality" motto, creating a sense of positive

cost-benefit in the consumer's perception analysis (Bedford, Hustvedt, & Bhardwaj, 2016). The consumer's decision-making process is heavily affected by social input, which is easily shaped by companies through the use of social media (Cialdini, 2007). Premium and more ethical, sustainable products are becoming more important to consumers, although most consumers do not actively seek out those products due to the higher monetary investment required (Schrotenboer, 2013).

References

Akdeniz, B., Calantone, R. J., & Voorhees, C. M. (2012, December 6). *Effectiveness of Marketing Cues on Consumer Perceptions of Quality: The Moderating Rules of Brand Reputation and Third-Party Information.* Retrieved from: Wiley Online Library: https://onlinelibrary.wiley.com/doi/epdf/10.1002/mar.20590?purchase_referrer=onlinelibrary.wiley.com&tracking_action=preview_click&r3_referer=wol&show_checkout=1

Ashman, R., & Solomon, M. R. (2015, August). *An old model for a new age: Consumer decision making in participatory digital culture.* Retrieved from: Research Gate: https://www.researchgate.net/publication/282350425_An_old_model_for_a_new_age_Consumer_decision_making_in_participatory_digital_culture

Aslam, S. (2019, January 6). *Digital Marketing by the Numbers: Stats, Demographics & Fun Facts*. Retrieved from: Omnicore: https://www.omnicoreagency.com/digital-marketing-statistics/#Digital_Marketing_Fun_Facts

Batra, R., Ahuvia, A. C., & Bagozzi, R. (2012, March). *Brand Love.* Retrieved from: Research Gate: https://www.researchgate.net/publication/234777767_Brand_Love

Bedford, S. C., Hustvedt, G., & Bhardwaj, V. (2016, November 8). *Compulsive and Impulsive Shoppers: Hoarding of Fast Fashion Products.* Retrieved from: Internationa Textile and Apparel Association (ITAA): https://lib.dr.iastate.edu/itaa_proceedings/2016/presentations/128/

Borders, B. (2009, June 2). *A Brief History Of Social Media.* Retrieved from: Scribd: https://pt.scribd.com/document/76840944/A-Brief-History-of-Social-Media-Oleh-Brett-Borders-Upload-by-Abdul-Murad-Abd-Hamid

Brown, D., & Fiorella, S. (2013). Influence and the Human Psyche. In: D. Brown, & S. Fiorella, *Influence Marketing* (p. 21-22). Indianapolis: Que Publishing.

Brown, D., & Fiorella, S. (2013). The Current Influence Model and Social Scoring. In: D. Brown, & S. Fiorella, *Influence Marketing* (p. 59). Indianapolis: Que Publishing.

Cassia, F., & Magno, F. (2019). Assessing the Power of Social Media Influencers. In: G. Granata, A. M. Tartaglione, & T. Tsiakis, *Predicting Trends and Building Strategies for Consumer Engagement in Retail Environments* (pp. 174-176). Pennsylvania: IGI Global.

Cheema, T. (2018). Fast-Fashion Meets Social Networking Users: Implications for International Marketing Strategy. In: W. Ozuem, & Y. Azemi, *Digital Marketing Strategies for Fashion and Luxury Brands* (pp. 67-74). Pennsylvania: IGI Global.

Childers, T. L., & Rao, A. (1992, September). *The Influence of Familial and Peer-Based Reference Groups on Consumer Decisions.* Retrieved from: Research Gate: https://www.researchgate.net/profile/Terry_Childers/publication/24098734_The_Influence_of_Familial_and_Peer-Based_Reference_Groups_on_Consumer_Decisions/links/0deec517546c948241000000.pdf

Cialdini, R. B. (2007). Social Proof. In: R. B. Cialdini, *Influence: The Psychology of Persuasion* (p. 140). New York: Harper Collins.

