Facebook and Twitter influence on the buying decision process of online clothes shopping

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An investigation of the influence of Facebook and Twitter on the buying decision process of online clothes shopping

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Abstract

Social media are taking an important place on the daily basis of a significant amount of people around the world, today Facebook range with 1 billion of users, also the online devices are taking a big place on consumer lives and the facility to get access through those devices the growing influence of these social media among consumers certainly cannot be ignored. Therefore, the purpose of this dissertation is to analyse the influence of Facebook and Twitter to consumer during their decision process to buy online clothes.

This research study used the literature review as a secondary data based on of buying decision process, digital marketing, social media in electronic commerce, and, social media effects on consumer behaviour during the decision making process. To obtain primary data, the researcher conducted questionnaires with the aim to understand consumers’ attitudes towards Facebook and Twitter during the decision process to buy clothes online using a sample of 200 Irish consumers between 18 and 35 years old.

The researcher transferred the results from the questionnaire to obtain the data analysis using Google docs and Microsoft Excel. An analysis and comparison between primary and secondary data in the direction of answer the objectives of this investigation. The researcher discusses the conclusions and recommendations as an important approach of this investigation for the industry and future academic research.

Finally, the researcher describes self-reflection on her development of personal skills analyzing the advantages gained and performance acquired during the dissertation process and the MBA program.
CHAPTER ONE: INTRODUCTION
Chapter One: Introduction

1.1 Introduction

The term “customer” is naturally employed to refer to someone who frequently purchases from a particular brand or shop and any study take into consideration the consumer behavior as a particular role (Chaffey et al, 2009). The consumer decision process can be defined as the logical flow of activities from problem recognition to post-purchase evaluation as a consumer behavior model (Brassington and Pettit, 2007).

There are some trends during the decision process of purchase clothes online that it will be evaluated during this dissertation taking Facebook and Twitter as social media channels to connect with customers and brand companies during this process. The present chapter develops the background of this research, researcher personal interest, the research question, the objectives raised, the hypothesis that will be prove or not at the end of this dissertation, the scope and limitation, concluding with the major contribution of this study.

1.2 Background to Research

The definition of social network was originally introduced by sociologist as personal connection between individuals who share similar interest; this activity is the most popular terminology for online social activities (Davis, 2012). Consumer have empowered their decision buying process using new technologies for browse product information, reviews, opinion, deals with an access 24/7 (24 hours during and 7 days of week) it reinforced companies to satisfy more consumers” needs and understand their attitudes from the pre-purchase until reflection stage (Wheat and Dodd, 2009). The economist intelligence unit limited report (2011) establish that social media are taking an important role for retailers as a communication channel to emphasize the relationship with the existing customer and at the same time as attract new ones to evolve to the best business practice.

The influence of social media has increased extraordinary and it cannot be disregard, in the case of Facebook this social media has 1 billion on user and more than 200
million registered accounts (The economist intelligence unit limited report, 2011). The new technology is a result of the shift in the way the user plan their decision process to buy (Wheat and Dodd, 2009). Even there are different studies about the decision buying process and the digital technologies use from retailers, manufactures and consumers and how social network are taking place during the decision process. The researcher becomes aware of a lack of investigation in the field of users point of view of the influence of Facebook and Twitter during the decision to buy clothes online and if the social marketing have engage their behavior through this process.

1.3 Definition of the problem

The aim of this study is to respond the following question:

“How does Facebook and Twitter influence on the buying decision process of online clothes shopping?”

1.4 Research Hypothesis

According to Kumar (2005, p 73) the hypothesis has a significant role in the research providing direction, detail and determinant approach to the study. The use of a hypothesis is to understand the relationship between two or more variables with one being the effect of the other (Hart, 2006 p 91).

H1: There is a positive correlation between advertising in Facebook and Twitter and generation of word-of-mouth with customer incentive to buy online.

H2: The levels of presence of clothing brand on Facebook and Twitter have a positive correlation with the consumer’s online buyer behavior.

H3: Positive comments for clothing brand from the consumers” Facebook friends have a positive and strong correlation with an increase in online clothing purchases.

1.5 Research Objectives

Kumar (2005, p 50) defines objectives the main framework of the research. These
specific statements will identify and being associated with the purpose of the study. The objectives of this research are:

1) To analyse the impact of Facebook and Twitter on consumers” attitudes towards online shopping for clothes.
2) To identify whether Facebook or Twitter is more popular among the sample, and which has more influence on consumers” attitudes.
3) To analyse the purchase decision process online for clothes among 18-35 years old.
4) To analyse companies engagement with customer during their decision process using Twitter and Facebook with the aim to increase their online sales.

1.6 Organization of the dissertation

In Chapter 1: Introduction the researcher stated the background information and the research question. It is based on the theoretical framework of the buying decision process and social media marketing implemented on Twitter and Facebook. The section is divided on the definition of the problem, the research hypothesis, the research objectives, scope and limitations of the research and finally the major contributors of this study. This chapter proposes a comprehensive view to determine how the secondary and primary data answered the research question formulated.

In Chapter 2: Literature Review the researcher examine an important amount of Theoretical literatures in the buying decision process, articles, reports and videos related of the topic have been described. This section was developed through the following topics: traditional consumer decision process, the new purchase decision journey, social media marketing, social media in online sales, and social media effects on consumer attitudes during their decision process. The evaluation of this literature review was separated on different sections and discussed with the aim to identify gaps of this topic, understand the buying decision process comparing between the traditional and the new model, develop the social media marketing applied on Facebook and Twitter and its effects on consumer attitude towards their buying decision process. All these criteria was used to build an answer of the research question, hypothesis and objectives for the following chapters.

In Chapter 3: Methodology this section reflects the research methods used during this
investigation. Based on the research onion, this chapter discussed the research philosophy, approach, strategy, the data collection and analysis with the aim to address the investigation objectives.

In Chapter 4: Data Analysis and Findings in this chapter the data results from the surveys applied to Irish consumers who are Facebook and Twitter users from 18-35 years old is analysed. The analysis of the each research objective based on the results of primary and secondary data entails to the conclusions and recommendations of the investigation.

In Chapter 5: Conclusions and Recommendations the objective of this section was to answer the research question and prove the hypotheses established for the investigation. After the result and analysis of the finding the researcher presented the conclusions of this investigation, recommendations for the industry, for future study as academic approach as well. The limitations of the research are discussed in this chapter.

Chapter 6: Self Reflection the researcher exposed in this section all the knowledge gained and achieved during the MBA course. The diverse skills obtained as a result of lecture influence and teaching to build this dissertation and it comprehension. And also, the explanation of the investigation skills obtained from the dissertation process to identify all the tools and knowledge to gain the answer the aim of the investigation.

1.7 Scope and Limitation of the Research

Firstly, the research established the investigation scope the buying decision process of online clothes shopping. The researcher makes use of the literature review as an approachable appliance to conduct on different angles and links between information related of the study. In consequence, the scope of the investigation was enhanced to reach the objectives of this dissertation.

The amount of current and available literature particularly determined to buying online apparel is not extensive. In consequences, the literature review is a general overview of this topic. On the other hand, the lack of research of this topic awarded me the opportunity to investigate more during the primary research.

There are some limitations in this dissertation. The primary research was one of the
major limitations the sample size (only 200 respondents) and the limited access applied in consumers in Ireland who are Facebook and Twitter users. The research finding is based on a small society sector from Ireland that has access to Facebook and Twitter.

Another limitation it would take place the reliance of the results and the capability to apply these to the research methodology and time in order to entire complete the study. This dissertation is cross sectional, it only relevant for particular period of research specially for the case of social media technology that changes continuisly. Any further modifications or improves regards the digital clothes shopping process can alter the results of the present research,

1.8 Major contributions of the study

This study aims to contribute to the knowledge of the insight of how Facebook and Twitter influence the decision buying process to buy online clothes. The foundation of the conclusions and findings of the primary and secondary data provide to the industry different recommendation to take approach of these social network to engage more customer to their brands. And also, for a future academic research this dissertation will be helpful for comprehend the rapport between social media marketing and the decision process to buy online.

1.9 Conclusion

In this section, the researcher explained a general view of the background, hypothesis, objectives, and scope in order to clarify the aim of this investigation. One of the main points of this chapter is to identify the research question as researcher’s direction in sequence to explore and examine this research study. Finally, the limitations and the major contributes of this study are outlined in this chapter.
CHAPTER TWO: LITERATURE REVIEW
2.1 Introduction

This literature review is one of the main chapters in this research and it is going to develop the actual and theoretical framework for further study.

Internet use varies greatly from country to country, but social media as Facebook and Twitter has made a revolution over the years being the most popular sites all around the world with over 1 billion users (Vance, 2012). One of the benefits from internet is the diffusion of new technologies for a better performance and growth of the economy worldwide (Cateora and Graham, 2007).

The researcher concentrated in the influence of Facebook and Twitter during the decision process to buy clothes online to emphasize how important are for consumers with the purpose to explain how companies can improve their social media marketing strategies to improve their online sales.

2.2 Buyer decision process

Brassington and Pettit (2007) define that buying decision problem is the logical flow of activities from problem recognition to post-purchase evaluation as a consumer behaviour model. This process might be affected by different influences from the companies or other customers. Other preference can influence during the decision process such as level rationality, personality, outlook or knowledge.

According to Loudon and Della (1993) the buying decision process can have a useful approach to understand how is the purchaser make a decision according of her or his interest and it is develop on three segments: the external environmental variables influencing behaviour, the individual determinants of behaviour and the customer’s decision process.

Baines et al. (2011) explain that the consumer proposition acquisition process consist an interactive route that can return to the previous stage or analyse the following stages. It highlights the interaction between six distinct stages from the proposition selection to re-evaluation process.

Blythe (2008) argue there are three types of influences on the buying decision process:
• **Personal factors:** consumer has some characteristics that influence during the decision process (Blythe, 2008). How customers are involved with the product is one of the main influences during the decision making. Customer normally has emotional connection with products even if the product is useless or involve with a product can also persuade at a cognitive level that may have an important practical consequence of the consumer (Oederkerken-Schroder et al., 2003).

• **Psychological factors:** there are fundamentals of the consumer’s psychological processes (Blythe, 2008). The main factor is consumer’s attitude these variables can depend if there are strength, positive, negative, neutral, how effortless can change from external influence, the confidence of her or his choice, etc. In some cases, attitudes or elements can act without conscious evaluation (Zajonc and Markus, 1985).

From different point of view, attitudes are important during the buying behaviour and there is some proof to demonstrate that consumers often behave first, and then form attitudes afterwards. Clearly a positive outlook to a firm and its products is more possible to lead to purchase of the firm’s products than a negative attitude (Fishbein, 1972).

• **Social factors:** are those influences that family and friends can persuade during the decision-making (Blythe, 2008). These social factors might be the pressure on the consumer to obey the rules as a normative obedience, the psychological association with a particular group as value-expressive influence and informational influences which it is the necessity to seek information from a group about the product being considered (Fishbein, 1972).

Fishbien (1972) explains that the approval from friends or family is the most powerful social factor from the normative compliance. This reference group is the main source where individuals desire to be completely accepted on a group. For example: good moral behaviour or peer-group pressure can have an influence under the decision process, the cases as most cigarette smokers
started to smoke as a consequence of force from their friends on the teenagers ages.

According with Alvarez (2012) it is a report from Bizrtae Insights where proves that 32 per cent of the north American consumers have obtained a product after they seen a picture in these social media, 26 per cent of these consumers enter on the company website influenced by Facebook, Twitter or other social media. By February of 2012, Blogger demonstrate that 81 per cent of Pinterest female users trust more on the information and advice that this social media offer than Twitter or Facebook.

This same study proves the social networks are affecting more on a high level their users during the decision making process. With a 33 per cent of North American female users has influence from Facebook, 31 per cent from Twitter, 61 per cent from blogs and 47 from Pinterest (Alvarez, 2012).

Marketinghoy.CL (2012) refers from steelhouse report that Facebook is not the social media who sales more but it is the most popular from shared and exhibit information brands. With a 55 per cent of Facebook users that shared products and services via this social network; with 22 per cent by Twitter, 14 per cent from Pinterest, 5 per cent by Instagram and 3 per cent by LinkedIn.

The social media report (Nielsen, 2012) mentions that social media has developed the word-of-mouth as a powerful and without frontiers tool for customers, secondly, the decision process have changed with the use of social media to browse other consumer’s experiences and opinions about brands and promotions. And also, it mentions the customer reaction from advertising in these sites where they can get notice of ad shared from one of their friend or follower than a regular advertising.

