Electronic Media and Women Consumers in the French Fashion Market

A study of the influence of the relevancy of fashion media on women purchasing decision-making behaviour in the French fashion market:

An analysis of Parisian females between 18 and 25 years old, and between 30 and 40 years old

Dissertation submitted in part fulfillment of the requirements for the degree of Master of Arts in Marketing from Dublin Business School.

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Words: 21949 January 2013
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Declaration

I, Lucie Prain, declare that no portion of the work referred to in this dissertation has been submitted in support of an application for another degree or qualification of this or any other university or other institute of learning. Further, all of the work in this dissertation is the result of my own independent investigation, unless referenced in the text as a specific source and included in the bibliography.
Acknowledgments

First and foremost, I would like to thank my dissertation supervisor Mr Gary Bernie who provided excellent feed-backs and advices during the entire research. His guidance during the entire project enabled me to successfully complete my dissertation.

In addition, I would like to offer my blessings to my family, especially my parents, who supported me the entire time.

Then, I am also grateful to my friends in Dublin for their support and help throughout the dissertation process.

Lastly, I would like to thank all the respondents and professionals who made this project possible.
Abstract

“The best marketing in the world comes down to a person standing in front of a mirror.”

(Mark Tungate, 2008)

Women’ fashion magazines have been described by Saner (2010) as one of the most resilient print media in the market; with a large number of titles and a strong popularity. Indeed, 450 million of fashion magazines were sold in 2010 in the world. Despite this, glossies haven’t occupied a central space in media research (McRobbie, 1999); comparing to other media. Then, this research aims to investigate the today’s relationship between women and fashion magazines; in order to occupy the gap in the literature and to understand the relevance of fashion magazines in a 2.0 society.

Building on this purpose, this research will also study the digital media era taking place in fashion. According to this latter point, there is much more literature. When people hear “fashion”; more and more think “blogs”. Indeed, blogs are today as relevant as glossies; and this is just the beginning. The research will analyse their success and their influence on women. The research will then analyse online fashion media in general to understand the relationship between women and Internet in fashion.

In addition, this study will focus on the women consumers in France. Marketers have, for a long time, made the mistake to think there was only “one” woman. This research will demonstrate that women are more and more eclectics. Studying women’ behaviour in fashion will show the power of sharing, interactivity and peers. Consumers have taken the control over media and brands.

Lastly, the main question of the research is: what the future in fashion media will be? Fashion and more and more media are in a perpetual change; and the future is hardly predictable. This research helps understanding what should takes place in the next few years on the French fashion media market.

The methodology undertaken for this project is the multi-method research. The researcher used the qualitative research with focus-groups and in-depth interviews; and the quantitative research with a questionnaire. This research will call for the help of women consumers and professionals of fashion in France. Hopefully, this method will offer a cogent framework which, it is hoped, will provide relevance and ultimately a future reference point for academics and practitioners alike.

The study found that women enjoy reading glossies during free time. At the same time, they use more and more Internet, as an everyday tool to access fashion information. Internet has created new interactive 2.0 human relationships. 83% of the population think the future in fashion media will be online and offline. Both don’t answer to the same needs; and are going to share the market for a while.
Chapter 1: Introduction
Chapter 1: Introduction

1.1. Statement

Fashion is a fascinating subject covering many questions. Fashion could be defined as a perpetual change; the succession of short-term trends. Two aspects are important for fashion industry: creative design and marketing; both working together to identify products consumers want.

Since the economic crisis in 2007, the fashion market is decreasing (-3.5%)\(^1\). However, its turnover is still high: €12.2 billion (France, 2010)\(^1\). Media in fashion has always been important to influence consumers and make designers a place in the history (Christian Dior recognized with Vogue: 1947).

“Fashion Magazines are an extension of fashion companies marketing departments”, said Masoud Golsorkhi (Tank Magazine Editor)\(^2\): Vogue, Glamour, Citizen K, Harper’s Bazaar... Women’s magazines are everywhere. From the large sections devoted to them in newsagents, to their frequent advertising, to hairdressing salons and tearooms in the workplace; even the least frequent of readers are aware of their ubiquity. Fashion consumers are still addicted to glossies.

However, there are new trends threatening print magazines: webzines (online magazines), social networks, blogs, tumblr... that hide an in-depth change. Internet has changed marketing, has dissolved boundaries putting consumers and businesses together (Barnes et al., 2007). Market research has pointed to a threat; the rise of digitization and the availability of online content threaten the stability of print media in general (Mintel, 2010).

Every year, in France, there is approximately 2,000 new blogs. The most famous ones register between 6,000 and 15,000 visitors a day. Fashion blogs represent 10% of French blogs\(^3\). For companies, Internet is a valuable tool, low-cost and more targeted (Heung, 2003). These figures translate the growing importance of word-of-mouth in a society going through the democratization of Internet, new ethical issues and a change in consumer behaviour that need to be understood. The consumer behaviour is changing: aware, 2.0, connected 24/7. People trust more Internet and their peers today than companies; and it has become an important part of their social life. Today, consumers are actors of the communication.

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\(^1\) Source: http://www.ifm-paris.com/
\(^3\) Study on French blogs, 2010 by www.nowhereelse.fr/
Fashion isn’t essential but there is a sociological and psychological desire for it; and public relations are very important to connect brands and consumers. More and more, electronic media are overtaking glossies; and it isn’t only because they are free. According to Laurence Phitoussi (Bloggers Generation book author), bloggers introduce trends and are opinion leaders today. Their capacity to gather around them a real community is impressive. Be interested in the phenomenon is an evidence.

The research problem is to understand what the present is and what the future will be for fashion media in France: online, offline or a cohabitation of both?

1.2. Researcher Background

The researcher has chosen this subject related to her previous experience as a Director Assistant for two children clothes brands (jeanbourget and little couture, Zannier Group). The researcher had to manage the marketing of these brands and discovered that there were mostly promoted online, letting behind magazines. Then, the researcher experienced blog writer position for a modelling agency (Elite Model Management Barcelona) and had seen the importance of online followers. The researcher was talking directly with people, not through an intermediary.

1.3. Research objectives

With 480 fashion magazines titles and 70% of daily purchase made by women in France (2009), the aim of this research is to understand the change occurring today in fashion media and women consumers in France, answering the following question:

How women are consuming media in fashion in France and what are the reactions of professional in the sector: traditional media versus digital media?

- 1) The objective of this dissertation is first to understand the change occurring in the society today from paper magazines to Internet. This change is it an in-depth change or just a short-term trend? How women consumers behave today? What will be the future of media in fashion in France? Is there any risk of cannibalization between print and digital?

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4 http://observatoire.ojd.com
This research analyses the possible duality of reading behaviour on the basis of the channel chosen, identifies the basic reasons for reading the press, and studies the possible influence of these reasons for choosing the digital press.

- 2) Then, this research will help understanding a new fashion market taking place thanks to Internet: blogs, webzines, social networks… How these different tools work and what are the consequences in the media market? Which people do use these websites? This research also explains the numerous advantages and disadvantages of online media.

- 3) This research will also explain why and how magazines are still alive. She analyses the print media market to show and explain how there are still strong even with the increasing digital media environment. Indeed, print media are still seen by people as leisure time; but will it last?

- 4) One of the research objectives is also to understand the impacts of this change on fashion brands marketing strategies; and their relationships with customers. Customers are taking control over the media and are real actors with the digital world. Brands are trying to establish a human personalized relationship with customer; they interact with them as they can now reach them 24/7 everywhere. It is no longer a one-way communication.

- 5) Related to the previous objective, the researcher assesses the importance of peer recommendations on brand awareness and attitudes (Word-of-mouth). Customers reviews online are more and more important and consumers are very influenced by them, more than by advertising messages. In 2012, people trust other people (even ones they don’t know) and no more companies. The researcher also investigated the impacts of these recommendations on purchasing intention. She also studied the new consumer behaviour in fashion.

- 6) One of the objectives is also to understand e-marketing in fashion: Internet as a social experience. Marketers are developing more and more the interactivity between advertising, social networks and e-commerce. What are women expecting online? With consumers sick of advertising and avid of targeted content, marketers need to be very careful and focus on consumers understanding.

- 7) The last objective is to study the various issues of electronic media in fashion: junk, competition, WOM… What are the new issues marketers have to face online?
1.4. Hypotheses

A hypothesis is “an unproven statement or proposition about a factor or phenomenon that is of interest to a researcher” (Malhotra & Birks, 2007). It is a testable proposition about relationships between variables.

Thanks to the literature review and researches, the researcher has drawn the following hypothesis:

- **H1:** Age, family and professional situation of women change the way they consume fashion and media.
- **H2:** Consumers are about to become more and more user-generated content in media, especially in fashion.
- **H3:** Marketing in fashion is about selling a dream, but a real and accessible one.
- **H4:** Fashion magazines influence women in their purchasing and decision-making behaviour.
- **H5:** Globalization and digitization have dissolved boundaries and one of the most hit sectors is print media. Digital media are a real threat for print magazines.
- **H6:** Electronic media is about creating a two-way interactive communication.
- **H7:** The search for specific and updated information has a positive and significant influence on media online use.
- **H8:** Print magazines aren’t about to die out.
- **H9:** Blogs are about to become as relevant as glossies.

1.5. Justification for the research

Although the importance of fashion in advertising has received attention from researchers in a variety of disciplines, the aggregate contribution on the topic is far from expansive. Indeed many academics readily recognize that the research area needs to be explored and investigated more deeply, especially considering the omnipresent status of both fashion and advertising in today’s society; and the growing Internet and WOM. Internet is today everywhere and understanding its functioning and its advantages are a necessity. None the less, the existing literature gave to the researcher a solid foundation and direction for this dissertation. By addressing a new perspective for fashion media with new technologies, this work adds to existing literature.

Little academic endeavour has been made on this precise subject, as McRobbie (1997) has suggested: ‘in media and cultural studies, scholarship on magazines has occupied a less central and prestigious place than scholarship on other media.’ It is then apparent that a gap exists in the literature.
Theoretical foundations for marketing were developed for mass communications and there are limited results for research on digital and communication strategy for all professional sectors. There is a real need for research in this particular emerging world of digital media. Today, every communication channels are inter-connected and each marketer should understand the way it works and how consumers use them; as, thanks to technology, they have now the control of the information and interact a lot with each other (even ones they don't know). This last point is one of the main ideas of this project; as the impact on consumers' behaviour is unaddressed.

The main limitation of this research was the lack of research about consumers’ motivations to change their behaviour in media consumption; and what the perspectives are for the future (online and offline). Even professionals recognized not to be sure about it; which could explain the lack in literature. How consumers behave today? This is important to understand the change and the new perspectives for professionals. Studies on people’ behaviour around print media are totally inexistent; as well as potential studies on motivation to read print, online or both. Then, there are few studies about people's behaviour online but it isn’t expansive. Studies are giving figures about how many people read this kind of media, are connected to social networks; but not why.

Another limitation was the lack of researches done on the ethical subject related to fashion magazines. Authors focus more on the development of electronic media and its benefits, but not on ethical issues related to print media. However, the growing digital media could be a big step in the environmental and ethical behaviour with less paper.

Then, there weren’t studies on fashion consumers’ behaviour. The fashion consumption subject (products or media) was non-existent in literature. Authors talk about fashion companies’ strategy for several subjects but not about media strategy; and when they talk about, it is often in the past like the book “Fashion brands” by Mark Tungate (2008).

This piece of research investigates and explores such phenomena. It provides another piece to the puzzle and provides insights that can be built upon in the future by both academics and practitioners alike.
1.6. Recipient for the research

The primary recipients for the research are: Dublin Business School and the dissertation adviser Mr Gary Bernie.

On the other hand, the recipients of this research are also researcher’s friends and people from her social network who have participated to the survey. Then, there are also bloggers and editorial managers of fashion magazines who have answered to the interviews.

1.7. Organization of the dissertation

This work will be organized as follow:

- Chapter 1: Introduction
- Chapter 2: Literature Review
- Chapter 3: Research Methodology
- Chapter 4: Results and Findings
- Chapter 5: Conclusions and Recommendations
- Chapter 6: Self-reflection on Own Learning and Performance
Chapter 2: Literature Review
Chapter 2: Literature Review

1.1. Introduction: concepts definition

“Fashion is always changing, slightly elusive, and extremely seductive” (Nellis, 2010). This statement makes understand the difficult aspect of marketing in fashion: the perpetual change. Marketing has to follow the rhythm.

Marketing is a business philosophy, a way of thinking from companies to understand consumers’ needs. However, in the fashion market, companies define new trends. Fashion marketing can be defined as the combination between marketing tools and design creativity to seduce consumers (Mike Easey, 2009).

In the past years, a new wave of online communication appeared with Web 2.0 tools such as social networks, user-generated contents websites... (Barron, 2004). The emergence of digital media allows people to access information at any time, everywhere. New media can be defined as new technologies that are digital and interactive, and for a lot of them, user-generated contents. This is a new world of information where people from all around the world are interconnected (Shapiro, 1999; Neuman, 1991). Consumers have the control of information today; and this is the reason why marketing is getting harder: it isn’t longer a one way communication.

Along this study, the cyber consumer appears; born from the digitization. Today’s consumers are connected and share their experiences with people, even ones they don’t know (Smith, Coyle, Lightfoot and Scott, 2007). This new consumer is adapting himself to the specificities of Internet and is developing behaviour upstream and downstream to the purchase act which distinguishes him from classic consumption behaviour (Mayol, 2011). Today, people are looking for information, compare, and are aware. It is no longer possible for companies to hide something; this is why businesses practices have changed, following consumers' behaviour evolution; which follows technological progress.

There are more and more academic research on the effectiveness and the importance of electronic media (Sun, Youn, Wu and Kuntaraporn, 2006). This increasing interest on this subject is due largely to word-of-mouth seen as the most effective marketing tool (Keller and Berry, 2003).

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1.2. Online Marketing and Web 2.0 Marketing tools

The current revolution in information technology is similar to the industrial one (Mulhern, 2009). Perez (2009) described any technological revolution in four stages: “interruption, frenzy, synergy and maturity”. She thinks another revolution will take place in the future but nobody can tell what and when. It is getting harder for companies, especially in advertising. The Internet today may be obsolete in 50 years or less. Companies have to adapt themselves quickly to follow technology development. As soon as anyone is familiar with a new practice, another one is born. It is then important to follow the technological evolution in direct time; because today with Internet, this is possible to be obsolete in few hours.

Internet growth has made appeared new opportunities for marketers (Lagrosen et al, 2005). For some authors, this is a change in how to do marketing; some practices dying out with online new tools. It is then important for marketers to understand the impact of the different communication channels and who use them to reach the right consumer. The most important advantage with online tools is a customized relationship and communication with consumers, directly (Zeithaml and Bitner, 2008). It is a new way to provide the service, the product. At the same time, Internet developed consumer’s reviews which influence consumers a lot; even people they don’t know. The Word of Mouse is more powerful on consumers than advertising messages. Positive ones will be very helpful for brands but some authors have questioned the quality and reliability of negative reviews. Internet makes more noise than communication before; and also more negative noise (Jumin; Park and Han, 2008). Some consumers will criticize a product, a brand without any reliable facts; and these people will spread their negative judgements in the entire network.

Then, some negative outcomes appear. People have taken the control over companies and it is harder for them to gain consumers’ trust and loyalty. Zeithaml and Bitner (2008) also underline that technology may bring human passivity and disconnection. Lapidot-Lefler and Barak (2012) underline the lack of human contact and the anonymity which have negative effects on people. People need human physical interaction; they aren’t made to be alone.

Consumer’s behaviour has changed with the Internet revolution. They are more demanding, aware and expect more from companies: personalized attention and an ethical attitude. Consumers want human relationships with brands. As fast as the technology is progressing, human beings are more and more looking for real human contact and authenticity. This is the paradox of this evolution.
People are using more and more Internet to access reliable and accurate information quickly without cost and inconvenience required by conventional methods (O’Connor, 1999). Web 2.0 refers to contributing, sharing, social networking (Dearstyne, 2007; Huang and Behara, 2007). Internet is a social activity; as going for a coffee with a friend. With these new technologies, a new generation has appeared: “generation C” (Levine et al, 2000; Orr, 2007); which has grown up with these technologies and has always known them.

The effect of Web 2.0 on the fashion market makes no doubt. Every brand has its corporate website, its Facebook page, its Twitter, its Tumblr… As seen before, fashion is a succession of short-term trends. Internet is then the best tool to update information and to interact with consumers; 24/7.

Blogs and other user-generated contents websites are seen today as the websites to follow in fashion, the voice of people (van Wyk, 2006). Bloggers call themselves “tastemakers” (Fenner; Justin, 2012). Everyone can be an information provider on the Internet today; and the best example is: bloggers. Harris and Cohen (2003) state that Internet has driven the revolution and provides new tools for the marketing future; letting some practices such as television dying out. Compare to other media channels, Internet allows people to access information everywhere, anytime and to choose what they want to read.

Different authors and professionals pointed out several negative aspects forgotten about online: time and software aren’t free and some marketers often forget the offline, focused 100% on the online. Offline events and marketing still drive results (sales and marketing relationships6). Then, people managing online activities should know and understand this new market, how it works, and the different practices available. Someone without any experience shouldn’t manage an online activity; as when something is online, it is forever.

1.3. Shopping 3.0 / Consumers 3.0

Newspapers, glossies, television… are using too much advertising, delineating the editorial content (Damon-Moore, 1994). Glossies still rely heavily upon advertising: 75% of their revenue (Barrell and Braithwaite 1988). Consumers are living an over-saturation and their attention and apathy to advertising has reduced (Molenaar, 2010). They are looking for more editorial content. Customers also became more individualistic, market fragmented, and target groups with identical customers grew ever smaller. Today, 80% of west-European people have direct access to (fast) Internet connection.

The 2010 “Social Shopping study” found that consumers reviews online have a big influence on others (71%); Internet has become a way for consumers to share with others, even ones they don’t know.

The consumers 3.0 consume “mythic and symbolic resources”. Because of too much advertising, they want to identify themselves to a personalized model (Arnould and Thompson, 2005). Shopping 3.0 allow self-presentation which can be defined as the symbolically communication of information to others about the self (Schlenker, 2003). Kretz (2010) talked about a “playground for postmodern personalities”. Consumers spend time in creating their identity (Marcus, Machilek and Schutz, 2006) and interact a lot online with other consumers, bloggers to have their opinions (Jensen Schau and Gilly, 2003). This is the new consumer behaviour. People need the recognition of others; which is why they published things about them online.

1.4. Marketing to women

1.4.1. Where women’s marketing does come from?

Marketing to women appeared with the increase of working women and their role in household financial decision-making (Pastore, 1998). An American study has shown that when men are doing shopping, women are really buying (Pastore, 1998). The marketing for women is born. Then, Internet, the fast change in trends, the rise of information level and media exposure; and the globalization have changed radically marketing.

The role of women has changed since the last century. Before, she was a housewife taking care of her children; and her husband was working. Today, in the 21st century, the woman is dealing with her home and her career; or maybe just the career letting her husband taking care of the house, or maybe she is living by herself (Juster, 1985)7. With this finding, women are positively reactive to marketers who target her as a unique consumer (Bellante; Foster, 1984)8 and who understand her specific lifestyle. Researchers are very interested in women’s multiple roles to understand time pressures, changing family structure and so they can reach the good woman. However, marketers forget to engage women. Women want to be involved and to have a dialogue with companies (Laird, 2011).

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According to an A.T. Kearney report (2011), women account for 83% of all consumer purchases. Women’s influence will continue to grow as they outpace men in college graduation rates. “Women like to explore, to compare, take their time and discover new things for themselves and their loved ones” (Moriarty, 2011). Moriarty (2011), said that marketers must understand that targeting women isn’t only to ‘shrink or pink’ the offer. This author trust that to target people (especially women), it is important to put together different competencies such as biology, psychology, anthropology, sociology and so on (not only Marketing); to understand and reach the target perfectly. Marketers really need to understand their precise target, her behaviour, her lifestyle... Arnold (2012) said that it is important to have also women in the marketing team; often composed by a majority of men.

Women like and are a part of communities. Then, they are a lot influenced by them. Husband, friends and relatives (could be consumer’s reviews online for example) are the people women trust the most and listen to when they make a purchase-intention/decision. Then, targeted magazines are the second source they will look at. Women, more than men, want to seduce.

1.4.2. Five fallacies about marketing to women (Betty Jane Stearns, 1961)

1) *Sex and fashion will sell.* Women want to see on the ad the product and its benefits. Women love fashion but it’s not selling all time. For most of the women, sex and fashion in ad is offensive when it isn’t appropriate.

2) *All women speak the “girls talk” (cosmetics, clothes...):* no more “clichés” between men and women. Some women will talk about cars as good as boys. The ad message should be clear and logical.

3) *Women are attracted by “new”:* for women, new is at first suspect. They are afraid about the obsolescence and want to be sure that it will last.

4) *Women always spend money fast and without many thoughts:* women think a lot about how they spend their money and have predetermined patterns. Then, they are influenced a lot by their peers.

5) “*Only a homemaker will be interested by a new recipe, a career girl by a new necklace...*”: no more “clichés”. Women want individual and new approaches without stereotypes. A housewife could wish to buy the last shoes of a famous designer.

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9 « Thinking beyond pink and shrink », Robin Marioty, Smart Business Atlanta, 2011.
Marketing is all about understanding; and it is an active state of mind to know and target customers. Marketers also have to understand that every woman is different. Even if this study is quite old (1961), these five principles are still applicable in 2012. However, Beetles and Harris (2005) recognized the “e-feminization” taking place to reach women. Then, “cliché” really exist according to them. The most common mistake made by marketers is to think that they have a homogenous audience while there are different women: age, working/not working, city/village… (Bartos, 1978). There isn’t only one kind of women but several, who want/do different things.

1.5. Glossies Magazines in 2012

1.5.1. Statement

Women’s’ magazines studies that have occurred, though limited in number, have demonstrated a sense of complexity of the sector. Saner (2010) has described glossies as one of the “most resilient” print media with a wide range of titles and an important popularity. The boom was fed by the growing popularity of titles aimed at the 35-plus age bracket (Murphy, 2005). Even with the growing electronic media, print magazines are still alive and important in the market.

However, a market research undertaken by Mintel (2010), talked about a risk of print media decrease with the digitization and full information available online. Glossies feel pressure of the competitive market. At the same time, Mintel estimated the sales of women’s magazines in 2010 at 530 million copies in the world. Furthermore, The Guardian in the same year underlined the suffering of several titles and the appearance of free magazines (Version Femina) and webzines. Professionals of the sector aren’t sure yet about the future of print media. Even if it enjoys a strong popularity right now, the future is quite unpredictable.

According to Anna Gouth-Yate and her research book “Understanding Women Magazines” in 2007, the stories of glossies “highlight anxieties of publishers and advertisers about how to target young, middle-class women today”. Magazines trying to target women today, describe her as a “New woman unknowable”. This is mostly due to marketers thinking there was only “one” woman. Furthermore, consumers want more and more individualized attention, possible today with Internet technologies but not with print.
Magazines have created the notion of “lifestyle” (Bourdieu, 1984; Featherstone, 1991); shifting towards multi-subjects magazines to reach the largest number of women they could: fashion, psychology, travelling…

1.5.2. Advertising and editorial content in glossies

With 435 million copies sold in 2011, French glossies are still very important. One of the most important criticisms made by different authors is that glossies have too many images. On each page, there are images. For example, in one Marie-Claire, 96% of pages have at least one image (Alexie Geers, 2010). This is no longer a magazine but a catalogue.

This press is also marked by the abounding use of advertising: in one Marie-Claire, it represents 40% of the all magazine. When reading one of them, this is difficult to differentiate clearly articles and advertising; the editorial team seems to build the magazine to confuse reader’s mind (Alexie Geers, 2010). Women are losing faith in magazines and are looking for editorial and informational contents.

And this is the same problem online. Authors decry the lack of informative content in women-oriented websites. There are more and more women using Internet and they want to find editorial content, not only a glossy/pink design (Tucker, 1999).

1.6. Bloggers and blogs

1.6.1. Bloggers

At the beginning, blogs’ influence was due to the attention traditional media pay to them (Drezner & Farrell, 2004; Smolkin, 2004). These authors said that traditional media journalists found on blogs the way to assess the mood of the country. Indeed, blogs are often written by non-professional people; and this is one of the success reasons. Today, blogs are everywhere and have thousands of followers (Albrecht, 2006). Blogs and traditional media use each other as sources (McCombs and Bell, 1996).

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However, Trammell and Keshelashvili (2005) underline that only the “A-list” bloggers are important, “those whose thoughts are heard and quoted far beyond the blogosphere”. Beside them, there are a lot of forgotten tiny blogs read only by few people (some are read by less than 50 people).

Mc Combs (2005) also talked about the agenda-setting theory, one of the most widely applied in mass communication research, consisting in checking every information sources. He also pointed out the importance of checking sources in an environment changing dramatically through the Internet. With Internet, anyone can say what he wants which is an advantage as well as an inconvenient; as the information could be totally wrong, or deformed. Mc Combs and Bell (1996) were talking about a new media environment: the intermedia (print, internet…) taking place.

The interrogation of some authors is: bloggers could be considered as real journalists and what would be their impact on the long-term media environment (Andrews, 2003; Blood, 2003)? Bloggers don’t see themselves as journalists but as commentators (Oxfeld, 2004). They don’t use traditional media models and create their own (Andrews, 2003). Nevertheless, Bucy, Gantz and Wang pointed out what Internet has created: a 24/7 news cycle. At the same time, the same authors (2007) said that bloggers “often amplify, illuminate or interconnect the news rather than create it”.

Even if some traditional media journalists critiqued the blogosphere at its first time; many traditional papers (including glossies) have adopted the blog format for their online version to generate traffic (Chung, Kim, Trammel and Porter, 2007).

Fashion news coverage by blogs found its way and proved its efficiency in many occasions. Today, in which fashion show there aren't bloggers? Seat reserved in the first rows during fashion weeks, meetings with designers, new clothes sent exclusively… bloggers have made their place in fashion.

Bloggers are important in the word-of-mouse. Consumers trust their messages and find them interesting; because there are targeted; but especially because bloggers are at first consumers too (Bickart and Schindler, 2001; Gruen et al, 2006). Bloggers and blogs are personal, informal and convenient (Cox, Martinez and Quinlan, 2008). Readers and bloggers have similar backgrounds, values, personalities and emotional reactions (Keng and Ting, 2009). It is people interacting with each other; sharing information and experiences. They are considered by fashion brands as a new kind of journalists; or at least influencers (Kretz, 2010).
Kretz explained this success by three points:

- Fashion bloggers maintain and improve their blogs with brands, links, textual content, personal pictures, digital stimuli (colours…)

- They ensure daily new contents.

- They have numerous daily visitors.

1.6.2. Blogs

A blog (short term for weblog) is “a corporate or personal online journal with reflections, expressions, comments, and often hyperlinks provided by the writers. Blogs displays in chronological order the postings by individuals and has hyperlinks” (Maurya, 2011). Blogs are for any topic, no matter how big or small (Davison-Turley, 2005). Blackshaw and Nazzara (2006) pointed out the “flog” (fake blog) often written by companies to improve the corporate image and create a buzz. “Flogs” have a negative effect on the blogosphere credibility and image.

New technologies have developed Consumer Generated Media (CGM) or User Generated Content in the cyber world. This emergence of new blogs can lead to a loss of control from traditional media (Gunter, Campbell, Touri and Gibson, 2008). Maurya (2011) explained this current trend: “the convergence of media and technology has given customers the prerogative to personalize and present their voices with effectiveness through blogging and micro-blogging.” The same author said that CGM is a good tool for marketers to interact, listen to, influence and anticipate the consumer in real-time. Today, consumers and companies are in the same level.

Blogs generate product/brand’ interest easily compare to a traditional marketing campaign (Carmichael and Helwig, 2006). Today, consumers trust more their familiar blogger than traditional media messages (Wilson, 2005).
On the other hand, Gladwell (2003) introduced a media life cycle as the one existing in marketing for products. He said that the television became the infomercial; then Internet and today smartphones are taking the power over computers. He agreed in the consumer generated content medium but recognized that one day; another medium may replace smartphones. Maurya (2011) agreed with this statement in describing the next generation of consumers: "Millennials defined as those born between 1980 and 2000, don't read traditional newspapers, like the latest technology, like consuming." "Millenials" get information online and trust each other as sources. The different authors recognized that with new technologies, future consumers’ behaviours are unpredictable.

Then, Maurya (2011) explained that a reduction has been witnessed in traditional newspapers, television and radio. Maurya also explained that marketers were reluctant to digital media, afraid of the negative word-of-mouse power; but didn’t have other choice to follow consumers. At the same time, the author explained that even if consumers trust CGM, the information on it may be incorrect (rumours and flogs). It is more difficult for consumers to determine the sources online credibility (Cho, S; Huh, J.; 2008). Another critic made by the same authors is: do all blogs apply the Rafaeli’s (1988) conceptualization of interactivity? For each article, the blogger should promote the interaction with the reader. This is the big difference between blogs and forums (Cox, Martinez and Quinlan, 2008). With a blog, it is still someone giving its point of view; but with a forum, it is only consumers sharing and interacting.

Jones (2005) underlined the lack of rules in the blogosphere that has created the "analogy of the "wild west". Everyone can say what he wants to the world in an instant and that can also be negative or unreliable.

There is another critic that said that the best news come from high quality journalists and not from “simple consumers” (Gunter, Campbell, Touri and Gibson, 2008). However, blogs can be seen as an alternative source with different points of views (Lasica, 2003).

Despite of these critics, Maurya (2011) said that blogs are here to stay and influence a lot consumers and marketers. She listed the blogosphere benefits: limitless, quick, anonymous, expressive and powerful, effective, targeted, inclusive and trusted by both marketers and consumers.
“As far as fashion brands are concerned, bloggers are in” (Fenner, 2012). With blogs and social networking, anyone can share with potentially millions of people (Albrecht, 2006). No more boundaries; an individual can reach easily a global audience (Cox, Martinez and Quinlan, 2008). Their strengths are to create a real connection with customers brands can’t do with advertising; and to reach a targeted audience (Fenner, 2012).

1.7. Digital consumers vs. Paper consumers

“Reading reflects the society’s lifestyle, ideals, beliefs, curiosities and seeking soul of the people” (Dhupkar, 1994). When someone wants to find specific information, he will look on Internet to take advantage of the various search tools (Frazier, 1999). At the same time, Marath et al (2002) pointed out that reading paper press is relaxing; attributed to leisure time.

The Internet development has changed significantly businesses and information processes. Print media is one of the businesses suffering the most with the technological revolution and the appearance of digital media (Bush & Gilbert, 2002). People aren’t reading information the same way today as a decade ago (Greer & Mensing; Dans, 2003). Many studies have been done on that subject: the duality of the offer between physical and electronic channels (Deleersnyder, Geykens, Gielens & Depimke, 2002; Ghosh, 1998; Frazier, 1999; Gilbert, 2001). These authors talked about the potential cannibalization of consumers with the simultaneous distribution.

Online consumers see Internet as an emotional interaction with people who shared the same interest (Maurya, 2011). The same author said that when people are actively engaged, they are more reactive compare to traditional messages. The most positive aspect is the experience based information from other consumers who have already tried the product/service. However, Rathmann (2002) said that a significant proportion of online readers also read print as they want to satisfy different needs. Mulhern (2009) also underline that networks effects aren’t well understood by marketers yet.
1.7.1. **The growing importance of digital media**

The influence of digital media in reading habits has been the object of some researches. The declining cost of processing accelerates the digitization (Carr, 2008). The digital environment has changed people’s reading behaviour and the way they look for information or read them. Today, they are looking for keywords (Jadhav, 2010). An entire generation has grown up with these technologies, far from time and distance issues of traditional media.

The development of electronic media has created many changes at the organizational level for businesses. Dans (2000) said that press companies have to face the new digital environment. This is the future and a new audience easier to rate. For companies, it is a new way to work and it is faster compared to traditional media (Greer & Mensing, 2003). Internet allows direct, fast and free information; that reaches a larger audience. Internet is also a way to interact directly with readers. Professionals can upload updating news immediately and relate this information to another thanks to links on the network (Flavian & Gurrea, 2006). The reader faces a bigger quantity of information. Information and Communication Technology (ICT) have entered every aspect of human life (Jadhav, 2010). Mulhern (2009) pointed out the facility to adapt web page content to any individual; targeted according to the demographic zone and taste preferences.

Then, the market has followed with approximately 4.200 digital newspapers worldwide (Editor & Publisher, 2004). Online newspapers are the websites the most looking for by Internet users (Consoli, 1997; Levins, 1998; Newspapers Association of America, 2003; Nielsen, 2003). The first use of Internet by users is to checked on their email; but the second one is to read news (83,7%) (Kaye and Johnson, 2004). In a business point of view, it is cheaper to develop a webzines than a print magazine; the fashion webzine Paulette is the perfect example.

1.7.2. **The duality between digital and paper**

The main difference between digital and traditional is interactivity that influences service quality (Keng et al, 2007). A print magazine can only be consumed when it is in the hand of the reader; whereas, in a digital world, media content is free from physical constraints and can be shared easily (Mulhern, 2009).
Some authors talked about a potential cannibalization between digital and traditional channels (Deleersnyder et al., 2002; Porter, 2001). Warning of the risks of this duality, there are several studies from Alba, Lynch, Weitz, Janiszewski, Lutz, Sawyer and Wood (1997); Shapiro and Varian (1999); Coughlan, Anderson, Stern and El-Ansary (2001), Gilbert and Bachelord (2000) or Brynjolfsson and Smith, (2000). These authors underline that users can find additional advantages online they can’t find with the print. However, Internet credibility is still behind newspaper, television (1st) and radio (Flanagan and Metzger, 2000; Kiousis, 2001). Some journalists think that Internet lacks of professional standards for writing (Online News Association, 2002). Others authors think this is an unfounded criticism as journalists often use Internet today as a tool and a source (Weaver et al, 2003).

With digital, consumers enjoy more autonomy and control compare to traditional media (Coffey and Woolworth, 2004; Joel et al, 2005). Hoerner (1999) and Ballantine and Martin (2005) developed the PSI-web theory (Parasocial Interaction) that may be, according to them, the reason people will let paper for electronic: sharing and interacting.

Then, there is also Cai (2003) who considers the digital media as a great alternative to traditional. There are still no studies exploring the problem in the press sector and the consumer behaviour. More specifically, Ferguson and Perse (2000) analysed the effect of Internet usage on the demand of television; Dimmick, Kline and Stafford (2000) studied how the usage of e-mail affects the usage of telephone. Krampf and Griffith (2003) analysed the influence of online versus printed catalogues on consumers. In all cases, it wasn’t possible to find negative effects in usage of traditional channels from digital mediums. In spite of this research there are very few more according to this subject: the possibility for readers to consume information in both channel (motivations, behaviours…).

1.7.3. Reasons for reading a print media

The technological revolution, and more precisely Internet, has changed how media works and contents; but it has also changed users motivations and behaviours in how, when, what and why they read it (Dimmick, Chen & Zhan, 2004). The little effort made in literature can also be underlined here. However, some researches made identify four reasons to read print:

- Searching for specific information (Bush & Gilbert, 2002; De Waal, Schonbach & Lauf; 2004).
- Searching for updated news (Rathmann, 2002).
- Leisure and entertainment time (Bouwman & Van de Wijngaert, 2002).
Jadhav (2010) said that people will continue to read print media for reading activities. Other authors said that people are losing faith in mainstream media and are going now on Internet; even more since qualified journalists are part of the blogosphere (Gunter, Campbell, Touri and Gibson, 2008).

A duality of reader’s behaviours exists between paper and digital but authors like Flavian and Gurrea (2007) think consumer will keep reading both for a while as complementary needs satisfaction.

There is a lack in scholar research according to consumer behaviour in the digital world. Internet is moving so fast that the few researches done are outdated before being printed (Mulhern, 2009).

1.8. Towards a new reader: ethical

Several authors explained the emergence of a new morale attitude. The ethical behaviour has been studied for centuries (Smith, 1990). However, the flowering ethical consumer actions for 20 years are more and more important. It’s first linked to the evolution of our lifestyles, the technological progress which allows the acceleration of exchanges (products and information), and a population more and more educated.

With Internet and the digitalization of everything, it’s easier to access to an important quantity of information, faster and for free (Kotler et al., 2002). The importance of public opinion and word-of-mouth (Rogers, 1983) has developed the importance of social networks and consumers reviews.

Consumers today know and are aware, they can react and share on Internet. The consumer of today is more demanding and considering of products he consumes (Elban, 2007). The consumer became aware that he had to change the way he consumes. He wants no more companies without environmental policy and is now called “sustainable consumer”. IT helps consumers to access more information, to compare… and helps companies to reach a bigger audience at minimum cost (Harrison, Newholm, Shaw, 2007).

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This awareness of individuals concerning ecological problems profoundly changed the way they consume. Now they wish to have more information about products they consume. They want to know their origin, their impacts on the environment … The ecological anxiety grew in consumers’ heart but it isn’t only it. There’s also an increase of societal problems such as the purchasing power, closures of companies, abuses of the capitalism …

According to a study led by Ethicity in 2008, the consumer becomes suspicious and waits for a real commitment and real actions from politics, but also from companies regarding sustainable development.

Consumers, thanks to technology, completely took the power on the consumption (Scammel, 2003), have the control over companies according to his needs, and don’t hesitate to condemn brands which make ethical mistakes. Internet has helped consumers to have information and react. The consumer is now an actor of the consumption and is anxious to recreate a world in his way (Hobson, 2004).

At the same time, Cox, Martinez and Quinlan (2008) advanced the ethical issues created with Internet: unverifiable/falsified information can easily be created. Ethical policies must be respected with truth, authenticity and transparency. Then, the consumer is still only at the stage to wish to be ethical. They begin to understand the importance to change but aren’t acting that way yet (Harrison, Newholm and Shaw, 2007).

Ethical consumers would prefer electronic media to save paper, and at the same time people would enjoy more information, faster and free. However, print magazines are still strong considering as a fashion accessory and leisure time.

1.9. Future 3.0 in Europe

According to a Bernstein analysis, it will never be possible to regulate Internet. However, some authors strongly disagree and think there will be an establishment of a “playing field” (Aspesi and Sleeman, 2010). These authors recognized that politicians and regulators have limited the contents diffusion in traditional media when Internet has escaped from this regulation until now. According to them, a “playing field” could be established with a strict regulation of Internet or by de-regulating traditional media. They think the latter solution is the easiest to control and achieve.

15 www.bernsteinresearch.com
The unanimity of the authors agrees that in the future, every consumer will be connected to faster devices and networks.

At the same time, Aspesi and Sleeman (2010) recognize that the reality of this will be different geographically and unpredictable precisely on time; but they are sure traditional media will be helped by less regulation. “La Tribune” (Guillaume Champeau for the French newspaper) wrote an article about the tax on Internet advertising that may take place in France. The future may be with less regulation or regulation for everyone? This would help the new entrants and the smallest media (Aspesi and Sleeman, 2010).
Chapter 3: Research Methodology
Chapter 3: Research Methodology

3.1. Introduction: Designing the research

The research methodology definition was mainly based on the academic book: Research Methods for Business Students (Saunders, Lewis, Thornhill, 2012) and follows its plan.

The research design is described by Saunders et al (2012) as a framework which explains how data will be collected, analysed; to answer the research question and objectives. This framework is described on the research onion below and each of these six steps will be explained in this section.

Figure 1.1 The research “onion”. Source © Mark Saunders, Philip Lewis and Adrian Thornhill 2012
3.2. The research philosophy

For this project, selecting a research philosophy was choosing between three epistemological ways: positivism, realism and interpretivism.

Epistemology concerns “what constitutes acceptable knowledge in a field of study” (Saunders et al, 2012).

In this section, the researcher defines the three option offered to her:

- **Positivism**: the “position that advocates working with an observable social reality. The emphasis is on highly structured methodology to facilitate replication, and the end product can be law-like generalisations similar to those produced by the physical and natural scientists” (Saunders et al, 2012). This is a scientific approach driven by facts rather than impressions.

- **Realism**: “objects exist independently of our knowledge of their existence” (Saunders et al, 2012). This is also a scientific approach which can be divided in two: the direct realism (“what you see is what you get”); and the critical realism (“what we experience are sensations, not things directly”) (Saunders et al, 2012).

- **Interpretivism**: “the necessity to understand differences between humans in their role as social actors” (Saunders et al, 2012).

The researcher chose to approach her dissertation through the epistemological interpretivism. This approach is justified by the research question and hypotheses that need to be approached in a subjective way. Indeed, the focus of this research is on the individual behaviour, the human social role. The researcher understood the whole complexity of social phenomena compared to natural one; and an objective analyse is impossible. She has attempted to understand subjective realities, to give meanings to human social actions, motivations and behaviours.

However, according to Saunders et al (2012), one research can’t be built around only one philosophy. For this reason, the researcher decided to approach her dissertation also through the positivism; related to the investigation of objective facts in the social reality. The researcher has tried to identify causalities between human actions and objectives facts.
3.3. The research approach

There are two approaches:

- **Deductive**: it involves establishing hypotheses from theories, testing to be proved or disproved. This approach is used when testing an already existing theory. It doesn’t depend on observation or experience, it is logic.

- **Inductive**: it involves developing a theory, an interpretation after data observation. The researcher is in the process to become an expert of the topic.

According to Saunders et al. (2012), it is often advantageous to combine both methods: the double movement of reflective thought (i.e. induction followed by deduction).

For her dissertation, the researcher used the double movement of reflective thought. She chose the deductive approach as she drew hypotheses from literature. To test these hypotheses, she collected data (inductive) and analysed them.

Blaikie (2010) listed six sequential steps in the deductive approach:

- **Put forward a tentative idea, a premise, and a hypothesis to form a theory.**
- **Deduce a testable proposition by using existing literature.**
- **Examine the premises and the logic of arguments, compare with existing theories.**
- **Test the premises by collecting data.**
- **If the results aren’t consistent, the theory has to be rejected or modified.**
- **If the results are consistent, the theory is corroborated.**

**Figure 1.2 Deductive Research Approach** Source: Blaikie, N. 2010
3.4. The Research Strategy

Different research methods were available to the researcher:

- Experiment
- Survey
- Case study
- Action research
- Grounded theory
- Ethnography
- Archival research

The researcher chose for her dissertation to use surveys. According to Saunders et al (2012), surveys are a “research strategy that involves the structured collection of data from a sizeable population”. According to the subject, this was one of the best tools to reach and interact with women; and to understand their behaviour.

The survey helped the researcher to answer these questions: what, where, who, when, how often…; allowed making comparisons between different results and discovering trends, models (Saunders et al, 2012).

Surveys are also used by business students to find thoughts, beliefs, values, feelings or behaviours (Jankowicz, 1991).

Surveys were very important in this research to interact directly or indirectly with professionals: glossies, bloggers writers; and women consumers (18-25 and 30-40 years old).

3.5. The Research choice

There are two main research choices: qualitative and quantitative.

Malhotra et al (2007) defined qualitative research as “an unstructured, primarily exploratory design based on small samples, intended to provide insight and understanding”. According to Denzin and Lincoln (2005), qualitative research is associated with an interpretive philosophy (subjective). Respondents will express their experience and feelings in their own terms.
Quantitative research is considered as “techniques that seek to quantity data and, typically, apply some form of statistical analysis” (Malhotra et al, 2007).

The researcher can select one kind of research or combined both. According to several authors, the combination of both is the best way to have better results (Tashakkori and Teddlie, 2010): it is called multi-method research (Creswell and Plano Clark, 2007; Nastasi, Hitchcock and Brown, 2010).

For this dissertation, the researcher used the multi-method research.

There are several methods for each research:

- **Qualitative research**
  - Focus-groups discussions
  - In-depth interviews
  - Projective techniques
  - Ethnographic techniques

- **Quantitative research**
  - Survey techniques
  - Quantitative observation techniques

For this project, the researcher decided to use the following.

- **Qualitative**
  - Focus-groups about fashion media in France: use and interest; with a group of 6 women aging between 18 and 25; and 5 women between 30 and 40 years old. The focus-group took one hour and the researcher organized it twice.
  - Interviews of bloggers writers and professional working at magazine’s edition in France.

- **Quantitative**
  - Surveys to women from 18 to 25 and from 30 to 40 years old on the Facebook’s network of the researcher and other people on her social network: use and interest of fashion media in France.
3.6. Time Horizons

There are two time-horizons according to Saunders et al (2012):

- **Cross-sectional studies**: Most of the academic researches are cross-sectional studies because there are limited in time. These kinds of studies often use surveys.

- **Longitudinal studies**: these kinds of studies can be done in over an extended period of time. Researchers can study change and development of new trends.

According to the time allowed, the researcher chose the cross-sectional study to analyse the current changing and behaviour.

3.7. Data Collection

3.7.1. Secondary data collection

“Secondary data include both raw data and published summaries”, both qualitative and quantitative data; using as well for descriptive research as explanatory ones (Saunders et al, 2012). In business researches, secondary data is often used; as surveys and case studies. Saunders et al (2012) sub-divided secondary data into three sub-groups: documentary data, survey-based data and those compiled from different sources.

Documentary secondary data is often used in researches in which the researcher also uses primary data. There are two types of documentary secondary data: written materials such as books, articles, newspapers…; and non-written material such as videos, pictures… For this project, the researcher mostly used written material.

Then, survey-based data “refers to data collected using a survey strategy, usually by questionnaires” (Saunders et al, 2012). These data has already been analysed for their original purpose and refer to organizations, people or households. For this dissertation, the researcher has found different surveys in people’s behaviour according to Internet and magazines.

Finally, multiple-sources secondary data “can be based entirely on documentary or on survey secondary data, or can be an amalgam of the two” (Saunders et al, 2012). Different data sets have been combined to form another data.
The data collection was mostly made on the Dublin Business School database.

Advantages of secondary data according to Saunders et al (2012):

- Fewer resources requirement such as time and money.
- Unobtrusive and fast.
- Longitudinal studies may be feasible as, for this research, the time allowed was restraint.
- Can provide comparative and contextual data.
- Can provide unforeseen discoveries the researcher wasn’t expected.
- Permanence of data.

Disadvantages of secondary data (Saunders et al, 2012):

- May be collected for a subject that doesn’t match the need.
- Access data may be difficult or costly.
- Aggregations and definitions may be unsuitable.
- No real control over data quality.
- Initial purpose may affect the data presentation.

For this project, the researcher didn’t face any troubles in collecting secondary data.

3.7.2. Primary qualitative data collection

For qualitative research, the researcher chose focus-groups and interviews of professionals.

3.7.2.1. Focus-Groups

Focus-groups: this is a group interview that focuses on a specific topic by encouraging the discussion between participants (Saunders et al, 2012) in an open and tolerant environment (Krueger and Casey, 2009).
The researcher became the “moderator” (Saunders et al, 2012):

- She kept the focus of the conversation
- She encouraged the discussion and brings some subject aspects

People who have participated were aware about the subject before the focus-group, and the researcher had defined the different topics before the meeting. There were the same approximately as the ones for the questionnaire. Focus-groups allow people to go further in the topic.

The researcher has decided to meet twice with the women as they may think about new ideas between the two sessions (one session = one hour). One focus-group took place on Skype and the second one in a “café” (according to schedules) in order to be in a neutral place with a relaxed atmosphere.

These focus-groups allowed the researcher to collect qualitative data due to the small size of each group: six women between 18 and 25 years old and five between 30 and 40. Then, each woman had more time to talk. Information was collected directly by the researcher. To help in collecting data, the researcher has videotaped the focus-groups.

### 3.7.2.2. Interviews

*Interviews*: There are three kinds of interviews according to Saunders et al (2012):

- **Structured interviews** using a predetermined set of questions with an interviewer-administered manner
- **Semi-structured interviews** using themes and eventually key questions to cover
- **Unstructured interviews** or in-depth interviews are informal and will explore a general idea

Saunders et al (2012) recommend using more than only one type of interviews. Structured interview help to be descriptive and explanatory. Semi-structured interviews are a little more exploratory.

For this dissertation, the researcher used structured and semi-structured interview. She has read out each question and listened to the response of the administered.
It provided the researcher with the opportunity to probe answers; respondents explaining their answers. It is important when adopting an interpretivist epistemology to understand the meaning people ascribe to different phenomena. This is also a way to go further. With their responses, interviewees may talk about subject the researcher didn’t think about. The researcher was able to collect a rich and detailed set of data.

An important tool when doing an interview is to pronounce questions with a no bias tone (Saunders et al, 2012) to no induce any answer. The researcher carefully considered the different bias. Interviewees need to be in a peaceful state of mind: not being in a hurry, no parasite noises… It is also more convenient for the interviewer. Then the researcher should also have a neutral behaviour (but an interested in the subject one) to avoid any bias. The posture, the voice are very important; and a good listening.

The researcher wished to be able to meet at least one of the blogger and to interview others by phone. For the editorial managers of magazines, she adapted herself to their schedule (phone, meeting, email, Skype). Non-standardized interview by telephone have several advantages (low-cost, speed collection data). However, lack of human contact and more parasites are the main disadvantages. The solution with new technologies was to use Skype: video contact to stay focus on the other person.

The researcher recognized the possibility during one or several interviews to start talking about one different and specific idea more than another according to the conversation evolution.
3.7.3. Primary quantitative data collection

The quantitative research was composed of a questionnaire Internet administrated. The researcher explains in this section the theoretical framework for the survey: techniques used to provide it in the most efficient way (Fisher, 2004).

3.7.3.1. Questionnaire design

For the questionnaire design, the researcher carefully reviewed her literature and discussed the concepts ideas to explore with her project tutor and a fashion blogger (Ghauri and Gronhaug, 2005).

The problem experienced by the researcher was how to be ensured that she has collected all the data needed for the study? A six-step process helped her in resolving this issue.

<table>
<thead>
<tr>
<th>The research is descriptive or exploratory?</th>
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<tbody>
<tr>
<td>Sub-divide each objective into different sub-questions: investigative questions</td>
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<tr>
<td>Repeat the second stage if it isn’t precise enough to collect the data needed</td>
</tr>
<tr>
<td>Identify the variables about which you will need to collect data to answer these questions</td>
</tr>
<tr>
<td>Establish the level of data required for each variable</td>
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<tr>
<td>Develop measurement to capture the data at the level of data required for each variable</td>
</tr>
</tbody>
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**Figure 1.3** Data requirement. Source © Mark Saunders, Philip Lewis and Adrian Thornhill 2012

Investigative questions are the questions the researcher needed to answer in order to address satisfactorily each research question and objectives (Cooper and Schindler, 2008). There were established thanks to the literature, the research question and objectives.

According to the research problem and hypotheses, information needed was the following.

- Type of fashion media read
- Frequency of fashion media consultation
- Type of device used to access fashion information
- Information subjects around fashion the population is looking for
- Behaviour differences according to the respondent age
Designing the questionnaire, the researcher can do three things (Bourque and Clark, 1994).

- Adopt questions used in another questionnaire
- Adapt questions used in another questionnaire
- Develop her own questions

The researcher used a combination of the three things as she found questions in other questionnaires that helped meeting her needs. She adapted some of them to her subject. However, for most of the questions, she wrote her own.

3.7.3.2. Questionnaire Administration

This questionnaire was Internet administrated for cost, distance and convenience reasons. The researcher has sent the questionnaire to the population through Facebook and by email, depending on contact information. The questionnaire was online thanks to the Google Survey tool.

A covering letter (electronic) was sent to explain the purpose of the research to the respondent. According to Dillman (2007), this letter influences the response rate. It is often considered as the only opportunity for the researcher to convince the interviewee to answer. This included a title with the survey topic; a neutral illustration to add interest to the survey and then a short-text explaining the all thing. At the end, the researcher explained what she was going to do with the answer, thanked the respondent for her precious time and offered a contact medium in case of any queries.

It is important to respect the “netiquette” (Hewson et al, 2003)

- Ensuring contacts information are relevant
- Remembering that invitation over 20 people are often unaccepted by net vigilantes
- Avoiding sending the questionnaire several times to one person
- Avoiding the use of email attachments as these can contain viruses and seen as a threat

The researcher had two contacts lists: one for the pre-survey test and one for the final one.

The questionnaire was sent at the beginning of November in order to give time to the elements of the population to answer, and to the researcher afterwards to analyse data.

In order to have as most answers as possible, the design and the writing are very important.
3.7.3.3. Questions writing

Foddy (1994) emphasises that “the question must be understood by the respondents in the way intended by the researcher and the answer given by the respondent must be understood by the researcher in the way intended by the respondent”. This means that there are four stages that must be respected by the researcher for questions to be valid and reliable (figure 1.4).

Then, there are two kinds of questions: open and closed. With an open question, the respondent can answer what he/she wants (Fink, 2009). There are very useful when the researcher isn’t sure about the answer (Saunders et al, 2012). However, the same authors recognized that open questions are “time consuming to code”. They recommend using them at the minimum.

Closed questions can be referred as closed-ended questions (Fink, 2009) or forced-choice questions (devAus, 2002).

The researcher decided to write her questionnaire with closed questions as her subject could give very different answers (individual behaviour). The researcher decided to use the following options according to Saunders et al (2012) classifications:

- **List questions**: the respondent has a list of responses. This is a good option to be sure the respondent has considered all possibilities (Saunders et al, 2012).
- **Category questions**: very useful to understand respondents’ behaviour or attitudes. Each respondent will find his/her category.
- **Rating questions**: this type use likert-style ranking (Saunders et al, 2012) to know how much the respondent agree or disagree with the question. This type isn’t the same as scales (Corbetta, 2003).
The questionnaire was written from general inquiries to more specific ones. The researcher used only a few open questions at the end of sections to have further comments. Some respondents didn’t put anything but some wrote interesting thoughts for the research.

The researcher included filter questions (questions that identify the respondents for whom the question or following questions are not applicable according to their answer).

Saunders et al (2012) gave some advice to the reader to build a good questionnaire and to maximize the response rate:

- To spend time considering the order and the flow of questions.
- To have a good questionnaire layout (more attractive)
- Dillman (2009) said that the best way to have valid answers is to have a clear appearance in design and wording.
- To explain the purpose of the questionnaire.
- To have a pilot test to assess the questionnaire validity and refine questions.
- To carefully plan the delivering of the questionnaire.

3.7.3.4. Questionnaire validity

To test the validity of the questionnaire, the researcher referred to content validity, criterion-related validity and construct validity (Cooper and Schindler, 2008). Testing the questionnaire helps finding out the following (Bell, 2005):

- How long the questionnaire took to be complete
- The clarity of instructions
- Are there any questions unclear
- Are there any uneasy question to answer
- Are there any topic omissions
- Is the layout attractive
- Any other comments
To test her questionnaire, the researcher has submitted it to some friends of her. According to their feed-backs, the researcher has refined it.

As the study was made in France, the researcher had carefully translated the different answers (from French to English) to keep their reliability and their authenticity.

3.7.4. **Data analysis**

3.7.4.1. **Quantitative data**

| Preparing, inputting and checking data |
| Exploring and presenting data           |
| Describing data using statistics        |
| Examining relationships, differences and trends |

**Figure 1.5** Stages in quantitative data analysis.
Source © Mark Saunders, Philip Lewis and Adrian Thornhill 2012

The researcher had to prepare prior the questionnaire results analysis.

According to Dillman (2009), the researcher collects three types of data:

- **Opinion**: how respondents feel
- **Behaviour**: what people did, do or will do
- **Attribute**: respondents' characteristics

The researcher had to be sure that essential data has been collected (Saunders et al, 2009). She has used Sphynx and Google to analyse data.

For quantitative analysis, Saunders et al. recommend to consider before data collection:

- The data type
- The format in which the data will be put in the software
- Impact of data coding on subsequent analysis (for different data types)
- Need to weight cases
- Methods the researcher intends to use to check data for errors
Data types

There are two quantitative data groups.

- Categorical data: data whose values cannot be measured numerically; classified into categories according to the characteristics that identify or describe the variable or placed in rank order (Berman Brown and Saunders, 2008). These types of data can further be sub-divided into descriptive and ranked.

- Numerical data (termed quantifiable): data whose values are measured or counted numerically as quantities (Berman Brown and Saunders, 2008). This means that this type of data is more precise than categorical data as they can be assigned to a specific position on a numerical scale. Numerical data can further be sub-divided into interval and ratio.

Data coding

For numerical data, actual numbers were used as codes. The researcher also used the re-coding method to establish less precise categories (less than 3 magazines a month, as an example).

For categorical data, a coding scheme was designed. This is important when there are a large number of possible responses.

3.7.4.2. Qualitative data

Malhotra et al. (2007) has established a four steps process to analyse qualitative data:

<table>
<thead>
<tr>
<th>Data assembly</th>
<th>Data reduction</th>
<th>Data display</th>
<th>Data verification</th>
</tr>
</thead>
</table>

Figure 1.6 Stages in qualitative data analysis.

The researcher had two data analysis sources: focus-groups and interviews.
She had first to gather the different results from the different sources (notes, videotape...); then, she needed to reduce it into sub groups of topic. At the third stage, she was able to write pre-conclusions that has been checked with other data; the last stage (Miles and Huberman, 1994).

For both interviews and focus-groups, the researcher recorded the meeting as it will be simpler for her to write down after the ideas said; to know who said what and with which tone. The transcribing was time-consuming but necessary to analyse data. The researcher used the data cleaning method according to Saunders et al (2012).

Analysis of data occurs during its collection as well as after it (Kvale, 1996). The interactivity between collection and analysis allowed the researcher to recognize important themes, patterns and relationships between data.

Saunders et al. (2012) recognized that there isn’t a standardized procedure for analysing qualitative data. However, they explained three processes:

- Summarizing
- Categorization
- Structuring

Each process can be used in its own, or combined with another one.

The researcher made a summary of the key points that emerge from each meeting to highlight the principal themes approached.

Then, she used the categorization of meanings as the principal method to analyse the qualitative data: the fragmentation of qualitative data to further the analysis.

Deductively based analytical procedures

According to Yin (2003), there are two procedures:

- Pattern matching which involves predicting patterns from theoretical findings to explain what the researcher expected to find, and see if it is still reliable and applicable.
- Explanation building which involves building explanations from data collection and analysis.

The researcher used the pattern matching method as she wrote her hypotheses from the existing literature.
3.8. Population and sample

Population is defined as “the aggregate of all the elements, sharing some common set of characteristics that comprise the universe for the purpose of the marketing research problem” (Malhotra et al, 2007). A subgroup of the elements inside this population is called by these authors the sample. According to Becker (1998), the selection of a sample should represent the all set of cases to be meaningful.

The researcher had two choices.

- **Census**: the researcher collects and analyses data of each case of the population (Saunders et al, 2012). For most of the researches, it isn’t possible due to time, money or access restrictions.
- **Sample**: this method allows the researcher to reduce the population in subgroups, analyse its data and draw conclusion for the population.

3.8.1. The need to sample.

According to Saunders et al (2012), a census may not provide more useful results to the researcher if she selects a sample which represents well the population. According to these authors again, sampling is a good alternative if it isn’t possible for the researcher to survey the entire population; if she has a restricted budget and/or doesn’t have enough time to survey all the population.

3.8.1.1. Quantitative research

The population for the questionnaire was composed of women individuals who are in the social network (professional and private) of the researcher. They are between 18 and 25; and between 30 and 40 years old. The population live in Paris or in the nearby; and they have all access to Internet.

The questionnaire was Internet administrated.
The researcher used the “Facebook Application Statistics” to know how many women she knows between 18-25 and 30-40 years old. Then, she added some other contacts to this database and she had her sample. This population was composed of 369 persons: 258 women between 18 and 25; and 111 between 30 and 40 years old.

The researcher chose to work on two different age’s population to compare women’s behaviour according to professional situation, children… and their impacts on fashion media consumption. She also chose to work on Parisian females to target consumers closer to fashion and with closer lifestyle.

The researcher didn’t want to work on older women as they may not use digital media at all and magazines aren’t targeting them. She didn’t want to work on younger ones as they aren’t consuming fashion products by themselves.

Considering that the researcher couldn’t reach every female between 18 and 25 and between 30 and 40 years old, living in Paris or its nearby; she chose the technique of sampling with her social network. Considering the size of the sample and its reliability; it was the opportunity for the researcher to have as many answers as possible.

3.8.1.2. Qualitative research

Focus-groups and professionals interviews constituted the qualitative research.

Focus-groups:

The researcher organized at the beginning of December in Paris two focus-groups with the two populations together to discuss about fashion media in France. According to the project, the first group was composed by six women between 18 and 25 years old, all living in Paris and caring about fashion. The second one was a group of five women between 30 and 40 years old, living also in Paris and caring about fashion. The focus-group was organized with both populations at the same time to confront them (according to the survey results), took one hour and was organized twice.
Interviews:

The researcher wished to interview French fashion bloggers of three of the most famous fashion blogs in France:

- Garance from Garance Doré (Paris, France).
- Pauline of Pauline Fashion Blog (Paris, France).
- Adhénorah of Adhénorah Blog (Bordeaux, France).

In case of refusals or no answers, the researcher has contacted others fashion bloggers in France.

Then, the researcher has contacted editorial managers of the following French fashion magazines:

- L'Express Styles
- Elle
- Voici
- Marie Claire
- Gala
- Vogue
- Fashion Daily News
- Glamour
- Biba
- Jalouse
- L'Officiel
- Madame Figaro
- Version Femina
- Be

Thanks to her professional experience, the researcher has the direct contact of these professionals. She was prepared to potential refusals as these people are very busy and hard to reach.
3.9. Ethical Issues

The first ethical issue is related to answers from editorial managers who asked the researcher to keep some information confidential. This was an issue when the researcher wanted to do differentiation between magazines; that wouldn’t be possible without identifying them.

Then, the Internet administration of the survey might be seen as a threat for some people. Buchanan, Boddy and McAlman (1988) suggest adapting the language to the population administered.

Despite of these two minor issues, the researcher didn’t face major ethical issues as the questionnaire was administered by Internet anonymously. Only the IP address was needed to avoid multiple answers. Then, for the questionnaire and interviews, the necessity of confidentiality from respondents wasn’t a problem. The most important information was about behaviour.

3.10. Limitations to the research

3.10.1. Quantitative research

The questionnaire was administered by Internet and the researcher wasn’t sure that the recipient would answer. Then, when answering the questionnaire, respondents may have a lot of new ideas in the moment; they wouldn’t really need/want after all. The last limitation was the population. With a bigger one, others attitudes may appear. Then, this research results concern only Parisian females. Women outside Paris may not have the same opinion.

3.10.2. Qualitative research

One of the most limitations that appeared is the lack of answers; especially from editorial managers. Then, due to cost reason, the researcher wasn’t able to go to Paris and come back many times. Hopefully, appointments have matched in a same period of time.

Some interviews were made by phone; the lack of personal contact was a limitation. It is always better in face-to-face to interact and not be distracted by parasites.

For both qualitative and quantitative research, with a longer period of study; results would have been more numerous and developed. Other kind of studies would have been possible to do.
Chapter 4: Results and Findings
Chapter 4: Results and analysis

4.1. Results and findings

4.1.1. Qualitative Primary Research: Individual Depth Interviews

Interviews’ details are page 123 (Appendix 4: In-Depth Interviews).

- Alizée Perrin, Fashion Editor (hypeed.com).
- Fanny Durquet, Blogger (lecanarddequennie.com).
- Garance, Blogger (garancedore.fr).
- Aurélie Guernalec, Blogger (aurelieetcompagnie.com).
- Sylvie Agostini, Fashion editor (glossy: “Voici”).

Blogs

Blogs have made fashion accessible; which was nevertheless reserved for a certain elite before. Thanks to Internet, borders disappear and whoever can speak about fashion. People interact; it’s no longer a one-way communication.

Another thing which makes blogs successful, bloggers are individual first. Blogs are human.

French people have changed their behaviour adopting new technologies’ advantages. Then, they need to identify themselves to somebody. With the digital era going, it’s easy to find personalized information online.

Then, a really positive point is the use of the “I”. Bloggers express their passions, their feelings and readers are a part of it. The “I” translate a real communication between people, an honest relationship. Readers can leave comments or share the article; which isn’t the case with print.

Blogs isn’t only a consumer trend. Brands want to be on blogs as they know this is the best and cheapest advertising for them today. Blogs are becoming real references in fashion. Bloggers talk about brands they appreciate which create passionate articles and powerful word-of-mouth as readers share the same taste.
Advertising has never been that targeted. A blogger with 15,000 visitors a day means the content is seen 15,000 times by targeted consumers.

Blogs represent an in-depth change for brands; where an individual talks about them, makes their advertising and where consumers are interactive actors.

Blogs become institutionalized and will continue their increase; getting bigger and more powerful (more structure, more visitors). Bloggers need to be careful and not lose their initial DNA when it comes to advertising on their blogs. The successful blogger Garance Doré with 60,000 visitors a day has kept her integrity; choosing which brands she talks about. However, even if blogs are described as an institution today, there are still eclectics which make their strength.

**Glossies**

Even with the increasing Internet, glossies aren’t about to die. Print has practical advantages as publishing longer papers (online, the reader gets easily tired); having the glossies in hands; and the leisure time according to them.

Internet and glossies don’t have the same readerships; don’t answer to the same need. Internet has become an everyday tool to access information 24/7; while glossies refer to relaxing time.

Then, women enjoy the beauty of a glossy: nice pictures, colours, glossy paper… It is pleasant to go through it.

However, glossies are going to change. There are more and more readers online. The bigger will stay, adapt themselves to the new market; but for the smallest ones, it won’t be that easy and there may disappear. Internet is a new media as the TV appeared decades ago; the older media learnt to live with the new ones.

One proof that print has started to adapt itself to the digital era beside their online activity: glossies are working with blogs.

However, the main disadvantages of glossies are the lack of permanent updates and the cost. Some magazines are expensive; compared to free Internet. People are now used to have free information and won’t pay anymore. People may lose the habit to go to buy their magazine; especially the “generation C”.
Women (2012)

Reflect of the 2012 society, they have eclectic profiles. There is no one woman today; which is why blogs are successful.

However, women are still women and so, still emotional. New technologies have brought the possibility to interact with others. Women like to be a part of a community, to be concerned, to share. One proof of this is the fact that women are influenced a lot by their peers; even ones they don’t know.

Furthermore, women are loyal and will keep reading the same glossy, blog(s). And their loyalty is helped with the increasing interactivity and sharing of technologies; which create real relationships between women and companies, bloggers... There are no more boundaries and people from everywhere can interact with each other about things they care about, like fashion.

In 2012, women don’t care more about fashion than in the past. Women have always wanted to seduce and cared about their appearance for centuries. The difference from the past is the mediatisation. Today, these women are more seen in glossies, on the Internet... However, they care more about fashion media and this is due to the increase types of media available. Every woman can find a personalized content.

Digital era

Digital is interactive and targeted. Internet allows free information, faster, everywhere, anytime that magazines can’t offer. Technological advantages are the key success of online media.

Women can find targeted information online as all personalities are approached. Internet is the diversity for all styles, all budgets. Furthermore, people can select the content they want to see on their page.

According to blogs, technology advances are the main advantages: easy to create and manage; to read... This is the reason why there are so many blogs; and this is just the beginning. Everyone can find the blog which focuses on its style. It’s very eclectic.

At the same time, the biggest disadvantage of Internet is the lack of reliability. As anyone can speak online, fakes and rumours appeared which affect its reliability. Internet is very powerful and may become out of control.
**Fashion media future**

The future would be online and offline; glossies and digital would share the market to satisfy different needs: practical with Internet and leisure with paper. Media in general will have a lot of different information sources as it has never been the case before.

Online will be more dominant as technologies will keep their development; will take the control as there are very powerful, fast and free. Then, online media will be everywhere: laptop, smartphones and devices which don’t exist yet.

However, glossies would stay as there are references in fashion. Magazines also refer to relaxing time. Reading is a cultural activity which won’t disappear in the next years.

Webzines will be more developed. There are still at the beginning: a simple PDF to download but no links, no interactivity and the format needs to be adapted to different devices. Readers would enjoy their ethical advantage: no paper waste.

Twitter is also a great way to share information for brands which have a lot of updates; it’s getting bigger but it isn’t known as Facebook, yet.

Blogs are going to continue to grow and some of them may turn towards lifestyles blogs (cooking, fashion…). Blogs will be more numerous; and at the same time more eclectics to satisfy all women styles and reading habits.

Fashion media are in a perpetual change which is due to technological and consumer’s behaviour evolutions. The next years could be predictable from current trends; but the distant future not.
4.1.2. Qualitative Primary Research: Focus Groups

As the results were quite identical for both populations of the survey; the researcher decided to organize the focus-group with the two populations together to confront them, twice.

Details of the focus-groups are on page 146 (Appendix 5, Focus-Groups).

Summary of the focus-group

- Glossies are read for their focus subjects: fashion and beauty. However, according to their personality, women enjoy lifestyle topics such as psychology, travel…
- Reading print is seen as a free time activity. Having the glossy in hands is very important to them.
- There is too much advertising in glossies. However, targeted advertising online is well-received.
- Internet is seen as an everyday tool to access information for free, fast, 24/7 and from everywhere.
- Interactivity and community are important today on Internet and in glossies: a two-way communication.
- Internet is seen as a threat for glossies but only for the smallest ones.
- Fashion online media will be more numerous, powerful and targeted.
- Blogs have to stay authentic and eclectic. There are great when the blogger is passionate; and the format is pleasant.
- Women are emotional and affectionate brands, magazines. They trust their peers and are looking for human, authentic 2.0 relationships with companies.
- The future will be online and offline completing each other; a market share according to different needs.
4.1.3. Questionnaire (247 responses)

Personal information of the respondents (Appendix 6, page 153)
Open questions treatments (Appendix 7, page 154).
Questionnaire (Appendix 8, page 158).

4.1.3.1. Frequency distribution per question

Print media

- *In a month, how many magazines are read (any kind of subjects)?*

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>28</td>
</tr>
<tr>
<td>1</td>
<td>79</td>
</tr>
<tr>
<td>2</td>
<td>73</td>
</tr>
<tr>
<td>3</td>
<td>18</td>
</tr>
<tr>
<td>More than 3</td>
<td>49</td>
</tr>
</tbody>
</table>

The majority of the population reads one or two magazines a month, and about 20% of these women read more than 3 magazines a month. Reading magazines is a strong habit, even with the increasing Internet.

- *Do they read glossies?*

79% of women questioned read glossies; which can explain why there are still alive (even more knowing that this survey only investigated the 18-25 and 30-40). Glossies are a fashion accessory women like to go through; it’s a long-time habit.
Others types of print magazines read? (multiple answers possible)

- People
- Psychology and Lifestyle
- Decoration
- Cooking
- Children
- Nothing
- Others

People magazines are read by half of the population. There are very important in the French market; seen as entertaining, not complicated to read.

Then, 22% like magazines about psychology and lifestyle; and another 22% like decoration magazines.

The 90 “Others” meant newspapers for most of them. Few people mentioned specialist magazines they can read for free at work; they would probably not buy at full price.
**Which sections the respondents are interesting in in glossies? (Selection of 3)**

- Clothes: 161
- Beauty: 133
- Psychology and lifestyle: 66
- Entertainment: 62
- Travel: 54
- People: 50
- Sex: 47
- Health: 34
- Brands & Designers news: 32
- Cooking: 30
- Horoscope: 23
- Men: 22
- Jobs: 16
- Internet: 8
- Others: 3

Women are interested in the main subjects of glossies (clothes and beauty). However, according to the personality, each woman is interested in other subjects also discussed in the glossy but not related to fashion. Glossies are multi-subjects to satisfy different personalities (lifestyle magazines).

**The 3 main advantages of print media?**

- Having the book in hands: 240
- Information organization: 147
- Targeted and specific information: 138
- Quality of the editorial content: 109
- Sources control and credibility: 85
- Others: 22

97% of the population choose “Having the book in hands” as the most important advantage when reading glossies. Having it in hands, going through it, is a relaxing activity; a cultural habit giving pleasure Internet hasn’t replaced yet. Information is organized (59%), concentrated and selected (56%); which isn’t always the case on Internet.
Women who answered “Others” mentioned the following answers:

- The beauty of the graphic design (10 women). A glossy is pleasant to look at with nice colours, pictures and glossy paper.
- The pleasure to go to buy the magazine (6).
- Longer content around a subject (3).
- Keeping the magazine over time (2).
- Easy to find and select information (1).

### The 3 disadvantages?

- Too much advertising (210)
- Environment (paper) (187)
- Not free (176)
- Not interactive (103)
- Less information (29)
- Less targeted information (25)
- Others (11)

According to the population, there are four main disadvantages:

- There is too much advertising (85% of the population). People may be less reactive to it.
- Magazines aren’t ethical (76%). People are more and more concerned by ethical issues and magazines waste a lot of paper when Internet doesn’t.
- Glossies and others magazines aren’t free (71%). The price is important in crisis time; but also compared to free information online.
- Print media aren’t interactive; it’s only women in front of their magazine (42%). People want to share, interact.

Women who answered “Others” meant the lack of accessible products (8 women) and the lack of writing objectivity (3).
- **On 10 (the most), how much women are being influenced by magazines advices?**

  62% of the respondents are influenced by magazines advices (more than 5/10). These women trust their magazines’ information. Magazines are influential; but women have also their part of judgments as 28% are just a little influenced (3/10 and 4/10).

- **Before shopping, fashion magazines are read ?**

  For them, this isn't the main use of a glossy (49%), which is reading it for leisure time.

  However, 42% of the respondents look at glossies sometimes before to go.
In magazines, it is always luxury/inaccessible stuff?

66% of the respondents would prefer accessible fashion; they may be more reactive and influenced by glossies if it was the case.
Internet

- **In which websites fashion news are followed?**

  The two main websites used to follow fashion are Facebook (41%) and corporate websites (24%). Blogs come to the third position (20.6%). On Facebook, they can select brands, media they want to follow. These figures also show behaviour differences between women and the importance for marketers to be visible and active in various websites.

- **How many women follow fashion blogs?**

  About 60% of respondents follow at least one blog. That also means there are still 40% of them who don’t follow any blog (or not enough to mention it). This is important to not forget that blogs are still quite young and people need time to change their habit.
The 3 main advantages of blogs?

According to the respondents, the three main advantages are:

- The blogger personal point of view for 72%. Bloggers use the “I” and talk about their passions, honestly.
- The different styles and personalities (64%). Blogs are very eclectic and can reach everyone.
- The free aspect (43%). Today, people are used to not pay for the information and they won’t go back.

Editorial content is seen like a main advantage by only 4% of the respondents.
### The 3 disadvantages?

According to the respondents, there are four main disadvantages in blogs:

- 74% think a blog could need more than only one voice.
- 67% are suspicious concerning the source reliability. Women don’t trust Internet 100% yet.
- 67% also think that some bloggers are real “fashionistas” and lost their legitimacy; affecting the blogosphere’ image and credibility. Blogs should stay authentic.
- 53% underline the lack of professional writing.

At the same time, almost 20% of the population think there are no disadvantages in blogs. Blogs are already trusted by brands; and are gaining consumers’ trust.
- **Glossies are followed on Facebook or Twitter?**

  Only 30% of the respondents follow glossies on Facebook or Twitter; which can be explained by the following question. For these women, glossies are at first paper.

- **Brands are followed on Facebook or Twitter?**

  57% follow their favourite brands on social networks. For these women, this is the way to “select the advertising” and feel targeted and concerned about it.
The three main advantages of social networks?

According to the respondents, the three main advantages are:

- Great ways to be in contact with peers (86%).
- Interactive and allow people to share with others (82%).
- Fast updated information (48%).

Then, the free aspect seems important for 37%; and the information selection for 32%.

Social networks are powerful and are becoming multi-tasks. Every user doesn't use it the same way and for the same reason.
**The 3 main disadvantages?**

- The loss of privacy; everyone’s life is easily public (100%).
- Becoming a business. There is more and more advertising and companies trying to reach customers on it (75%).
- Lack of reliability (72%).

Even if women agree on the power of Internet, they are still suspicious about privacy and reliability issues.

**Device mainly used to access online information?**

The most used is still the laptop for 70% of the respondents. However, smartphones represents about 30%; which is an important part as the question asked the main used device. For all kind of using, the percentage may be more important.
Which sections the respondents are interesting in online fashion media? (Selection of 3)

As in print, the respondents are interesting in the fashion subjects: clothes (66%) and beauty (55%); the heart of the glossy.

They also enjoy others topics, according to their tastes: people (28%), entertainment (27%) and travel (26,7%).

Women appreciate the multi-subjects aspects of fashion media.
- **On a scale of 10 (10 the most), how much the respondents trust information online?**

According to this graph, respondents trust online information at 80% for 15% of them. 22% are still suspicious (4/10 or less). The other 63% of the population is in the middle of the scale. Rumours and fakes online create negative word-of-mouth (very powerful and damaging for companies). Women are still suspicious online. Marketers need to gain their trust.

- **On a scale of 10, how much the respondents trust people's reviews?**

According to this graph, 83% of the population trust their peers at 50% or more. At the same time, about 10% don't trust online reviews (2/10 or less). In the 2012 society undergoing crisis, people trust more other consumers than companies.
How often the respondents are going online to read information?

68% go everyday online to read news about their favourite subjects (general news, fashion...). These women enjoy the 24/7 information updates.

How many hours a day they are spending online?

The majority (47%) spends between two and five hours online a day (all devices). People are more and more connected to Internet.

With people online 24/7, it’s easier for marketers to reach them and interact with them.
The 3 main advantages of online media?

- Available 24/7 (77%).
- Fast and permanently updated information (73%).
- Free content (61%).

The next most appreciated advantage (35%) is the information available from everywhere.

Internet and its technologies are more and more powerful; which allow media to be more powerful as well. The information has never been that close to readers.
The 3 main disadvantages?

According to this graph, the three main disadvantages are:

- The quality and reliability of information (95%).
- Giving difficult time to glossies (95%).
- Too much information (73%).

Women don’t trust Internet yet and this is the main issue. One mistake on the Internet is never forgotten.

Have the respondents ever shopped online?

The majority of the respondents (70%) shops online sometimes; only 3% never did it.
Before shopping, do they go online?

62% go online to look at products they want before to go shopping. Internet is used as a giant catalogue, on which consumers can see the different offers and compare; but also ask his peers' opinions.

On which websites they are going to find fashion information?

The three most consulted websites before shopping are:
- Corporate websites of magazines and brands (51%).
- Fashion blogs (21%).
- Forums (14%).
On 10 (the most), how much they are being influenced by blogs?

The majority wouldn’t say they are influenced by blogs, or not much. Only 39% of the population are influenced by blog at 50% or more; while 47% aren’t (under 3/10). Even if people are reading more and more blogs; they aren’t influenced by them yet. Blogs are more like an interactive diary consulting by fashion lovers because it’s pleasant to read and pictures are nice.
Media in general

- **Ranking of the most used device.**

![Pie chart showing media usage]

51% use their computer as the principal media; 34% their smartphones; and only 3% paper (88% of the entire population).

Some still use TV or radio as its principal media (12%).

- **Why are they reading media? (two answers)**

<table>
<thead>
<tr>
<th>Reason</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>To know what’s going on?</td>
<td>209</td>
</tr>
<tr>
<td>To distract, relax. Leisure time</td>
<td>142</td>
</tr>
<tr>
<td>To learn new things, trends</td>
<td>114</td>
</tr>
<tr>
<td>To share with people</td>
<td>29</td>
</tr>
<tr>
<td>Others</td>
<td>0</td>
</tr>
</tbody>
</table>

Media are first read to know what’s going on (84%). Then, it’s seen as a leisure activity for 57% of the population. The third reason is to learn new things/trends (46%).

At the same time, 12% of the population enjoy reading media to share with people, even ones they don’t know.
- *Do they care more about fashion today than 5 years ago?*

  69% would say they care more about fashion today; which may be explained by more media, more actions from brands to seduce women, a society more targeted on the appearance…

- *Do they care more about fashion media today than 5 years ago?*

  Women care more about fashion today but aren’t more interested in fashion media than before (50% would say yes).
- Too much advertising in fashion media?

- Would they like more editorial content?

84% think there is too much advertising in general; which means women are getting tired and may become less reactive to advertising.

Women want more concrete information (88%) and less aggressive contents as advertising.
In their point of view of consumer, the future will be online/offline or both for fashion media?

Some respondents think the future will be online (10%) or paper (7%); but the majority think it will be both (83%). Online and offline will complete each other and share the market.

When the respondents shop fashion stuff, what are the three sources influencing?

The three main influences are:

- A previous experience. They were happy and trust the brand (85%).
- Peers’ recommendations (76%).
- Magazines advices (37%).

Women who answered “Others” said they are more influenced when “they fall in love” with a product on a magazine, in a store or in another person (emotional: they love it, they want it).
4.1.3.2. Cross-tabulations findings

4.1.3.2.1. Print versus digital: an in-depth change?

For both populations, it is pleasant to read media in general (65% of the 18-25 and 41% of the 30-40); referring to free time...

<table>
<thead>
<tr>
<th>LEISURE</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>18/25</td>
<td>107</td>
<td></td>
</tr>
<tr>
<td>30/40</td>
<td>34</td>
<td></td>
</tr>
<tr>
<td>TOTAL</td>
<td>141</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Number of magazines</th>
<th>18/25</th>
<th>30/40</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>1</td>
<td>36</td>
<td>10</td>
</tr>
<tr>
<td>2</td>
<td>79</td>
<td>25</td>
</tr>
<tr>
<td>3</td>
<td>30</td>
<td>16</td>
</tr>
<tr>
<td>MORE THAN 3</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

88% of the 18-25 read glossies, which is very important.

62% of the 30-40 do the same. The percentage is lower which can be explained by the smaller population for this survey and more responsibilities (less time, more things to think about). However, it is more than half of the population.

Both populations read on average two magazines a month (48% of the 18-25; 30% of the 30-40). Some even read three magazines a month (20% of the 30-40 and 18% of the 18-25). These figures explain why glossies are still alive; the consumption seems good.

Magazines have still an important place in their life; a long-time habit. This is a pleasant activity and this is visible with the number of magazines they read each month.
82% of the 18-25 and 83% of the 30-40 think the future will be online and offline. For them, the market is living an in-depth change but both media will share the market and complete each other.

Internet has changed the market. However, even with its increasing technologies, people keep reading glossies and will continue as they enjoy it. For them, Internet is a new media and both will live together satisfying different readerships (and needs).

### 4.1.3.2.2. Blogs, the new reference?

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>18/25</td>
<td>101</td>
<td>64</td>
<td>165</td>
</tr>
<tr>
<td>30/40</td>
<td>47</td>
<td>35</td>
<td>82</td>
</tr>
<tr>
<td>Total</td>
<td>148</td>
<td>99</td>
<td>247</td>
</tr>
</tbody>
</table>

61% of the 18-25 follow fashion blogs, as 57% of the 30-40. Blogs are references for brands and are becoming the same for consumers. Their need for authenticity and interactivity can be filled by blogs; which are establishing real relationships with them and giving honest point of view about fashion.
23% of the 18-25 go on blogs first when they want to access fashion information online; as 17% of the 30-40. Blogs are more and more important and readers trust the blogger who give great and honest advices.

<table>
<thead>
<tr>
<th>Influence</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>8</th>
<th>9</th>
<th>10</th>
<th>TOTAL</th>
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</thead>
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<td>18/25</td>
<td>24</td>
<td>25</td>
<td>14</td>
<td>4</td>
<td>2</td>
<td>0</td>
<td>69</td>
</tr>
<tr>
<td>30/40</td>
<td>11</td>
<td>10</td>
<td>2</td>
<td>6</td>
<td>0</td>
<td>0</td>
<td>29</td>
</tr>
<tr>
<td>TOTAL</td>
<td>35</td>
<td>35</td>
<td>16</td>
<td>10</td>
<td>2</td>
<td>0</td>
<td>98</td>
</tr>
</tbody>
</table>

The table above show how much the population is being influenced by blogs. 42% of the 18-25 would say they are influenced at 50% or more; 35% for the 30-40.

For both populations, there are few responses higher than 8; not at all for 10.

About the half of each population gave under 5; which means there aren’t influenced by blogs that much (or at all for some).

Blogs are still young and are gaining readers’ trusts online. These figures may be more important next year.
For both populations, the main advantage of blogs is the personal point of view: 72% of the 18-25 and 73% of the 30-40. Furthermore, bloggers are passionate and consumers at first which adds value to the content.

The various styles and personalities is the second most important advantage (64% of the 18-25) as the 2012 society is eclectic. Then, the free aspect is very important (43%); as well as fast updates (38%). New technologies make people expecting for more. Today, people won't pay for information (except magazines) and want to get informed in real time.

The 30-40 will also put as second advantage the different styles (60%).

<table>
<thead>
<tr>
<th>Only one voice</th>
<th>Reliability of the source</th>
<th>Bloggers are becoming real stars</th>
<th>Not professional writers</th>
<th>Nothing</th>
</tr>
</thead>
<tbody>
<tr>
<td>1825</td>
<td>130</td>
<td>107</td>
<td>92</td>
<td>114</td>
</tr>
<tr>
<td>30/40</td>
<td>53</td>
<td>58</td>
<td>68</td>
<td>16</td>
</tr>
<tr>
<td>TOTAL</td>
<td>183</td>
<td>165</td>
<td>165</td>
<td>130</td>
</tr>
</tbody>
</table>
4.1.3.2.3. Glossies still alive

As seen in the first point, women keep reading glossies on an average of two magazines a month (48% of the 18-25; 30% of the 30-40). Then, the future will be print and online (82% of the 18-25 and 83% of the 30-40).

<table>
<thead>
<tr>
<th></th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>8</th>
<th>9</th>
<th>10</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>18/25</td>
<td>42</td>
<td>39</td>
<td>13</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>100</td>
</tr>
<tr>
<td>30/40</td>
<td>21</td>
<td>26</td>
<td>3</td>
<td>3</td>
<td>1</td>
<td>0</td>
<td>54</td>
</tr>
<tr>
<td>TOTAL</td>
<td>63</td>
<td>65</td>
<td>16</td>
<td>6</td>
<td>4</td>
<td>0</td>
<td>154</td>
</tr>
</tbody>
</table>

The table above show how much the population is influenced by glossies. 61% of the 18-25 would say they are influenced at 50% or more; 66% for the 30-40. Women trust their magazines; buy them for a while and have a real relationship with them; as part of a community.

There are few responses higher than 9; not at all for 10.

<table>
<thead>
<tr>
<th></th>
<th>Having the book in hands</th>
<th>Targeted information</th>
<th>Information organization</th>
</tr>
</thead>
<tbody>
<tr>
<td>18/25</td>
<td>165</td>
<td>75</td>
<td>70</td>
</tr>
<tr>
<td>30/40</td>
<td>75</td>
<td>63</td>
<td>77</td>
</tr>
<tr>
<td>TOTAL</td>
<td>240</td>
<td>138</td>
<td>147</td>
</tr>
</tbody>
</table>

All the 18-25 agree on the best advantage of glossies: having it in hands. Going through it is a leisure activity and more pleasant than reading on a screen.

For the 30-40, there are two main advantages in glossies: the information organization (94%) and having the book in hand (91%).

Then, targeted information is important for 76% of the 30-40 and for 45% of the 18-25.
Too much advertising is the main disadvantage of glossies (for 95% of the 18-25 and 65% of the 30-40).

Then, the environment issue seems important to the 18-25 (85%). This population has grown up with ethical issues; which can explain they care about.

### 4.1.3.2.4. Fashion brands strategy

How consumers behave online and offline in fashion? What do they think? These questions need to be answered to reach them.

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>18/25</td>
<td>121</td>
<td>44</td>
<td>165</td>
</tr>
<tr>
<td>30/40</td>
<td>49</td>
<td>33</td>
<td>82</td>
</tr>
<tr>
<td>TOTAL</td>
<td>170</td>
<td>77</td>
<td>247</td>
</tr>
</tbody>
</table>

73% of the 18-25 care more about fashion today than 5 years ago; which can be explain by the growing importance of the appearance in our society, especially for women.

60% of the 30-40 answered the same way; which means there are 40% of them who don’t care more today than in the past.
For both populations, consulting glossies isn’t a habit (49% of the 18-25 and 48% of the 30-40). Reading a glossy is a relaxing activity and not a guide to consult before to shop.

However, 43% of the 18-25 and 39% of the 30-40 check information in glossies sometimes; which shows that glossies have influence.

Both populations agree that products in magazines are often luxury ones: 63% of the 18-25 and 71% of the 30-40.

At the same time, 33% of the 18-25 years old don’t think that way.

47% of the 18-25 and 45% of the 30-40 spend between two and five hours online a day (all devices included). Women are more and more connected to the world and easily targeted 24/7.

Then, 26% of the 30-40 and 20% of the 18-25 spend more than five hours a day online.
### Table 1

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
<th>TOTAL</th>
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</thead>
<tbody>
<tr>
<td>18/25</td>
<td>45</td>
<td>120</td>
<td>165</td>
</tr>
<tr>
<td>30/40</td>
<td>30</td>
<td>52</td>
<td>82</td>
</tr>
<tr>
<td>TOTAL</td>
<td>75</td>
<td>172</td>
<td>247</td>
</tr>
</tbody>
</table>

73% of the 18-25 and 63% of the 30-40 don’t follow magazines on Facebook. For them, glossies are first at paper but not Facebook pages.

However, 37% of the 30-40 follow glossies on Facebook. Indeed, magazines target more this population on the social network talking about marriages, children… The 18-25 years old population is much less concerned.

### Table 2

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>18/25</td>
<td>83</td>
<td>82</td>
<td>165</td>
</tr>
<tr>
<td>30/40</td>
<td>58</td>
<td>24</td>
<td>82</td>
</tr>
<tr>
<td>TOTAL</td>
<td>141</td>
<td>106</td>
<td>247</td>
</tr>
</tbody>
</table>

71% of the 30-40 follow fashion brands on Facebook.

50% of the 18-25 follow brands on Facebook too; but 50% of them don’t. Most of them explain that by the fact that they like the page but don’t really follow it.
4.1.3.2.5. Peers recommendations

<table>
<thead>
<tr>
<th>Easy contact with peers</th>
<th>Sharing and interactivity</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>18/25</td>
<td>163</td>
<td>159</td>
</tr>
<tr>
<td>30/40</td>
<td>50</td>
<td>44</td>
</tr>
<tr>
<td>TOTAL</td>
<td>213</td>
<td>203</td>
</tr>
</tbody>
</table>

According to both populations, the two main advantages of social networks are:

- Easy contact with their families and friends (99% of the 18-25 and 61% of the 30-40).
- Sharing and interaction with peers and other people (96% of the 18-25 and 54% of the 30-40).

This translates the population’s wish to interact with their peers; even people they don’t know. Internet is a social activity with the rest of the world.

<table>
<thead>
<tr>
<th>5</th>
<th>6</th>
<th>7</th>
<th>8</th>
<th>9</th>
<th>10</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>18/25</td>
<td>24</td>
<td>26</td>
<td>42</td>
<td>24</td>
<td>16</td>
<td>1</td>
</tr>
<tr>
<td>30/40</td>
<td>17</td>
<td>9</td>
<td>20</td>
<td>16</td>
<td>8</td>
<td>1</td>
</tr>
<tr>
<td>TOTAL</td>
<td>41</td>
<td>35</td>
<td>62</td>
<td>40</td>
<td>24</td>
<td>2</td>
</tr>
</tbody>
</table>

66% of the 18-25 trust consumers’ review online; as 66% of the 30-40. In crisis time, people rely on each other.

Both populations trust their peers, even people they don’t know. Consumers don’t trust companies anymore and are a part of a community online. They have taken the control over companies.

<table>
<thead>
<tr>
<th>Peers recommendations</th>
<th>18/25</th>
<th>30/40</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>157</td>
<td>31</td>
<td>188</td>
</tr>
</tbody>
</table>

When purchasing fashion articles, the second most influencing source for these populations are their peers; but also people online:

- 95% of the 18-25.
- 38% of the 30-40.
4.1.3.2.6. New 2.0 marketing issues

Glossies

As seen in the part “Glossies still alive”, both populations agree there is too much advertising in glossies (95% of the 18-25 and 65% of the 30-40).

Then, the ethical aspect is important for the 18-25 population (85%) as they were born with.

Furthermore, 87% of the 18-25 and 40% of the 30-40 think glossies are expensive; even more with free information online.

These three last points should worry marketers as women care more about their budget and the environment.

Advertising

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>18/25</td>
<td>139</td>
<td>26</td>
<td>165</td>
</tr>
<tr>
<td>30/40</td>
<td>68</td>
<td>14</td>
<td>82</td>
</tr>
<tr>
<td>TOTAL</td>
<td>207</td>
<td>40</td>
<td>247</td>
</tr>
</tbody>
</table>

In fashion in general, 84% of the 18-25 and 83% of the 30-40 think there is too much advertising. Marketers need to be aware of this and to focus on the best way to reach the right target.
Peers recommendations

As seen in the part “Peers recommendations”, 66% of the 18-25 trust consumers’ review online; as 66% of the 30-40. However, some consumers’ reviews are fakes and create a negative word-of-mouth; damaging companies’ credibility and image.

<table>
<thead>
<tr>
<th></th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>8</th>
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<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
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<td>18</td>
<td>36</td>
<td>36</td>
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<td>5</td>
<td>0</td>
<td>165</td>
</tr>
<tr>
<td>30/40</td>
<td>2</td>
<td>1</td>
<td>5</td>
<td>11</td>
<td>17</td>
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<td>14</td>
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<td>1</td>
<td>0</td>
<td>82</td>
</tr>
<tr>
<td>TOTAL</td>
<td>4</td>
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<td>20</td>
<td>29</td>
<td>53</td>
<td>53</td>
<td>48</td>
<td>32</td>
<td>6</td>
<td>0</td>
<td>247</td>
</tr>
</tbody>
</table>

There are still 22% of the 18-25 who don’t trust online information (under 4/10); and 23% of the 30-40. Marketers need to gain their trust.

Online credibility

<table>
<thead>
<tr>
<th>Reliability of the source</th>
<th>18/25</th>
<th>30/40</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>18/25</td>
<td>160</td>
<td>75</td>
<td>235</td>
</tr>
</tbody>
</table>

This table shows that the lack of reliability online is the most important disadvantage (96% of the 18-25 and 91% of the 30-40). Even if people trust online information, they are suspicious and not surprised if the information turns out false.

Internet is so powerful and anyone can say what he wants, which create negative word-of-mouth and damage the online credibility.
Chapter 5: Conclusions and Recommendations
Chapter 5: Conclusions and Recommendations

5.1. Conclusions

5.1.1. Fashion media future

Even with the digital revolution, compared to the industrial one (Mulhern, 2009), women will keep reading glossies. For them, the future will be online and offline (82% of the 18-25 and 83% of the 30-40).

A duality of reader's behaviours exists but Flavian and Gurrea (2007) think consumer will keep reading both for a while as complementary needs satisfaction. Internet is practical when people are looking for specific information in the everyday life (Frazier, 1999); and glossies are related to free time (Marath et al, 2002). 60% of both populations think reading media is at first a leisure activity.

Glossies and online will share the market and adapt their businesses to live together. A “playing field” (Aspesi and Sleeman, 2010) may appear to regulate both; and help them sharing the market at the same writing level.

However, the different interviewees recognized that Internet is taking more and more power and has serious advantages such as available 24/7 (for 77% of the population), fast updates (73%) and free access (61%). People will be connected to faster and more powerful devices that don’t exist yet.

Some glossies may disappear to let only the biggest ones on the market. A partial cannibalization may occur between digital and paper (Deleersnyder, Geykens, Gielens & Depimke, 2002; Ghosh, 1998; Frazier, 1999; Gilbert, 2001). However, according to the different sources for this project, glossies are going to stay referring to relaxing time (Saner, 2010). Reading is also cultural (Jadhav, 2010). 88% of the 18-25 read glossies, as 62% of the 30-40; which is very important. Meanwhile, this isn’t the time to reach a glossy on the market unless having a very new idea; the market is saturated and women loyal to their glossy.
Online, there will have more blogs; and webzines will be developed according to the interviewees. Blogs are going to be even more eclectic and powerful. Webzines will be more interactive and adapted to the online format. Maurya (2011) explained this trend: “the convergence of media and technology has given customers the prerogative to personalize and present their voices with effectiveness.” People have taken the control over information and companies.

In fashion, there will have more different information sources according to the technological evolution and consumers’ behaviours. This is an in-depth change; a new media (the most powerful) arrived and the market is adapted itself to it.

5.1.2. Online fashion media

Internet helps companies to reach a bigger and more targeted audience at minimum cost (Harrison, Newholm, Shaw, 2007).

Blogs

Blogs are already references for brands. Blogs generate product/brand interest easily compare to traditional marketing campaign (Carmichael and Helwig, 2006). There are becoming references for women as well; becoming an institution in the French society. Consumers trust more their blogger than traditional media (Wilson, 2005). 61% of the 18-25 follow fashion blogs as 57% of the 30-40. Today, blogs are everywhere, have thousands of followers (Albrecht, 2006) and this is just the beginning.

Women are looking for human, authentic and accessible fashion; possible with blogs. One of the most important advantages of blogs is the eclectic aspect; there are targeted (for 64% of the 18-25 and for 60% of the 30-40). There isn't one woman but millions of unique one (Bartos, 1978). Each woman can find her blog. Then, bloggers are at first individual (Drezner & Farrell, 2004; Smolkin, 2004) to whom readers can easily identify themselves to. Bloggers and readers are similar (Keng and Ting, 2009). Women in the focus-groups underlined the importance of the “about me” part in a blog; to discover the blogger’s personality before to decide to read the blog.
Bloggers are establishing a real relationship with readers. People are interacting with each other; sharing information and experiences (Keng and Ting, 2009). Women leave comments and interact with the blogger and the other readers; it’s a two-way communication where people share about their passions and feelings. 42% of the 18-25 would say they are influenced by blogs at 50% or more and 35% for the 30-40, which can be explained by the fact that blogs are personal, informal and convenient (Cox, Martinez and Quinlan, 2008); and this is just the beginning of the phenomenon. 72% of the 18-25 and 73% of the 30-40 think the personal point of view of a blog is the main advantage.

However, blogs have disadvantages. For the 18-25, the main disadvantage is that there is only one person speaking (71%); which means only one point of view. This is why a lot of persons following blogs read several ones; to have eclectic inspirations, and make their own opinion. Then, most of bloggers aren’t professional writers (Andrews, 2003; Blood, 2003); seen as a disadvantage by 69% of the 18-25. At the same time, this is the purpose of blogs and maybe this negative point was underlined by the issue of bloggers who took advantage of the blogosphere to have free stuff and go to fashion shows (83% of the 30-40). Meanwhile, these disadvantages aren’t important enough to minimize the blogosphere success (20% of the population think there aren’t disadvantages). Blogs are the diversity to satisfy any style, any budget. Even other websites have adopted their format pleasant to read (Chung, Kim, Trammel and Porter, 2007).

Then, women in the focus-groups underlined that it’s difficult to find the perfect blog. The biggest ones are easy to find but not the smaller ones. Bloggers need to communicate more and to increase their referencing.

Finally, blogs are still young and everyone is attending its development (Maurya, 2011). Blogs are the answer to the new people’ needs to interact and to create 2.0 relationships. This is also an in-depth change for brands (according to the interviewees) as blogs are very great advertising for them; the most targeted as it has never been the case before. Blogs are the most efficient fashion online media and advertising today.
The two other websites used to follow fashion information are Facebook (41%) and corporate websites (24%). Consumers are selecting the advertising and brands they want to see online. They can go on corporate websites they wish; on Facebook, they like pages they are interested in. 32% of the population appreciate that. This is the new online advertising; very personalized and selected by consumers who have taken the control over companies and media: user-generated contents websites… (Barron, 2004).

However, the lack of reliability online is one of the most important issues; women are suspicious (95% of the population). Rumours and fakes affect the online credibility. Indeed, anyone can reach easily a global audience (Cox, Martinez and Quinlan, 2008). Marketers need to gain women’s trust which can be possible with a strongest regulation of Internet and fakes.

Despite of this critic, Internet has serious advantages (Greer & Mensing, 2003) such as fast updated information (for 73% of the population), 24/7 available (77%), from everywhere and for free (61%). Today, people are used to have access easily and quickly to information for free; and won’t pay anymore to have it (except glossies). French women have changed their behaviour with Internet. Online, they are looking for keywords to access information (Jadhav, 2010), far from distance and time issues from the past (O’Connor, 1999).

Online media are a great way for companies to interact with consumers and offer a targeted content according to the demographic zone and the taste preferences (Mulhern, 2009). Online media represent the voice of people (van Wyk, 2006). Everyone (consumers and companies) can interact and share; which wasn’t possible with older media.
5.1.3. Glossies

Even with the increase of digital, glossies are still strong on the market; seen as a leisure activity and an accessory (Marath et al, 2002). Women enjoy reading or simply going through it. Having the book in hands is very important for them. 88% of the 18-25 and 62% of the 30-40 read glossies regularly; and the half of both populations read more than two glossies a month. Reading glossies is for these women a strong habit they are going to keep (Bouwman & Van de Wijngaert, 2002); referring to free-time.

Glossies are one of the strongest print media with loyal readers (Saner, 2010). Even undergoing the digitization, there are adapting their businesses quite efficiently with online version; and more targeted and detailed content in paper to differentiate from Internet. Glossies have created lifestyle magazines which focus on fashion/beauty but also on society’s issues (Bourdieu, 1984; Featherstone, 1991).

Glossies are fashion accessories and according to the interviewees, this is one of the biggest advantages. There are nice to look at, with nice colours, beautiful pictures and a pleasant glossy paper.

However, a market research undertaken by Mintel (2010) talked about a risk of print decrease with the digitization and full information available online. Glossies feel pressure (Maurya, 2011) of the competitive market which is understandable as a new media arrived with serious technological/practical advantages. Every media is adapting itself to Internet.

Despite of this critic, glossies are still important and influential (61% of the 18-25 would say they are influenced by glossies at 50% or more; 66% for the 30-40). These figures show that women trust glossies’ information and have a real relationship with them.
5.1.4. Fashion brands marketing strategy and e-marketing

69% of the population care more about fashion today than five years ago. At the same time, these women don’t care more today about glossies than in the past. Then, it’s important for marketers to seduce women.

Glossies

Even if Internet is more and more powerful and used by women to find specific information; glossies are very important (Marath et al, 2002) and influential. 79% of women questioned read glossies and 62% are influenced by magazines advices (more than 5/10). These women trust glossies’ information. This is why brands should keep their glossies marketing strategy.

At the same time, 84% of the population think there is too much advertising in glossies. Sometimes, it’s difficult to differentiate the real content from advertising (Geers, 2010). According to the focus-groups, the consequence is that women ignore it. Then, brands should keep their advertising strategy as unconsciously women see and remember it; and they care about advertising of brands they appreciate (focus-groups). As women trust their magazines, the best solution for brands is public relations. If the glossy introduces their products, women will pay attention.

Online

Internet has made appeared new opportunities for marketers (Lagrosen et al, 2005).

Be on fashion blogs is the best targeted advertising brands can have today. Blogs are targeted and influential in fashion (Carmichael and Helwig, 2006). 61% of the 18-25 follow blogs, as 57% of the 30-40. Then, 42% of the 18-25 would say they are influenced by blogs at 50% or more; 35% for the 30-40. When a blogger talks about a brand she appreciates, the positive word-of-mouse is impressive (Kretz, 2010). Consumers trust their messages and find them interesting because there are targeted; but especially because bloggers are passionate and at first consumers too (Bickart and Schindler, 2001; Gruen et al, 2006).
Then, brands are followed on Facebook by 57% of the population. For companies, Facebook is a great tool to target and interact with consumers and aware them about new products, promotions…; and have customized relationship with them, directly (Zeithaml and Bitner, 2008). Women select brands they wish to follow and they know the content is interesting; they feel concerned and involved.

However, this is important for brands to be on the different websites existing. Indeed, there is no “one” woman, but millions ones who behave individually (Bartos, 1978). As a consequence, a fashion brand should have its corporate website and should be on Facebook, Twitter, Pinterest, Instagram… This is the best way to reach all behaviours. Then, as Alizée Perrin underlined in her interview, fashion is about images and sharing them is getting easier with these tools.

Finally, women see today Internet as a social activity; brands need to interact and share with them. There are no more boundaries between companies and consumers. Women are looking for human and authentic relationships with brands; which is easily possible with new technologies. Women want to be involved and to have a dialogue with companies (Laird, 2011); they want an honest relationship. Marketers are more and more focusing on these different women to try to understand them, individually (Beetles and Harris, 2005).

Fashion brands need to have two strategies: online and offline to reach the different behaviours and needs.
5.1.5. Peers recommendations

For this project, both populations thought the same way (questionnaire). Their common point is the fact that they were born before Internet became an institution. They remember to live without it even if it seems very far.

There isn’t one woman but several ones (Bartos, 1978). However, they share a common point; they trust their peers (Moriarty, 2011).

Targeting women isn’t “to shrink or pink” something. Women are becoming more eclectic in the new society. Each woman wants different things and has her personal point of view. However, women are still women and work with feelings. This latter point translates their needs of interaction, share and creation of 2.0 relationships through blogs, social networks... (Laird, 2011). They are very positive to marketing messages when they feel targeted and involved (Bellante; Foster, 1984).

Women trust their peers. These women see social networks like an easy way to share and interact with their peers and other people (96% of the 18-25 and 54% of the 30-40). For them, Internet is a new social activity (Maurya, 2011). Women are emotional; they like and are a part of communities. Then, they are a lot influenced by them. Husband, friends and relatives (could be consumer’s reviews online) are the people women trust the most and listen to when they make a decision (Moriarty, 2011).

Women also trust people they don’t know (Smith, Coyle, Lightfoot and Scott, 2007). 66% of the 18-25 trust consumers’ review online; as 66% of the 30-40. In crisis time, people rely on each other as they don’t trust advertising and companies anymore. Internet has created trust between individual strangers.

Women, more than men, want to seduce and this is why they care so much about peers’ opinions, especially in fashion. The appearance is very important in the today French society.

Then, a negative word-of-mouth is very damaging for a company as people share a lot online, trust each other, and the information goes really fast and stay (Jumin; Park and Han, 2008).

However, some women are still suspicious regarding online reviews as fakes are usual (Jumin; Park and Han, 2008). 10% of the population don’t trust consumers’ reviews. This may reduce if fakes become rare. Then, as women are part of a community online, they get to know and trust each other over time (like in the real life); Internet as a social activity (Maurya, 2011).
5.1.6. New marketing issues

Consumers are more aware, educated; and have become actors of the communication; which can be a threat for marketers.

Glossies

The two main issues for marketers in glossies are the price and the paper. Some glossies are expensive; even more comparing to Internet. In crisis time, people restrain their budget and some may leave paper for free information online (Elban, 2007). Indeed, women are now used to have free and fast information. Glossies need to have original and different contents to seduce and attract women; and not to raise their prices. According to the survey, the focus-groups and the interviews, they all agree that the cost may be a reason to leave print for digital. Magazines have to keep their prices low; or for the most expensive ones to reduce them in the near future.

Then, the environmental aspect is also important. Women are becoming sustainable consumers (Hobson, 2004). 85% of the 18-25 see the ethical aspect as the biggest disadvantage of glossies. Ethical consumers would prefer electronic media to save paper, and would enjoy more information, faster and for free (Kotler et al., 2002).

Then, 95% of the 18-25 and 65% of the 30-40 think there is too much advertising in glossies (Geers, 2010). The risk for marketers is to bother women. At the same time, these women say they ignore the advertising when they aren’t interested in.

Online media

96% of the 18-25 and 91% of the 30-40 think that the lack of reliability on Internet is the most important disadvantage (Cox, Martinez and Quinlan; 2008). Women are still suspicious (Cho, S; Huh, J.; 2008). Indeed, everyone can speak online (Cox, Martinez and Quinlan, 2008) and fakes are becoming usual. Fakes are damaging the online credibility and companies need to react as the negative word-of-mouse coming from them is very powerful in an undesirable way. With fakes, companies lose consumers’ trust online and this is going to damage their image (Wilson, 2005).
Peers recommendations

66% of the 18-25 trust consumers’ review online; as 66% of the 30-40; which is great for consumers but not always for companies. Indeed, when negative information is circulating online, damages for companies’ image are important (Jumin; Park and Han, 2008). The information is going fast and stays online over time. This is harder for companies to gain consumers’ trust; and quite impossible to hide something from them (Zeithaml and Bitner 2008).

Companies should have a transparency strategy online; which may help them gaining consumers’ trust. When they make a mistake, they need to justify themselves as today consumers have taken the control over the information. Internet makes a lot of noise, especially when it is negative (Jumin; Park and Han, 2008).

This is very important for marketers to manage their online image. Indeed, women see Internet as a social activity (Maurya, 2011) and when they discover negative information about a brand they appreciate; they see that as a betrayal.

Ethical policies must be respected with truth, authenticity and transparency to establish long-term relationships with consumers.
5.2. Recommendations

5.2.1. Recommendations for fashion media

Glossies

With the increase of Internet and its technologies, glossies will need to have a rich, different content. There is a lot of information for free online. Then, glossies will need to keep seducing their readers; which could be possible with a different content and more interactivity (contests…). Glossies should put their staff more and more on pages (to try new products…) as women want to interact and be a part of a community. Then, glossies should reduce or keep their prices at that level. With free information online, people won’t pay more for a magazine.

Online media

Online media need to gain women’s trust which can be possible with more transparency and attention in the regulation of fakes. Online media need to keep interacting with women.

Then, blogs should stay authentic, eclectic, interactive and simple; which is seducing women.

For glossies online, the blog format is the best for now. However they should organized better the information: too much on the same page and very long to appear.

Webzines need to develop better their format and content. For now, these online magazines look like a PDF document with too much content by page and without any interactivity; which is the opposite of what women want.

5.2.2. Recommendations for future research

Future research will be able to study the current development of fashion blogs, the future glossy market, and the evolution of webzines or other new sources.

They could also analyse the future marketers management of ethical issues related to fashion media.

Finally, in the future, men may care more about fashion and studying their behaviour may be interesting.
Chapter 6: Self-Reflection on own learning and Performance
Chapter 6: Self-reflection on Own Learning and Performance

6.1. Reflections on the dissertation content

This research project started in the fuzziness as this was the first work of this kind for the researcher; and she wasn’t sure how to manage it. The proposal wanted to focus on the fashion market, more specifically in clothes brands marketing; and consumer behaviour. The researcher also wanted to talk about the increasing power of Internet for businesses and consumers. However, as she started gathering information for the Literature Review, she discovered that the subject was too wide. She needed to focus on a precise subject in fashion.

The researcher presented an initial proposal to the course instructor of Research Methods and got his feedback. She needed to focus on a more precise trend of the current fashion market; on a specific population. The subject needed to be specifically defined. This feedback was taken into account. At this moment, she decided to combine two of her ideas: Internet and fashion. Then, she started to think about the increasing place of Internet for brands; what was the current trend? This is how she found her subject: blogs, social networks... The researcher, attending this phenomenon, decided to study it. Then, she started to gather information on this subject when she thought about comparing this new trendy online market to the glossy one (a reference in fashion).

This is naturally that she thought about the French market as she was living in this country for the main part of this research; and the fashion market is well developed. She decided to work on two populations to study the differences: the 18-25 years old and the 30-40; as these two populations don’t have the same lifestyle.

The definition of the topic was the easiest part of the project as the course instructor gave the advice to select a topic that is of genuine interest to the researcher. She decided then to combine her professional experiences to her academics interests (e-marketing and consumer behaviour); and to her personal passion for fashion to define a coherent subject. This combination gave a good start to develop theories and implementing these in practice.
6.2. Reflections on the working process

First, the Literature Review chapter was break down into eight areas: Online marketing and web 2.0. Marketing tools; Shopping 3.0./Consumers 3.0.; Marketing to women; Glossies in 2012; Fashion blogs; Digital consumers vs. Paper consumers; Towards a new reader: ethical and Future 3.0. These topics were defined according to the academic literature. The researcher made a significant effort to go through every aspect of her subject, which can explain the numerous topics. At the same time, she tried to find similarities in each topic to rely them to each other; according to her subject. The aim was to have an underlying theme through the entire Literature Review. During the writing of this chapter, she took care of avoiding any rephrasing of the information found. She also focused on critiquing and comparing theories of the different researchers; as these gave her the direction to take to structure this dissertation.

Then, the Research Methodology chapter was quite confusing at first for the researcher. There is a real need to understand the Research Onion theory step by step before to start writing this chapter. The book “Research Methods for business students” (Saunders et al; 2012) helped underpinning the methodology approach with theories. The first chapter given to the supervisor lacked of technical details on how the research would be implemented. This is why feedback from the supervisor helped to have an objective point of view when the researcher is thinking daily about the dissertation. To write down this chapter, the different lectures of Research Methods are very useful as every aspect is explained on how to approach the chapter.

When writing the in-depth interviews, the researcher had to be organized in the planning: for the writing, the data collection and the data analysis. She wrote the questions according to her research objectives and the Literature Review concepts; this helped to have the most relevant content from the interviewees (and answer to the research objectives). Then, she had to write the questions clearly and simply; in order to avoid any bias. The in-depth interviews needed to be not too long as interviewees were very busy people. Furthermore, some in-depth interviews were provided by email and interviewees couldn’t answer if they thought this was too long. The researcher also had to be prepared to unexpected moments. For example, she should have interviewed a glossy fashion editor by phone (the woman agreed); but the person didn’t return her calls and the researcher couldn’t interview her. Despite of this only issue, the different in-depth interviews went pretty well.
Then, the establishment of the Quantitative Research questionnaire was challenging and interesting. This questionnaire was provided electronically and had to be not too long as people could refuse to answer; or start and not finish it. The challenge was to write a questionnaire with the questions necessary to have the relevant information to answer the research objectives. The researcher used once again the research objectives and the Literature Review concepts to write it. The questions had to be simple and clear as the respondents aren’t professional from marketing or fashion particularly. The researcher put herself under the respondent’s place. She analysed her own behaviour when reading a glossy and online media to get some inspiration.

Keeping in mind the different concepts of in-depth interviews and questionnaire, the researcher established the focus-groups topics. At the beginning, she thought organizing two different focus-groups twice with each population. However, as the results from the questionnaire were quite identical for both populations; the researcher decided to confront them twice. For the establishment of the topics discussed, she used her research objectives and the Literature Review concepts. There were no questions, only general ideas; she let women discussed about them. At the same time, it was important to moderate the conversation as sometimes it was evolving to some ideas not relevant for this project. Conducting a focus-group, this is important to not forget the research objectives and to be external moderating the conversation.

6.3. Reflections on how learning occurred

The researcher chose this subject according to her professional experiences in fashion. She also wanted to understand the complexity of the perpetual change in fashion; and women’s behaviour in it. Internet and consumers taking control over companies, especially in fashion, were of great interest for the researcher. At the beginning, she first got information to learn more about glossies and especially about electronic media: blogs, webzines, social networks… The researcher wanted to get the technical understanding before to start. She wanted to gain the knowledge in the fashion market; especially regarding consumer behaviour and digital media. She has achieved this goal regarding to chapter 2 and 4. Then, the researcher recognized that choosing a subject of genuine interest for her has motivated her enthusiasm for the project. Writing this dissertation was very satisfying as she has gained valuable knowledge regarding to this subject, her studies and her professional project.
When the researcher is looking back on her dissertation, she can define her own limitations. She can remember the supervisor asking her to be more critical (for chapter 2); thing she has learnt through this project. She needed to be more critical in order to compare the different theories she was finding out from the literature. Then, there was an external limitation, independent to the researcher. People she needed to reach for this project are very busy. The fashion market is like a private club; it is hard to get in. The researcher had contacted various professionals (around 30) but wasn’t able to get in touch with everyone. However, according to the interviews, she considers herself happy. As this subject is about web-marketing and consumer behaviour, the researcher got back to the theoretical concepts of these academics modules. This was a way to define more specifically her project and the different goals to achieve.

Then, writing chapters 4 and 5 was a different challenge. The dissertation became real. Indeed, the researcher had to refer back to the research objectives, and to the Literature Review to explain the findings and conclude. These chapters are linked to the entire dissertation. This was quite a new experience for her as she used her analysing skill with complementary information sources: academic, qualitative, quantitative. Furthermore, going through these two chapters, the dissertation makes all its sense; everything was clarified. The researcher is satisfied as she answered to the different research objectives. At the same time, she felt like there was so much more to study around this theme; some subjects already existing (men behaviour in fashion…) and some other which don’t exist yet (the webzines market, future devices…). Then, as she chose a subject in a perpetual change, her research may be interesting to conduce again in few years.

This dissertation allowed the researcher to explore this phenomenon. She was able to explain her thoughts and findings about this subject she was very interesting in. This project was quite a challenge to achieve before the end of her studies, the first work of this kind. This was also a challenge according to the time allowed. The researcher had to be organized in her planning all time. Finally, this was an important and pleasant challenge to achieve.
6.4. Future application of learning

The theories and practical concepts seen during this project will help the researcher in many ways. First, as a marketing student at the very beginning of her career, she has some professional experiences as long-term internships; but this dissertation will be something more she would have. Then, this dissertation will approve skills and knowledge about this subject and will support her professional project. This will be a very useful tool in jobs interviews which will assess that she knows how to write and manage in-depth interviews, questionnaires, focus-groups; and that she understands marketing theories. She also knows how to manage a project and write about it in another language. This project is the validation of five years studying marketing.

This dissertation has made the researcher confident about her professional project; and also made her more realistic. Then, this is important, in marketing jobs, to not forget about marketing theories which could help in the real work life. There are fundamental and very important to understand the market, consumers... Then, this project helped her working under pressure, with deadlines, as this is asking in the real life. This has helped her managing her time, to be organized. Furthermore, this dissertation has ensured the researcher her wish to work in fashion. She is also very interested in the entire Internet phenomenon; and even after the end of this project, she will keep looking for information on this subject (especially in fashion). This dissertation also convinced the researcher on the importance of reading, about everything but especially about her future job market. Reading about the market helps to know it and to implement new ideas. Marketers need to be aware 24/7, to be in a perpetual study of the market and the consumer; in a permanent adaptation.

This project underlined the multi-tasks aspect of a marketer. Finally, this dissertation opened the researcher’s eyes and will help her to stay grounded in her professional life.
Appendices
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Appendix 1: Description of the French glossy market

The French fashion magazines market\textsuperscript{16}:  
With about 480 titles, French women's magazines go rather well. The favorite target of advertisers is woman from 25 to 49 years old. She loves magazines, she reads 3,4 magazines a month. She is active, financially autonomous and she buys. The majority of women's magazines are edited to get its attention. With an increase of its sales by 56 \% in five years, women's magazines appear in good condition. However, behind these figures, there are diverse realities and changes. The arrival in 2002 of the breaker “Version Femina”, the weekly supplement of regional daily newspapers, given in 3,6 million copies every week changed the market. Therefore, if the figures of the women's magazines increased, the traditional segment fell.

Women's magazines, an unsuspected power?\textsuperscript{17}  
Why?  
First of all, it’s extremely read and spread. It constitutes the most influential second family of media after the television. Precursory and major feminine weeklies which appear at the top of list are:  
- Elle (2 270 000 readers (AEPM 2009 source)).  
- Marie Claire (2 905 000 readers (AEPM 2009 source)).  
- Cosmopolitan (1 702 000 readers (AEPM 2009 source)).  
- Glamour (1 429 000 readers (AEPM 2009 source)).  
- Madame Figaro (1 355 000 readers (AEPM 2009 source)).  
- Biba (950 000 readers (AEPM 2009 source)).

How do we explain the success and the influence of women's magazines?\textsuperscript{16}  
Two reasons explain the success of the women's magazines, the first one is societal. Indeed, women's magazines widely participated in the modern emancipation of women. The second reason is commercial: 70 \% of daily purchases are made by women. The most acclaimed sections are: fashion, education, hygiene, health or dietetics.

\textsuperscript{16} Mireille Pinsseau, 01net.com, 2004  
\textsuperscript{17} Eva, PR manager, Oxygen.http://www.oxygen-rp.fr/blog/2010/12/la-presse-feminine-une-puissance-insoupconnee/

#### Performances 2010

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<td>Non-paid Distribution</td>
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#### Paid distribution France in 2010

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#### The strongest paid distributions in 2010

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Evolutions

Annual evolution over 10 years

Evolution 2010-2009

+2.13%

# Women magazines titles in France in 2010

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## New

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## Outgoing members

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<th>Magazine Title</th>
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<tr>
<td>FEMMES</td>
<td>JEUNE &amp; JOLIE</td>
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<tr>
<td>MARIAGES</td>
<td>MUZE</td>
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</tbody>
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Appendix 3: Conceptual models

The researcher found several conceptual models, which have helped her for theoretical concepts, in the following academic book: *Fashion Marketing, 3rd edition,* by Mike Easey, 2009.

**Figure 1.8** The fashion marketing concept

**Figure 1.9** The fashion marketing process

**Figure 1.10** Levels of fashion
Figure 1.11 The consumer decision process

Figure 1.12 The role of consumer behaviour in fashion marketing

Figure 1.13 Types of customers
Figure 1.14 A model of consumer behaviour

Figure 1.15 Maslow's hierarchy of needs

Figure 1.16 The two-way flow of fashion information

Figure 1.17 The fashion product life-cycle
Appendix 4: In-depth interviews

- *Alizée Perrin, Fashion Editor for the community website: hypeed.com.* Interview in November 2012 by email.

*Description of Hypeed by the creators: “Hypeed was founded in 2009 in Paris as the first true fashion magazine created by real people.*

*As we see it, when it comes to fashion, who better to define styles and trends than an active community of people interested in fashion who represent their own personal preferences and taste? Hypeed is a platform where young talents can express themselves, share their fashion styles, interact with one another and be discovered by people.”* Hypeed has around 5,000 loyal readers.

- **What is the main advantage of Hypeed?**

  *Alizée Perrin: The community aspect of the website is the main advantage.*

  ➔ *Hypeed is very different from the other websites, blogs or webzines. It is a community of designers, fashion addicts, specialized journalists that post and share their passion with people; that makes this website unique. It is, at the same time, a personal and professional point of view.*

- **How do you explain the increasing influence of blogs with brands but also in the media sphere in general?**

  *Alizée Perrin: Blogs have the advantage to make fashion accessible to anyone; thing which was nevertheless reserved for a certain elite before. Thanks to Internet, borders disappear little by little and whoever can speak about fashion, post its photos...* 

  ➔ *Fashion media is today a two-way interactive communication. With Internet, everything is possible today: every style, budget... A blogger is, at first, a regular person as his readers, and will share the things he likes, where to find them...*
The fact that the webzines / blogs phenomenon becomes institutionalized, isn’t it against its initial status that wants it free? What do you think about it?

Alizée Perrin: It depends on what the blogger wants to make of the blog. If it’s only a way of self-expression, in that case, he can make what he wants above. On the other hand, if he comes to want to earn money with, he has to advertise, and according to me, it’s at this moment when he may lose his DNA initial because he is governed by the advertising. On the other hand, I think that it’s possible to keep its integrity while earning money with its blog. Everything is only a question of choice of the announcements which we agree to post, or operations...

→ This question was to understand how small bloggers have become real fashion stars and references in the media in general. Some blogs have 50,000 visitors a day and the blog is itself a business; while some smaller blogs have only hundreds of readers. The important thing is that the blogger must know what he wants in the blog to put the correct editorial content (and advertising).

Who are your readers and what are your relationships with them daily?

Alizée Perrin: Our readership is composed globally of girls between 18 and 35 years old. We try to be the closest to them thanks to the principle of community.

→ Women from different generation read the blog. What Alizée Perrin has underlined here is the interactivity, the contact between bloggers and readers; it’s an exchange.

How often do your readers go to Hypeed?

Alizée Perrin: Two or three times a week.

→ Blogs readers are loyal and come regularly to the website to check new posts.
What is for you the evolution of print magazines?

Alizée Perrin: I don't believe in the print press death and I don't think that Internet is indubitably its successor. The paper press has practical advantages and can easily publish longer papers; thing which on Web tires very fast the reader. Both simply haven't the same readership, but the same data processing. The paper press can boast of being more specific; of having more time to treat subjects, more profoundly.

→ Blogs and print magazines don't answer to the same needs.

What would be for you the main reason for readers to stop reading fashion print media to go online?

Alizée Perrin: Fashion, it's at first pictures, images. The latter are often better on screen than on paper. A reader eager for pictures will find what he is looking for on the net; but the one who prefers the story of a brand, the interview of a creator or something more written won't be frightened by the paper press. And personally, I prefer to read on paper that on a screen.

→ Once again, paper and digital don't answer to the same needs and provide different advantages according to what the reader is looking for, when…
According to you, what are the 3 advantages of blogs? Alizée Perrin

Targeted information
Personal point of view of the writer
Passion for the subject
Honesty
Format of the website pleasant to read
✓ Various styles, personality (blogs for everyone)
✓ Interactivity
Richer and interesting editorial contents
✓ Speed of the information and the updates
Available information 24/7 wherever you are
Free
Other

➔ To summarize her answer, blogs are more dynamic than paper; faster and more personalized.

What are the 3 main difficulties met by blogs?

Alizée Perrin: To keep the readers/ To be the first one to treat an information/ To make sure of the information source.

➔ Internet is so fast and with too many people on it that blogs have to be carefully reactive. It's also important to make sure of the reliability of the information as the negative word-of-mouth is very powerful online.
Why do you think media are generally read? Alizée Perrin

- To know what it’s going on in the world and around us
- To distract, relax … Leisure time activity
- To share with the other, even ones they don’t know
- To learn new things, new trends

People read media to stay aware of what’s going on around them; it is also a relaxing/leisure activity.

Would you say that women worry more about fashion today than 5 years ago?

Alizée Perrin: No.

Even with the increasing presence of media in fashion, the fashion editor doesn’t think that women care more about fashion today than few years ago. Women who care a lot are more seen than before, that is the difference.

Would you say that women are more interested in fashion media today than 5 years ago?

Alizée Perrin: Yes.

Thanks to the increasing types of media, every woman can find easily her personalized information in the format she prefers.
What are the 3 main sources influencing a woman when she purchases a fashion article?
Alizée Perrin ✓

✓ Recommendations of a friend, a family member
  A salesperson
  Online consumers’ reviews
  Information on the corporate website of the brand, product
  Information in magazines
✓ A previous experience with the brand/ the store
✓ A celebrity using this product/brand
  Other

⇒ Women are emotional. They will trust their friends and families and their own experiences. They also identify themselves to a celebrity they admire the beauty, the work…

⇒ For you, the future will be on-line, paper, both? What do you think about it?
Alizée Perrin: Both but with a different data processing.

⇒ The future would be online and offline; print magazines and the digital sphere would share the market to satisfy different needs.

“Le canard du quennie” is a lifestyle blog: fashion, cooking, cinema, music, beauty... created at the beginning of 2011. The blog has around 500 readers.

Why and when have you created “Le canard du quennie”?

Fanny Durquety: I created “Le canard du quennie” in February, 2011. Initially, it was a kind of portfolio, a professional space gathering my articles and my interviews. But with the increasing webzines phenomenon, visits became more frequent and more numerous. From that, the blog became a laboratory allowing me to test myself in front of readers. We approach on two years and today, I think I can speak about a site of information, a young site of information for 18-25 years old women.

Her blog is very personal. She gives her real point of view in several subjects.

How do you explain the increasing influence of blogs with brands but also in the media sphere in general?

Fanny Durquety: We are in the era of digital technology. French people revolutionized their consumer habits, their behaviour in front of the new technologies democratization. Webzines/numerical newspapers allow the free access, the speed and the immediacy of the information. And if money are not (still?) those for whom we wait, production costs are much less expensive than on print. I explain the craze for digital newspapers in this way. Brands are more interested in blogs than in webzines. It’s about a real trend. And it has to be exploited! French people need to identified themselves to somebody, to rely on somebody, to learn things too and this is what offer blogs. To gain in visibility, in credibility and in modernity, brands should be in blogs.

Blogs create a real sharing and interactivity between the writer and the readers, a modern authenticity.
The fact that the webzines / blogs phenomenon becomes institutionalized, isn’t it against its initial status that wants it free? What do you think about it?

Fanny Durquety: For me, that has no relation. It’s necessary to use and to abuse of the digital era. Webzines/blogs become institutionalized because they have a real added value and follow the new trends regarding information. It’s necessary to live with its time. There are also good things in the institutionalization: it allows more structure, organization and it increases visits!

→ Blogs and bloggers are following the technology/consumer behaviour evolutions that allow them to be more powerful, complete.

Who are your readers and what are your relationships with them daily?

Fanny Durquety: My readers are between 18 and 25 years old. They are students, young active persons, unemployed persons; they have very eclectic profiles, just like our generation. I contact them by the Facebook and Twitter page. I don’t annoy them with a lot of information (unlike a community manager which send information several times a day). I give information only when it is necessary. It’s the same thing for articles, I don’t publish every day. Not to tire the readers and especially to create the expectation and ideally the lack!

→ Today, new generations are very eclectic. Information has to be personalized and given in the right time.

How often do your readers go on “Le canard de quennie”?

Fanny Durquety: Two or three times a week.

→ Blogs readers are loyal and come regularly to the website to check new posts.
What is for you the evolution of print magazines?

Fanny Durquety: There are more illustrated, with more colour. Maybe because they are afraid of the Internet, they approach more committed subjects, finally! Print magazines will stay; at least the most important ones.

→Internet, new technologies may have made glossies changed to better. They don’t answer to the same needs.

What would be for you the main reason for readers to stop reading fashion print media to go online?

Fanny Durquety: The cost / The time saving (not to go to buy it) / The subscription isn’t enough democratized in France / The immediacy of the information.

→Practical reasons affect the print market; Internet is easier, less expensive.

According to you, what are 3 advantages of blogs? Fanny Durquety

Targeted information
Personal point of view of the writer
Passion for the subject
Honesty
Format of the website pleasant to read
Various styles, personality (blogs for everyone)
Interactivity
Richer and interesting editorial contents
✓ Speed of the information and the updates
✓ Available information 24/7 wherever you are
✓ Free
Other

→Internet allows more free information, faster, everywhere, anytime that print magazines can’t offer. Technological advantages are the key success of blogs.
What are the 3 main difficulties met by blogs?

Fanny Durquety: The lack of money related to the free access (Internet has made the information free and people won’t pay anymore to access it) / A short-term trend that may die in few years? / The lack of credibility (the sites of information are for now a trend, even if they answer the era of digital technology).

→ Internet is evolving permanently and no one can be sure of what it will be in few years. Then, everyone can say what he wants online and that can damage the online credibility if it’s a fake.

Would you say that women worry more about fashion today than 5 years ago?

Fanny Durquety: Yes.

→ Women worry about their appearance. Women are emotional and want to seduce.

Would you say that women are more interested in fashion media today than 5 years ago?

Fanny Durquety: Yes.

→ Thanks to the increasing types of media, every woman can find easily her personalized information in the format she prefers. Then, with Internet, it’s also easier to stay informed.
• Garance, Blogger of garancedore.fr. Interview in November 2012 by email.

Garance Doré was at first a blog with her illustrations; she is a drawer and photograph. As she has always been passionate by fashion, she started to talk about it and today, her blog is one of the most important fashion blog in France with 50,000 to 60,000 visitors a day.

How do you explain the increasing influence of blogs with brands but also in the media sphere in general?

Garance Doré: This influence came step by step. I offer something different from magazines. I use the "I". I share my impressions, my wishes, everything I like. We haven’t in France this famous “columnist” as in the Anglo-Saxon press, a column. The blog has an intimate side and readers doubtless have the feeling to enter my intimacy. I have never offered and claimed to express an exhaustive opinion on fashion and on collections. Some of my tickets are delirious and irrelevant. We can tell everything on a blog. Then, there is this success story side for me. I travel, I am invited to the fashion shows, and I organize my own shootings.

→Blogs are at first personal. The writer can share things she likes to a large audience. Her personal point of view and her passion for the subject will make the content interesting and credible.

On what is based your success story?

Garance Doré: The success is based on a multitude of things. First, the timetable; I launched my blog in June, 2006, at the right time. It was the explosion of the phenomenon. Then, there is the passion obviously. And then, on my blog, entrances are multiple. Readers take what they want. Everything on the blog belongs to me in a way (photos, texts, illustrations). It is original. It is my vision on such or such thing. Three years ago, luxury brands were afraid of Internet because it is the most popular media existing. Now, they come to me to understand and have a certain vision. At the end of one year only, cosmetics brands had suggested me working for them. But I didn’t want to lose my DNA with advertising. Numerous bloggers have lost their legitimacy, their reason for being.

→The passion for the subject and reminding why the blog exists are the two important things to keep the spirit of the blog and interest the reader.
The fact that the webzines / blogs phenomenon becomes institutionalized, isn't it against its initial status that wants it free? What do you think about it?

Garance Doré: In the sense of "recognized", yes it is. But I remain free of my contents. I don't deal directly with announcers. Vogue.fr controls my advertising. I haven't this pressure. Let us say that people carry an interest in my work and journalists also. For me, it's not an institution; blogs are still eclectics and the blogger decides what he wants to write.

→ Everything depends on the blogger: the spirit, advertising…

What is your relationship with the fashion brands?

Garance Doré: Altogether, well. I attend fashion week, I can borrow dresses for my shootings. Anyway, I protect myself. I had issues with a brand because I didn’t want to report a press journey which wasn’t informative. My blog, it isn’t my job. I don't earn money with. I make my living with the photography and the illustration. The blog, it is a passion. As it works, brands want my point of view. Brands are going to arrive there. They didn’t say their last word. The most difficult with a blog is to have stability and to last. I refused for example to hold a column in a famous magazine. But I try especially to stay on something personal.

→ More the blog is famous; more brands want to be on it. Blogs have become references in fashion.

What is for you the evolution of print magazines?

Garance Doré: Print magazines are again going to change. I have 50 000 to 60 000 readers a day on my blog, some international. We attend at a key moment, as at the time when the television arrived in homes. Last time when I met advertisers, they wondered what to make with television. Young people don’t look any more at the small screen, they inquire on the Internet. Each media is going to find its place, as in every arrival of a new one. The older media learnt to live with the new ones.

→ Media, especially in fashion, are in a perpetual change; following technological evolution.
• **Aurélie Guernalec, Blogger of aurelieetcompagnie.com. Interview in November 2012 in face-to-face.**

Aurélie & Co is a fashion blog which focuses essentially in exploring new trends and finding non-expensive equivalent products; it’s a basic fashion style. The blog registers 2,500 visitors a day.

❘ **Why and when have you created Aurélie&Co?**

Aurélie Guernalec: It was three years ago. I live in Paris for few years and I have a lot of friends outside the city. At first, the blog was for me the perfect way to share my passion with them. I've always loved fashion, clothes, shopping; then my blog is my way to easily share about fashion (and for free). Now, I have two daughters and I started to write about children fashion on my blog too. I just want to share my passions with people and blogs are perfect for that.

→ Her blog is evolving with her. Blogs are ideal to share and interact with people about a passion. There are easy and free.

❘ **Who are your readers and what are your relationships with them daily?**

Aurélie Guernalec: They are young women, young mothers from everywhere in France. They are between 25 and 35 years old. I communicate with them mostly through the blog but also through Facebook, Pinterest and Twitter. This is the best way for me to reach as most women as I can, according to their social networks habits. They are very nice. They want to interact, to share; as I do. Since the creation of the blog, we are really getting to know each other; which is pretty nice.

→ It is important for a blog to be on all the different social networks to be visible and reach the different social networks behaviours of women. A blogger can create a real human relationship through its blog.
How often do your readers go on your blog?

Aurélie Guernalec: I have 2,500 visitors a day (800 if I don't post anything). They come several times a week.

→ The readers are loyal and come several times a week to check on new posts.

How do you explain the increasing influence of blogs with brands but also in the media sphere in general?

Aurélie Guernalec: I think the best advantage for brands is the easy advertising on blogs. Sponsoring doesn't cost anything for them; and an article is written in only two hours for us. Bloggers talk on their blogs about brands they appreciate; this is really positive for a brand's image. Blogs are a great advertising way for brands and have become real references on the fashion market (for companies and consumers). Brands also enjoy great referencing with blogs on the entire Internet. Then, the blogger's style (and thus of the blog) targets the interested readers and they will be loyal. Brands know that a blog has quite a lot of readers a day; they want to be seen by them. I have 2,500 visits a day. A very positive article or a well-chosen advertising, are going to be seen 2,500 times a day. And still I am not a big blogger but girls as Betty (leblogdebetty.com) receives about 50,000 visits a day.

→ Blogs are a good advertising tool to target the right audience. Relationships between fashion brands and bloggers are very important; the blogger decides what she wants on her blog and she is the voice to the readers.
The fact that the webzines / blogs phenomenon becomes institutionalized, isn't it against its initial status that wants it free? What do you think about it?

Aurélie Guernalec: My blog is still authentic and will always be. I think the important thing is the blogger wish. Some are here for the business but that doesn’t bother me. If the blogger knows what she wants to do with her blog and she does it well; as much as everyone takes advantage of it, I think it’s great for everybody. Then, the blogger doesn’t have to accept all the partnerships; she indeed has to select according to her identity (and the blog one). The fact that it becomes institutionalized allows this phenomenon to have totally different styles, totally different purposes; thus it is very interesting for the readers because each person can find what they want.

The institutionalisation of blogs allows the phenomenon to be more powerful and to reach more consumers (different kinds of blogs, styles…).

What is for you the evolution of print magazines?

Aurélie Guernalec: Magazines are accessories of leisure activities today, for weekends, holidays, in the evening at home. To find information, people go online now; it is a new habit, a reflex. However, magazines will stay because we relax by going through it and it is pleasant to look at it. And moreover the proof that both live and complement each other: magazines also work with blogs. They really complement each other. Magazines fell in sales because a new way of information access appeared (Internet) but they adapted themselves to the new market.

Magazines sales had fallen with a new important actor: Internet and its technology. Magazines and digital are learning to work and live together on the same market.
What would be for you the main reason for readers to stop reading fashion print media to go online?

Aurélie Guernalec: The cost. Some magazines are expensive while Internet is free. People are going to let down some magazines for this reason. I love Vogue magazine, it is the fashion reference but it's too expensive. I stopped reading it while contents are interesting and the magazine is very pleasant to look at.

The cost is a negative point for print media in general; even more in this crisis time. People won't buy as many magazines as before.

According to you, what are the 3 advantages of webzines and blogs? Aurélie Guernalec

Targeted information
Personal point of view of the writer
Passion for the subject
Honesty
Format of the website pleasant to read
  ✔ Various styles, personality (blogs for everyone)
Interactivity
Richer and interesting editorial contents
Speed of the information and the updates
  ✔ Available information 24/7 wherever you are
  ✔ Free
Other

The various styles allow as well seeing something different from us, new; even just for the pleasure to look at (some blogs have a really specific style but are pleasant to look at, to read). Blogs are the diversity; for all styles, all budgets. My blog has a basic style. I try to associate basic clothes differently or to add an original touch but I am rather classic. However, I love going on vintages blogs, preppy ones, just for fun.

The technology advances are the main advantages for blogs. It is easy to create, write on, to read... This is the reason why there are so many blogs; and this isn't the end. Everyone can find the blog which focuses on the style they want. It's very personalized.
What are the 3 main difficulties met by blogs?

Aurélie Guernalec: I can’t think of one difficulty. Maybe, women who want to become blogger just for the advantages (free clothes, fashion weeks...). This isn’t the purpose of a blog and it damages the blogosphere image. A blogger should remain herself for readers to identify themselves to her and her articles.

Some people would like to take advantage of the blogosphere. This damages the blogosphere credibility.

Why do you think media are generally read? Aurélie Guernalec

To know what it’s going on in the world and around us
 ✓ To distract, relax … Leisure time activity
To share with the other, even ones they don’t know
 ✓ To learn new things, new trends

Blogs are also great to exchange with people on a subject that we love. We create a community.

According to one person, media aren’t read for the same reason. It depends on everyone’s personality, need and behaviour.

Would you say that women worry more about fashion today than 5 years ago?

Aurélie Guernalec: No they don’t care about fashion more today. We just see fashion a lot on media; much more than before. Women care about fashion for centuries, it isn’t new. Companies communicate more, that’s it.

Companies are advertising more and more today. Budget for fashion brands advertising campaigns are very important. Advertising in a glossy is very expensive.
Would you say that women are more interested in fashion media today than 5 years ago?

Aurélie Guernalec: They read more fashion media; even more since Internet. They are looking for fashion information and ask questions about it; thanks to technological advances.

→ Internet has made easier the access to information. People can easily interact with people around a subject.

Would you say that there is too much advertising in media?

Aurélie Guernalec: This is fine by me. We know that there is advertising in magazines when we buy them; but it’s what makes them live. And today in fashion, brands make magnificent advertising campaigns; very pleasant to look at. Now on the Internet, advertising are targeted according to websites we go on. Advertising was never targeted that much. We “choose” the advertising we see in a way.

→ Glossies live thanks to advertising. Then, fashion brands spend a lot of money on advertising and there are very pleasant to look at. Fashion advertising has very nice pictures.

What are the 3 main sources influencing a woman when she purchases a fashion article?

Aurélie Guernalec

- Recommendations of a friend, a family member
  - A salesperson
- Online consumers’ reviews
- Information on the corporate website of the brand, product
- Information in magazines
  - A previous experience with the brand/ the store
- A celebrity using this product/brand
  - Other: blogs advices.

→ Women have affection for brands; they are emotional. Women work with feelings, even for shopping.
For you, the future will be on-line, paper, both? What do you think about it?

Aurélie Guernalec: It will be both. Online media are going to take the power because they are free, accessible 24/7 from everywhere. Nevertheless, both are going to stay because magazines are for leisure activities and the glossy is a fashion accessory. We will see more online media with Internet because it will be everywhere (smartphones…) but both will be present.

Webzines will be more developed, organized (not enough for now). Then, Twitter will become more and more important; not still known as Facebook.

Blogs are going to continue to grow and it’s possible that some of them turn towards lifestyles blogs (cooking, fashion…).

Internet media will continue to grow and to be more powerful. At the same time, magazines will adapt themselves and stay on the market.
**Sylvie Agostini, Fashion Editor for the French glossy “Voici”. Interview in December 2012 by email.**

“Voici” is one of the most important women magazines in France; which focuses in two main subjects: people and fashion.

**Who are your readers and which are your relationships with them?**

Sylvie Agostini: The target is between 25-50 years old; often loyal readers and "addict" to their “Voici”. No relationships with them (just one exception with the reader letter to the editor).

→ “Voici” is targeting a large age audience. These women seem to be loyal to their glossy.

**What is for you the evolution of the glossies for these last 5 years?**

Sylvie Agostini: New topics, contents and information organization.

→ The glossy has changed its contents to differentiate itself from the Internet. “Voici” has adapted its glossy to the new market and its powerful competitor: Internet.

**Do you give an important place to the online version of your magazine? Do you have a different strategy online and offline?**

Sylvie Agostini: Yes, but this is another organization; different from the print one. We offer more information online, more shopping pages; which can be explained by the fact that Internet is fast, more powerful and more interactive (not possible with the print).

→ The glossy enjoys the powerful technologies of Internet to offer more contents. “Voici” has two strategies (online and offline) to satisfy different needs and consumers.
How do you explain the increasing influence of blogs with brands but also in the media sphere in general?

Sylvie Agostini: It’s free. Then, it’s great for relaxing time. We always have something to read on Internet; it’s unlimited.

→Internet is very powerful, unlimited and more convenient. It doesn’t answer to the same readership, need.

What would be for you the main reason for readers to stop reading fashion print media to go online?

Sylvie Agostini: NOTHING. Nothing worth having the book in hand; going through the glossy.

→Women will keep reading glossy. This is a different media and they enjoy reading it. Glossies refer to leisure time.

According to you, what are the 3 advantages of print media?

Sylvie Agostini: Creativity; aestheticism and sharing.

→These advantages are strong ones to face the powerful Internet. Then, glossies are like an accessory; pleasant to look at.

What are the 3 main difficulties met by print media?

Sylvie Agostini: Price; the paper waste and too much dependent to the advertising.

→Compare to the Internet, glossies are expensive and less ethical. Then, glossies exist thanks to fashion brands advertising.
Why do you think media are generally read?

Sylvie Agostini: To relax; activity of leisure time; to learn new things and the new trends.

→ Reading is at first a leisure activity; often referred to paper magazines.

Would you say that women worry more about fashion today than 5 years ago?

Sylvie Agostini: Yes; women want more and more to seduce.

→ Women care about their appearance and fashion has always been important to her.

Would you say that women are more interested in fashion media today than 5 years ago?

Sylvie Agostini: Yes

→ There are more media types available to her. They can find the one they prefer.

Do you think there is too much advertising in glossies?

Sylvie Agostini: Yes, but this is the reason there are still alive...

→ Glossies and advertising depends on each other. Glossies need advertising to exist and publish print version.

For you, the future will be on-line, paper, both? What do you think about it?

Sylvie Agostini: Both. Paper and Internet don’t answer to the same needs.

→ Once again, this professional thinks the future will online and offline. Both media will share the market to satisfy different needs.
Any further comments on this subject: media in fashion?

Sylvie Agostini: There are too many blogs not well written; with poor editorial content. However, the blogs phenomenon is great but lacks of professional journalists.

→ Internet may need more regulation to offer better contents.

Have you noticed a sales decrease since the blog phenomenon?

Sylvie Agostini: Not really because our readers trust the information they find in “Voici”; and still enjoy reading it during their free time.

→ Women have honest relationship with their glossy; they trust it and enjoy reading it.

Have you noticed a change in your readers’ behaviour since the blog phenomenon?

Sylvie Agostini: Yes, they are expecting more and more from a glossy.

→ With more and more information online (and for free); women expect even more with their glossies. Glossies need to offer a different and original content; compared to Internet.

What are the topics your readers are the more interested in?

Sylvie Agostini: People, fashion pages and society’s issues.

→ Women seem to enjoy the “lifestyle” aspect of a glossy.
Appendix 5: Focus-Groups

Topic 1: MEDIA READ AND DEVICES USED

- These women read fashion and people magazines (Grazia, Be, Glamour and Cosmopolitan were the most cited).
- They buy them about every two months. They don’t want any subscriptions as they prefer to feel free to read the one they want when they want. Then, there aren’t expensive (around €1,50) but it is still more expensive than on the Internet.
- They share theirs magazines with family and close friends to save money but also to share about what they have read (social activity).
- Very specialized magazines aren’t bought (too expensive like Vogue, L’Officiel) but sometimes read at work for free, according to their respective job.
- They like people magazines to relax because it is fun, nice and not complicated to read.
- Fashion magazines are great to relax discovering new trends but also news about a lot of things: society, health, travel, psychology, cooking, technology… They are rich in information. Fashion magazines are for leisure times (week-ends, holidays on the beach…), Internet is for every day.
- They all use every time Internet to access information because it’s easy, fast and free but still like the feeling to have the paper magazine in their hands for free time. However it’s only true for fashion magazines and not for print media as newspapers. For the latter, they prefer to go online as this kind of information needs permanently updates and are more segmented online; and so easier to access the information you want. For fashion, the magazine is like an accessory. They are using more and more their smartphones to access Internet and all the information.
- Fashion magazines aren’t consulted online because their websites are too big and take too much time to download (Glamour and Cosmopolitan); unless they are looking for specific information or more details. Some of the women like the magazines’ page on Facebook but don’t look a lot at it.
Topic 2: SUBJECTS INTERESTS IN FASHION MEDIA

- They go through all the magazine, sometimes go back to one specific article. They are interested in the different topics of the magazines; however it will depends on what this is talking about this time.

- They all like the personal anecdotes of the other readers and of the staff; and tricks given by the magazine for beauty, health... They also like when the magazine staff has tried products and gives its feed-back. They said that these kinds of articles are more authentic; like a community share.

- They enjoy the fashion pages with the new trends and especially when they give the equivalent product in a less expensive store. Staff in fashion magazines is too often luxury.

- They find funny, entertaining and interesting all the reports about society, psychology, men/women relationship, sex...

- They also like the cultural pages: what's new in cinema, music...

- Fashion magazines are focused on fashion and this is why they buy it; but they like the multi-subjects part. They learn several things about many subjects. One woman said that fashion isn't only about beauty and clothes; it is also to be aware of the different trends of the main society's subjects.

- The few times they go on the magazines' website, it is because they are looking for specific information or to look at the last posts. They don't go through the entire website.

- However, they all agree on too much advertising in paper magazines. They see fashion magazines as a kind of catalogue which is already selling an idea to the reader; so magazines should have less advertising. Advertising weighs down the magazine.
Topic 3: GLOSSIES STILL ALIVE

- According to them, glossies won’t disappear. It is a leisure time activity; relaxing.
- They enjoy a print magazine after having spent all the day in front of a computer screen. It is more pleasant to read on a paper.
- Reading magazine is a long-time habit, a strong one. These women think it is understandable that the place of magazines has reduced to welcome Internet. However, magazines will stay if they don’t increase prices. They said they would stop buying magazines with higher prices; as Internet offers free information.
- For them, only the strongest and the most important fashion magazines would stay. Smaller ones are going to disappear with the new technologies because even if the readers appreciate having the magazine in hands, relaxing by going through it; the priority is to have the information and it is possible for free with Internet.
- They recognized not to be sure of why; but they know that magazines will stay. It is like a cultural thing.
- Then, they trust information in magazines. Professional journalists write the articles and check the information.
- Some women think the relationship with the magazine is more human; while Internet is a machine even if it is interactive.
- For them, magazines are related to leisure time, relaxing while computers/smartphones are related to working life. There always will be people to buy magazines. The majority of information will be on the Internet. The pleasure of the magazine in hands; to settle; to go through in front of the TV, in the train; that will stay. To read on screen isn’t good for eyes and isn’t practical all the time; for the small information but no big reports. Magazines will be less used by the future generations which will be born in Internet but the activity of reading / relaxation will make them survive.
Topic 4: ADVERTISING IN MEDIA

- There is too much advertising in all media type. In print magazines, there is too much advertising. They don’t look at it; unless it’s one of their favorite brands. They said that advertising in glossies don’t bother but is ignored. A little less advertising in it will be more pleasant.

- Then, on the Internet; the personalized advertising is well received. When they visit a website several times; then there is advertising for it on the corners. At least, it is advertising for a brand you like so it is kind of pleasant; as long as it stays in the corner and don’t bother in the middle of the screen. They said that it’s obvious how people are tracked on the Internet.

- On specialized websites or even on blogs, the advertising can be great. The website owner selects it according to the product/brand and sometimes it’s the way to discover new things.

- However, pop-up irritates. Sometimes, it isn’t possible to avoid them and it is exasperating.

Topic 5: FASHION AND SOCIAL NETWORKS

- On social networks, the Internet user likes pages, joins a group… These women said that it is like selecting your advertising; the user chooses the content she wants to see on her home page. For them, social networks are a great way to be closer to a brand, a magazine; to discover new trends, products…; to interact with them. Magazines try to create a community as a friend on Facebook so they feel more concerned by the content.

- However, some magazines just take the same content as in the paper version, and put it on Facebook (“Be” as an example). Some people read the paper version and go online so they should put different content. Then, on Internet, it has to be interactive between the magazine and the reader; a real exchange with questions for readers, contests… It has to be a two-way conversation.

- Some women don’t follow any brands/magazines on Facebook as they really use it for the private life, to share pictures with friends… They prefer to go on websites and follow news on it.
- They have a very positive image of fashion blogs. It is a great way to share a passion and exchange about it with people who are interested in the same subject. Blogs are very interactive and more human; like real and regular people talking to each other.

- However, they think it is hard to find the right blog. There are too many blogs of different styles; you have to find the one you really like. The biggest ones are easy to find as they came first on the Internet browser results but the smaller ones, not that simple.

- Then, small blogs have kept their initial DNA but some have lost their legitimacy by becoming too big and directed by advertising and big brands. They think some girls just write blogs to have free stuff and to go to the fashion week. It is not interesting to read this kind of blog because it is easy to feel that the passion for the subject isn’t the first motivation.

- Bloggers who have found the right and original way to write their blog are very interesting to read; as long as you have the same style. A blog is great when the blogger doesn’t tell everything about her life. Then, when she is passionate, it is very nice to read it because it is very personalized and sincere.

- The blog format is very pleasant to read and there is as much editorial content as pictures. It is like a catalogue but a very personal one. There isn’t much advertising which makes it nice.

- They like to read the “about me” part of the blogger to discover first who she is and to try to identify themselves to some of her passions.

- They want to find on blogs little personal tricks, what the blogger likes in the news trends… but not her life. It is important to keep the personal and authentic aspect of the blog.

- They think that the biggest blogs have become a business and may have lost their initial DNA. Then, they wouldn’t read it the same way as they read a smaller blog. They would read a big blog as a “non-personal” website. However, they recognized that the biggest blogs have proved the importance of blogs in the fashion market today. There are references and brands want to be on them.

- Blogs are closed to forums. It is possible to share with other people about a common subject.
Topic 7: INTERNET AND MEDIA

- Everything is possible on the Internet. There is information on any subjects.
- It is the easy way to find any information; fast and free.
- There are still suspicious about the truthfulness of the information as everyone can say what he wants.
- It is a very good way to communicate with your peers as well with businesses (no more boundaries between people and companies).
- You can share with people you don’t even know in another country about your passion, this is a great revolution.
- The information goes so fast (updates permanently). You get the information 24/7 and in real time.
- Internet is at the same time local and international.
- Internet is very powerful to segment and personalize content according to the user.
- However, they underline the possible negative effect on human; lack of human contact. Two women said that it is important to make opinions by themselves; not only according to what someone has said. Internet may put people to care too much about what other thinks and forget themselves.

Topic 8: PEERS RECOMMENDATIONS

- They trust a lot their friends and like having their opinion before to buy something. They want an honest point of view.
- They are still suspicious to online consumers’ reviews. However, they recognized that a negative review will make them having an apprehension about a websites, products… They also said that there are easy-angry people who are never happy. At the same time, really happy people might be the company telling good things about itself. They read reviews but want to make their own opinion.
- It also depends on the product. For them, forums and online reviews are more for technologies, medicine… For fashion, they like to share about clothes, beauty tricks… but for recommendations, they will trust their friends and family; and professional or passionate point of view (blogs, magazines…).
Topic 9: FUTURE IN FASHION MEDIA

- Online media are going to become widespread everywhere. It is a new media type as before Internet, TV…
- Print media are going to stay but magazines will adapt themselves maybe with new kind of information, new format…
- Internet and paper will complete each other. People don’t use them for the same need. Some people use paper and Internet and others only use one kind. Magazines are going to stay in the close future for leisure time. Internet is an everyday tool.
- Internet will be more widespread because it is a very powerful thing, accessible from everywhere at any time. Today, we are living the increasing use of tablets but maybe in few years it will be another tool? The technology is moving so fast, it isn’t even sure people who work on it know what it could be tomorrow. Internet is getting bigger and bigger.
- Fashion glossies are like a fashion accessory (not like newspapers); they are going to stay if there are still at the same price or lower.
- However, nobody can be sure of the long-term future as the future technology doesn’t exist yet and the future generations are still babies. How they are going to behave? This is what it is interesting today; we are never sure about the next day.
- There will be less subscriptions and more occasional purchases.

Topic 10: WEBZINES

- Some women have never heard that word before.
- Some have read once or twice by curiosity but haven’t been seduced.
- Webzines aren’t interactive at all. It is a PDF document; you can’t click on anything. It is really hard to stay concentrated in reading that on your computer (not even possible with a smartphone).
- They think it is a short-term trend or webzines need to be developed.
- Online media have created a real interactivity and exchange with people. Webzines are like a mix of paper and Internet without all its advantages. It is boring.
- Webzines have very specific subject so few readers.
- Webzines aren’t adapted to news screens; laptops are getting smaller and smaller (smartphones are bigger but it is still a small screen for reading).
- It is better to go on magazines websites which use the blog format. This is, for now, the best format on Internet to read news. Every news websites use it.
Appendix 6: Personal information of the questionnaire’ respondents

- **Age**

  - 18-25: 67%
  - 30-40: 33%

- **Status**

  - Active: 66%
  - Students: 28%
  - Inactive: 6%

- **Children**

  - 0: 63%
  - 1 or 2: 36%
  - 3 or more: 1%
Appendix 7: Treatments of the questionnaire’ open questions

Section 1: Print media

- The main reason to leave glossies for online?
  - Information online are free; not magazines. They prefer to save this money to buy clothes, not to look at them on glossies. Then, information becomes identical in both media (42%).
  - If they became bored with too much advertising and luxury stuff. Glossies should also have accessible products (15%).
  - They don’t want to stop reading glossies; they appreciate reading it, it’s entertaining (13%).
  - They could be seduced by the interactivity. The information is personalized and 24/7 updated; while in glossies, the information is already obsolete. There is a lot of information online (12,5%).
  - If glossies talk about the perfect women; the ideal and non-real. These women want honesty and real life (5,7%).
  - The paper waste with print (5%).
  - They would change if they could find the same quality and veracity of editorial content and images online or with another media type (4%).
  - If all the glossies become the same, they would go online (2,8%).
Section 2: Internet

- *When they hear “online forums”, the first word that come to their mind is:*

- Interactivity and sharing (32%).
- Consumers’ reviews, opinions, tricks (31%).
- Reliability, transparency, mutual help and honesty (9%).
- A lot of information (6,5%).
- Fakes, brands joining the forum to tell good things about their brand (5,7%).
- Network, community (3,7%).
- Disorganized, inconsistent (2,5%).
- Available 24/7 to everyone (2,5%).
- Fast, free (2%).
- Innovation (1,7%).
- Women (1,3%).
- Boring (1,3%).
- Useful (0,8%).

The two most important ideas giving by the respondents are interactivity and sharing (32%); and consumer’s thoughts (31%).
Section 3: Media in general

- *When they hear “fashion media” what is the first word they think about?*

- Trends, style, clothes (20.6%).
- Magazines, glossies (Vogue, Cosmopolitan, Grazia) (16.2%).
- Blogs (9.3%).
- Fakes, expensive, not the real world (8.5%).
- Models, muse, designers, fashion shows (8%).
- Glitter, luxury, chic (7.7%).
- Beauty, feminity (5.7%).
- Celebrities, money (5.7%).
- Advertising (5.3%).
- Interactivity, advices (4.9%).
- Shopping, leisure time (4.9%).
- Nice pictures (3.2%).

When these women hear the term “fashion media”, they think first about new trends, clothes (20.6%); glossies (16.2%); and blogs (9.3%).

8.5% of the population think fashion is an unreal world, with retouched pictures of models wearing inaccessible clothes. These women would like accessible fashion.
22 women answered this open question. Summary of the main ideas:

- Fashion blogs are becoming references in fashion and this is a good thing; more human and authentic, fashion for everyone.
- Targeted advertising online is very pleasant. They feel concerned and so interested.
- There is too much advertising in glossies but it's necessary for their survival.
- It is the same content everywhere. Glossies and online media should be more creative. Consumers also need to think by themselves to find products they really like (before someone told them to).
- Fashion is more and more about pictures (even glossies); like a catalog; this is interesting.
- Fashion should be more accessible for everyone, every budget. Often (even in blogs), it is luxury and not everyone can afford them. They should talk more about middle budget (a sweat: 30€; a jean: 50€).
- They don't want to stop reading glossies. This is a cultural good for leisure activity. People are spending more and more time online, they need to take a break (with glossies).
- They need more credibility online and more women from every day in glossies.
Appendix 8: Questionnaire (English)

Section 1: PRINT MEDIA

- In a month, how many magazines do you read (any kind of subjects)?
- Do you read fashion magazines? Yes/No
- Do you read other types of print magazines? Yes/No. If yes, which kind? (People, Psychology and Lifestyle, Decoration, Cooking, Children, Others …)
- Which sections are you interesting in in fashion magazines? Categories list. Select 3
  - Clothes, Psychology and Lifestyle, People, Beauty, Health, Travel, Designers news, Entertainment (TV, Cinema, Concert…), Cooking, Job, Sex, Internet, Horoscope, Men, Others
- According to you, what are the 3 main advantages of print media?
  - Sources control and credibility
  - Quality of the editorial content
  - Having the book in the hand
  - Targeted and specific information
  - Information organization
  - Others: …
- The 3 disadvantages?
  - Environment (paper)
  - Too much advertising?
  - Less targeted information
  - Less information
  - Not interactive
  - Not free
  - Others: …
- On 10 (the most), how much you would say you’re being influenced by magazines advices?
- Before shopping, do you read fashion magazines to check new trends, where to go…? Yes/no/don’t know.
- Would you say that in print magazines, it is always luxury stuff and so inaccessible one? Agree/Disagree/Don’t know
- What will be for you the main reason to leave print magazines for another media? Open question.
Section 2: INTERNET

In which websites do you read fashion news? Facebook, Twitter, blogs, corporate websites, other

Do you follow fashion blogs?

According to you, what are the 3 main advantages of blogs?

- Targeted subject
- Personal point of view
- More honesty
- Blog format is pleasant
- Different style, personality
- Interactivity
- Editorial content
- Fast information and update
- Free
- Others

The 3 disadvantages?

- Bloggers are becoming real “fashionistas star”. It has become itself a business
- Not professional writers for some
- Reliability of the source
- Too targeted
- Only one voice talking to readers
- Nothing
- Other

Are you following fashion magazines pages on Facebook or Twitter? Yes/no

Are you following fashion brands pages on Facebook or Twitter? Yes/no

What are for you the three main advantages of social networks?

- Sharing and interactivity
- Easy contact with your peers
- Targeted information
- Information content selection
- Fast information and updates
- Free
- Others
- The 3 main disadvantages?
  - Loss of privacy
  - Social networks are more for the personal life
  - Becoming itself a business
  - Source credibility and reliability
  - Nothing
  - Others

- Which kind of device are you using to access online information?
  Laptop/smartphone/other

- Which sections are you interested in fashion media? Categories list. Clothes, Psychology and Lifestyle, People, Beauty, Health, Travel, Designers news, Entertainment (TV, Cinema, Concert…), Cooking, Job, Sex, Internet, Horoscope, Men, Others

- On a scale of 10 (10 the most), how much would you say you trust information online?

- On a scale of 10, how much would you say you trust people' reviews?

- In a week (month?), how many times are you going online to read information? Every day/ Once a week/ 2 or 3 times a week/ Once a month/ 2 or 3 times a month/ Other

- How many hours a day you’re spending online (all devices)? Less than 2h/ Between 2 and 5h/ More than 5hours

- What are for you the 3 main advantages of online media?
  - Fast information
  - Free content
  - More content
  - More targeted information
  - Available 24/7
  - Available from everywhere
  - Interactivity
  - Sharing information
  - Different sources available
  - Others: …
o The 3 main disadvantages?
   Quality and reliability of the source? Fake.
   Too much information
   Letting dying out the print market?
   Others: …

o Have you ever shopped online?
  • If yes? Often, always, quite never…
  • If not, why? …. Open question

o Before shopping, do you go online to find information on what you want, to have a preview? Yes/no/don’t know

o On which websites are you going? Corporate/Social Networks/Blogs/Others

o On 10 (the most), how much you would say you’re being influenced by blogs?

o When you hear “online forums”, what is the first word that comes to your mind?

o Section 3: MEDIA IN GENERAL

  o Please make a ranking of media device you consult the most (1 the most used and 5 the less one): TV/PC/Mobile/Print/Radio.

  o Why are you reading media? Please select 2.
     To know what’s going on?
     To distract, relax...leisure time.
     To share with people even ones you don’t know
     To learn new things, trends

  o Do you think you care more about fashion today than 5 years ago? Yes/no

  o Do you think you care more about fashion media today than 5 years ago? Yes/no

  o Do you think there is too much advertising in media? Yes/no

  o Would you like more editorial content? Yes/no

  o In your point of view as a consumer, the future will be online/offline or both?
When you shop fashion stuff, what are the three sources that influence you? Please rank from the most influencing (1) to the least one (3):

- Recommendations from a friend/family member?
- Salesperson
- Online consumers reviews
- Online information on professional websites
- Information in magazines
- A previous experience with the brand/store
- Celebrities wearing/using the product/brand
- Other: …

When you hear “fashion media” what are the three words that come to your mind?

Any further comments on this subject?

Section 4: Personal Information

- Age
- Profession: Active/Not active/student
- Children: Yes/no. If yes, how many?
Questionnaire (French)

Introduction :

Cette enquête est menée dans le cadre d’une dissertation pour la validation d’un master en Marketing. Vos réponses aideront à comprendre le phénomène d’Internet et les médias aujourd’hui en France. Toutes les réponses sont anonymes ; ce questionnaire ne prend pas plus de 5 minutes.

Sujet de la dissertation : Comment les femmes consomment les médias aujourd’hui en France et quelles sont les réactions des professionnels : média traditionnels vs. média digitaux. La recherche s’appuie sur l’exemple de la presse mode en France.

Merci à toutes pour votre contribution!

- Partie 1: Magazines Papier :
  - Lisez-vous la presse écrite sur la mode ? Oui/Non
  - Si oui, combien de magazines par mois ? 1/2/3/+ de 3
  - Si non, lisez-vous d’autres types de presse écrite ? Oui/Non. Si oui, quel type ? (People, Psychologie et Style de vie, Décoration, Cuisine, Enfants, Autres…).
  - Selon vous, quels sont les 3 avantages de la presse écrite ?
    - Contrôle et crédibilité de la source d’information
    - Qualité du contenu éditorial
    - Avoir le magazine dans ses mains
    - Information ciblée et spécifique
    - Organisation de l’information
    - Autres, précisez : …
  - Les 3 inconvénients ?
    - Forte consommation de papier (non-respectueux de l’environnement)
    - Trop de publicité
    - Moins d’information
    - Moins d’information ciblée
    - Pas interactif
- Payant
- Autres, précisez : …

○ Sur une échelle de 10 (10 étant le plus élevé), comment êtes-vous influencé par les conseils des magazines ?

○ Avant de faire du shopping, lisez-vous les magazines mode pour vous informer des nouvelles tendances, où allez…? Oui/Non/Pas à chaque fois

○ Diriez-vous que dans la presse écrite, les produits/services proposés sont luxueux, inaccessibles pour la majorité des lecteurs ? Oui/Non/Ne sais pas

○ Quelle serait pour vous la principale raison d’arrêter de lire la presse écrite mode pour un autre média ? Question ouverte

○ Partie 2: INTERNET

○ Suivez-vous les informations sur Internet ? Oui/Non

○ Si oui, sur quels types de sites les suivez-vous ? Facebook, Twitter, blogs, sites institutionnels, autres précisez.

○ Suivez-vous un ou plusieurs blog(s) ? Si oui, combien ?

○ Selon vous, quels sont les 3 avantages des blogs ?
  - Information ciblée
  - Point de vue personnel du blogueur
  - Honnêteté
  - Format du site agréable à lire
  - Différents styles, personnalité (des blogs pour tous)
  - Interactivité
  - Contenu éditorial intéressant et plus riche
  - Rapidité de l’information et des mises-à-jours
  - Gratuit
  - Autres, précisez : …

○ Les 3 inconvénients?
  - Les blogueurs deviennent des « stars ». Les blogs sont eux aussi devenus un business
  - Les blogueurs ne sont pas pour la plupart pas des journalistes professionnels
  - Qualité et fiabilité de la source
  - Information, contenu trop ciblé
  - Seulement un point de vue, une opinion : celui du blogueur
  - Rien
- Autres, précisez : …
  - Etes-vous sur Facebook ? Oui/Non
  - Si oui, suivez-vous les pages des magazines de mode qui vous intéressent ? Oui/Non
    - Si oui, suivez-vous les pages des marques de mode qui vous plaisent ? Oui/Non
  - Selon vous, quels sont les 3 principaux avantages des réseaux sociaux ?
    - Partage et interactivité
    - Gardez le contact facilement avec ses proches et connaissances
    - Information ciblée, personnalisée
    - Sélection des informations (groupes, pages fans…)
    - Rapidité de l’information et des mises-à-jours
    - Gratuit
    - Autres, précisez : …
  - Les 3 inconvénients des réseaux sociaux ?
    - Vie privée rendue publique, moins d’« intimité »
    - Le business/la publicité sont trop présents. C’est devenu un business
    - Les réseaux sociaux sont plus pour la vie privée
    - Crédibilité et fiabilité des différentes sources
    - Rien
    - Autres, précisez : …
  - Quel support principal utilisez-vous pour accéder à l’information en ligne ?
    - Ordinateur/Smartphone/Autre, précisez : …
  - Sur une échelle de 10 (10 étant le plus élevé), faites-vous confiance aux informations en ligne ?
  - Sur une échelle de 10 (10 étant le plus élevé), faites-vous confiance aux avis de consommateurs en ligne ?
  - Sur un mois, combien de fois vous rendez-vous sur Internet pour lire les informations ?
    - Tous les jours/Une fois par semaine/2 ou 3 fois par semaine/Une fois par mois/2 ou 3 fois par mois/Autres, précisez : …
  - Combien d’heures par jour passez-vous sur Internet tous supports confondus (Ordinateur, Smartphones…) ? Moins de 2h/Entre 2 et 5h/+ de 5h
Selon vous, quels sont les 3 principaux avantages des médias en ligne ?
- Rapidité de l’information
- Contenu gratuit
- Plus d’information
- Plus d’information ciblée
- Information disponible 24h/24 et 7j/7
- Information disponible où que vous soyez
- Interactivité
- Partage de l’information facile et rapide
- Différentes sources d’informations disponibles
- Autres, précisez : …

Les 3 principaux inconvénients ?
- Qualité et fiabilité de la source? Rumeurs, fausses informations…
- Trop d’information
- Internet tue petit à petit la presse écrite
- Rien
- Autres, précisez : …

Avez-vous déjà fait du shopping sur Internet ?
- Si oui, combien de fois ? Tout le temps/ Souvent/ De temps en temps/ Juste une fois pour essayer/
- Si non, pourquoi ? Question ouverte

Avant de faire du shopping, allez-vous sur Internet pour trouver ce que vous voulez, avoir des avis de consommateurs, etc… ? Oui/Non

Si oui, sur quels sites Internet allez-vous? Sites institutionnels/Réseaux sociaux/Forums/Blogs/Autres, précisez : …

Ecrivez-vous vous-même votre propre blog ? Si oui, quelles sont les 3 principales raisons ?

Sur une échelle de 10 (10 étant le plus élevé), comment êtes-vous influencé par les blogs ?

Quand vous entendez l’expression « forums en ligne », quels sont les 3 mots qui vous viennent à l’esprit ?

Partie 3: MEDIA EN GENERAL

Faites un classement des médias que vous utilisez le plus (1 le plus utilisé et 5 le moins utilisé) : TV/PC/Mobile/Papier/Radio
Pourquoi lisez-vous les médias en général ? Sélectionnez les deux principales raisons.

- Pour savoir ce qu’il se passe dans le monde et autour de vous
- Pour vous distraire, vous relaxer… Activité de loisirs
- Pour partager avec les autres, même ceux que vous ne connaissez pas
- Pour apprendre de nouvelles choses, les nouvelles tendances…

Diriez-vous que vous préoccupez plus de la mode aujourd’hui qu’il y a 5 ans ? Oui/Non

Diriez-vous que vous vous intéressez plus à la presse mode aujourd’hui qu’il y a 5 ans ? Oui/Non

Pensez-vous qu’il y a trop de publicité dans les médias? Oui/Non

Souhaitez-vous plus de contenu éditorial et moins de publicité? Oui/Non

D’un point de vue économique, pensez-vous que le futur sera en ligne? Papier? Les 2?

D’un point de vue personnel de consommateur, souhaitez-vous que le futur sera en ligne ? Papier ? les 2 ?

Quand vous achetez des articles de mode, quelles sont les 3 sources principales qui vous influencent ? Faîtes un classement du plus important (1) au moins important (3)

- Recommandations d’un ami, d’un membre de la famille
- Un vendeur
- Les avis de consommateurs en ligne
- Les informations en lignes sur les sites de la marque ou des revendeurs
- Information dans les magazines
- Une expérience précédente avec la marque/ le magasin
- Une célébrité utilisant ce produit/cette marque
- Autres, précisez : …

Quand vous entendez « presse mode », quels sont les 3 mots qui vous viennent à l’esprit ?

Avez-vous des commentaires à apporter sur ce sujet : les médias dans la mode ?

Partie 4: Information Personnelle

- Age
- Statut: Actif/Non actif/Étudiant
- Enfant à charge: Oui/Non. Si oui, combien d’enfants?

Merci pour vos réponses ! Si vous connaissez des personnes qui seraient intéressées pour répondre à ce questionnaire, n’hésitez pas à leur envoyer le lien. En cas d’éventuelles questions, n’hésitez pas à me contacter à cette adresse email : lucie.prain@hotmail.fr
Appendix 9: Project costing

Writing a dissertation involved several costs, there are indicated below:

- Printing and photocopies (articles, interviews…): 30€.
- Printing and binding: 160€.
- Travel costs to Paris: 100€.

The final cost of the dissertation reached 290€.
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