Connelly, B. L., Certo, S. T., Ireland, R. D., & Reutzel, C. R. (2010, December 20). *Signaling Thery: A Review and Assessment.* Retrieved from: Sage Journals: https://journals.sagepub.com/doi/10.1177/0149206310388419

Consoli, D. (2010). *A New Concept of Marketing: The Emotional Marketing.* Retrieved from: Ideas: http://www.edusoft.ro/brand/RePEc/bra/journl/brand_1_consoli.pdf

Dooley, R. (2009, July 27). *Emotional Ads Work Best*. Retrieved from: Neuroscience Marketing: https://www.neurosciencemarketing.com/blog/articles/emotional-ads-work-best.htm

Francis, T., & Hoefel, F. (2018, November). 'True Gen': Generation Z and its implications for companies. *McKinsey&Company*, pp. 2-10.

Hoyer, W. D., MacInnis, D., Pieters, R., Chan, E., & Northey, G. (2017). Consumer Learning. In: W. D. Hoyer, D. MacInnis, R. Pieters, E. Chan, & G. Northey, *Consumer Behaviour* (p. 248). Victoria: Cengage Learning.

Hoyer, W. D., MacInnis, D., Pieters, R., Chan, E., & Northey, G. (2017). Judgement and Decision Making. In: W. D. Hoyer, D. MacInnis, R. Pieters, E. Chan, & G. Northey, *Consumer Behaviour* (p. 257). Victoria: Cengage Learning.

Hoyer, W. D., MacInnis, D., Pieters, R., Chan, E., & Northey, G. (2017). The Process of Making Decisions. In: W. D. Hoyer, D. MacInnis, R. Pieters, E. Chan, & G. Northey, *Consumer Behaviours* (pp. 25-258). Victoria: Cengage Learning.

Ioanas, E., & Stoica, I. (2014). *Social Media and its Impact on Consumer Behavior.* Retrieved from: Research Gate: https://www.researchgate.net/publication/313421625_Social_Media_and_its_Impact_on_Consumers_Behavior

Kacen, J. J., & Lee, J. A. (2002). *The Influence of Culture on Consumer Impulsive Buying Behavior.* Retrieved from: Journal of Consumer Psychology: http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.555.7659&rep=rep1&type=pdf

Kardes, F. R., Cronley, M. L., & Cline, T. W. (2013). Social Influence and Behavioral Compliance: The Authority Principle. In: F. R. Kardes, M. L. Cronley, & T. W. Cline, *Consumer Behavior* (pp. 384-385). Cengage Learning.

Kardes, F. R., Cronley, M. L., & Cline, T. W. (2015). *Consumer Behavior.* Andover: Cengage Learning.

Kontu, H., & Vecchi, A. (2016). The Strategic Use of Social Media in the Fashion Industry. In: I. R. Association, *Social Media and Networking: Conceps, Methodology, Tools, and Applications* (p. 1079). Pennsylvania: IGI Global.

Korenich, L., Lascu, D., Manrai, L., & Manrai, A. (2013, January). *Social Media: Past, present and future.* Retrieved from: Research Gate: https://www.researchgate.net/publication/259528201_Social_Media_Past_Present_and_Future

Kotler, P., Kartajaya, H., & Setiawan, I. (2010). Trends. In: P. Kotler, H. Kartajaya, & I. Setiawan, *Marketing 3.0: From Products to Customers to the Human Spirit* (pp. 3-6). Westford: Courier Westford.

Kotler, P., Kartajaya, H., & Setiawan, I. (2017). Marketing 4.0 in the Digital Economy. In: P. Kotler, H. Kartajaya, & I. Setiawan, *Marketing 4.0: Moving from Traditional to Digital.* Hoboken: John Wiley & Sons, Inc.

Kotler, P., Kartajaya, H., & Setiawan, I. (2017). *Marketing 4.0: Moving from Traditional to Digital.* Hoboken: John Wiley & Sons Inc.