One of the principal reasons to follow a brand or company is from the social networks, 51 per cent revels that they follow it from offers or promotions and 43 per cent are impulse to buy from browsing information of a product or service (Marketing.CL, 2012).
The figure below demonstrates how internet can impact on the buying decision process for a new purchaser. This chart demonstrates for each stage of the process the objectives and techniques that web sites companies use to persuade customers.

Figure 2.1 The internet influence on the decision buying process (Source: Chaffey et al., 2002)

2.2.1 Need recognition

According with Baines et al. (2011) the buying decision process starts when the consumer choose to obtain a service or product. The initial recognition engages a problem solution. Brassington and Pettit (2007) refer this is the stage where start to solve a problem or need and decide how the consumer is going to solve it.
The problem of recognition may lead to consumer to solve this psychological need or desire, it makes to release how change it through an acquisition of the product or service. There are some differences between how notice there is a need or problem and recognize how the customer is going to change it. The problem of recognition requires more than know there is a necessity; it requires have the enthusiasm and ability to accomplish the emerging need (Brassington and Pettitt, 2007).

Blackwell et al. (2006) defines as “The starting point of any purchase is a customer need or problem”. It happen when consumers distinguish between the actual desired of affairs and the actual affairs. Customers purchase a product or service when they consider solving a problem buying a product and its importance is more than its own cost, in that way making recognition is the first step to sale a product.

Consumers must be aware of the problem recognition is to understand how the problem or need will be solve arising information internally or externally. The motivation must began being conscious the actual desires and the importance of the problem. Nowadays, facts like time or budget constraints can affect more how to act on it in many problem-recognition situations (Loudon and Della, 1993).

According with Yun (2012) the need a recognition stage can be influence external and internal. The internal recognition happens when the customer notice a need without a marketing stimulation and external recognition occurs when they respond from a company advertising as commercials or ads.

Nowadays, consumers want to be over-informed about product and services. The use of social media is not only to connect with people, the transformation of the decision process through this new tool have increase the interest and more incentive to consume, customer are discovering from others opinions, experiences, more information about brand and also deals or offers (Nielsen, 2012).

One of the external recognition mentioned by Yun (2012) is advertisings or ads. On this stage the consumers have different opinions about the advertising on social media, 33% are agree that ads on these social networks are more disturbing than on another web sites, 26% are more likely to get attention from advertising shared by one connection of their social network, 26% tolerate advertising that use ID’s from
their profile data, 17% of consumers feel a brand connection through these social networks (Nielsen, 2012).

2.2.2 Information Gathering

This second stage is to recognize and start to search a solution to solve the problem or fill the need. The information gathering may be active, an overt search, or passive. The search could be external when the consumer does not have enough information and need to solve the problem or internal when they already consider to know about the need and the product or service that require it to solve it (Baines et al., 2011).

Brassington and Pettitt (2007) explain that identify the problem is one thing, but determinate and put into practice the solution is other point. The customers must to find out what type of purchase will solve the problem, where and how as well. Family, friends, colleagues for example may be external sources of the information gathering, but this power of mouth is not under control of the marketer. This powerful marketing tool is based on experience, knowledge or opinion, and consumer trust more this kind of first-hand experience generally assumed to be impartial and truthful. The consumers use the internet, specialist publications, retailer or marketing literature to browse information in other circumstance.

Blackwell et al (2006) refers that consumers are encouraged by variables as personality, social class, income, size of purchase, past experience, brand insight and customer satisfaction, and if the customer are delighted with a brand they already purchase, they may repurchase with a little or any search for other brands.

Consumers search information from sources where the companies has control of what to advertise, sales people, using suppliers to persuade and provide information to customers, infomercials, websites, etc. categorized as marketer dominated sources. On the other hand, the non-marketer dominated source has less control from companies, these foundations includes friends, family, opinion leaders, the internet, consumer report, government and social media as Twitter or Facebook (Blackwell et al, 2006).
Some researchers deduce the most effective marketing channel for products reduce the time effort to obtain information. Regardless of the volatile growth of electronic commerce and the fast rising social media users the pre-purchase information search and online shopping, there is a gap of information concerning of how consumers make purchase decisions to buy online (Blackwell et al, 2006).

There is a distinctive feature of online shopping environments that companies create highly interactive features by retailers’ interfaces. Companies have implemented stylish tools to assist the consumer and make simpler the purchase decision buying online according to their own interests (Baines et al., 2011).

The expression “search” refers the physical information browsing and processing performance which one connect to make easy the decision making regardless to the product searching. This investigation may be assumed different aspect like price, store, quality and other features relate with the product. The evaluation of the description will be screening and it will have a depth comparison from diverse products before making the definite purchase decision (Baines et al., 2011).

Solomon (2002) refers of two category of search. First, the internal versus external search when previous experiences or simple living consumer culture confronted with memories or feelings and compared different product choices. And second, deliberate versus “accidental” search is when the consumer awareness about a product is a result of directed experience as an own existing state of knowledge.

Yun (2012) explains that information gathering is basically to find which is the better way for obtain of what the consumer need to meet. The internal scanning can link the customer memories or experiences and external search as the several influences as family, advertising, friends and companies websites.

Therefore, Nielsen (2012) points out that online purchases start to search with websites as Google or Amazon; the online research provide information to compare products before to make the purchase decision.

According with Nielsen (2012) a Nielsen report shows that 60 per cent of customers read the product review before to buy online. And, online buyers gather information
mix from different resources using social media and companies website with 36 per cent, 22 per cent face to face conversation with a sales person or a company representative and 21 per cent face to face with a person no relate with the company; other study demonstrates that 59 per cent seek recommendation or advice from family or friends.

As explained above, during this stage the consumer can be influence from experiences, opinions and advertisings. There are different positions from customer trust during this stage of the process. Wilkinson (2012) refers the Greelinght’s Global study reveals that 30 per cent of the Facebook users do not trust the information that this social media shows and a 40 per cent say they under no circumstances click on Facebook sponsored ads. Which it reveals a certainly amount of these social networks users are not completely engage with the advertising showed in this site.

In the case of recommendation, the social media revolution video (Social media boots, 2012) emphasises that 90 per cent of consumers trust opinions and reference from other customer with previous experiences.

2.2.3 Proposition evaluation or pre-purchase evaluation of alternatives

Baines et al. (2011) defines the evaluation of the proposition start determination the consumer criteria to evaluate the diverse products, it can be estimate depends how the product or service will solve the problem, and some cases this evaluation might be rational or irrational. For example if a consumer is searching for a party dress their choices could be brand as Zara, Mango, H&M, Monsoon, or Mexx but the more affluent buyer might browse Dolce & Gabanna, Anne Klein, Max Mara or Gucci.

Blackwell et al (2006) call this stage as information processing when the consumer is exposed of diverse incentives; starting when the information is exposed to the consumer, secondly, when the attention after an advertising or message is captured; comprehension when the message is analysed and being accepted or not; and finally retention which could be the final goal of any persuader which this new information is stored in consumers in their memories and it could be useless for the future use.
After to recognize their need, consumers undertake a series of pre-purchase activities to recognize which is the best activity to satisfy their need? The potential shopper analyses the internal and external information from experiences and advices from family or friends, or from persons who have already knowledge of such merchandise. Or sometimes an individual will has a conviction that he or she already knows enough to be able to buy and have deal with new information at the point of purchase (Blyte, 2006).

Dennis et al (2006) explain the e-retailing provide to users the features to access evaluative specialists and previous users of the products to facilitate all the information that the consumer probably will need.

Kotler et al. (2008) defines the alternative evaluation as how the future purchase develop all the information obtained regardless a brand alternatives. Different evaluations are involved at this stage; firstly, each consumer is seeking to fill or satisfy a need according with its attributes; secondly, the consumer will connect different important levels to each attribute. A distinction may be relevant of some characteristic and generate a importance of some products, this could not be relevant and just can have some salient importance from a advertising that the costumer just saw or have a particular believe in some brand. The consumer will evaluate the product towards an attitude according with the different brand. Customers have been established to use one or more of some evaluation actions, depending on the consumer and the buying decision process.

According with Smith (2012) nowadays, social sharing has develop into a conventional activity and almost two-third of online shoppers have read and evaluate from friends comments on Facebook relate about a product that they have interest. Which three-quarters of those online consumers have been visit the product website. Other benefit of the social sharing is that also develop an exchange of information and improve the decision making process from these social media. This study was conducted by Sociable Labs involved more than 1,000 online shopper who are also Facebook users.
2.2.4 Acquisition or purchase decision

Baines et al. (2011) defines the purchase is the real act that occurs on one stage from a mental and physical activities that can take place during a period of time. This stage is a natural result after the evaluation stage, if one of the choices is not clear the consumer may have to prioritise the additional criteria and maybe making the decision that value or price is the dominant factor. The consumer must finalise the proposed transaction, and it can take place in a retail store, supermarket or in a website. At this level the consumer may have the caution to negotiate or make a decision of what type of payment is going to use, as cash or credit Brassington and Pettitt (2007).

According with Kotler et al. (2008) the customer’s purchase decision will be to acquire the most relevant brand after evaluate the different option obtained from their previous research. This decision is linked between the purchase purpose and the purchase result. The purchase purpose is based on features for example expected family income, expected price or benefits from the product. In some cases the purchase purpose is not the same result in actual purchase preference. To change a decision, postpone or avoid a purchase may be have been impact from a high influence, some consumers are afraid to have some risk shopping online and the consumer takes convinced actions to decrease risk, for example gathering more information or looking for recognize brand names affiliates of the website or product warranties.

Wasserman (2011) explain that a considerable amount of Facebook users do not trust to buy from some advertising illustrate in this social media. Just 26 per cent of its users believe of the safety at the purchase stage; ThreatMetrix and The ponemon institute conducted an online survey with 800 of consumer which exposed that 53 per cent of the consumers do not believe Facebook security to protect them against fraudsters. Other data from Mashable exposed the people trust Facebook as a brand but the consumer do not trust of some other users” abuse or attacks, for example last September this social network has a virus called “Lady Gaga is Dead” with a BBC fake link and the company did not take a quick response on such a important attack.
In some points of view Google is more effective than Facebook preventing and keeping safe from online criminals (Wasserman, 2011).

The transactions on Facebook or F-commerce has only 32 per cent as a result of the survey by ThreatMetrix and the ponemon institute, where these consumers said they have search a brand Facebook page first, and then bought some product on the company’s website. Only, 1 of 5 users admitted to purchase directly within a Facebook storefront (Wasserman, 2011).

Miller (2011) explain that Facebook users increased with a 92 per cent on traffic retail from this social media, and Twitter shoppers are on the top of big customer across all traffic group with an average of $121.3 million on 2011.

2.2.5 Re-evaluation

According with Brassington and Pettitt (2007) the consumer’s connection with the product does not come to an end after the purchase act, at this stage companies need to be more involve with the consumer. The post-purchase evaluation need to be recognize regardless of all the earliest stages of the process, mostly if the decision process has been complicated, or if the consumer has empower a lot of time, effort and money in it.

From the cognitive dissonance according with Festinger (1957) this evaluation is concerning about re-evaluate beliefs, attitudes, opinions, or values from the first opinion that the consumer had comparing at the end some event. The evaluation of this situation may be bring some anxiety which carry out this dissonance, at some point the person must reduce this mental stage selecting information to forget, prioritize and reduce the importance of some issues or decision already took, or as simple to reverse the purchase decision taking back the product or sell it.

This stage has a significant role on the purchase process for an amount of reasons. First, it will influence whether the consumer ever buys this products again, it will if all the expectations have been met, otherwise the product or the brand will not be an option or choice during future selection process. On the other hand, the expectation
have been met or even exceeded, and then a strong opportunity of permanent loyalty has been formed (Brassington and Pettit, 2007).

Kotler et al. (2008) explain that the consumer will be connecting with the post purchase stage depending on company’s works. Their satisfaction or dissatisfaction relates on the consumer’s expectation are completed after their received the product or service and how was its performance. If the product expectation has a low level the purchaser will be disappointed, otherwise, the opposite reaction bring delight to the consumer. The largest breach between expectation and performance it will determinate the highest dissatisfaction of the customer.

The discomfort or cognitive dissonance caused by post-purchase disagreement is caused by a highly amount of purchase. After the purchase, the purchaser can be satisfied of their choice and be relieved to avoid the other brands that may have some disadvantage. The customer satisfaction is the key to build profitable relationship between customer and companies, developing, maintain and collect a customer better lifetime value. Satisfied customers will take the brand as a first choice; the word of mouth will have a favourable place, and will pay less attention to other competitive brands and advertising (Kotler, 2008).

Dissatisfied client can react in a different way. Bad word of mouth often travels farther and faster than good word of mouth. And future customer can have a damage image about a company or product. The companies must take into consideration the customer’s complaints and understand why they are dissatisfied and in this way, the company can gain knowledge of how well it is doing and how it can progress (Kotler, 2008).

According with Solomon (2002) consumers is continuously attacked by messages suggesting them to change their attitudes. These persuasions have an impact from logical arguments or in some cases intimidations. The level of interaction between the consumer and the product is a key to understand the dynamic of the interactive marketing communications. Companies must understand that transaction is one category of answer and there is other interaction at this level with the customer, for
example: Victoria”s Secret catalogues sent after the purchase into the delivery and the daily email to customer offering offers or new products from this brand.

Dennis et al (2006) the key of a brand survive and success whether the customers are offline or online is to go over to the purchase behaviour. The purchaser need to have confidence on the brand but sometimes e-retailer is more difficult to establish to have a good connection with customer or solve problems with them. To reduce the possibility of unsatisfied customer, the online sales must make more available and provide more information details of what they are selling, sufficient technology, size options or suggestion of colour or other products that can complement the purchase, special offers, emails, or phone message (SMS).

The customer relationship must be the most sustainable in this stage. For Twitter, there is a tool named CoTweet is a new tool designed for companies to perform much better their customer relationship management (CRM) activities and maximize their Twitter Return of Investment (ROI), tweaks the Twitter experience and manage different accounts at the same time, it help to track conversations, read feedback from customer, assign roles, and create summarize new challenges (Van Grove, 2009).

The new cloud service technology allows Twitter or Facebook to integrate a practical CRM to companies that have website and account in these social media. To engage a better relationship with customer after the purchase is truly essential to maintain the company”s future. This tool provides quality service in real time and everywhere on the social web. Brands can examine a high amount of service-related social conversations, prioritize requirements, and analyse customer feedback or social influence (Salesforce.com, 2012).

2.3 The digital purchase decision journey and brand commitment

The new digital empowered shopper are using this new technologies to find and research products, but retailers and manufacturers have expanded opportunities to reach and influence them at the key points along the purchase decision journey. The digital purchase process does not finish after the purchase, after the product acquisition consumer go online to understand how employ it and express their experience afterwards (Wheat and Dodd, 2009).
Comparing with the traditional model, the digital purchase decision journey is separated by 4 phases which it is illustrated on the figure 2.2 bellow. The following journey will be explained with more detail considering customer behavior on each stage.

2.3.1 Pre-Purchase

Similar to the traditional process the consumer is looking for reference, opinions, and research for information about products. In this stage the buyer need to evaluate, plan
and coordinate his/her purchase. Despite the fact the need recognition stage is not mentioned in the digital process, some main activities from the traditional are considered it such as advertising (Wheat and Dodd, 2009).

The digital tool box from this stage indicates that manufacturers look for consumers brand engagement, retailers for store commitments and the consumer goal to know and trust the brand or the product. The tools used for manufacturers are online by websites, online advertising, emails, e-coupons; in the case of retailers the use of mobile is more common by GPS, SMS/MMS, coupons, OR codes, Bluetooth or mobile apps (Wheat and Dodd, 2009).

2.3.2 Point of purchase

During this stage consumer examine the store, the product and choose the brand. Some promotions of the product as the product use, offers or other products or brands may be able to be considered (Wheat and Dodd, 2009). Comparing with the traditional process, some activities from the information gathering and proposition evaluation are engage in this phase.

In this stage manufacture has the goal to increase the online shopping basket with the assistant of the consumer through the shopping experience with the use of its website; in the case of the retailer increase the shopping size is the goal it can provide to customer trough mobile technology to assist in locating products and problems, better shopping experience and also incentive unplanned buy (Wheat and Dodd, 2009).

2.3.3 Experience

At this point, consumers will look for feedbacks after the use of the product which it will provide the validation that it will reinforce a future purchase. The digital toolbox use during this phase for manufactures is to ensure the product usage and satisfaction using their websites, videos, message boards and emails; in the case of the retailer goal is to provide usage idea and customer services solution trough mobile technology such as mobile apps, SMS/MMS, mobile recognition search; and the shopper goal of usage direction, preparation and consumption of the product (Wheat and Dodd, 2009).
During this stage consumers use social media to find blogs, message boards, or social networks to solve problems or concerns interacting with others on these sites (Wheat and Dodd, 2009).

2.3.4 Reflection

The consumer evaluation is the key activity on this stage, from the pre-purchase to experience which can be determinate the future purchase and brand commitment. Manufacturers and retailers have the same goal customer loyalty and advocacy, the use of websites and mobile technologies are accordance of best CRM and loyalty programs. In the case of the consumer, she/he wants emotional connection and recognition; in this stage brand and retail are evaluate, experience, sharing and endorsement can be reinforce (Wheat and Dodd, 2009).

2.3.5 Traditional buying decision process and digital decision process

There are some differences between the traditional buying decision process and the digital process. Firstly, the last one is resuming it into 4 stages instead than 6, which it can concentrate more activities or also can be unifying during the evolution of the phase. For example the traditional model separated evaluate and select stage and purchase stage, this refers the action have taken in the purchase phase is the final decision after the evaluation and selection. In contrast, in this stage on the digital process the buyer can compare, select or not the product and also be reinforce the choice for a product references.

Another suggestion, it is the stages are continuously committed to maintain the consumer informed about offers, other products, which it can retain consumers” attention to change or maintain consumer loyalty. The experience phase the traditional consumer was used to express their satisfaction to others, in the case of product no satisfactory the consumer will contact customer service with the complaint otherwise customer and company does not have any relationship in this stage while in the digital process companies maintain the contact with customer to ensure customer satisfaction.
It can clearly see the traditional model are less attached and commitment with the consumer in contrast the new model on every stage manufacturers and retailers has some specific goal to get consumers’ attention and engagement. Of course, it can underestimate both because the last one contains technologies facilities to maintain any situation under control and active relationship consumer-company.

2.4 Social media marketing

According with Sweeney and Craig (2011) social networks are we-based on online communities where the users interact and share interest or activities. Companies applied the social media technology and the most popular social networks to create a stronger bond during the online interaction. Social media marketing is the mechanism to get attention and be more visited a website through social media network (Mashable, 2012). The online-word of mouth can amplify opportunities for online retailers integrating social networking sites with companies (Williams, 2011).

This new platform is accessible to anyone who has internet access allowing companies to have an interactive communication, better customer services, and effective marketing campaign channel (Mashable, 2012).

The social media is a new technology tool where the media are easier to shared extend it from blogs, video sharing, wikis, podcast, micro-blogs, music sharing, rating and reviews, social bookmarks, etc. (Sweeney and Craig, 2011).

Twitter has the famous Tweets which are messages compounds with less than 140 characters with short and direct ideas. Thousands of users are connected to the web and this means that many companies can deal usefully problems and concerns from their customers. And, Facebook has become one of the most favourite today because not only students use it but also companies and people of any range of age have access to this network which only required having an email. Daily, millions of users go to long on to join it. It enables consumers and businesses build more relationships between them.

The new social networks have other advantages as the traditional, for example it has not required the physical presence of other members to interact and arrive at a key intersection to point an idea. The responses and interaction between members about
any concerns or opinions from any topic are more interactive. Now it is more easy to analyse in more detail a conversation than few years ago just the information presented in these networks is no longer a hidden subject from other members if that the sheer to the agenda (Greenberg, 2009).

The Social Media Report from Nielsen (Nielsen, 2012) explains how social media impacts marketing. In the case of a new power of word-of-mouth permits its scope without frontiers to consumers; consumers have further access to discover more information about products or services and become familiar from other customer experience and the last point it is the relation with the advertising indicating the ads on social networks are disturbing the users with a preference of ads by someone who shared it.

The number of social media users has growth extraordinary by over the years and the convenience to access 24/7 and the way of interaction with other customers have been changed completely. The change of this new technology allowed marketers to interact more as a new way with customers (Nelson-Field and Klosen, 2010).

Hawthorne (2010) explains how companies must use their Twitter accounts to avoid online reputation destruction. Today, the information can be spread really fast on the social media environment and the consequences can be irrepairable. For different reason Twitter is the perfect marketing tool to manage crises that can affect the brand reputation, the proactive management allow companies to monitor what users are talking about their brand on a positive or negative way and also the customer loyalty take place is this social network following brands and making tweets talking about their delight of the brand.

For companies in situation where there are negative comments a quick tweet can response and change as a positive opinion on a real time which provide a proactively opportunity for manage their reputation (Hawthorne, 2010). The social media can change and manage the nature of the business, as a new company strategy to create a Facebook website or have a Twitter account led company to move part of the organization as an interactive business broadcasting customer participation to their circle of friends or spreading message about a certain brand to an even wider audience (Sweeney, 2011).

2.5 Social media in electronic commerce
Turban et al. (2008) defined Electronic commerce as “the Process of buying, selling, transferring, or exchanging products, services, and/or information via computer networks, including internet”. The influence from the ecommerce is changing in depth the industry, markets, economics structures, the internet revolution became as a new role for the services, distribution channel and professional jobs. One of the relevant points is the consumer values and behavior (Druker, 2002).

The electronic commerce or e-commerce is the sales or purchase services or products on the web. The electronic retailer or e-tailing provides the 24 hours access without the need to go directly to the store and interact with an extended information and multimedia view (Rouse, 2005). This most visible e-business model is one of the massive of e-commerce giving an advantage of companies to sell online a wider and deeper variety of products in smaller quantities than in off-line stores (Strauss and Frost, 2009).

By 2010, Twitter entered at this model of business creating an account where they were offered different deals on products and events. Firms like Amazon or Dell started to use as a new marketing tool to sell their products and generating considerable amount of sales using this social media (Cain, 2010).

According with Marsden (2011) Facebook commerce or F-commerce derived from e-commerce is the selling process via Facebook. Companies use this social network to facilitate, implement and create a support between the companies and the customers during the selling process.

There are some examples of companies using f-commerce as a new way to have a better interaction and provide better services to their customers; Diesel’s created a Dieselcam which is a fitting-room mirror connected with Facebook to share their customer’s friends and requested for their feedback during the online shopping. Warner Bros Facebook store allowed rent streaming movies direct from the studio with an exclusive content for fans sent by Netflix shares tumbling. Or, Disney by their Facebook page where is a group buying ticketing app for its movies and the payment managed by Fandango (Marsden, 2011).

There are different types of Facebook commerce, on-facebook which companies can merchandise their products or making "frictionless" to pay credits directly to
Facebook. And Off-Facebook which are traditional e-commerce websites that incorporate during the online shopping experience Facebook use, for example in the case of Amazon where Facebook users can log in with this website details, which can provide the e-commerce site all users details (Marsden, 2011).

Facebook commerce can have an impact during the buying decision process from the purchase, post-purchase and customer endorsement. Having a better experience in a new way to shop with the use of this social network as a smarter shopping instrument and social intelligence.

These two social media have taken a massive approach to develop more e-commerce selling for companies and attract more customers. Today, Facebook and Twitter have an extensive amount of users and firms need to sustain that they are running with these social media.

2.6 Social media effects on consumer behaviour during the decision making process

Blackwell et al (2006) define consumer behaviour as the study of why people buy and to identify what the consumers want to acquire in their products and services. This definition has three main activities obtain, consuming and disposing. Today, the customer does not pay only for a product that they want; they pay for their satisfaction too. And, consumption is the key to recognize not only what and why they buy, its more about how the consumers buy and customer satisfaction.

According to Solomon (2002) consumer behaviour is a process of how consumers can evaluate their satisfaction of the product or service that they select on each stage of the consumption process. Consumer can play a role or criteria to influence during the evaluation of a service or product that they select and how to satisfy consumer needs or desires.

Consumer behaviour might engage diverse actors, in some stage the final consumer could not be the same person who buys the product or other person can persuade the consumer according with an opinion or experience about the product or service (Solomon, 2002).
The consumer behaviour is exposed during this process represented on five main decisions what to buy, how much to buy, where to buy, when to buy and how to buy. The decision process can be influence by complex situations and limitations. The consumer behaviour can play different roles: Initiator which identify the need to purchase a product or service, the influencer who can influence on purpose or not during the buying choice; the buyer who is the person that essentially buy the product or service, and the user who consume or use directly the purchase (Loudon and Della, 1993).

Smith and Chaffey (2007) explain one of the main reasons that consumers buy online is from social networking. People need to understand or browse how they can buy a product or service and nowadays consumers go into chats room, news, e-mails, entertain, socializing online to obtain information about a product or service.

Recent years, the search and online shopping has been grown and it has provided a great benefit of saving time and creating consumer consumption mixed mode. The online shopping can create more customer satisfaction and facilities to complete other activities than previous years without the internet they could not completed (Smith and Chaffey, 2007).

Consumers can compared between different products, quality or price more ease online, this new empowered comes from sharing information to shops-bots. The majority of these consumers go online to obtaining a good deal and had the last decision of what to buy (Windham and Orton, 2000).

According to Prnewswire.com (2012) a study conducted by the University of Miami School of business administration found the increasing of preferences to buy online when the social media such as Facebook "Like" button or a Twitter symbol on the website. On the other hand, some consumers could be feeling afraid if they buy some product the social media is watching them.

This study found that the presence of Twitter or Facebook icon with a product made is 25 per cent more likely or desire to buy it. Suggesting that these symbols are more
unconscious attractive and can have more influence during the decision to buy online and less control under consumer behaviour (Prnewswire.com, 2012).

The internet is filled with millions of individuals who are looking to meet other internet users and to gather and share information or experiences on quantity of topics. Additionally, the continuous increase of the amount of time people spend online directly affects their behaviour in sharing and interacting. Therefore, the motivation that influence from social networks on individual behaviour may become even more important on the future.

The power of social networks or search engines it must not to be underestimated, two in every five visits to online retailers now come from these website. Today, the numbers of social networks have been exploited with the pass of the years bringing it thousands of users attracted about what Facebook or Twitter offers. It is impossible to ignore the size and scale of Facebook as the largest social networking website with over 845 million of users worldwide (Experian hitwise, 2012).

The online retailers are more profitable when users are fans on Facebook, the more followers more visit the website the brand received. Not all the visits come from the Facebook users website fan, the viral nature of Facebook is to recommend and share content with their network and ultimately help drive traffic to the retailer. Facebook in some retail website has become the digital shop front after a considerable source of traffic from this social media (Experian hitwise, 2012).

The challenges for retailers have become higher during the last few years. By March of 2012, UK retail websites received an additional of 8.5 million visits through social networks and forums, representing as today’s consumer are taking more time when it comes to make a purchase decision. Normally, the future purchaser search and check out online forums, blogs or social networks such as Facebook or Twitter before to buy (Experian hitwise, 2012).

Today, Facebook is the most visited website in the US with over 7 Billion of visits a month, spending around 2.5bn hours in this social network, it is the second-biggest source of traffic to all website after Google in the UK and the US, and people search
for “Facebook” more than any other search term online in the UK and the US (Experian hitwise, 2012).

Marsden (2011) explains that Facebook Commerce (F-commerce) can be employed to force customer to purchase, customer loyalty for a future purchase and customer promotion with the word of mouth. The F-commerce can improve shopper experience and opinion using this social network making a smarter decision using their social intelligence learning from friends or family with a previous experience.

F-commerce is what customers connect with this social media is for buy and finds deals, and they consume more than the double of non-Facebook customer. 51% in likelihood of a brand will purchase after clicking the “Like” button. The customer loyalty has increased by 28% from customer who “Like” a brand and 41 of customer advocacy. The recommendation and shares with other users is one of the most profitable for companies ROI that has Facebook website page (Marsden, 2011). Bellow, It is the Facebook website represented how popular can be this marketing tool for companies.
Figure 2.3 Zara Facebook website (Source: http://www.facebook.com/Zara)
On the other hand, consumer struggles with some privacy and security concerns using Facebook as a channel to buy online. The lack of confidence is affecting the consumers and according with research 80% of UK and US adults are worried that this social network is does not have a secure environment for online shopping (Charlton, 2012).

The lightspeed survey demonstrated that Facebook still can work with brands and make profitable their online sales even when the users purchase directly by companies” website. The driver of traffic for brand has increased its importance today. For example: Burberry website increase its traffic over 1.9 per cent more than the last year this came from Facebook, the brand expose a publicity value through this
social network. On the other hand, retailers must to provide to their customer real motive to shop on Facebook, and create an exclusive treatment offering their products for their fans. For example luxury flash-sale site Gilt Groupe has been offering exclusive sales to Facebook fans. Facebook has a great value for business because is a real network and the potential customer can be catch by the power of worth of mouth, and it is an easy way to be accessible for the audience (Charlton, 2012).

The online shopping have been on users life for several years but the social shopping phenomenon is integrating more on Facebook and Twitter users. Today, online shopping is taking a new way to be more social, users connect with friends and family to get recommendation or obtain deals from a Twitter account that the consumer follow, or buy clothes right on Facebook (Dugan, 2012).

ArgyleSocial (2012) observed 566 online retailers between November and December 2011 to obtain the opinion of companies from Twitter users. They obtained Tweets concerning companies action from a consumer requirement has a less action from the company. Only 26 per cent frequently include calls to action where the consumer must take a specific action, but with a 49 per cent of any action in front of consumer demand. The retailers are using this social network to promote its deals with 23 per cent of used, this new loyalty program is building and it will grow in a fast way (Dugan, 2012).
The online shopping have been on users life for several years but the social shopping phenomenon is integrating more on Facebook and Twitter users. Today, online shopping is taking a new way to be more social, users connect with friends and family to get recommendation or obtain deals from a Twitter account that the consumer follow, or buy clothes right on Facebook (Dugan, 2012).

2.7 Conclusion

The consumer power is changing consumer behaviour. Today, the most important social trend is those shoppers trust each other more than they believe on advertising or companies online. The internet and social media is educating people and companies to help themselves to obtain information, products, and practically everything they want when and where they need (Strauss and Frost, 2009).
Nowadays, social media is playing a fundamental role to build strong relationship and create an engage between the consumers and the brands. This interaction on each stage of the making decision process has different reaction from companies to consumers or vice versa. The consumer behaviour is more powerful when users are connecting with Facebook or Twitter.

From the need recognition to a post-purchase evaluation this social network has some level of influence when online shopping is considered. Especially clothes branding when the number of customers loyalty make a mechanism to advertise and increase the company’s ROI more profitable.
CHAPTER THREE: METHODOLOGY
Chapter 3: Methodology

3.1 Introduction

The following chapter is based on the research methodology applied all through the investigation with the aim to respond the following question: How does Facebook and Twitter influence the buying decision process of online clothes shopping?; and to justify why each method was appropriate implemented for this research.

The search is a method to evaluate different views by one principle, building new theories and testing hypothesis that contribute the development of the theme (Kumar, 2005). Research can have another definition as the methodological process to investigate and add a previous knowledge other perspective. (Howard and Sharp, 2002).

The research methodology is used to identify and answer the research questions of the investigation. Cresswell (2007) asserted the importance of illustrating the research approach to enhance the validity of social research. In this regard, the research objectives are: 1) to analyze the impact of Facebook and Twitter on consumers” attitudes towards online shopping for clothes.

2) To identify whether Facebook or Twitter is more popular among the sample, and which has more influence on consumers” attitudes.

3) To analyze the purchase decision process online for clothes among 18-35 years old.

4) To analyze companies engagement with customer during their decision process using Twitter and Facebook with the aim to increase their online sales.

Maxwell (1998) separated key aspects as he named “the components of the interactive model”: purpose; conceptual context; research questions; methods; validity; and external factors containing “personal and political goals”: existing theory; prior and pilot research; though experiments; data and conclusions; research paradigm; research skills; ethical issues; participant concerns”. The majority of these elements will be considered during the following chapter.

This section develops the stages of the methodology that the researcher used on the investigation. Starting with the research philosophy, method, approach, time horizons
and variables which it determined the impact of the research. Sustaining with the research plan, the population and sample of the quantitative research presented. And finally, the method and the data recompilation used for the aim of this investigation.

3.2 Research Method

Saunders et al. (2009) defines research as “something that people undertake to find out things in a systematic way, thereby increasing their knowledge”. These authors point out the research must be developing as systematic and coherent association. In addition, to obtain an appropriate approach of the research depends from a valuable result of investigation process such as Research Onion.

Saunders et al. (2009) classified the research “onion” into six stages and labelled of researches: philosophy, approach, strategy, choice, time horizon and techniques&procedures. Each element in the different layers is shown in Figure 3.1. This model suggest a comprehensible structure for the appropriate strategies and question to address a research question.

In addition, the research onion contributes to recognize and simplify as a rationale structure of the research. Follow by the appropriate philosophy and other elements selected with the aim to response the research questions. This model was applied to conduct the investigation and each of its elements from the different layers chosen in detail throughout this chapter.

![Figure 3.1 The research ‘onion’. (Saunders, et al, 2009)](image-url)
3.3 Research Philosophy

The research philosophy is the first and outer layer of the onion ring proposed by Saunders et al (2009). According to Saunders et al. (2009), the research philosophy contains “important assumptions about the way in which we view the world” and is about “developing knowledge and the nature of that knowledge in a particular field”. This layer identifies the most important focus on research that it is frequently used for management and business study.

To understand the research strategy, the researcher must to understand the type of philosophy to be applied during the research to gather and interpret the evidence during the answer of the research questions (Crossan et al., 2005).

Saunders et al. (2009) points out that research philosophy has three different ways to analyse it. Each one contains relevant distinction from the others which it had an influence during the research process and the understanding of the researcher. These tree philosophies are:

i) **Epistemology**: consider how it creates and validates the information of a discipline.

ii) **Ontology**: concerns with the essence of reality.

iii) **Axiology**: study the values.

Positivism, Realism and Interpretivism were the core types of the investigation process. These tree principles were used on the present investigation; consequently it will be explained above.

The positivism from Saunders et al (2009) is the course of action where the theory is used in order to generate hypotheses. This structured methodology proves in order the theories as a quantifiable results and numerical examination.

Some authors also suggest that positivism attend to examine social veracity and the generalization is when a product goes to its end. Walliman (2006) defines positivism as “an application of the natural sciences to the study of social reality”. It means this
authentic knowledge for understand theories of reality will be develop from scientific examination.

By Saunders et al (2009), the statistical analysis makes reference of the method applied to resume by and large amount of information contributing results objectively. In addition, in the application of positivism in this research provided the data collection for the interpretation, generalised and analysed using the statistical analysis.

This study reflected on positivism to gather the influence of Facebook and Twitter in the decision to buy clothes online. The hypotheses of this research were tested to identify if these social media has real importance or impact in some population of the society. The data collected was interpreted and analysed by the researcher through the surveys as a scientific examination.

3.4 Research approach

Malhotra and Birks (2006) explain the research approach is to guarantee that the research problem will be clarify and in order to achieve a suitable strategy the investigation purpose must be comprehensibly defined.

Regarding the research philosophy, inductive and deductive approaches are the two key categories of research approach that can be implementing by the researcher; the main reason is that it allows developing the main research questions that derive from existing theory or from business cases with the purpose to employ empirical research strategies to conduct primary research.

The develop of theories from observations and empirical evidence is when the inductive approach is applied on the research, informally identifies as the „bottom-up” approach.

Bryman and Bell (2007) defines deductive an approach as, “the commonest view of the nature of the relationship between theory and research.” It means this approach can link facts and theories. Deductive approach is based from the more general to the more specific; this process of deduction consists of theory, hypothesis, data collection, findings. Hypothesis confirmed or rejected and revision of theory (Bryman and Bell, 2007).
In the case of this dissertation consumer behaviour theories generated the research question as the first level to developed hypothesis regards the influence of Facebook and Twitter on consumer decision process to buy clothes online. The hypotheses were explained in the first chapter depended on variables as gender, age, marital status, attitudes, interest, opinions, etc; and the data collection was achieved by the surveys. The results entails to the finding where the researcher compared with the hypothesis and finished with the conclusions.

This deductive approach used in this research were the most appropriate to understand the consumer behavior during the online shopping decision process that it was examined. The role of this approach is to find unknown consequences from known principles. In the case of this dissertation to prove the hypothesis based on general principles of consumer behavior. In addition, the deductive approach facilitated the analysis and comparison of the results on the surveys. Moreover, the researcher was the exclusive responsible to guarantee the application of control a highly planned framework and the management the legitimacy of the data.

3.5 Research Strategy

According with Saunders (2009) to assists the research the strategy plan from the investigation suggest to use experiments, survey, case study, action research, grounded theory, ethnography and archival research. Therefore, regarding this dissertation the researcher engaged a survey as a suitable strategy to respond the research question and proved the hypothesis discussed in first chapter.

