



Understanding the effect of fashion
involvement in the motivations to interact with
a brand in social media applied to MANGO.

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“It’s hardly overzealous to suggest that social media’s rise has reinvented the very fiber of fashion.”

(Kam Dhillon, 2015)

Abstract

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Nowadays, around 3,000 billion textile and garment industry new companies are entering the market daily (FashionUnited, 2016), which makes it a very competitive market. Nonetheless, fashion has changed. It is evident, that the industry has gone through a transformation because of social media and this shift is occurring because major fashion houses start to understand the real influence of social networking sites on the customer (Huffpost, 2017).

Thus, the current research used ‘fashion involvement’, ‘motivations for using social media’ and ‘purchase intention’ as the three constructs of study. The objective is to understand whether fashion involvement influences the motivations to interact with a brand in social media and then the impact it might have on purchase intention, in the specific case of the brand Mango in the Portuguese market, due to personal involvement with the brand and current limitations of the brand in the online environment.

In terms of methodology, this dissertation is divided in an exploratory and quantitative study. An online, structured and self-administrative questionnaire was performed, resulting in 265 valid responses.

The main finding is that people mainly perceived Mangos’ social media platforms as entertainment and information seeking platforms, which is positively influenced by the involvement of consumers with the brand.

Lastly, this thesis added significant information in the research about fashion industry both academic and managerial, however some implications for future research are then identified.

Resumo

Título: Percepção do efeito que o envolvimento com a moda tem nas motivações para interagir com as redes sociais aplicada ao caso da MANGO.

Autor: Mariana Gueifão Lopes

Actualmente, cerca de 3.000 mil milhões de empresas de têxteis e vestuário estão a entrar no mercado diariamente (FashionUnited, 2016), o que faz ser um mercado altamente competitivo. No entanto o mercado mudou. É evidente que a indústria está a passar por uma transformação devido às redes sociais, as grandes marcas de moda começam a entender a verdadeira influência das redes sociais sobre o consumidor (Huffpost, 2017).

O objectivo desta dissertação é estudar o efeito do envolvimento com a moda nas motivações para interagir com as marcas nas redes sociais e o possível impacto final na intenção de compra, no caso específico da marca Mango no mercado português, dado ao envolvimento pessoal e à identificação de limitações da marca no mercado online. Assim, foram usadas três dimensões para explorar o problema desta dissertação – envolvimento com a moda, motivações para interagir com as redes sociais e intenção de compra.

Metodologicamente, este estudo é exploratório e quantitativo. Foi realizado um questionário online, estruturado e administrado, reunindo 265 respostas válidas.

A principal conclusão deste estudo é que os participantes percebem a Mango nas redes sociais como uma plataforma de entretenho e pesquisa de informação, a qual é positivamente influenciada pelo envolvimento com a moda e a marca.

Por fim, esta tese acrescentou informações significativas na pesquisa sobre a indústria da moda, no entanto algumas recomendações para investigações futuras foram identificadas.

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Chapter 1. Introduction

1.1. Background

Fashion industry is a product of the modern age (Steele & Major, 2015), international and highly globalized industry, with clothing often designed in one country, manufactured in another, and sold in a third (Ramuné & Milita, 2014).

Fashion markets are synonymous with rapid change and, as a result, commercial success or failure is largely determined by the organization's flexibility and responsiveness (Christopher, 2004), which make fashion involvement a concern for brands nowadays, since it is a way for an individual to affirm him or herself (Ramuné & Milita, 2014) in such a volatile and turbulent demand which typify fashion markets (Hope, 2016).

In recent decades, fashion retailers have revolutionized the fashion industry by introducing the "fast fashion" strategy (Ramuné & Milita, 2014), and as response the internet and especially social media have changed how consumers and marketers communicate (Nambisan & Baron, 2007). According to Hope (2016), the appearance of social media as a form of marketing by brands brought to the fashion industry an easier way to meet the challenges.

According to Statista (2016), the global share of business using social media marketing (SMM) is 97% and 92% of marketers choose to use Facebook as the preferred marketing platform. Thus, with the increase of SMM, it has become highly necessary to quantitatively analyze the effects of social media on fashion brands (Kim & Ko, 2011).

In general, social media websites provide an opportunity for business to engage and interact with potential consumers, encourage and increase sense of intimacy, and build important relationships (Mersey, Malthouse, & Calder, 2010).

According to Kim and Ko (2011), brands and customers are communicating with each other without any restriction in time, place, and medium. In this way, brands and customers are working together to create new products, services, business models, and values.

These two reasons above – the increased necessity to respond to the market changes and the necessity to use social media as a marketing and communication tool - make it Mango a relevant brand of study. Mango is an internationally famous multinational which designs, manufactures and markets women's and men's clothing and accessories. Nevertheless, yet very limited in terms of online presence comparing to other fashion brands, and so this thesis

has the purpose to understand how Mango can use social media to create and increase the involvement of consumers and the impact it might have on purchase intention.

1.2.Problem Statement

Involvement is often understood in terms of pre-purchase search activities, information processing, comparison, evaluation, and perception of brand differences. Since products mean different things to different people, consumers form differing attachments to them (O’Cass, 2000), so to understand how involved consumers are with fashion provides a deeper understanding of the dynamics of consumer behavior and the nature and role of the product category of fashion (Martin, 1998).

Thus, social media has significantly been impacting companies’ communication strategies (Mersey, Malthouse, & Calder, 2010), been an opportunity to increase the consumer involvement with brands.

The advent of the internet and the increase of online stores have given rise to a number of studies that look at the consumers’ intention to purchase online (Heijden, Verhagen, & Creemers, 2003). The power and influence of social media on fashion industry is undeniable, and nowadays the presence of fashion designers on social networking websites is of extreme importance (Ahmad, Salman, & Ashiq, 2015).

Therefore, the research problem of this thesis is to understand if consumers that are more fashion involvement tend to be more motivated to interact with social media by exploring several dimensions of motivations and whether it has impact on purchase intention, in more concrete in the case of Mango in Portuguese market.

1.3 Aim

The aim of this dissertation is to explore the effect that fashion involvement has on the motivations for consumers to interact with a fashion brand in social media and to ascertain which motivations led to the purchase intention, within the context of Portuguese market – the case of the brand Mango.

Therefore, there were established three research questions to address this research study:

- **Research Question 1 (RQ1):** Does fashion involvement influences the motivations to interact in social media?

- **Research Question 2 (RQ2):** Does motivations to interact with Mango in social media influence purchase intention?
- **Research Question 3 (RQ3):** Which motivations to interact with Mango in Social Media better help to explain purchase intention?

1.4 Research Method

In terms of methodology, this dissertation is divided in an exploratory and quantitative study.

The exploratory study was conducted using secondary and primary data. By analyzing past studies, a descriptive analysis of the literature was made to better understand the influence of been fashion involvement in the motivations to interact with Mango in social media and the impact on purchase intention. Then, a deeper research on fashion industry history was conducted in order have better insights about the specific sector that Mango is included.

The quantitative data analysis was conducted by an online and self-administered survey addressed to fashion online consumers and followers with the aim to better understand their online behavior and interaction with fashion brands, in this case with Mango. The questionnaire was distributed using Qualtrics during one month and SPSS 23.0 was used to analyze all the data collected from the questionnaire.

1.5 Academic and Managerial Relevance

Today's fashion market is highly competitive and there is a constant need to update product ranges (Bhardwaj & Fairhurst, 2010). As response, social media has becoming a hottest trend in fashion industry and the number of brands with social media networking sites is booming (Ahmad, Salman, & Ashiq, 2015).

A brand's presence on social networks enables them to participate on online discussion regarding their product and reputation (Brown, Broderick, & Lee, 2007; Kozinets, 1999). Therefore, fashion industry is using social media to study trends and anticipate fashion behaviors (Ahmad, Salman, & Ashiq, 2015).

Online socialization processes – and specially the influence of peer communication – is vital (Brown, Broderick, & Lee, 2007; Kozinets, 1999), consumers tend to interact with peers about consumption matters, which greatly influence their attitude towards the brand and consequently affects the shopping orientation and consumer decision-making (Wang, Yu, & Wei, 2012).

In fashion industry, Facebook has proven ideal for the online positioning of brands. Nevertheless, other platforms such as Instagram and Twitter are booming. Instagram has proven especially beneficial for brands in fashion industry (Statista, 2016).

Social media have thereby transformed online consumption behavior (Kaplan & Haenlein, 2010), which has important consequences for firms, products and brands. Social media enables individuals to have real-time and interpersonal communication in mediated forms (Baek, 2011; Lee, 2012), becoming one of the most popular fashionable tools which creates link between the brand and the consumer (Ahmad, Salman, & Ashiq, 2015).

Brands who wish to keep ahead with these 'new forms of customer empowerment' face the challenge of developing a good engagement of the brand and their target consumers (Cova & Pace, 2006). According to a BBC New (2016), sales are directly linked to social media campaigns, and companies with higher levels of engagement on social media are tending to grow their online sales faster, and for fashion firms, the appeal has two sides: it is cheaper and it seems more personal and authentic.

In Portugal the use of social media is increasing and it is recognized by companies and other organizations as a useful communication tool, particularly for communicating with potential clients. And according to SocialBakers (2017), fashion industry is the third top industry in Facebook.

To sum up, since fashion industry is a fast growing market, and highly competitive (Bhardwaj & Fairhurst, 2010), the development of social networking websites has been an advantage among Factionists, creating link between the brand and the consumer, which promotes the communication and boost the purchase intent (Ahmad, Salman, & Ashiq, 2015).

1.6 Dissertation Online

This dissertation presents five main chapters. Chapter one refers to the introduction of the research topic and its relevance of study. The second chapter is the literature review which is composed by an extensive review of the literature research on the impact of fashion involvement in the interaction with social media and therefore which motivations lead to the interaction with social media and the impact on the final purchase intention, more concrete the case of Mango. The third chapter provides the explanation of the methodology conducted and the data collection description. The analysis of the data collection is present in chapter

four and chapter five gives the main conclusions, limitations of the study and recommendations for future researches.

Chapter 2. Literature Review

2.1 Fashion Industry and the Usage of Social Media

Fashion industry is one of the businesses where frequent changes occur, consumers have become more demanding, more discerning, and less predictable in their purchase behavior, which is being radically reshaped by new technologies (McKinsey, 2016), and social media is the most convenient and cheapest mean to communicate, to study trends and anticipate fashion behaviors (Ahmad, Salman, & Ashiq, 2015).

Social media are fundamentally changing the way individuals communicate, collaborate, consume, and create (Aral, Dellarocas, & Godes, 2013), enabling individuals to have real-time and interpersonal communication in mediated forms (Baek, 2011; Lee, 2012), becoming an effective marketing tool, which has not only created a new dimension of marketing but has also provided many opportunities to the marketers to create brand awareness among consumers (Ahmad, Salman, & Ashiq, 2015).

Consumers actually spend many hours turning in to multiple media platforms at the same time and every day the influence of social media expands as more people join online communities (Tuten & Solomon, 2015). According to Ahmad, Salman and Ashiq (2015), fashion houses, brands and retailers are using social media platforms for facilitating real time and personal relationships with consumers.

According to a DEI Worldwide study (2008), fashion industry faces diverse challenges, such as the following ones: 70% of consumers have visited social media sites to get information; 49% of these consumers have made a purchase decision based on the information they found through the social media sites; 60% said they were likely to use social media sites to pass along information to others online; and 45% of those who searched for information via social media sites engaged in word-of-mouth, values expected to be real or higher yet.

Summing up, the power and influence of social media on fashion industry is increasing (Ahmad, Salman, & Ashiq, 2015), and in general a large percentage of followers use social media to search for information or for entertainment purposes (Jamal, 2015), nevertheless the gap between being a follower and being a consumer is yet high, companies not engaging in

social media as part of their online marketing strategy are missing an opportunity to reach consumers and transform the followers in consumers (Kim & Ko, 2011).

Therefore, that is why it is so important for marketers and managers in fashion industry to understand the proper use of social media as a marketing channel and more important as a communication channel. Social media enables consumers to have more of say in the products and services that marketers create to meet their needs (Tuten & Solomon, 2015). With a significant percentage of people passing along information to others through social media, the value of one customer is worth far more than what he or she initially spends (Kim & Ko, 2012).

2.2 Fashion Involvement

Involvement is defined as the extent to which the consumer views the focal activity as a central part of their life, a meaningful and engaging activity. A high fashion clothing involvement implies greater relevance to the self (O’Cass, 2000), but also relevance to fashion behavioral activities associated (Tigert, 1976).

The fact is that social media is changing the fashion industry, participating and socializing experiences increases consumers’ involvement and the overall satisfaction, and results demonstrate that a highly fashion involvement consumer is also a heavy fashion clothing buyer (O’Cass, 2000). Brand pages on social networking sites have become the key platform where consumers interact with brands (Tsai & Men, 2013).

According to Tigert (1976), the entire fashion industry are mainly focus on both forecasting trends and identifying them quickly. Brand commitment and fashion involvement motivate people to engage in talking about and interacting with fashion brands, which may potentially increase marketing effectiveness and efficiency by the involvement of consumers. In fact, around 35% of online consumers have made a purchase based on social media ads and 19% have forwarded a link to a brand or product website (Statista, 2016).

Hence, fashion industry is now becoming more easily accessible to the general public because of social media which has massively grown in the recent years (Ahmad, Salman, & Ashiq, 2015), and relationship-oriented factors play a significant role in inducing consumer engagement on social networking sites (Tsai & Men, 2013).

This concern leads to the first research question – explore the effect that fashion involvement has on the motivations for consumers to interact with Mango in social media.

2.3 Motivations for using Social Media

Social media platforms such as Facebook, Instagram, YouTube and Twitter provide unlimited means for internet users to interact, express, share and create content about anything, including brands (Muntinga, 2015). Nevertheless, regarding an IBM research (2011), there is yet a large perception gap between what the customers seek via social media and what companies offer.

Many previous studies (Shao, 2009; Park, 2009; Jamal, 2015), analyzed which motivations influence the interaction with social media. According to Shao (2009), people perform a variety of activities online: 1) Consumption of information and entertainment, 2) participation in social interaction and community development, and 3) production of self-expression and self-actualization. Therefore, according to Jamal (2015), there are five main motivations to interact with social media – entertainment, information seeking, personal utility, convenience and altruism – nonetheless, social media is seen as an entertainment and information platform, which provides “selective, efficient, and immediate contact with others”.

Additionally, according to Jamal (2015), motivations are positively related to “user’s experience”, “time spent”, and “level of satisfaction with social media”. The more experience a respondent has with social media the more likely he or she will utilize it for entertainment and personal utility. Users who spent a lot of time using social media are less likely to use it for information seeking and more likely to use it for entertainment, personal utility and convenience. Nevertheless, all motivations are positively correlated with satisfaction with social media.

In sum, information technology is empowering consumers, and their role is shifting from being passive recipients of information to becoming active generators of information. Consumers' online behavior is developing at a fast rate and consumers are no longer only users but also participators on the content shared by companies on social media (Stewart & Pavlou, 2002).

In the specific case of fashion industry, social media is been used as an effective promotional and marketing tool, creating many opportunities for marketers to create brand awareness among consumers (Ahmad, Salman, & Ashiq, 2015), leading to the third research question

about which motivations to interact with Mango in social media – entertainment, information seeking, personal utility, convenience and altruism - better help to explain purchase intention.

2.3.1 Entertainment

Social media usage can be seen as a pleasure, fun and enjoyable activity, related with the feeling of escapism (Korgaonkar & Wolin, 1999), where people can play games, listen music, watch videos and other funny contents, in order to pass time and relieve boredom (Whiting & Williams, 2013).

2.3.2 Information Seeking

Information Seeking is defined by the use of social media to seek for information or for self-education (Whiting & Williams, 2013). Moreover, it is one of the earliest purposes of social media, to present information in a quicker, easily and inexpensive manner (Korgaonkar & Wolin, 1999).

2.3.3 Personal Utility

Korgaonkar and Wolin (1999) believed that consumers are now looking for more than information when they go to brands' social media platforms, but also for socialization motivates, which refers to the share of knowledge and experience. Social media can also be used as social interaction, to communicate with others (Whiting & Williams, 2013), joining groups or conversations (Jamal, 2015) to personal utility.

2.3.4 Convenience

Internet, and social media, brought to brand a convenience platform to contact with consumers. Individuals use social media because it is readily available and has no time restraints (Whiting & Williams, 2013). Additionally, individuals have no longer to go to the physical store and its free (Jamal, 2015).

2.3.5 Altruism

Little previous studies explore this dimension, however Whiting and Williams (2013) study a similar one named 'communicatory utility', where social media is defined as communication facilitation and providing information to share with others, facilitating the communication instead of providing social interaction. Nevertheless, altruism is more than communication skills, but be altruism with the other, meaning that the individual feels the need to help or encourage the other (Jamal, 2015).

2.3.6 Mangos' presence off- and online

Mango is an internationally famous multinational which designs, manufactures and markets women's and men's clothing and accessories. The first store was open in Barcelona in 1984, and in Portugal the first store was open in 1992. Currently Mango has a total of 2,731 stores in 105 countries worldwide.

Mango's concept is based on an alliance between a quality product, with an original design and a coherent and unified brand image. Dressing the modern, urban women for her daily needs, adapted and applied in all the countries in which Mango is present: it has been and remains one of the keys to commercial success and international prestige.

Brand's first online presence was made in 1995 with the creation of Mango's official website. Nowadays, Mango's main marketing strategy focus on working with top models. They have been the brand's image in each season and some became highly identified with Mango, as was the case of Claudia Schiffer in Spain.

Mango's strategy was basically fully in-store, since online presence started later compared with other fashion brands, mainly the social media presence. Nevertheless, nowadays, Mango has more than 10 billion followers in Facebook, 6.4k in Instagram and around 785k in Twitter.

However, Mango's online presence is still very limited, and with new digital opportunities such as social media platforms, Mango has the opportunity to improve their online relationship with consumers.

By using LikeAlyzer (2017), a deeper analyze of Mango's Facebook page was made, since it is the main online platform used by the brand to engage with consumers. The main conclusion is that despite the large number of followers in Facebook, Mango's page has an engagement rate really small (0.25%). Mango essentially publishes photos on Facebook (62.5% of the publications) to engage with consumers, nevertheless the timing of the posts is not the most accurate. Thus, Mango should post more about current events and do more interactive posts, in order to boost the engagement.

Summing up, Mango's page is mainly an informative and entertainment page where followers principally like the posts but rarely share or less comment the content. Mango should improve the engagement and interaction with followers, trying to obtain more feedback from followers and potential consumers. The final purpose should be to transform Mango's followers in Mango's consumers.

2.4 Social Media impact on Purchase Intention

Internet and especially social media have changed how consumers and marketers communicate (Thuraun, 2004; Nambisan & Baron, 2007), and that change has greatly effect

the purchase intention. In particular, peer communication through social media has insightful impact on consumer decision making and thus marketing strategies (Casteleyn, Mottart, & Rutten, 2009; Okazaki, 2009).

Purchase intentions are personal action tendencies relating to the brand (Bagozzi, 1979; Ostom, 1969). A concise definition of purchase intention is the individuals' conscious plan to make an effort to purchase a brand (Spears & Singh, 2004).

Bhargave, Mantonakis, and White (2016), mentioned that people highly rely on the Internet for information access and predict that an in-store reminder of online product information will lead consumers to feel more confident and subsequently increase their purchase intentions. Nowadays, online feedback about products is highly visible and credible to other agents, including other consumers, channel partners, competitors, and investors (Srinivasan, 2014).

Summing up, despite attitude toward the brand and purchase intention exist as separate, they are correlated dimensions, and attitudes influence behavior through behavioral intentions (Spears & Singh, 2004). According to Wang, Yu, and Wei (2012), consumer socialization through social media has positively influence on the attitude toward the brand and consequently a positive direct impact on purchase intention, meaning that as higher is the attitude towards the brand, higher is the intention to purchase the product or service.

Furthermore, corporate social networking websites should allow consumers to not only exchange information about product or services but also engage with both current and potential consumers (Mersey, Malthouse, & Calder, 2010), leading to the second research question about the influence of motivations to interact with Mango in social media on purchase intention.

2.6 Conclusions

The emergence of social media and Web 2.0 are changing the way we interact with each other and the way business is interacting with consumers (O'Reilly, 2009). Fashion industry is not an exception on this transformation. Social media is changing the fashion industry, people want to explore, share and feedback on internet (BBC News, 2016). The purpose of this study is to understand if consumers that are more fashion involvement tend to interact more with Mango on social media and the impact that could have on purchase intention.

The entirely fashion industry are mainly focus on both forecasting trends and identifying them quickly, in order to increase involvement, which may potentially increase marketing effectiveness and efficiency by the engagement of consumers (Tigert, 1976), and subsequently a highly fashion involved consumer become a heavy fashion clothing buyer (O’Cass, 2000), which will lead to the first research question:

- **Research Question 1 (RQ1):** Does fashion involvement influences the motivation to interact in social media?

Moreover, according to Wang (2012), a positive attitude toward the brand has a direct positive impact on purchase intention, being expectable that as more consumers interact with Mango on social media the final intention of purchase should increase, leading to the second research question:

- **Research Question 2 (RQ2):** Does motivations to interact with Mango in Social Media influence purchase intention?

According to Jamal (2005), users regarded the medium as a convenient source of entertainment and information, meaning that is expectable that for Mango consumers will also interact with social media platforms due to entertainment and information seeking purposes. Leading to the third and last research question:

- **Research Question 3 (RQ3):** Which motivations to interact with Mango in Social Media – entertainment, personal utility, convenience, information seeking and altruism – better help to explain purchase intention?

To sum up, we can conclude that in a changing and complex economic landscape, fashion and apparel industries need to adapt their business models to succeed and so it is essential to interact with consumers according to their motivations of using social media in order to improve their overall involvement with the brand and their intention of purchase. The influence of been fashion involvement on the interaction with social media and which motivations should marketers focus on the case of Mango to increase interaction and consequently the intention of purchase will be analyzed on subsequent chapters, as well the main conclusion taken and limitations of the study.

Furthermore, the conceptual framework of this study is presented on Figure 1.

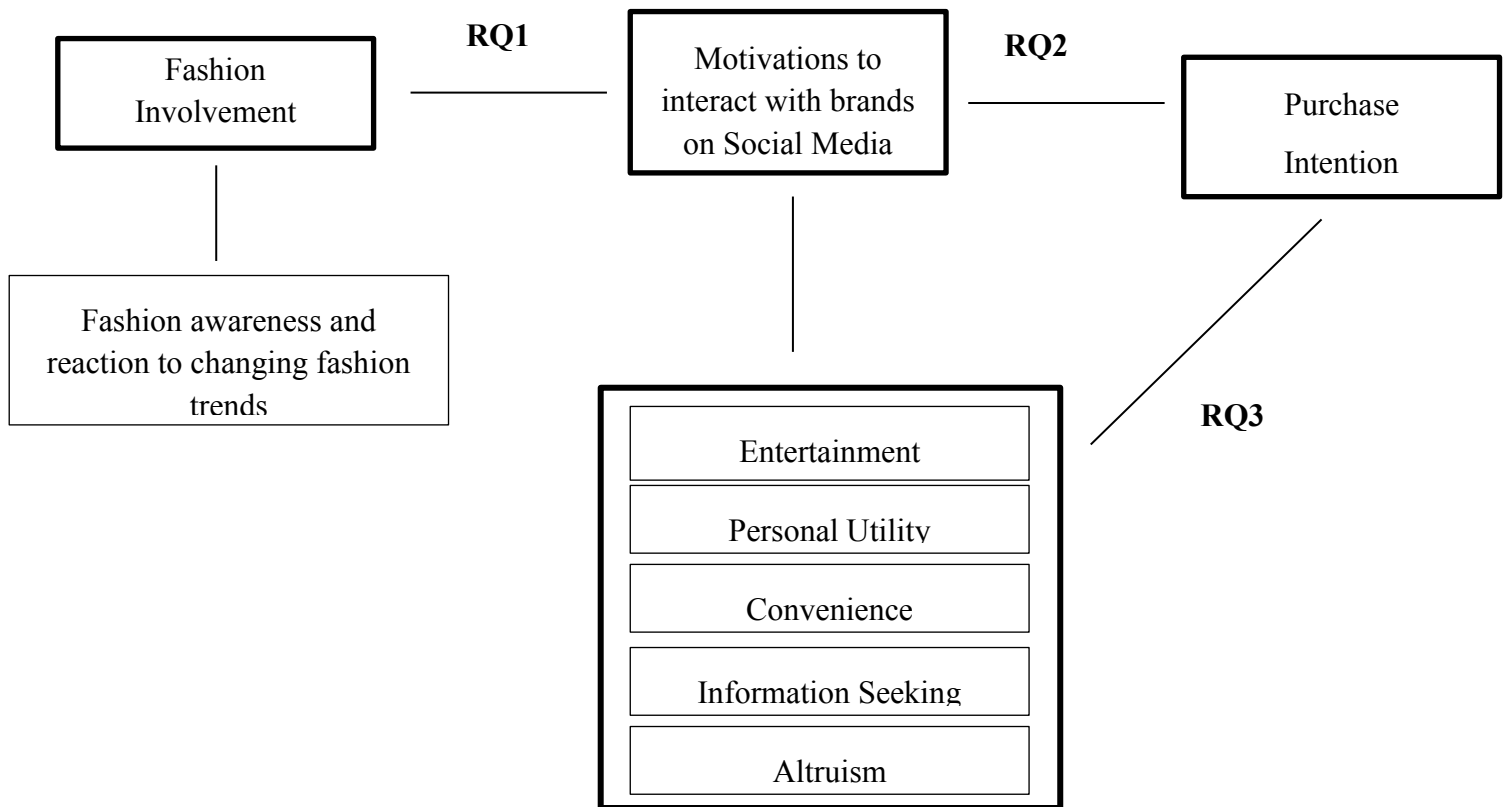


Figure 1 - Conceptual Model

Chapter 3. Methodology

3.1 Research Approach

The research approaches are classified as exploratory, descriptive and explanatory. The exploration of new phenomena may help the researcher's for better understanding, test the feasibility of a more extensive study, or determine the best methods to be used in a subsequent study (Saunders, 2009), and one typically example is to conduct a focus group with the objective of identify key issues and key variables.

On the other hand, a descriptive research seeks to provide an accurate description of an observation of a phenomenon (Saunders, 2009), marked by a clear statement of the problem, specific hypothesis and detailed information needs (Malhotra, 1999). For example, the object of the collection of census data is to accurately describe basic information about a national population at a particular point in time (Saunders, 2009). And lastly, an explanatory study aims for an explanation of the nature of certain relationships. Hypothesis testing provides an understanding of the relationships that exist between variables (Saunders, 2009).

As already explained in previous chapters, the purpose of this thesis is to understand the influence of fashion involvement on the motivations to interact with social media and the impact on purchase intention in fashion industry, particularly with Mango. Therefore, a little research was yet made on this topic, especially using the case of Mango, so in this study was conducted an exploratory and quantitative research approach. Nevertheless, to have a proper analysis of this topic, was firstly used secondary data and only after the use of primary data helped to answer the research questions with data provided by an online questionnaire.

3.2 Research Instruments

3.2.1 Population of the Study

According to Malhotra (1999), population is the aggregate of all the elements that share some common set of characteristics and that comprise the universe for the purpose of the research problem. In this dissertation topic, the population is composed by Portuguese individuals, aged up to 18 years, who follow the brand Mango on social media (Facebook, Instagram, Twitter and every other social media platforms).

3.2.2 Sample of the Study

The sample is defined by a subgroup of the elements of the population selected to participate in a study (Malhotra, 1999). Due to the time, financial and convenience constraints, a convenience sample was used in this case by using an online survey distributed by only a reduced proportion of our population - Portuguese followers of Mango on social media platforms.

3.2.3 The Survey

An online and self-administered survey was selected as data collection method, using Qualtrics as the research software. The survey was composed by a questionnaire as it allows collecting data systematically and addressing the research issues in the standardized and economical way.

The organization of the questionnaire was made having in consideration the importance of the questionnaire be clear and uniform, in order to prevent different meanings or misunderstandings among respondents. The distribution was made by using social media platforms, such as Facebook, LinkedIn and e-mail. Furthermore, the questionnaire was subjected to a pre-test before the launch of the final survey, to ensure respondents'

understand of the main purpose of the study and subsequently all the questions asked, and only after some mistakes were carefully corrected the official final questionnaire was distributed.

The questionnaire was composed by four main chapters. The first one was the introductory chapter, informing the respondents about the purpose of the study and the time it would take to complete it, and where the anonymity was assured and honesty was encouraged to avoid biased answers. The first part was also composed by two filter questions “Do you buy from Mango?” and “Do you follow Mango on social media?” in order to address only our target sample.

The second and third part aimed to cover the three constructs of the study, ‘motivations to interact with social media’, ‘fashion involvement’, and ‘purchase intention’. Concerning the motivations to interact with brands on social media, five variables were covered - convenience, personal utility, information seeking, entertainment and altruism. Fashion involvement was composed by one big construct - fashion awareness and reaction to changing fashion trends. The last variable was covered in the third part, where one question was asked to assess respondents’ purchase intention.

The last and fourth part consisted on five socio-demographic questions, covering consumers’ gender, age, occupation, education level and monthly net income.

The questionnaire is available on the Appendix 1.

3.2.3 The Measures

All constructs included in the study were drawn from previous studies in the literature. Although the scales used in the study were previously reported in the literature.

Furthermore, all constructs – fashion involvement, motivations to interact with social media, and purchase intention - used a seven-point scale (1=totally disagree and 7=totally agree). The first construct “fashion involvement” covers one dimension: fashion awareness and reaction to changing fashion trends (Tigert, Douglas, & Ring, 1976; O’Cass, 2000).

The second construct “motivations to interact with social media” is composed by 5 dimensions: convenience, personal utility, information seeking, entertainment and altruism (Jamal, 2015) and finally, there is the construct “purchase intention” (Doods, 1991)

Measurements and sources for each scale used in this study are explained on Tables 6, 7 and 8 - Appendix 2.

Chapter 4. Results Analysis

4.1 Preliminary Analysis

4.1.1 Data Collection and Analysis

Data was collected on March 2017. A total of 265 participants started and completed the questionnaire. From these 265 participants, only 180 were from individual who follow Mango on social media. Therefore, the total sample considered for the analysis was composed by 180 respondents who follow Mango on social media and are Mango's consumers.

The analyze of the data was made by using the program IBM SPSS 23.0 with the aim of understanding the insights of the research problem of this thesis and answering the three research questions previously developed.

4.1.2 Sample Characterization

In order to characterize our target sample, some socio-demographic questions were made, including gender, age, occupation, level of education and monthly net income.

In relation to gender, as expected, the majority of the participants were female (94.64%), which makes sense because of the brand in study – Mango – which is mainly directed to female target – figure 2.

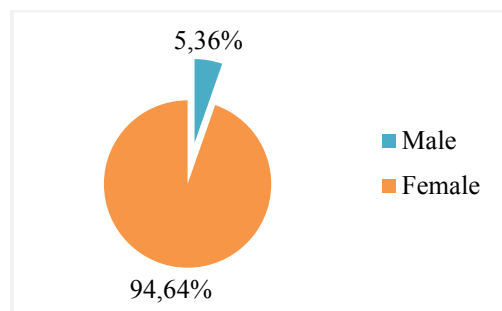


Figure 2 - Gender Distribution

Regarding the age, analyzing figure 3, the majority of the sample is in the youngest class [18-24] with 59.38%. The subsequent two classes [25-34] and [More than 44] are equally

distributed with 17.41% each, being that the lowest number is on the age class of [35-44] with only 5.80%.

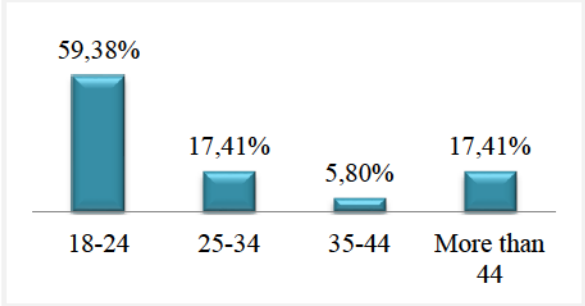


Figure 3 - Age Distribution

Concerning the occupation of the participants seen in figure 4, the majority belongs to the group of students or employed by third parties, with 46.88% and 37.95%, respectively.

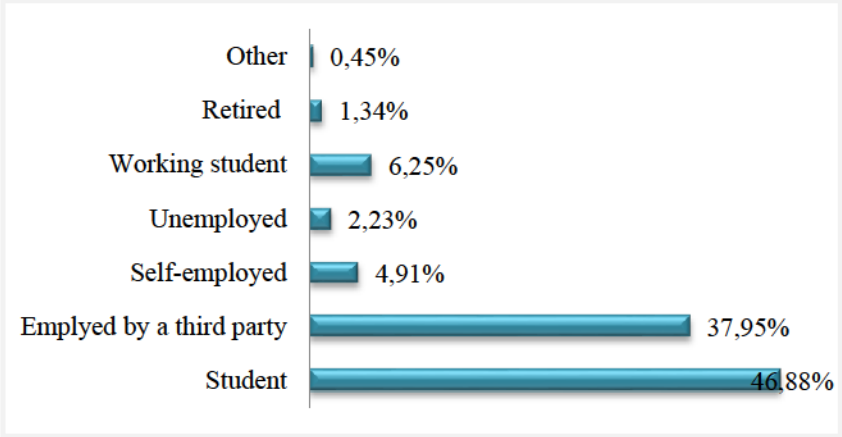


Figure 4 - Occupation Distribution

In terms of education level of the respondents the highest number belongs to the bachelor level (48.66%), next masters (25%) and next superior degree (20.98%) – figure 5. This comes together with the conclusions of the age and occupation groups, which the majority are characterized by young students between 18 and 24 years old.

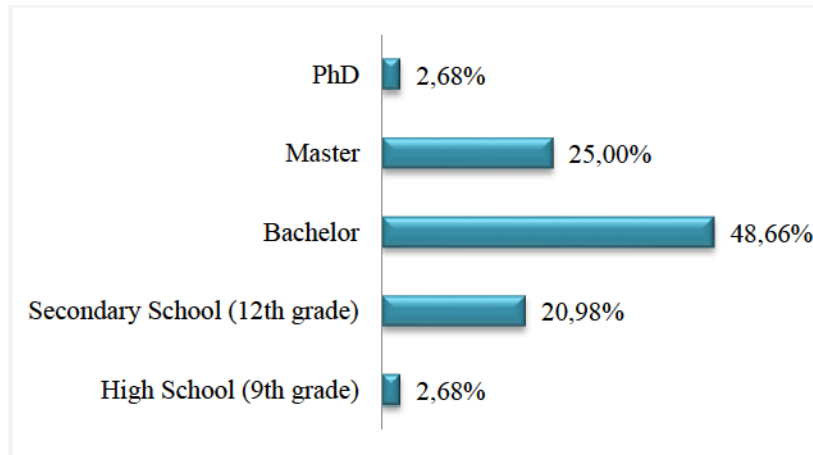


Figure 5 - Education Level Distribution

Finally, concerning the monthly net income, seen on figure 6, the highest percentage belongs to participants that don't receive income yet, probably because they are still studying (45.54%). Moreover, the lowest level of monthly net income [501-1000€] has the second highest percentage, with 25.89%. Being that, as the level of monthly net income range increases the lower the percentage of participants belonging.

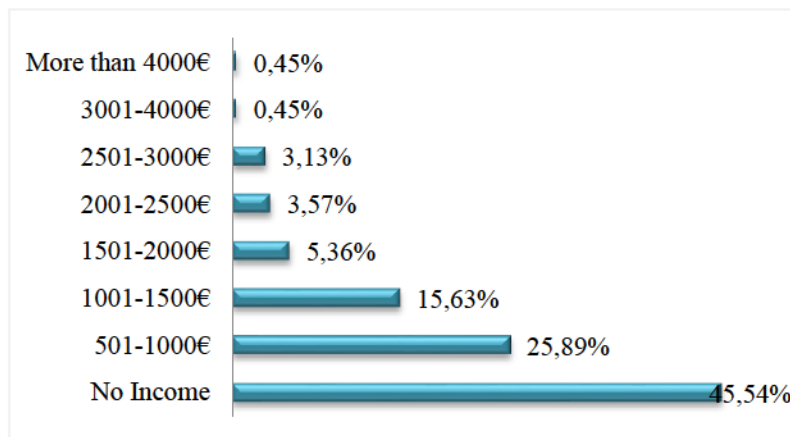


Figure 6 - Monthly Net Income Distribution

4.1.3 Data Reliability

Cronbach's alpha is a measure used to assess the reliability, or internal consistency, of a set of scale or test items (Bland, 1997). In other words, the reliability of any given measurement refers to the extent to which it is a consistent measure of a concept, and Cronbach's alpha is one way of measuring the strength of that consistency (Tavakol & Dennick, 2011).

Scale	Dimensions	Initial Number of Items	Alpha	Alpha if Item Deleted	Item Deleted	Final Number of Items
Motivations	Convenience	3	0,691	-	-	3
	Entertainment	5	0,899	0,92	1	4
	Altruism	2	0,961	-	-	2
	Personal Utility	4	0,758	0,88	1	3
	Information Seeking	4	0,855	-	-	4
	Overall Motivations	18	0,917	-	-	18
Fashion Involvement	Awareness	5	0,465	0,614	1	4
Purchase Intention		3	0,917	-	-	3

Table 1 - Scale's Reliability

By analyzing table 1, it can be concluded that, in relation to the dimension motivations, the alpha is considered excellent in terms of reliability (0,917). Moreover, we can also see that all constructs have good, very good or excellent levels of consistency ($\alpha > 0.7$), excepting convenience that has an alpha of 0,691. However eliminating one item would not improve the consistency so no items were eliminated. Nevertheless, an alpha between 0,6 and 0,7 is considered a minimally acceptable alpha (DeVellis, 1991) and so this variable will not be eliminated.

Regarding fashion involvement, it presents an alpha of 0,465 which is considered a poor internal consistency (DeVellis, 1991), as per table 1, however if we remove one item it would increase the consistency to 0,614, which is considered acceptable according Hair (2007), being decided to remove that one time for further analysis. Lastly, the dimension purchase intention presents an excellent alpha in terms of reliability (0,917), according to DeVellis (1991).

4.1.4 Principal Component Analysis (PCA)

A PCA was made in order to access the dimensionality of the variable and the total variance explained, as it can be seen on appendix 4.

At this point, the PCA was made without the one item of the variable fashion involvement. Thus, 25 items were examined through the program SPSS 23.0.

The first analysis concerned the Kaiser-Meyer-Olkin (KMO) Test for Sampling Adequacy, which is a measure of how suited your data is for Factor Analysis. The test measures sampling adequacy for each variable in the model and for the complete model. In this case, KMO was of 0,823, which according to Kaiser (1974) is a meritorious value, and in terms of the Barlett's Test of Sphericity revealed a Chi-Square of 2446,019 with a significance value of 0.000, meaning that the factorability of the correlation matrix is suitable – appendix 4 – table 17.

Therefore, after doing the PCA, 6 components were extracted, which explained 69.871% of total variance (Appendix 4: table 18). However, the study had 7 dimensions and only 6 components were extracted. This was explained by looking to Rotated Component Matrix (Appendix 4: table 16), which presents us that two dimensions – personal utility and altruism - were explained by factor 1 and other two – information seeking and convenience by factor 2. Moreover, factor 5th and 6th both explain the variable fashion involvement.

Therefore a new scale reliability was assessed for these two new variables and for the other three variables entertainment, fashion involvement and purchase intention – table 2.

Variables	Initial Number of items	Alpha	Alpha if item deleted	Item deleted	Final Number of items
Entertainment	5	0,899	0,92	1	4
Personal Utility & Altruism	6	0,727	-	-	6
Information Seeking & Convenience	7	0,837	-	-	7
Fashion Involvement	5	0,465	0,614	1	4
Purchase Intention	3	0,917	-	-	3

Table 2 - New Scale's Reliability

4.1.5 Scale Correlation Analysis (Pearson)

Pearson correlation is a measure used to explore the strength and direction (positive or negative) of the relationship between the variables. As such, Pearson correlation test was run to evaluate the relationship between the two variables–Motivations and Purchase Intention.

Then, by analyzing the table 19 on appendix 5, we can see that the variables are positively correlated and significant at 0.01 level.

4.2 In-depth Analysis

This part provides the main conclusion taken in the questionnaire in order to answer the research questions of this thesis.

→ **RQ1:** *Does fashion involvement influences the motivation to interact with Mango in social media?*

To study the influence of this variable on motivation to interact with Mango in social media a Linear Regression Analysis was made between this variable and motivations as a whole – table 3.

The main conclusion of this test is that be fashion involvement positively influences the motivations to interact with social media ($F(1,148) = 32,343$; $p = 0,000$), meaning that be fashion involvement increases the motivation to interact with the brand ($\beta = 0,405$). Additionally, the Adjusted R^2 is 0,174 and R^2 is 0,179, which means that the independent variable explains 17.9% of the total variance.

Dependent Variable: Fashion Involvement				
Independent Variable: Motivation				
Independent Variables	Unstandardized β	T	p -value ($\alpha=0.05$)	VIF
Motivation	0,405	5,687	0,000	1,380
R^2	0,179			
Adjusted R^2	0,174			
$F(1,148)$	32,343 (p -value = 0,000)			

Table 3 - Significance of the independent variables (Motivation) on the dependent variable (Fashion Involvement)

→ **RQ2:** *Does motivations to interact with Mango in social media influence purchase intention?*

To understand if motivations to interact with Mango in social media influence purchase intention a Linear Regression Analysis was made with purchase intention as dependent variable and the motivations as independent variables – table 4.

The conclusion of this test is that the motivations positively influence purchase intention ($F(1,151) = 16,134; p = 0,000$), meaning that the interaction with Mango in social media will increase consumers intention to purchase a Mango's product, as motivations to interact with social media increase, the intention of purchase also increases ($\beta = 0,416$). Additionally, the Adjusted R^2 is 0,091 and R^2 is 0,097, which means that the independent variable explains only 9.7% of the total variance.

Dependent Variable: Purchase Intention				
Independent Variables: Motivations				
Independent Variables	Unstandardized β	T	p-value ($\alpha = 0.05$)	VIF
Motivations	0,416	4,017	0,000	1,000
R^2	0,097			
Adjusted R^2	0,091			
F(1,151)	16,134 (p -value = 0,000)			

Table 4 - Significance of the independent variables (Motivations) on the dependent variable (Purchase Intention)

→ **RQ3:** *Which motivations to interact with Mango in social media – entertainment, personal utility, convenience, information seeking and altruism – better help to explain purchase intention?*

Now concerning which motivations to interact with Mango in social media better help to explain purchase intentions, a multiple regression was performed – table 5.

As previously analyzed the results show that the overall model is significant ($F(5,147) = 7,615; p = 0,000$), meaning that there is a linear relationship between the variables. Moreover, the Adjusted R^2 is equal to 0,179 and the R^2 is 0,206, meaning that the independent variables explain 20.6% of the total variance.

Analyzing the impact of each motivation in the dependent variable (Purchase Intention), the conclusion is that only two variables have a significant positive impact on Purchase Intention – entertainment ($\beta = 0,176; p = 0,026$) and information seeking ($\beta = 0,399; p = 0,00$) – and

between these two the one that better help to explain purchase intention is information seeking. Meaning that, consumers mainly interact with the brand on social media to seek for information or for entertainment and these two motivations help to explain the final purchase intention. The other motivations – personal utility, convenience and altruism – have no impact on purchase intention.

To sum up, the main conclusion is that the overall interaction to Mango in social media influences positively the final purchase intention, mainly when consumers are motivated by information seeking and entertainment. Inside these two motivations, Mango’s followers mainly use Mango’s social media platforms for entertainment because they like to do it (25.61% agree) and for information seeking to do some research (35.37% agree) look for some specific information (36.59% agree) or even to follow what is going on (29.88% agree).

Dependent Variable: Purchase Intention				
Independent Variables	Unstandardized β	T	<i>p</i>-value ($\alpha=0.05$)	VIF
Entertainment	0,176	2,242	0,026	1,380
Personal Utility	-0,232	-1,594	0,549	1,822
Information Seeking	0,399	4,184	0,000	2,266
Convenience	-0,151	-1,355	0,178	2,572
Altruism	0,068	0,658	0,511	1,816
Adjusted R²	0,179			
F(5,147)	7,615 (<i>p</i> -value = 0,000)			

Table 5 - Unstandardized β and significance of the independent variables (Motivations) on the dependent variable (Purchase Intention)

Chapter 5. Conclusions

This dissertation has the purpose to study the influence of been fashion involvement in the interaction with Mango in social media and the impact on purchase intention. The main findings and its potential limitations both in managerial and academic terms, as well future research suggestions are going to be discussed in the present chapter.

5.1 Academic Implications

In terms of academic implications, first all the constructs used in this study to measure consumers' fashion involvement, their motivation to interact with social media and their intention of purchase, revealed adequate levels of internal consistency, which proves that the model is adequate and proper to analyze the research questions initially formulated.

Secondly, in relation to the variable 'Fashion Involvement', the main conclusion is that it increases the willingness to interact with Mango in social media, which is consistent with previous studies, such as according to Tigert (1976), brand commitment and fashion involvement motivate people to engage in talking and interacting with fashion brands. According to the results of this exploratory research, majority of the participants (49,15%) agreed that they would keep up to date on all fashion changes although don't always attempt to dress according to those changes.

Concerning the 'motivations to interact with social media', several previous studies defend that the more consumers interact with a brand in social media, more they are willing to purchase from the brand (Spears & Singh, 2004; Wang, Yu, & Wei, 2012; Bhargave, Mantonakis, & White 2016), even despite attitude toward the brand and purchase intention exist as separate, they are correlated dimensions and the attitude towards the brand positively or negatively influence behavior through purchase intentions (Spears & Singh, 2004). As expected, tied with previous studies, the conclusion is that the motivations positively influence purchase intention, the more they are motivated and engaged with the brand on social media, more they are willing to purchase a brands' product.

Therefore, regarding to which motivations better influence the final intention of purchase, many previous studies (Shao, 2009; Park, 2009; Jamal, 2015) concluded that social medias is seen as an entertainment and information platform. Consistently, the conclusion is that information seeking and entertainment are the motivations that positively influence the

interaction with the brand in social media, principally information seeking. Inside these two motivations, Mango's followers mainly use Mango's social media platforms to do research, look for specific information and to follow what is going on and new trends.

Finally, evaluating the relationship between the motivations and purchase intention, the variables are positively correlated and significant at 0.01 level, which was already expected by previous studies that revealed that a positive attitude toward the brand has a direct positive impact on purchase intention (Wang, 2012).

5.2 Managerial Implications

Marketers are more aware of the impact of social media in daily life of consumers' decision-behavior, and are starting to take advantage of consumers through active communication on social media (Statista, 2016). However, there are still several challenges that business face to create involvement and engage consumers in their online activities.

In this dissertation, it is analyzed the effect that fashion involvement has on the motivations for consumers to interact with a fashion brand in social media and to ascertain which motivations led to the purchase intention. The main conclusion is that the three variables are directly dependent of each other, meaning that been fashion involvement increases the willingness to interact with social media and motivations to interact with social media positively influence the intention of purchase.

In response, fashion brands are using social media platforms for facilitating real time and authentic relationships with consumers (Ahmad, Salman & Ashiq, 2015), and according to our respondents the social media acceptance in relation to Mango is very representative 72.87% follow Mango on social media platforms (Appendix 6 – figure 8) and mainly for information seeking and entertainment purposes. On the other hand, variables like convenience, personal utility and altruism are not necessarily a concern of followers when interacting with Mango in social media platforms. Therefore, Mango's online platforms should be designed in such way that followers are able to find specific products' information, follow new trends or even only to pass time and be entertained, in order to drive consumers to engage with social media, since it is consumers' main motivations of interaction.

Moreover, since Facebook is an amazing social network where open dialogue is allowed, and isn't used nowadays as it could, despite been the most preferred social network by respondents -75.89% follow Mango on Facebook (Appendix 6 – figure 9), Mango should

improve the interaction with followers, asking for opinions and feedback, in order to create engagement and interest from both of the parties. The fact is that brand commitment motivates people to engage in talking about and interacting with fashion brands (Muller, 2013).

Nevertheless, according to Forrester research (2016), Instagram currently boasts nearly 60 times the engagement of Facebook because of instantaneous real-time views of street style and emerging trends, and so Mango should start improving other platforms, like Instagram, using different tools and directions to improve the involvement with consumers. According to our respondents, Instagram is the second most preferred social media platform with 21.88% of the respondents following Mango on Instagram (Appendix 6 – figure 9). Nevertheless, yet a presence very limited.

Summing up, entertainment and information content is the most concern of consumers when interacting with Mango in social media platforms, so it should be the focus of the brand when publishing on social media in order to create involvement and therefore increase the intention of purchase from the brand. One possible measure could be identifying the most involved followers with the brand on social media platforms and use mechanisms to compensate them by turning them on ambassadors of Mango. This measure would be a two-way compensation, on one hand those consumers would promote the brand and on the other hand the brand would compensate them with Mango's products. The final goal is to have a chain effect, and the followers of our ambassadors become also Mango's followers.

Thus, since motivations and purchase intentions are positively correlated, with the actualization of Mango's online platforms it is expected followers to be more motivated to engage with the brand on social media and therefore to have an higher intention of purchase. To facilitate the process, the publications on social media must have a direct link to Mango's website and so increase not only the intention of offline purchase but also the online. According to our respondents, there are yet a representative percentage of respondents that rarely purchase from Mango. A direct link between the social media platforms and the official Mango's website is believed to change this pattern, increasing the frequency of purchase.

The final purpose is for followers forwarded a social media publication to the brand website in order to facilitate the purchase process when intended, being that Mango's followers become Mango's consumers.

5.3 Limitations and Future Research

This thesis added significant information in the research about fashion industry, mainly concerning the influence of been fashion involvement on the motivations to interact with a brand on social media and the final impact on purchase intention. Nevertheless, there are some limitations concerning this study.

A first limitation is related to the sampling procedure, in which a non-probabilistic convenience sample was used, however according to Malhotra (1999), a non-probabilistic convenience sample has as an objective to obtain a sample of convenient elements in a quick and inexpensive way, accessible and easy to measure. Moreover, yet concerning the sampling procedure, it was not diversified as it was hoped to. The majority of the participants were female (94.64%), which was expected due to the brand in study, Mango products are mainly directed to the female target. Lastly, the questionnaire was distributed only to a Portuguese sample, and Mango is in 105 different countries. Thus, for future analysis it was relevant to achieve a higher number of respondents and from different backgrounds.

A second limitation is concerning the research method used, in this study only quantitative research was used and for better understanding was convenient to do also a qualitative research. Thus, for future research a good adding is a qualitative research, such as conduct a focus group to obtain deeper and better insights about the topic, in order to understand how Mango's consumer behave and why they behave in such a way. Other possibility was to conduct a personal interview to Mango's directors in order to better understand how to use online platforms to create engagement and involvement with consumers and be able to reach higher intentions of purchase.

A third limitation is related to the online platforms studies, 75.89% of the respondents interact with Mango on Facebook. Since the other platforms are growing, it is expected on future analysis a better distribution, and so a deeper analysis concerning the difference between platforms could be made and thus give relevant insights to Mango managers.

Lastly, a future recommendation is to study Mango on different perspectives, one example could be the analysis of possible customer segments by conducting a cluster analysis. For further analysis it would be interesting to find out if consumers that are fashion involved have different characteristics and behaviors of the ones that are not fashion involved, if the

motivations of interacting with social media are different and if the behavior on social media is also different.

Chapter 6. Appendices

Appendix 1

Questionnaire: Mango

Q0 Caro(a) Participante, Agradeço desde já a sua participação neste questionário que está a ser realizado no âmbito da minha tese de mestrado em Gestão com especialização em Marketing Estratégico na Católica Lisbon School of Business and Economics. O questionário terá uma duração máxima de 5 minutos. Todas as respostas são de extrema importância pelo que agradeço a sua honestidade e franqueza durante todo o processo. Não existem respostas certas ou erradas e toda a informação será mantida confidencial, anónima e utilizada apenas para este estudo. Mais uma vez obrigada pelo seu tempo e contribuição.

Q1 Com que frequência compra na Mango?

- Nunca (1)
- Raramente (2)
- Uma vez ao ano (3)
- Três ou quatro vezes ao ano (4)
- Pelo menos cinco vezes ao ano (5)
- Uma vez por mês (6)
- Mais que uma vez por mês (7)

Q2 Segue a Mango nas Redes Sociais?

- Sim (1)
- Não (2)

Q3 Se sim, em quais?

- Facebook (1)
- Instagram (2)
- Twitter (3)
- Snapchat (4)
- Outra (5) _____

Q12

Assumindo agora que você segue a Mango nas redes sociais, avalie a sua intenção de compra (online e offline) numa escala compreendida entre 1 - Discordo totalmente e 7 - Concordo totalmente.

	Discordo totalmente (1)	Discordo em grande parte (2)	Discordo em parte (3)	Não concordo nem discordo (4)	Concordo em parte (5)	Concordo em grande parte (6)	Concordo totalmente (7)
Eu pretendo comprar produtos da Mango	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
É provável que compre produtos da Mango	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tenho uma intenção alta de comprar produtos da Mango	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q13 A última fase do questionário vai-se focar em perguntas socio-demográficas.

Q14 Género

- Masculino (1)
- Feminino (2)

Q15 Idade

- 18-24 (1)
- 25-34 (2)
- 35-44 (3)
- Mais de 44 (4)

Q16 Ocupação

- Estudante (1)
- Empregado por conta de outrem (2)
- Empregado por conta própria (3)
- Desempregado (4)
- Estudante e empregado (5)
- Reformado (6)
- Outro (7) _____

Q17 Nível de educação

- Ensino Secundário (até ao 9ºano) (1)
- Ensino Superior (até ao 12ºano) (2)
- Licenciatura (3)
- Mestrado (4)
- Doutoramento (5)

Q18 Rendimento Líquido Mensal

- Não aufero rendimentos (8)
- 501-1000€ (1)
- 1001-1500€ (2)
- 1501-2000€ (3)
- 2001-2500€ (4)
- 2501-3000€ (5)
- 3001-4000€ (6)
- Mais de 4000€ (7)

Q19 Muito obrigado pela sua contribuição!

Appendix 2

Scale of motivations to interact with social media (Jamal J. Al-Menayes, 2014)			
Items			
Original		Translation and Adaption	
Entertainment	I use it to kill time	Entretenimento	Eu uso para passar tempo
	When I have nothing to do		Eu uso quando não tenho nada para fazer
	To occupy my time		Eu uso para ocupar o meu tempo
	Because it entertains me		Eu uso porque me entretém
	Because I enjoy it		Eu uso porque gosto
Personal Utility	To join conversations	Utilidade Pessoal	Para participar em conversas
	To join groups		Para pertencer a grupos
	I enjoy answering questions		Porque eu gosto de responder a perguntas
	To listen to other's opinion		Para ouvir a opinião dos outros
Information Seeking	For research and homework	Procura de informação	Para fazer pesquisa
	To get free information		Para ter acesso a informação gratuita
	To search for information		Para procurar informação
	To know what's going on		Para seguir que se passa
Convenience	Because it's free	Conveniência	Porque é gratuito
	It's easier than meeting		Porque é mais fácil que pessoalmente
	Others can answer anytime		Porque me conseguem responder a qualquer altura
Altruism	To help others	Altruísmo	Para ajudar os outros
	To encourage others do work		Para encorajar os outros
Coding: 1-Strongly disagree, 2 -Disagree, 3 -Somewhat disagree, 4 -Neither agree or disagree, 5 -Somewhat agree, 6 -Agree 7 - Strongly agree			

Table 6 - Motivation's Scale

Scale for fashion involvement (Douglas J., 1976)

Items			
Original		Translation and Adaption	
Fashion awareness and reaction to changing fashion trends	I read the fashion news regularly and try to keep my wardrobe up to date with fashion trends	Consciência e reação às mudanças das tendências de moda	Eu costumo ler notícias de moda regularmente e costumo comprar os artigos consoante as novas tendências vão saindo
	I keep up to date on all fashion changes although I don't always attempt to dress according to those changes		Eu mantenho-me a par das novas tendências de moda mas nem sempre me visto de acordo
	I check to see what is currently fashionable only when I need to buy some new clothes		Eu procuro saber novas tendências de moda apenas quando estou interessada em comprar nova roupa
	I don't pay much attention to fashion trends unless a major change takes place		Eu não presto atenção a notícias de novas tendências de moda a não ser que uma grande mudança aconteça
	I am not at all interested in fashion trends		Eu não tenho interesse em seguir novas tendências de moda

Table 7 - Fashion Involvement's Scale

Scale to measure Purchase Intention (Doods, 1991)

Items	
Original	Translation and Adaption
I pretend to buy Mango's products	Eu pretendo comprar produtos da Mango
It is likely that I will buy Mango's products	É provável que compre produtos da Mango
I am willing to buy Mango's products	Tenho uma intenção alta de comprar produtos da Mango
<p>Coding: 1-Strongly disagree, 2 -Disagree, 3 -Somewhat disagree, 4 -Neither agree or disagree, 5 -Somewhat agree, 6 -Agree 7 - Strongly agree</p>	

Table 8 - Purchase Intention's Scale

Appendix 3

Purchase Intention (Doods, 1991)				
Items	Mean	Std. Deviation	Cronbach's Alpha	Overall Mean
I pretend to buy Mango's products	5,34	1,438	0,917	5,18
It is likely that I will buy Mango's products	5,46	1,433		
I am willing to buy Mango's products	4,75	1,868		

Table 9 - Purchase Intention (Descriptives and Reliability)

Fashion Involvement (Tiggert, 1976)				
Items	Mean	Std. Deviation	Cronbach's Alpha	Overall Mean
I read the fashion news regularly and try to keep my wardrobe up to date with fashion trends	3,90	1,870	0,465	3,90
I keep up to date on all fashion changes although I don't always attempt to dress according to those changes	5,07	1,611		
I check to see what is currently fashionable only when I need to buy some new clothes	4,03	1,967		
I don't pay much attention to fashion trends unless a major change takes place	3,90	1,677		
I am not at all interested in fashion trends	2,62	1,655		

Table 10 - Fashion Involvement (Descriptives and Reliability)

Entertainment (Jamal J. Al-Menayes, 2014)				
Items	Mean	Std. Deviation	Cronbach's Alpha	Overall Mean
I use it to kill time	2,95	1,895	0,899	3,16
When I have nothing to do	2,91	1,901		
To occupy my time	2,66	1,777		
Because it entertains me	3,01	1,852		
Because I enjoy it	4,25	2,079		

Table 11 - Motivations _ Entertainment (Descriptives and Reliability)

Personal Utility (Jamal J. Al-Menayes, 2014)				
Items	Mean	Std. Deviation	Cronbach's Alpha	Overall Mean
To join conversations	1,45	1,098	0,758	1,64
To join groups	1,36	0,926		
I enjoy answering questions	1,34	0,962		
To listen to other's opinion	2,40	1,924		

Table 12 - Motivations _ Personal Utility (Descriptives and Reliability)

Information Seeking (Jamal J. Al-Menayes, 2014)				
Items	Mean	Std. Deviation	Cronbach's Alpha	Overall Mean
For research and homework	4,24	2,110	0,855	4,20
To get free information	3,76	2,148		
To search for information	4,52	1,980		
To know what's going on	4,27	2,037		

Table 13 - Motivations _ Information Seeking (Descriptives and Reliability)

Convenience (Jamal J. Al-Menayes, 2014)				
Items	Mean	Std. Deviation	Cronbach's Alpha	Overall Mean
Because it's free	3,90	2,101	0,691	3,60
It's easier than meeting	4,53	2,056		
Others can answer anytime	2,38	1,732		

Table 14 - Motivations _ Convenience (Descriptives and Reliability)

Convenience (Jamal J. Al-Menayes, 2014)				
Items	Mean	Std. Deviation	Cronbach's Alpha	Overall Mean
To help others	1,91	1,459	0,961	1,89
To encourage others do work	1,86	1,465		

Table 15 - Motivations _ Altruism (Descriptives and Reliability)

Appendix 4

	Component					
	1	2	3	4	5	6
MOT_ENT1_ I use it to kill time			,831			
MOT_ENT2_ When I have nothing to do			,851			
MOT_ENT3_ To occupy my time			,874			
MOT_ENT4_ Because it entertains me			,857			
MOT_ENT5_ Because I enjoy it			,527			
MOT_PU1_ To join conversations	,829					
MOT_PU2_ To join groups	,718					
MOT_PU3_ I enjoy answering questions	,864					
MOT_PU4_ To listen to other's opinion	,486					
MOT_IS1_ For research and homework		,645				
MOT_IS2_ To get free information		,785				
MOT_IS3_ To search for information		,771				
MOT_IS4_ To know what's going on		,761				
MOT_CON1_ Because it's free		,762				
MOT_CON2_ It's easier than meeting		,700				
MOT_CON3_ Others can answer anytime	,588					
MOT_ALT1_ To help others	,780					
MOT_ALT2_ To encourage others do work	,838					
FI1_ I read the fashion news regularly and try to keep my wardrobe up to date with fashion trends					,765	
FI2_ I keep up to date on all fashion changes although I don't always attempt to dress according to those changes					,582	
FI3_ I check to see what is currently fashionable only when I need to buy some new clothes						,874
FI4_ I don't pay much attention to fashion trends unless a major change takes place						,597
PI1_ I pretend to buy Mango's products				,903		
PI2_ It is likely that I will buy Mango's products				,892		
PI3_ I am willing to buy Mango's products				,904		

Table 16 - Factor Analysis (PCA)

KMO and Bartlett's Test			
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.			,823
Bartlett's Sphericity	Test of	Approx. Chi-Square	2446,019
		df	325
		Sig.	,000

Table 17 - KMO and Bartlett's Test

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	7,794	29,978	29,978	7,794	29,978	29,978	4,193	16,129	16,129
2	3,590	13,806	43,783	3,590	13,806	43,783	4,101	15,774	31,903
3	2,357	9,065	52,849	2,357	9,065	52,849	3,612	13,891	45,793
4	1,807	6,949	59,797	1,807	6,949	59,797	2,840	10,922	56,715
5	1,321	5,080	64,877	1,321	5,080	64,877	1,850	7,116	63,831
6	1,298	4,994	69,871	1,298	4,994	69,871	1,570	6,039	69,871
7	,920	3,539	73,410						
8	,853	3,280	76,690						
9	,808	3,109	79,800						
10	,682	2,622	82,422						
11	,665	2,558	84,980						
12	,532	2,047	87,026						
13	,491	1,887	88,913						
14	,405	1,558	90,472						
15	,357	1,374	91,846						
16	,307	1,181	93,027						
17	,280	1,075	94,102						
18	,269	1,033	95,135						
19	,233	,897	96,032						
20	,221	,851	96,883						
21	,188	,724	97,607						
22	,164	,630	98,237						
23	,151	,582	98,818						
24	,140	,537	99,355						
25	,108	,417	99,772						
26	,059	,228	100,000						

Table 18 - Total Variance Explained

Appendix 5

Table 19 - Pearson Correlation's Analysis

	PI	ENT	PU	IS	CON	ALT
PI	1	,300**	,045	,401**	,232**	,095
ENT	,300**	1	,335**	,470**	,487**	,276**
PU	,045	,335**	1	,369**	,458**	,611**
IS	,401**	,470**	,369**	1	,724**	,321**
CON	,232**	,487**	,458**	,724**	1	,464**
ALT	,095	,276**	,611**	,321**	,464**	1

** . Correlation is significant at the 0.01 level (2-tailed).

Appendix 6

Some extra questions were made in order to better understand the behavior of Mango's consumers.

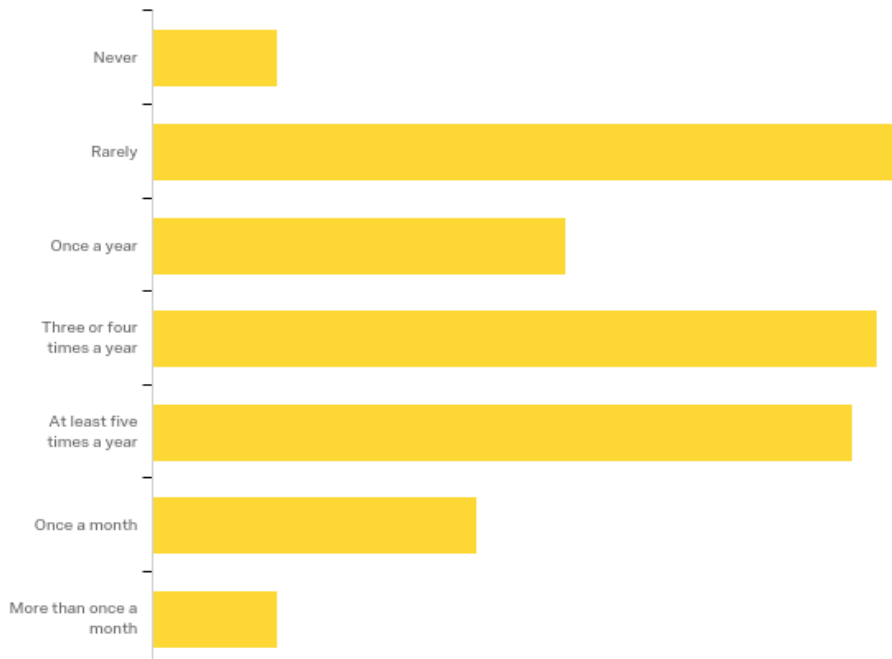


Figure 7- Mangos' Frequency of Purchase

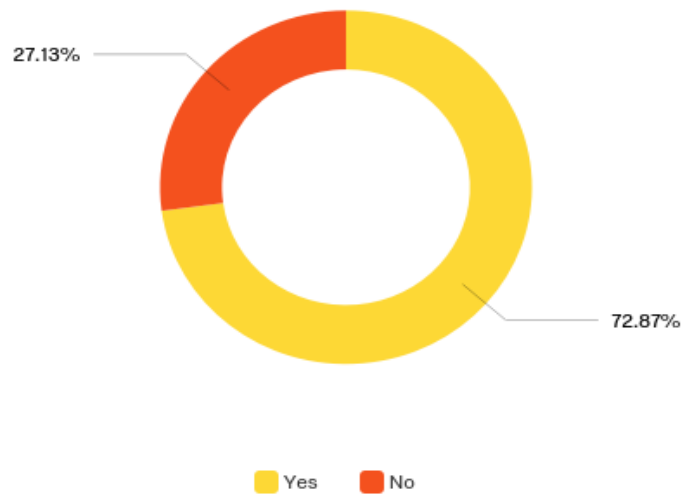


Figure 8 - Mangos' Social Media Acceptance

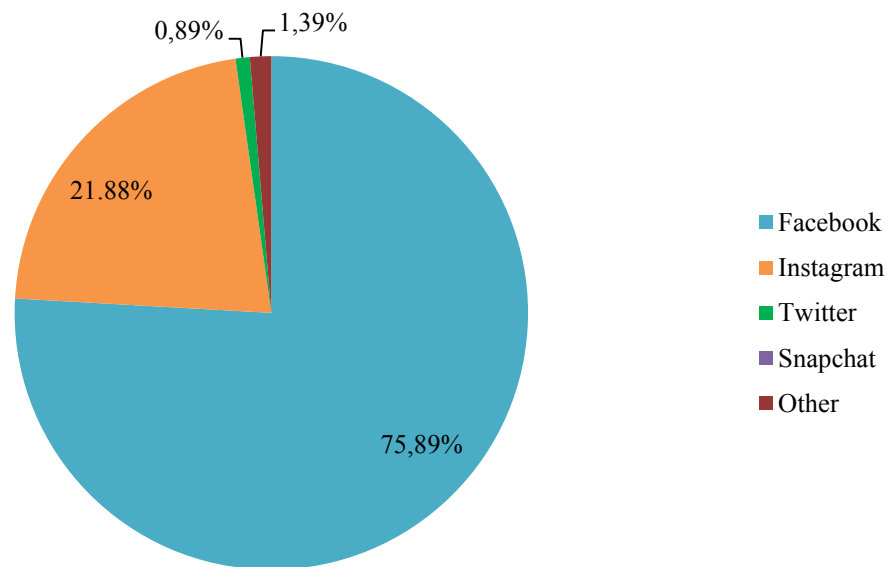


Figure 9 - Mangos' Presence on Social Media

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