Laroche, M., Habibi, M. R., & Richard, M.-O. (2012, August 14). *To be or not to be in social media: How brand loyalty is affected by social media?* Retrieved from: ScienceDirect: http://isiarticles.com/bundles/Article/pre/pdf/50865.pdf

Lennon, S. J. (2012, July 31). *Effects of reputation and website quality on online consumers' emotion, perceived risk and purchase intention.* Retrieved from: Academia: https://www.academia.edu/20521491/Effects_of_reputation_and_website_quality_on_online_consumers_emotion_perceived_risk_and_purchase_intention_Based_on_the_stimulus-organism-response_model

McLeod, S. (2017). *Psychodynamic Approach*. Retrieved from: Simply Psychology: https://www.simplypsychology.org/psychodynamic.html

McLeod, S. (2017). *The Milgram Shock Experiment*. Retrieved from: Simply Psychology: https://www.simplypsychology.org/milgram.html

Miller, G. (2009). Flaunting Fitness. In: G. Miller, *Spent* (pp. 97-98). Fairfield: Penguin Books Ltd.

Miller, G. (2009). Traits that Consumers Flaunt and Marketers Ignore. In: G. Miller, *Spent* (pp. 180-181). Fairfield: Penguin Books Ltd.

Miller, G. (2009). Traits that Consumers Flaunt and Marketers Ignore. In: G. Miller, *Spent* (pp. 158-181). Fairfield: Penguin Books.

O'Brien, C. (2016, October 5). *The Evolution of Digital Marketing : 30 Years in the Past & Future*. Retrieved from: Digital Marketing Institute: https://digitalmarketinginstitute.com/en-eu/blog/05-10-16-the-evolution-of-digital-marketing-30-years-in-the-past-and-future

Ohio University. (n.d.). *Four Consumer Behavior Theories Every Marketer Should Know*. Retrieved from: Ohio University: https://onlinemasters.ohio.edu/blog/four-consumer-behavior-theories-every-marketer-should-know/

Park, E. J., Kim, E. Y., & Forney, J. C. (2006). *A structural model of fashion-oriented impulse buying behavior.* Retrieved from: Emerald Insight: https://www.emeraldinsight.com/doi/full/10.1108/13612020610701965

Parker, C. J., & Doyle, S. A. (2018). Designing Indulgent Interaction: Luxury Fashion, M-Commerce and Übermensch. In: W. Ozuem, & Y. Azemi, *Digital Marketing Strategies for Fashion and Luxury Brands* (pp. 3-5). Pennsylvania: IGI Global.

Pookulangara, S. (2011, July). *Cultural influence on consumers' usage of social networks and its impact on online purchase intentions.* Retrieved from: Research Gate:

https://www.researchgate.net/publication/229131348_Cultural_influence_on_c
onsumers'_usage_of_social_networks_and_its'_impact_on_online_purchase_in
tentions

Pookulangara, S., Shephard, A., & Liu, C. (2016, November 8). *Using Theory of Reasoned
Action to Explore "Slow Fashion" Consumer Behavior.* Retrieved from:
International Textile and Apparel Association (ITAA) :
https://lib.dr.iastate.edu/itaa_proceedings/2016/presentations/83/

Rathnayaka, U. (2018, June). *Role of Digital Marketing in Retail Fashion Industry: A
Synthesis of the Theory and the Practice.* Retrieved from: Research Gate:
https://www.researchgate.net/publication/325987704_Role_of_Digital_Marketi
ng_in_Retail_Fashion_Industry_A_Synthesis_of_the_Theory_and_the_Practice

Saad, G., & Gill, T. (2000, November 30). *Applications of Evolutionary Psychology in
Marketing .* Retrieved from: Wiley Online Library:
https://onlinelibrary.wiley.com/doi/abs/10.1002/1520-
6793(200012)17:12%3C1005::AID-MAR1%3E3.0.CO;2-H

Sahney, S. (n.d.). *Module - 6 Consumer Behavior.* Retrieved from: NPIEL:
https://nptel.ac.in/courses/110105029/pdf%20sahany/Module.6-19.pdf

Salesforce Pardot. (n.d.). *Understanding the Buyer's Journey*. Retrieved from: Pardot:
http://www.pardot.com/buyer-journey/