3.5.1 Survey

Saunders et al. (2009) define the survey as a research methodology tool that use questionnaire or statistical survey with the purpose of congregate data from peoples, their ideas, opinions, experiences and behaviours. Survey is one of the valuable and competent research strategies “to get opinions, attitudes and descriptions as well as for getting cause-and-effect relationships” (Ghauri and Gronhaug, 2005).
In addition, this technique provides the benefit of the data analysis more easily to compare with the respondent (Saunders et al., 2009). The researcher used surveys as an approachable and strategic tool to address the research limitations of the investigation. Applied these surveys through the researcher’s Facebook and Twitter account to her friends and followers with a snowball sampling.

The survey strategy played a role in this investigation where the topic were developed deeply and gave a quantitative data for accurate result, with the aim of analyse and suggests probable reasons for the relationships between variables such as gender, age, opinions, interest, ideas and behaviour. The survey were built up on format to identify any possible variance and mostly use to gather customer behaviour, attitudes and opinions concerned about the influence of Facebook and Twitter during their decision process to buy clothes online.

### 3.6 Research choice and quantitative data

The research choices can be identified on the forth layer of the research onion. There are some choices that can be applied on the research methods. These are mono-method, mixed method and multi-methods.

- **Mono-method:** it uses single data collection technique and its analysis.

- **Mixed method:** this type of examination uses qualitative and quantitative method to respond the research question contained by a single study.

- **Multi-methods:** this refers in order to apply usually quantitative and qualitative. Some researcher have discussed regarding the similarity and distinction between multi and mixed methods, which suggest that this systematic method is more complex applying diversify methods as survey experimental and non-reactive (Brewer and Hunter, 1989). Assuming this approach the objective of the research must be clear in order to make easy a rational and compressive conclusion.

This dissertation employed the mono-method approach applying the questionnaire as a quantitative data collection technique. The researcher selected this method for different reason mainly because the questionnaire is one of the main techniques used
in this research to obtain primary data. Saunders et al. (2009) explains the benefits of the qualitative data applied through surveys for this dissertation:

- The survey has the purpose to be more helpful to obtain and resume several results on summarize feature and recognize variables or tendencies on the results.
- With more than 50 samples the results of the investigation is more objective. Providing a representative insight with a systematize techniques and objectives.
- The use of diagrams and numerical data analysis were applied to understand the results.

The mono-method were the most reasonable and favorable method applied by the research in conformity with the limitations and variables of the dissertation.

### 3.7 Population sample

Population can be defining as an “entire group of people, events, or things of interest that the researcher wishes to investigate” (Sekaran, 2003). The sampling process is the selection of an adequate number of population elements with the aim to comprehend its properties or distinctiveness (Sekaran, 2003).

Gilbert (2009) proposes to have a focal point on groups that count on measured sampling. Sampling has a functional importance as a sampling tool than census to collect data when economical or other limitation does not let surveying the total population (Saunders et al., 2009). In addition, an investigation has too many elements to be considered and it would be very difficult and almost impossible to gather all the data or study every aspect of the research.

Hair, et al. (2007) defines sampling techniques as a tool that offer varied methods that allow to decrease the quantity of data to be collected by taking into account only information from subgroups rather than all potential cases and elements. The complete set of data which a sample it will take place is called the population. The target population is the total set of objects or elements significant to the research.

There are two techniques that were applied selecting a sample probability and non-probability. Probability is linked with the research strategy and used to study
customer behavior and non-probability interested with subjective judgment and for a particular case or purpose normally used for the respondents of the surveys (Saunders et al., 2009).

According to Hair et al., (2007) probability or representative sampling is the selection of the elements founded on some random method that provide components an acknowledged and nonzero probability of being elected thereby reducing selection trends. Probability sampling frequently engages larges illustration measured to be proper representative of the target population from which they are elaborated.

Non-probability sampling normally the sampling choice of elements is not essentially made with the objective of being statistically of the population selected. The researcher employs subjective techniques such as personal experience, convenience, expert opinion and so on to choose the elements in the sample.

The researcher used the non-probability sampling technique because the researcher had limitations to have a direct access of representative population sample. The researcher in this case used the snowball sample as the best method available.

The size of the population sample is an important question to be considered for the research. Ireland was the geography location applied for the survey, it has total population of 4,585,400 with a 25 per cent males and 27.8 per cent females (CSO.ie, 2012), with a 53 per cent of the population which has access to Facebook and 15 per cent to Twitter (Socialbakers.com, 2012).

The population defined for this study was a sample size of approximately 200 respondents. This sample was represented by individuals between 18 and 35 years old who live in Ireland and they are Facebook and Twitter users.

The researcher selected this population as a relevant sample according with the Socialbakers.com (2012) statistics with a largest group from 25 to 34 years old of 30 per cent of the Facebook users followed by users from 18 to 24 years old with a 24 percent from the total Irish users. In the case of Twitter, 385,000 people over 15 years old are users.
3.8 Data collection and data analysis

The previous chapter reflected the Literature Review as a secondary data collection method with the aim to obtain theoretical information concerning this dissertation. This research employed the explanatory as a type of study where Saunders et al. define “a situation or problem in order to explain the relationship between variables”, (Saunders et al, 2009, p 591). They refer to focus on the factors that can influence in customers opinions during their buy decision process online.

The data collection employed on this study was primary and secondary data. This is where primary data collected specifically for the undertaken which it included the questionnaires. The mono methods strategy allowed to use quantitative data analysis during the research employed Google Docs as Quick Surveys which capture the data and statistically analyses data.

This study used through this method procedures to classify data with coherent and structured framework that facilitate the analysis of significant groups to derive from the theory or data itself.

To access primary data the researchers took surveys to consumers whose buy clothing online and have access to social networks such as Twitter and Facebook. The following diagram (Figure 3.7) corresponds to the entire process of data that it is developing in the research. It can be separated into two major stages: first, the creation of the questionnaire and second, translation and interpretation of the results. This process explains the way of how the researcher develops the primary and the secondary data. Starting with the secondary data explained in the second chapter on the Literature Review, where the relevant topics and aspect of this investigation are related based on books, articles and other documentation. Secondly, theory framework as a compressive explanation of the literature review and the dissertation topic where the gaps of the second chapter were investigated generating the questionnaire.

The application of the questionnaire had a numerical data results or findings that in this investigation were analysed to finalized with the conclusions.
Figure 3.2 Data generating process (Source: Saunders et al., 2009)

Regarding the data analysis there are a range of software programs have been recognized which can collect data, let manual data entry and analysis of statistical data for example Quick Surveys or SPSS. The aim of this research was to collect statically data and analyse the results respectively. It was expected all 200 respondents fully answered the survey and committed to facilitate the developed of the data.

Moreover, the survey had different models to obtain diverse responses, such as ordinal, interval and categories responses. Consequently, it was allocated descriptive statistic for example percentages means, modes and median to be release. Graphical representation was conducted to represent cross-tabular analysis of the data collected.
3.9 Time horizons

Saunders et al (2011) suggests that there are two categories of time horizons, cross-sectional and longitudinal studies. During the research it was developed important questions in relation of the study, some will be a “snapshot” or a “diary”. The cross-sectional was recognized by snapshot and longitudinal by diary.

- **Cross-sectional studies**: These are frequently engaged when there is a time limitation and there is not enough time for research. The researcher possibly explored for a phenomenon or incidence or point of view from the applicants.
- **Longitudinal studies**: This technique is used when studying the identical object on different time frame periods. The study took place on different time periods.

The cross-sectional study was employed during this research. One of the main approaches of this model complement the research and provide to the researcher can analyze the data on one time. Moreover, there were only a small timeframe define to carry out and analyze the data on this research, so, it was empirically and statically not viable to perform a longitudinal study.

3.10 Variables

During this research there were some variables that the researcher had to examined.

- Twitter and Facebook respondent review.
- Social media such as Facebook and Twitter.
- Consumer Behavior
- Customer evaluation about online shopping experience.
- Facebook and Twitter users valued these social media during the decision process to buy clothe online.

3.11 Ethics
Saunders et al. (2009) state that ethics refers to the “appropriateness on your behavior in relation to the rights of those who become the subject of the work”. It is essential that the researcher is conscious of ethical issues while carrying out the primary research. Protection of respondents to maintain confidentiality of collecting data and privacy of the population sample are the most important subject in data collection process (Saunders et al., 2009).

The researcher presented a confirmation statement at the beginning of the questionnaire with the intention of make respondents to feel liberated and comfortable while completing the questionnaire. This information were be all the time confidential and the participants could not be recognizable.

In addition, each respondent had the right to remove from the study if he/she wishes to do and all participants were voluntary to answer the questionnaire. Each respondent received a cover note via Facebook or twitter explaining how to fill in the questionnaire and exactness purpose of the research study.

3.12 Limitations to the research

The possible limitations of this study would cover the cost of the licence of the questionnaire in order to employ. Secondly, another limitation would be the sample and a suitable population entry with the aim of answer the research question. The third limitation would take place the reliance of the results and the capability to apply these to the research methodology. And finally, the limitation of time in order to entire complete the study.

3.13 Conclusions

This chapter followed “The Research Onion” to clearly define the theoretical research methodology and method. In this research study, positivism, realism and interpretivism was choosen as the research philosophy in order to develop the primary research deductively and inductively. Survey was the most appropriate research strategies related to this research study. Therefore, questionnaires become the
relevant research method to be implemented for a quantitative data. Finally, the research limitations and ethics were discussed mainly arose from the questionnaire.

CHAPTER FOUR: DATA ANALYSIS AND FINDINGS
Chapter Four: Data analysis and findings

4.1 Introduction

The present chapter has the aim to demonstrate the results obtained after conducting the questionnaires as a primary research of the dissertation. The findings are the essential information to sustain this research’s conclusion and recommendation on the next chapter with the objective to answer the research question regarding the influence of Facebook and Twitter during the buying decision process to buy clothes online.

The author considers the research objectives with the purpose of explicate the primary and the secondary data that were attempted in the literature review.

4.2 Quantitative Data and Findings

Two hundred questionnaires were processed by the researcher to people living in Ireland between 18 and 35 years old. The questionnaire was performed through researcher’s Facebook friends and Twitter followers with a snowball effect. To process all the data results the researcher used Google Docs and Microsoft Excel to demonstrate the results through diverse graphics (graphics are allocated in the appendices chapter).

This data will be used to discuss all the findings and analysis of these results will be carried out with against the research objectives and the literature review as a secondary data.

The respondent’s profile obtained from the questionnaire is the following detailed:

- 200 respondents, Irish consumers who have Facebook and Twitter accounts.
Distribution by age: 55% between 26 and 30, 33% between 26 and 30 and 12% between 18 and 25 years old.

Marital status: 53% single, 29% with partner, 15% married and 3% separated.

Personal yearly income: 42% between €10-€29,000; 32% between €30-€49,000; 17% under €10,000, 5% over €150,000, 2% between €50-€69,000 and 1% between €50-€99,000.

**Research Objective 1: To analyse customer’s opinion regarding their online clothes shopping process trough Facebook and Twitter.**

The main aim of this objective is to understand consumer’s attitude towards Facebook and Twitter during their decision process to buy clothes online. To identify these opinions the researcher explored through literature review and questionnaire to identify relevant characteristics of consumer’s satisfaction on each stage of the consumption process.

From the primary data, the consumer behaviour is the main actor to understand their opinions. It can be influence by complex situations and limitations, tastes and preferences, friends, economical status, etc. Nowadays, the time that people spend online directly affects their behaviour in sharing and interacting. In the case of the social media such as Facebook and Twitter, according with a study by University of Miami School of Business consumers have more confidence to buy in websites appears the icon of Twitter of the Facebook button “Like”.

The social media report 2012 (Nielsen, 2012) highlighted the social word-of-mouth is not limited anymore it facilitates to consumers to express their opinions without frontiers; they want be informed from more products, promotions and experiences; and they found the ads on social networks are disturbing than other kind of advertising. Consumers can be more engage of advertisings by a person that shared an ad on these sites.

Smith and Chaffey (2007) explain one of the principal reasons that consumers buy online it is because the social networks are the best tool to understand and search all the information that they need about the product or services they are interested.
Marketing.CL (2012) highlighted one of the principal reasons to follow a brand company is from the social networks and also reveals consumer are impulse to buy from browsing information of a product or service.

The primary data obtained by the application of the questionnaire demonstrates Irish consumer’s attitudes and opinions regardless Facebook and Twitter on their decision process to buy clothes online. The respondents demonstrated that 37% do not feel that Twitter or Facebook can influence them more to buy online as a fun way to shop, according with this result 39% think about these social media are more to keep in touch with friends, updated status and download pictures.

Only a 35% of users follow brand clothing through Facebook or Twitter in contrast with a 64% who do not. A small proportion of respondents (14%) are motivated to buy online from advertising in these social networks, as reference of Nielsen report above this attitude clearly reflects that consumers do not feel comfortable or inspire to buy online from advertising in sites.

On the other hand the questions about opinions exposed through these social networks had as results that this statement was not applicable of most of the respondents (53%). A 36% represents the majority of consumers trust Facebook and Twitter in relation to online shopping.

Both results show that Irish consumers have no interest to involved their online experience with these social networks but it could not be underestimated the power that Facebook and Twitter have as a trusting sites which can take approach in the future if both sites implement online sales services.

The positions of consumers from the results of questionnaires evidently show that Irish consumers are not concern to search or express clothing purchase experience through these social networks. On the other hand they have different behavioural patterns towards shopping clothes online comparing with the reports referred on the literature review. However, interest can change over the years when other influence can engage more consumers between Facebook or Twitter on this activity.
Further to analyse primary and secondary data with the aim to know customer’s opinion regarding their online clothes shopping process through Facebook and Twitter, it clearly shows that these social media are more applicable for friends interaction and not much for online shopping process. The results of both data were also in favour the trusting of these social media regardless online shopping process, and other fact also the advertising through these networks is not increasing their decision to buy online.

**Research Objective 2: To detect between Facebook and Twitter which is more common to use based on the questionnaire sample and which has more influence on consumers.**

The data from primary research reveals that Irish consumers prefer more Facebook than Twitter, the first social media mentioned had 89% of preferences most of them are online every day which it is illustrated below in figure 4.1. In contrast the time spending most in Twitter is less than one a month. The results of the primary data reveals than either both social media do not influence to buy more online as a fun way to shop, a 37% of respondents are not strongly agree with this statement.
Figure 4.1 Facebook and Twitter online frequency

One relevant question was about if the respondents think that Facebook or Twitter carrier for them the brand clothing that they want. The level of respondents who are not agreeing with this statement was a 35%. A second place with 28% took respondents agree with this statement. This question clearly tried to assess if the respondents could have any influence of these social networks during their decision to buy clothes online.

From the literature review the importance of social networks is not underestimated. The time spending online increase the impact to their behavior and interacting. Experian Hitwise (2012) shows that not all the retailer’s websites comes from Facebook users, but they are using this social media as a digital shop front after a considerable source of traffic.

The literature review explained that consumers are taking more time when it comes to make a purchase decision; it revealed that UK retail websites received an additional 8.5 million visits through social networks and forums (Experian Hitwise, 2012). Facebook Commerce can have a strong influence improving shopper experience using this social network as a tool to make a smarter decision using their social intelligence to force customer to purchase, customer loyalty for a future purchase and customer promotion with the word of mouth.

The literature review also reflected that Twitter daily usage has fallen from 30% to 21% (Ipsos MRBI, 2012). From Knexsy (2012) by march of 2012 27% of Irish tweets cite entertainment, the same percentage about politics, 28% of sports which it can shows that online brand shopping do not have a relevant position in this social media for Irish consumers.

As a results of both data, Facebook is having more impact on consumers even that the respondents are not completely involved on the clothes purchase online using Facebook as an instrument of reference.

Research Objective 3: To analyses the purchase decision process online.

The analysis of this objective will be discussed by the purchase decision process stages in relation with primary and secondary data.
Need Recognition: the results from primary research revealed about 63% of respondents do not follow any brand clothing through Facebook or Twitter and 41% do not feel motivate to buy online from advertising in these social media. Which it can demonstrates that Irish consumers do not take Facebook or Twitter as a persuader to start buys online.

In the literature review the researcher gave an explanation about this stage of the decision process when the consumer understands how the problem or need will be solving arising information internally and externally (Loudon and Della, 1993). The external recognition occurs when they respond from a company advertising.

This stage can be analyzed as the point of view of how Facebook and Twitter can make some attention from customer with the aim to recognize a need or solve a problem. The primary data proves that respondents are not involved at all with these social media on this stage of the decision process and the secondary data assisted to understand the conceptual framework of this phase.

Information Gathering: The literature review contemplated this stage as browse information to make easy the decision to buy a product. This information can be finding from family, friends or colleagues named by the power of mouth. But also the consumers use the internet, specialist publications, retailer or marketing literature to browse information (Brassington and Pettitt, 2007). The social media report 2012 (Nielsen, 2012) reveals the frequency of social media users heard others users experience in a 70%, 65% learn more about brands and 53% made good feedbacks about brand which can influence through the information gathering of Facebook and Twitter users.

In addition to the literature review the information gathering has a relevant importance during this stage of the decision process points out that online purchases starts to search with websites as Google or Amazon but not with Facebook or Twitter.

On the other hand the answers obtained about this stage were about 41% of respondents never search information about a brand or product through these social networks against 7% who are agree with this statement. 59% of
respondents rarely ask advises regarding online shopping and special promotions to their Facebook friends or Twitter followers. Other questions applied on the questionnaire was if the consumers like to help their friend or follower to buy clothes online, the results of this questions was 36% the majority of respondents not that much be in agreement with this statement against 26% who are totally agree to assist during this process. The sample was asked if they had a hard time searching through Facebook or Twitter to find a brand or a product that they need obtained 34% as a majority which do not have any trouble to find information trough these social networks. At this stage the primary data demonstrated that Irish consumers do not ask any information or seek advice through these social network but they feel comfortable helping their friends during this stage of the online shopping, but in the other hand the majority do not have any problem if the browse information about branding clothes on these social network. This clearly indicates that for now the use of Facebook and Twitter has other interest for Irish consumers than search information about shopping clothes online. Taking into consideration secondary data, the power of mouth is one of the most relevant sources during the information gathering that coincide with respondents and the literature review.

- Proposition evaluation or pre-purchase: The secondary data obtained that 36% of respondents compare different brands before buy online, the same percentage of respondents (32%) never or rarely do not select and buy without searching intermediaries. Which it can confirm the importance that Irish consumers consider different options before to buy online. The literature review explained the different alternative of how customer evaluate first before to purchase. The most distinguish definition of this stage is from Kotler et al. (2009) that defines the alternative of evaluation are determinate by brand alternatives. The evaluation are involved in different sides, indicating a distinction may be relevant of some characteristic to generate an importance of a product and also a consumer will evaluate the product towards an attitude according with the different brand.
It is clear that primary and secondary data are in concordance in this stage proving importance the pre-purchase evaluation not only for Irish consumer it also as a generic characteristic.

- Acquisition or purchase decision: Through this investigation this stage was not evaluated because Facebook and Twitter do not sale any product online at the moment.
- Evaluation: The result of the questionnaire demonstrated that 50% of respondent that are users of Twitter or followers do not talk about their online experience, 53% do not give any feedback through Facebook or Twitter after their purchase, 31% is happy to receive promotions from the brand that they bought and 42% sometimes are satisfied with the post-purchase service.

The literature review explained the importance of this stage of the decision process, the post-purchase evaluation to be recognized regardless of all the earliest stages of the process, mostly if the decision process has been complicated, or if the consumer has empower a lot time, effort and money in it (Brassington and Pettitt, 2007).

In addition to Brassington and Pettitt (2007) it will influence whether the consumer ever buys this product again or to maintain the brand loyalty. The customer relationship must be the most sustainable in this stage, companies with better CRM (Customer Relationship Management) perform can build an interaction with customer which can influence for future purchases.

The results of primary data revealed the respondents are not involving their online shopping experience with their Facebook and Twitter accounts. However, they are satisfy with the CRM services provided to them after their purchase, which reflects the concordance of this important value to companies to maintain this relationship with them for future purchases.

**Research Objective 4: To examine how brands clothing are using Facebook and Twitter to increase their sales online.**

This objective considers only the case of companies, in this case the primary data was applied only with the aim to understand Irish consumers” opinions regardless the
The decision process to buy clothes online and it did not applied any question regards this objective.

The literature review explained about the impact of Facebook and Twitter on online sales. It points out the numbers of Facebook users worldwide is over 845 million who are looking to gather and share information or experiences of quantity topics. Companies are using Facebook and Twitter as front pages to log in their websites even the purchase is directly by companies’ website Facebook still work with brand make profitable their online sales. Facebook has a great value for business because is a real network and the potential customer can be catch by the power of worth of mouth, and it is easy to be accessible for the audience (Charlton, 2012).

The F-commerce can be employed to force customer to purchase, customer loyalty for a future purchase and customer promotion with the word of mouth. The F-commerce can improve shopper experience and opinion using this social network making a smarter decision using their social intelligence learning from friends or family with a previous experience. On the side of Twitter, Hawthorne (2010) explains how companies can use this social network to avoid online reputation destruction and improve a better CRM services. Twitter as a perfect marketing tool can monitor users’ interactions with the brand.

Companies are using these social media as a marketing tool to increase their sales and create a better reputation and brand loyalty with customer. But from the point of view of the researcher, Facebook and Twitter can creates a better performance to provide consumers real motive to buy on Facebook, advertise their product without disturbing the users and at the same time reduce the lack of confidence of security for online shopping through these social network.

4.3 Conclusion

The researcher demonstrated the findings with the application of questionnaires. Based on these research findings and with the theoretical framework the literature review explained in the second chapter, the researcher analized all this information in order to develop each research objectives.
The literature review revealed that social networks can influence during the decision process, the nature of consumer behavior and its influence on this process. And it also exposed how Facebook and Twitter can be an important tool for companies to increase their online sales.

In order to address the research objectives respondents were asked a few questions regarding whether they were concerned about the Facebook and Twitter used and the relationship with online shopping decision process. Besides this, each objective where linked with the literature with the aim to find a relationship and prove this statement for Irish consumers. The conclusions and recommendations of these findings will be presented on the next chapter.
CHAPTER FIVE: CONCLUSIONS AND RECOMMENDATIONS
Chapter 5: Conclusions and Recommendations

5.1 Introduction

The last chapter will discuss and analyse the online buying decision process for clothes, utilizing data obtained from the primary and secondary research. The researcher examined this issue from the perspective of the consumer for best practices of brand clothing companies using Facebook and Twitter.

The present chapter the researcher is going to discuss the hypothesis of the investigation with the aim to answer the research question providing different conclusions based on the data analysis and finding explained on the previous chapter. The recommendation suggested for the industry and for future academic research. And the last point the limitation presented during the investigation.

5.2 Research hypothesis

At the beginning of this study, the researcher had assumed the following hypothesis about the research problem. Those hypotheses need to be confirmed before answer the research question. Those hypotheses are discussed below:

H1: There is a positive correlation between advertising in Facebook and Twitter and generation of word-of-mouth with customer incentive to buy online.

Firstly, from the results of the questionnaire and literature review revealed the majority of consumers does not have any incentive to buy online from advertising on Facebook and Twitter. This external motivation has more recognition when a social
connection has shared some ads in one of this social network. Only a 17% of consumers feel a brand connection through these social networks (Nielsen, 2012).

Secondly, the literature referred the power of mouth as a new powerful tool with any limitation to access and be use of the social networks. Consumer use social media to browse other customer’s experiences and opinions about brands and promotions (The nielsen company, 2012). In contrast, the primary data results showed that 59% of respondents rarely ask advised regarding apparel shopping online, 41% never search information about a brand or product through these social networks and 26% can assist their social connection to buy clothes online. This clearly shows that Irish consumers are not totally engage on this activity using social media as a browse channel but is a relevant source for some amount of consumers during their information gathering.

From the results of the analysis in relation to advertising and word-of-mouth the researcher considered advertising on Facebook and Twitter are not creating an effective respond from consumers to be an incentive to buy more clothes online comparing with other marketing channel such as TV, radio or newspapers. And the word-of-mouth can be an effective searching mechanism to discover information about brand clothing experiences” and reviews” but the respondents do not take Facebook and Twitter as a channel to search this type of information. Which it can proves that Irish consumers do not increase their online clothing consumption because they do not recognize and feel disturbing these advertising on Facebook or Twitter. In the case of the word-of-mouth applied in these social networks is the same position for the respondents, who reveals this tool is not significant for them during their decision to purchase clothes online.

**H2: The levels of presence of clothing brand on Facebook and Twitter have a positive correlation with the consumer’s online buyer behavior.**

It is very clear from the research carried out during this dissertation that majority of clothing brand have a Facebook page and a Twitter account and they have certain presence in these social media. Based on the results from the primary data, Irish consumers are not engage with Facebook or Twitter as a part of their online decision
process even if clothing brand are on this sites. This position of Irish consumer might change in the future.

The literature review referred from Steelhouse report (Marketing.cl, 2012) that Facebook is not the social media who sales more but it the most popular shared and exhibit branding information, and users can get more attention from shared ads than brand advertising in this sites (Nielsen, 2012).

It is immediately evident from the primary and secondary data that companies will be continue on these social networks. Based on the results of the questionnaire, 64% of respondents do not follow any brand clothing on Facebook but in contrast a 68% of them buy clothe online which it is evident the relationship to follow a brand through Facebook do not determinate or incentive more consumer to buy clothes online.

In fact, the consumers can be more influence when the advertisings are in other sites instead that Facebook or Twitter (Nielsen, 2012). For this case the social sharing is one of the key facts that online shoppers may have more interest, almost two-third of online shoppers have read and evaluate from friends comments on Facebook related about a product that they have interest, which three-quarters of those consumers have been visit the product website (Experian Hitwise, 2012).

Therefore, from the researcher point of view they need to identify the key things or marketing strategies techniques to create a bond between Facebook and Twitter users with their brands.

H3: Positive comments for clothing brand from consumers’ Facebook friends have a positive and strong correlation with an increase in online clothing purchases.

The word-of-mouth is the key trend of this hypothesis. Previously, the researcher explained the importance of this powerful tool during their decision process based on the literature review and the quantitative data from the questionnaires. Successful experiences from other friends and social connection will impulse the decision to select and buy a brand from consumers. A customer’s positive experience can help or advise others to choose a specific brand. This hypothesis confirms that the electronic clothing consumption will be increase after a positive experience from a Facebook or Twitter user.
5.3 Conclusions of the research

This dissertation investigated the influence that Facebook and Twitter have on Irish consumers between 18-35 years old during the decision to buy clothes online. Nowadays, consumers across the globe are more engaged to access in these social media and mobile technology provides instant access not only of these websites it also provides the opportunity to obtain and make online purchase more easily.

The aim of this study is to respond the following question: “How does Facebook and Twitter influence the buying decision process of online clothes shopping?”

The researcher can highlight diverse conclusions obtained from this research with the objective to answer the question mentioned above:

1. The researcher identify that consumers are avoiding the traditional marketing campaigns in these social media, they are more influenced by the review of others and ads shared from social networks connections. Irish consumers do not use these social media to search reviews or opinions before to make an apparel online purchase. They use more these social networks to connect as a friendship or social connection. These fact has a contrast with Marketing.cl (2012) referred about one of the principal incentives to buy and browse product information is with the use of Facebook or Twitter as a research tool. The primary research at this stage confirms that Irish customers are not engage to search information about brand clothing using these social networks.

2. Most of Irish consumers are not interest to connect with any brand clothing Facebook page or tweets if they are interest to buy this brand online. Which it means there is any relation between the incentive to buy clothes online and to follow a brand by Facebook or Twitter.

3. The access to their social media account multiple times per day, but the social marketing influence did not impact during their purchase decision from these social networks.
4. The word-of-mouth have took a powerful place with the new technologies to access on social medias anytime and anywhere, specially nowadays where the use of mobile devices are getting more connected between consumers and social networks. From the results obtained of the primary results, the respondents do not take as relevant factor during their buying decision process these social networks to search information about brand clothing. The researcher highlights to do not underestimated the power of the word-of-mouth, this ideas relates with the new technologies connections that it will improve branding information to customers through Facebook and Twitter. This means that internet had allowed to consumers express opinions, ideas, experience and different values regards different topics in the case to investigate the purchase clothes online which it concentrates a flame of extensive useful information where the consumers has free access to obtain and express their experience, or have an idea about choose or decide what to buy, where and with who before to complete the purchase.

5. Even than Irish consumers do not have any interest to involved their online experience with Facebook and Twitter the level of trust from Irish consumer on these sites has to be recognized. These consumers trust these sites concerning with online purchase which can take approach for brand clothes in the future if both sites implement this service.

6. From the secondary data the researcher found the use of Twitter or Facebook accounts for customer when they want to log in using this social network as a marketing channel and not as advertising channels (Sweeney and Craig, 2011). This action do not produce any effect for consumer share experience or advertising; companies are using this mechanism to get more practical log in access to their brand web sites for retain the consumer to complete their transaction and do not get tired fill in personal information to log in.

7. Mobile is becoming quickly a powerful and influential shopping friend for Irish consumers with a far reaching impact on online purchase process. The use of PC is replacing by mobile devices as table, smart phones and TVs”, and, the time spending in social media such as Facebook is a valuable tool for
companies to design a new model of marketing strategy that it can penetrates and have a relevant importance for Irish consumers.

8. Internet gained scales as sales channel; it simultaneously altered the buying patterns of most consumers. Even though the majority of Irish consumers do not use it on most of stages of the decision process. They consult the web before making a large considered purchase.

9. From the evaluation stage the researcher conclude that even Irish consumers do not express online shopping experiences across their Facebook and Twitter accounts. They appreciate and are satisfy for CRM received after complete an online purchase.

5.4 Recommendations of the research

Based on the hypothesis analysis and conclusions of this research regarding Facebook and Twitter influence during the buying decision process of online shopping for clothes. The researcher makes the following recommendations for the clothing industry and for future academic interest of this topic.

For the Industry:

From the data analysis and findings it is clear that brand companies need to be more engage with customer on every stage of the decision process. Companies need to think more as a human and understand what they want from companies because at the last point companies survive by consumers. Brand clothing need to investigate more about what customer are talking about their brand and how they can improve their services connecting and interacting with them using social media such as Facebook and Twitter as a part of social connection and not as an annoying advertiser.

Companies need to improve their social marketing strategies to avoid the customer rejection that is taking place for advertising on Facebook and Twitter. Customer spend several hours on this sites and the access is unlimited in almost all the cases, this opportunity can take approach for companies to create Facebook and Twitter new image as a product browser similar to Amazon or Google and social connector.
Normally companies’ presences are at the beginning of the decision process and at the end, for customer a genuine and trust relationship on every stage of the process is the best tool to create a brand loyalty. Customers need to feel companies’ efforts to provide an excellent online service, the use of Facebook and Twitter can be an approachable instrument not only for advertise product it also to engage customer to buy online. Facebook Commerce (Experian Hitwise, 2012) will be a strong influence improving shopper experience, to influence customer purchase, brand loyalty and promotion.

Companies can take Twitter as a new way to connect with Irish customers. Today, the majority (50%) of the respondents use this site less than once a month. Brand clothing can take this opportunity to captured more the attention of customer sending tweets about promotions, deals, new products and better CRM, this short message can be ready easily and on the daily basis which introduce Irish consumer to use more this social network to and it might increase the number of retweets” which the word-of-mouth will take place.

The use of new technologies can led brand companies to be on their hand of customers any time. In this case the post-purchase stage can let companies to send daily Facebook message or notifications about promotions, new products, or deals. When a consumer follows a brand page through Facebook the online way to obtain information about this brand is to get into its page. Normally Facebook users look their new feeds to know what their friends are talking about, shared posts, pictures, links or videos. Companies can use this way to promote more their products.

Areas for further research:

The researcher investigated a consistent literature, but diverse elements need to be analyzed and clarified with more detail. The research question of this dissertation studied the influence of Facebook and Twitter during the decision process of buy clothes online which it can engage consumer behavior patterns that need to be develop to allow more comprehension as part of this theme.
The researcher considerate that academic consideration should applied a deep research of companies’ practices in this process to obtain a quantitative data, because the present research applied primary data only for customers.

The researcher suggest the develop of a comparative study on the future one techniques used so far and it would be employed at the time, to contrast the results and the changes generated by these social networks in the consumption of clothing purchase process online.

5.5 Limitations of the research

Some limitation was established on the introduction and methodology chapter. The main issue while conducting the primary research is to remain unbiased. The researcher has remained neutral to her best while conducting the questionnaires.

Then the major limitation was the small sample proportion (200 respondents) that was taken from the population of Facebook and Twitter that Ireland has and the limited access to this sample. So the results and conclusions are based on a small society sector from Ireland that has access to Facebook and Twitter.

Other Limitation is the level of user from both social networks because Facebook has more users in Ireland than Twitter with a difference of 1,5M of users. The study, being cross sectional, is only for relevant for particular period of the research. Any further changes or improve regards the digital clothe shopping process can alter the result of the present research.

5.6 Conclusion

The present chapter summarized the conclusions and recommendation the researcher established after completed the study. Specially, the researcher took in consideration the findings to compare between primary and secondary data in order to respond the research question and hypothesis. Furthermore, it was explained the different limitations the dissertation had during this research.
Chapter 6: Self Reflections

6.1 Introduction

This chapter reflects the analysis for a self-reflection on the learning experience of me during the dissertation process and the MBA program. It demonstrates the personal skill and value gained for the best practice of my career in the future.

The section is separated by the researcher’s learning style which it refers different authors, and, it will consider the benefits that were gathered as an outcome that I have developed and finally.

6.2 Learning style

There are some authors who cite some definitions from different views of learning style. Kolb (1984) refers as the mechanism to captured and obtain new competence or knowledge from experiences. And, Honey and Munford (2000) that suggest there are four type of learning of activist, reflector, theorist, and pragmatist.
Kolb (1984) found the experimental learning style. People can experiment this style based on experiences as a source of learning and development, and also can extend different styles at the same time. The Kolb’s model facilitates the student’s learning style preference and it is presented bellow in the figure 6.1.

Kolb (1984) developed this experimental learning cycle in four stages. This four processes are: concrete experience (feeling – CE), reflective observation (watching – RO), abstract conceptualization (thinking – AC) and active experimentation (doing-AE). These process are interconnected with the experiential learning named diverging (feel and watch- CE/RO) between concrete experience and reflective observation, assimilating (think and watch- AC/RO) between reflective observation and abstract conceptualization, converging (think and do- AC/AE) between abstract conceptualization and active experimentation, finalizing with accommodating (feel and do-CE/AE) between active experimentation.

This learning cycle describes concrete experiences address through reflections and observations. Where are assimilated on an abstract conceptualization of ideas and actions which converge into an active experimentation to have another experience.
Figure 6.1 Kolb’s learning styles (Source: http://ruspat.files.wordpress.com/2010/12/kolbs_learning_styles.jpg)

My learning process during the MBA program will reflect this cycle in the present chapter. Basically, this model represents the best practices of the diverse experiences along this learning phase. It describes the different experiences linked with the theory of learning.

Kolb (1984) suggests the Learning Cycle can have four different types of learners. The first is the Diverger which has her/his foundation on authentic experience and introspective examination, this type of learner has an interest for people, sensitive orientation, and imagination skill with a key strength of innovation and value awareness. The second is the assimilator, has the ability to mixture of abstract conceptualization and innovative ability and awareness of meaning and values, the creation of theoretical models and inductive analysis with more interest on abstract concepts and ideologies than people. Converge takes the third position in this category, having the strength to solve in practical way technical problems with a combination of active experimentation and abstract definitions. And the last type of
learning is the accommodator which has the skill to join an active examination with substantial learned experience. He/she can manage with people but can be intolerant of this situation, having some potential to perform and manage plans and have interest to other experiences.

It must be considering Honey and Mumford (2000) learning style to supplement the self-learning reflection of the researcher which it has some similarities with Kolb’s style. The figure 6.2 illustrates this cycle which is based on the learner own style the starting point and end depends of the learner decision, he/she has the autonomy to decide using this model of learning. There are some learning styles which it can be the activist, the reflector, the theorist, and pragmatist; and also, they suggest there are different styles of learning one of those are most common to use and in a particular case it might be a different style (Honey and Mumford, 2000).

The first, it is the activist who enjoys experimenting new situations and judging later the consequences. The best practice to learn is working as a team player solving problems, games or exercises; she/he has the ability to be a group leader, to be entailed in new situations, opportunities, or experiences. They may have some learning difficulties when they have to listen to lectures or reading long explanations, following precise directions, evaluating and understand lots of information, they have to provide their personal writing, thinking or reading (Honey and Mumford, 2000).

The reflector observes and analyse the situation consequences. She/he prefers to examine and pay attention all the possible approaches and consequences before to judge. The best way to learn for them is when they can analyse and observing before act, be able to observe first, analyse what has occurred, complete assignment before the time limit. The hardest way to learn is when she/he has to be a group leader, improving without training, and hurried by close date (Honey and Mumford, 2000).

The Theorist is the third on this category; he/she prefer to understand the theory, models, concepts and fact with the intention or before to act. They do not feel comfortable with unbiased judgments. The best learn is when activities are based on model, theories or systems, in planned circumstances with a clear rationale, it is necessary to comprehend a difficult circumstances, and they have the opportunity to
enquiry and probe. They learn least when emotions and feelings are important in situations, unclear activities, or they have to act by intuition without principles or concepts (Honey and Mumford, 2000).

Pragmatist wants to learn by new ideas to solve problems immediately, want to advance in situations, rational and practical person. Who learn more when a connection between the subject and the necessity, they can prove method with a convenient advantages, consider expert’s feedbacks to do things or follow a role model. They can have trouble learning if there is a not instant realistic advantage, an unclear instructions of how to do it, and when it became visible only theory (Honey and Mumford, 2000).

Figure 6.2 Honey and Munford learning style (Source: http://sos.net/~donclark/hrd/styles/honey_munford.jpg)

6.3 Self-assessment and learning from the course

By identifying attributes of different learning styles by Kolb and Honey and Munford I comprehended that my learning style is Activist. Basically, during my professional
career and practice with the MBA program the characteristics are the most similar with my behaviour. I will demonstrate the link between theoretical framework with learning model and my experiences during the course and the dissertation process.

Relevant characteristics from this model are to prefer challenge of new practices, participation with others, integration, role-playing, open mind and for new ideas, analytical thinking, and have a preference on small group discussions (Honey and Mumford, 2000).

After two years to complete my bachelor degree in the field of accountancy I decided to continue my career doing a Master in Business Administration in Dublin. This significant degree has the aim to enrich my management knowledge and improve my English as a second language.

I wanted to experiment once again the experience to live aboard and take a new step in my career after 5 years of work experience in IBM Venezuela performing different finance positions in areas as taxes, treasury, account payable, business control and pricing. At this stage of my career, I gained a gratitude and desire to expand her acquaintance of Management specially the marketing and project management field.

During the MBA program I acquired an academic and practical skill sets to develop the ability to put into practice on this dissertation and my professional career. Strategic management, international business and trade, project management planning and control, principles of marketing and research skills were the core subjects enables me to accomplish my personal and professional aspirations.

The program has different evaluation types investigation was the key to success in any assignment and the best tool to learn. Exams, projects, presentations, cases studies and groups reports help me to learn new studies techniques, understand different points of view, practice all my professional and education knowledge, from lecturers, Irish evaluation system and colleagues from class.

From my experience in the program I enjoy most to work in presentations, cases studies and group assignments, even that it required more time and effort but from my
point of view it was the best practice for me to learn and understand the objectives from the course.

6.3.1 Development of skills

I decided to take this opportunity to aim two goals, to gain an MBA degree and improve my English on a high level. But during the MBA programs I develop lot of skill sets by the different activities of evaluation that the program had.

It contributed to acquire different talents that shape the course of my career and it will be explained bellow:

6.3.2 Cognitive skills

Management skill and theory was unpractised before I started the MBA program. After two semesters of course, it was the best practice to applied the learn theory on the lecturers, assignments and tests. Hence I was able to improve my cognitive talent.

6.3.3 Inter-personal skills

The MBA program had two three courses that influence me directly the developed of this skill. One of the most relevant experience was during the international business management and trade course which it had an assignment with colleagues from different nationalities the most diverse was Indian student who help me to understand different points of view, cooperation and negotiation during the project assignment.

Overall the modules covered in the MBA help me to engage this skill for a future management position and achieve professional goals.

The great experience to know and discuss different point of view according with cultures and manners let me to understand how to work and interact with people from other nationalities.

6.3.4 Personal management skills

From my previous work and academic experience the responsibility to complete a task on time is fundamental to the best practice and to have successful recognition. With the dissertation process this skill have been reinforce because the dead line was established most of the time by myself which it impulse me to be more strict to
complete different stages of this investigation on time. This ability will help me to encourage achieving faster my goals in the future.

6.3.5 Research and investigation skills

It was difficult for me to understand the learning and evaluation process applied in Ireland, this is because the Venezuelan academic standards differ in some ways. This was evident when I had to complete assignments and group reports as part of the two semesters but after to investigate with lectures and Irish student this issue was ended. I understood more the investigation skills and concepts in a better way during the dissertation stage than the semester’s stage. Fortunately I had the guided of my supervisor who was an extraordinary help through these process. Now, I am able to analyse and interpreted data without difficulty and draw conclusions base on information gathered.

6.3.6 Critical skills

During the MBA program and the dissertation process helped me to develop my research skills and critical according to theories, concepts and opinion from different authors. This new developed skill aided during the study of assignments, case studies, projects, tests and especially in the case of the dissertation.

This new gained technique facilitated me for the critical analyses concepts, ideas and the data results to address the main objectives of this dissertation.

6.3.7 Working as a team player

I have always had the ability to be a team player on every personal or professional situation. During the MBA program I learnt from other colleagues that have the same skill than me and also they have management position their strength for the better performance of my career in the future.

The MBA program me this ability to realise the strengths and weakness to work in a group in special when diverse cultures are integrated in one group. I had to learn to communicate as a team leader for the best practice, respectful and put in practice
management concepts such as negotiation, dealing with problems and effective group discussions.

6.4 Conclusion

The present chapter presented the self-reflection of the dissertation’s author highlights of the outcomes gained during her MBA program and dissertation. She exposed the type of learned that most describe her and the different skill set gained and developed during this process for her best practice in her personal and career level.
**Bibliography**


**Journals:**


**Online**


   (Accessed on: 2nd August 2012).


Appendices

Appendix 1: Questionnaire

*Buying Decision Process Questionnaire*

The purpose of this survey is to seek your opinions regarding the influence of Facebook and Twitter in your decision to shop clothes online. The answers of this survey are part of my primary data for my dissertation. The information gathered will be confidential and use for academic purpose only. Please answer all sections of this survey, thanks for your patience and co-operation. Thanks, Karina Rondon *Required

Gender *

- Male
- Female

Age *

- Between 18 and 25
- Between 26 and 30
- Between 31 and 35

Marital Status

- Married
- Widowed
- Divorced
- Separated
- Single
- With Partner

Which Social media you use or prefer most? *
Are you following any clothing brand through Facebook or Twitter? *

- Yes
- No
- Other: [ ]

Did you buy any clothes online during the past year? *

- Yes
- No

On average, how often do you buy clothes online during the past year?

- Daily
- Weekly
- Every two weeks
- Every month
- Between 2 and 3 months
- Twice in a year
- Once in a year
- Never

On average, about how much did you spend on those purchases? *

- Less than €100
What is your own personal yearly income?

- Under € 10,000
- €10 - €29,000
- €30- €49,000
- €50- €69,000
- €70 - €99,000
- €100- €149,000
- Over €150,000
Appendix 2: Summary of questionnaire results (Most relevant questions)

1. Respondents gender

<table>
<thead>
<tr>
<th></th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>86</td>
<td>43%</td>
</tr>
<tr>
<td>Female</td>
<td>114</td>
<td>57%</td>
</tr>
</tbody>
</table>
2. Respondents Age

<table>
<thead>
<tr>
<th>Age</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-25 years</td>
<td>24</td>
<td>12%</td>
</tr>
<tr>
<td>26-30 years</td>
<td>112</td>
<td>55%</td>
</tr>
<tr>
<td>31-35 years</td>
<td>66</td>
<td>33%</td>
</tr>
</tbody>
</table>

3. Social media preference

<table>
<thead>
<tr>
<th>Social Media</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>117</td>
<td>89%</td>
</tr>
<tr>
<td>Twitter</td>
<td>14</td>
<td>7%</td>
</tr>
<tr>
<td>Other</td>
<td>9</td>
<td>5%</td>
</tr>
</tbody>
</table>
4. How often are you in this social media? (Facebook and Twitter)

5. Are you following any clothing brand through Facebook or Twitter?

<table>
<thead>
<tr>
<th></th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>70</td>
<td>35%</td>
</tr>
<tr>
<td>No</td>
<td>128</td>
<td>64%</td>
</tr>
<tr>
<td>Other</td>
<td>2</td>
<td>1%</td>
</tr>
</tbody>
</table>
6. Personal use of social media like Facebook and Twitter

<table>
<thead>
<tr>
<th>Question</th>
<th>Always</th>
<th>Sometimes</th>
<th>Rarely</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. I search information about a brand or a product through these social networks</td>
<td>7%</td>
<td>26%</td>
<td>32%</td>
<td>36%</td>
</tr>
<tr>
<td>2. The principal motivation to buy clothes online if from advertising that I seen in these social networks</td>
<td>2%</td>
<td>15%</td>
<td>37%</td>
<td>47%</td>
</tr>
<tr>
<td>3. I ask my Facebook friend or Twitter followers advices regarding online shopping and special promotion</td>
<td>5%</td>
<td>11%</td>
<td>26%</td>
<td>59%</td>
</tr>
<tr>
<td>4. I compare different brands clothing before buy online</td>
<td>36%</td>
<td>34%</td>
<td>12%</td>
<td>19%</td>
</tr>
<tr>
<td>5. I select and buy online the brand without searching intermediaries</td>
<td>10%</td>
<td>28%</td>
<td>32%</td>
<td>31%</td>
</tr>
<tr>
<td>6. I evaluate or give some feedback through Facebook or Twitter about my purchase</td>
<td>3%</td>
<td>18%</td>
<td>27%</td>
<td>53%</td>
</tr>
<tr>
<td>7. I am happy when I received the promotions from the brand that I have bought</td>
<td>3%</td>
<td>18%</td>
<td>27%</td>
<td>53%</td>
</tr>
<tr>
<td>8. I am satisfy with post-purchase service after I bought online</td>
<td>31%</td>
<td>28%</td>
<td>14%</td>
<td>27%</td>
</tr>
<tr>
<td>9. I think these social media can influence me more to buy online as a fun way to shop</td>
<td>30%</td>
<td>43%</td>
<td>7%</td>
<td>21%</td>
</tr>
</tbody>
</table>
7. People’s attitudes about using Facebook or Twitter to buy clothes online.

![Bar chart showing people's attitudes about using Facebook or Twitter to buy clothes online.]

<table>
<thead>
<tr>
<th>Question</th>
<th>Just like me</th>
<th>Quite a lot like me</th>
<th>Somewhat like me</th>
<th>Not much like me</th>
<th>Not at all like me</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. I think this social media can influence me more to buy online as a fun way to shop</td>
<td>12%</td>
<td>8%</td>
<td>19%</td>
<td>37%</td>
<td>25%</td>
</tr>
<tr>
<td>2. I like to help my friends or followers to buy clothes online</td>
<td>8%</td>
<td>13%</td>
<td>11%</td>
<td>29%</td>
<td>40%</td>
</tr>
<tr>
<td>3. For me, I do not trust what Facebook or Twitter said about online shopping</td>
<td>17%</td>
<td>17%</td>
<td>19%</td>
<td>37%</td>
<td>12%</td>
</tr>
<tr>
<td>4. I think Facebook or Twitter are only good to keep in touch with friends, update status and download pictures</td>
<td>39%</td>
<td>34%</td>
<td>14%</td>
<td>9%</td>
<td>5%</td>
</tr>
<tr>
<td>5. I use Twitter or Facebook to find special promotions or good deals</td>
<td>5%</td>
<td>6%</td>
<td>25%</td>
<td>20%</td>
<td>45%</td>
</tr>
<tr>
<td>6. I have a hard time searching through Facebook or Twitter to find what I need</td>
<td>6%</td>
<td>12%</td>
<td>25%</td>
<td>24%</td>
<td>34%</td>
</tr>
<tr>
<td>7. I do not think that Facebook or Twitter carry for me the brand clothing that I want</td>
<td>8%</td>
<td>10%</td>
<td>35%</td>
<td>28%</td>
<td>20%</td>
</tr>
<tr>
<td>8. I am not aware of any of my friends buy clothes online</td>
<td>16%</td>
<td>9%</td>
<td>22%</td>
<td>28%</td>
<td>27%</td>
</tr>
<tr>
<td>9. My followers or the people that I follow by twitter always talk about their online shopping experience</td>
<td>2%</td>
<td>9%</td>
<td>17%</td>
<td>24%</td>
<td>50%</td>
</tr>
</tbody>
</table>