Schlosser, A. E. (2005, September). *Posting versus Lurking: Communicating in a Multiple
Audience Context.* Retrieved from: Jstor:
https://www.jstor.org/stable/10.1086/432235?read-
now=1&seq=1#page_scan_tab_contents

Schrotenboer, A. L. (2013, May). *Ethical Fashion and its Effects on Consumer Buying
Behavior.* Retrieved from: Purdue University:
https://docs.lib.purdue.edu/cgi/viewcontent.cgi?article=1016&context=hhsthes
es

Shen, B. (2014, September 11). *Sustainable Fashion Supply Chain: Lessons from H&M.*
Retrieved from: Research Gate:
https://www.researchgate.net/publication/275555624_Sustainable_Fashion_Su
pply_Chain_Lessons_from_HM

Silvera, D. H., Lavack, A. M., & Kropp, F. (2008, January). *Impulsive Buying: The Role of
Affect, Social Influence, and Subjective Well-Being.* Retrieved from: Research
Gate:
https://www.researchgate.net/publication/236272208_Impulse_Buying_The_R
ole_of_Affect_Social_Influence_and_Subjective_Well-Being

Standberry, S. (2018, July 20). *Digital Marketing vs Traditional Marketing: Which
Produces Better ROI?* Fonte: Lyfe Marketing:
https://www.lyfemarketing.com/blog/digital-marketing-vs-traditional-
marketing/

Taber, K. (2016, August 16). *12 User Generated Content Campaign Examples from Big Brands*. Retrieved from: Boast: https://boast.io/12-big-brand-examples-user-generated-content-campaigns/

Verplanken, B., & Holland, R. W. (2002, April). *Motivated decision making: Effects of activation and self-centrality values on choices and behavior.* Retrieved from: Research Gate: https://www.researchgate.net/publication/11460661_Motivated_decision_making_Effects_of_activation_and_self-centrality_of_values_on_choices_and_behavior

Verplanken, B., & Sato, A. (2011, March 7). *The Psychology of Impulsive Buying: An integrative self-regulation approach.* Retrieved from: Academia: https://www.academia.edu/13163783/The_Psychology_of_Impulse_Buying_An_Integrative_Self-Regulation_Approach

Verplanken, B., Herabadi, A. G., Perry, J. A., & Silvera, D. H. (2005, August). *Consumer style and health: The role of impulsive buying in unhealthy eating.* Retrieved from: Research Gate: https://www.researchgate.net/publication/247500282_Consumer_style_and_health_The_role_of_impulsive_buying_in_unhealthy_eating

Weddle, D. E., & Bettman, J. R. (1974). *Marketing Underground: an investigation of Fishbein's Behavioral Intention Model.* Retrieved from: Association For Consumer Research: http://www.acrwebsite.org/volumes/5719/volumes/v01/NA-01

York, A. (2017, September 19). *The 7 Undeniable Benefits of Social Media Monitoring for Brands.* Retrieved from: Sprout Social: https://sproutsocial.com/insights/social-media-monitoring/

(Title of the thesis)

………………………………………………………………..

By

…………………………………….

Submitted in partial fulfillment of the requirements for the degree of

Bachelor in Business Administration

At Berlin International University of Applied Sciences

The author hereby grants Berlin International University of Applied Sciences (BIU) permission to place this thesis in the library, reproduce and distribute copies of this thesis, in whole or in part, for educational purposes.

Any original of the thesis will not be available for borrowing.

_____

The author hereby legally declares that he/she has completely written the attached thesis on their own and has not used any other tools than those explicitly mentioned in it. In all instances where the author has borrowed content created by other authors, either directly or in paraphrase, it has been explicitly marked in the thesis as such.

This thesis has not been presented, fully or in part, to another examination authority, or been published anywhere.

(The above declaration has legal value both internally at Berlin International University and externally under German public law as an „Eidesstattliche Erklärung".)

Signature of the Author:

Date of Submission: