

Dissertation

The impact of personal Branding through fashion blogging on consumer behavior of Burberry plc

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RESEARCH TOPIC

The impact of personal Branding through fashion blogging on consumer behavior of Burberry plc

CHAPTER 1: INTRODUCTION

Topic of the research

The topic of this research project is “The impact of personal Branding through fashion blogging on consumer behavior of Burberry plc”. The research topic includes concepts and aspects of branding, promotional strategies and consumer behavior.

Purpose of the research

The purpose of the research is to develop ideas and knowledge about the concepts and aspects which are associated with the research topic. In depth discussion about personal branding, promotions, consumer behavior, importance of branding in fashion industry and the impact of personal branding on fashion retail businesses are the purposes of the research.

Aims and objectives of the research

The aim of the research is to identify the impact of fashion blogging and personal branding on the consumer buying behavior of the fashion retail business Burberry plc.

The objectives of this research project are presented below:

- To identify the impact of fashion blogging on consumer behaviour of Burberry
- To identify the impact of personal branding on consumer behaviour of Burberry plc
- To find out the level of personal branding activities and initiatives performed by Burberry plc
- To evaluate the fashion blogging activities of Burberry plc and their impacts on the consumer behaviour
- To find out effective strategies and initiatives of personal branding which will be helpful for Burberry plc to increase the popular and brand loyalty among the customers.

Research questions

The questions of this research project are presented below in this part of the research proposal.

- What are the impacts of personal branding on consumer buying behaviour?

- What are the effects of fashion blogging on consumer buying behaviour?
- How personal branding helps fashion business organizations like Burberry to increase sales?
- What are the current fashion blogging and personal branding initiatives of Burberry?
- What are some effective personal branding strategies for Burberry plc?
- Which fashion blogging initiatives will be effective for improving the consumer buying behaviour in favour of Burberry plc?

Background of Burberry plc

Burberry plc is a public limited which was established a long time ago, in 1856 in Cliddesden Road in London. It was established by Thomas Burberry who is a pioneer in fashion in the UK. It has operated its business in more than 59 countries worldwide. There are more than 420 brick and mortar store locations as of 2021. The headquarters of this fashion house is now at Horse ferry Road, Westminster, London. It was a family-owned business organization but later in 2005, it was incorporated. The brand is a prominent one and it faced some environmental issues like it demolishing unsold products so that those products don't go cheap or stolen or sold unwontedly which can be harmful to the brand. Some environmentalists opposed the doing but it assured that there were no environmental risks involved in the destruction process. It has faced many ups and downs and in 2021 it announced that it would reduce carbon emissions and become a climate-positive company by 2040. It announced that it would reduce its carbon emission by 46% by 2030 and the reduction process will be going on.

CHAPTER 2: LITERATURE REVIEW

Fashion blogging

Fashion is a non-verbal communication that shows individual expression. Nonverbal communication refers to facial expression, personal space, gestures, eye contact, paralanguage, use of time, conversational silence etc. which is beyond speech. Fashion is referred to as non-verbal communication which sends a lot of non-verbal messages. Fashion can express someone's feelings. Fashion is referred to as a social arrangement and it can be a garment, a shop, an idea, a photograph, a memory or a moving image (Entwistle, 2015).

Fashion is an important part of non-verbal communication. A blog or an application on our phone can set a trend in fashion. It is a communication form that shares self-image, feelings or personal styles through Internet (Hermanaviciute & Marques, 2016). The audience can have an edited and spontaneous style through individual posts which reflect thoughts, ideas and inspirations.

A larger group of audiences can be reached through fashion blogs. The definition of fashion has changed a lot now-a-days through fashion films, fashion blogging and online fashion publishing in the era of new social communication and it is considered a self-image in this society (Duffy & Hund, 2015). The fashion blog is divided into corporate and independent blogs which are the most commercially successful in the digitalization era. It is the most publicly visible form of digital communication and marketing. The genre is of a broad range. Different types of fashion institutions like Vogue, Paul Smith, TopShop etc. which are mainly magazines can be opposed to corporate blogs which are run by individuals and focused on different types of fashions.

Personal branding can be built through fashion blogs (Khedher, 2014). There must be some visible actions in the marketplace to be seen as a fashion blogger. It is a process to set a product or service apart from the market competition and gain some advantage. Personal branding is increasingly popular in the digital age. The main aim is to focus on strengths and uniqueness. If a unique personal identity can be established then active communication can be developed to identify a specific target market. There are mainly 3 phases: brand identity, brand positioning and brand evaluation. In the first stage presentation of product and service is created through computer-mediated environments and published on social networking profiles, blogs and personal web

pages. A brand can be reached to the customers in this process and brand identity can be spelt established. A few years ago personal branding is only for celebrities and celebrities are endorsed. Nowadays anyone can showcase a brand through personal web pages and they are paid by the brands. They showcase the attributes and features of the products and services of a brand to transform worthy. Regular evaluation is made to understand the brand identity and brand positioning in creating a worthy brand.

Personal branding

The initiatives and efforts to influence and persuade target customers and general public to pay for the products and services of a business organization by developing the brand image and brand awareness among the customers (Wright, 2009). Personal branding helps business organizations to establish themselves as a leading one within the industry. The development of the positive brand image and credibility of the business is possible with personal branding. Additionally, personal branding is effective for differentiating a business organization from other competitors or rivals. The unique products or services of the business organization can be successfully presented and established as well as promoted in front of the customers through personal branding (Chritton, 2012). The aim and goal of personal branding is to create a positive image about the business organization and influence the consumer buying behavior in favor of the business organization.

Importance of personal branding

Personal branding is important for business organizations for a number of different reasons. The first one among these is the fact that, personal branding helps business organizations to build trustworthiness and credibility of the business organization among the customers (Labrecque, Markos and Milne, 2011). It also helps business organizations to develop a much higher perceived value among the target customers and within the industry. Through personal branding, business organizations and brands can be differentiated from their rivals as well as competitors operating within the same industry (Armstrong and Armstrong, 2009). In addition to these, personal branding creates and develops different business opportunities and scopes of growth for brands and business organizations.

Promotion of products or services and communication about strengths and uniqueness to a target audience through social media blogs can enhance the quality of communication. There are many

microblogging sites, video and photo sharing sites, commentary forums and networking sites available on this premise.

Personal brand creation is important in a way that it can develop a relationship with the bloggers and audiences in a critical dimension that can help in both ways. Audiences can have different reviews from bloggers in buying new products and bloggers can have feedback from consumers on products. This message collaboration can enhance the value creation procedure and consumers can have their taste of products.

Fashion Blogs as a Personal Brand

An online fashion blog is considered a medium of self-expression which is a showcase of interest and knowledge about products and services. There is domination in the blogosphere of profession and lifestyle blogs in the UK (Lookbook, 2017). The engagement level is higher and more customers can be reached through online fashion blogs. Fashion bloggers are considered public figures and they are an inspiration and motivational source and most of the time product information source (Preece, 2014). Fashion bloggers mainly create a personal identity that is useful for their brand or other brands. That online identity is one kind of personal branding in which online content is developed and engaged. A fashion blog is a significant platform for diffusing fashion and trend related information.

A fashion blog is considered a significant platform to provide information and content regarding fashion brands, trends, products, style and e-commerce. It can depict daily life, fashion identity, consumer behaviour and choices presented through self-taken photographs. Many fashion brands harness personal bloggers who have larger audiences which means bigger collaboration (Mintel, 2016). The popularity of fashion blogging increased in generation Y as they acknowledge technology in their teenage years and they were born in the mid-1990s. So, they are surrounded by technology and digitalization and they favour social media to express their feelings and take recommendations from different reviews (Mintel, 2015a). It is suggested that more than 70% of females aged from 16 to 24 consider fashion bloggers' recommendations and their inspiration is fashion magazine content in their dress (Mintel, 2015a and 2015b). Consumers who possess little knowledge about some products believe that their risk is diminished in buying a new product through blogging (Euromonitor 2016). This is a digitalization era and it is quite sure that consumers use their huge amount of time on social media and they are influenced by the awareness created

and information given by bloggers. They also provide feedback through those blog trails in messages and comments which is also beneficial for idea generation and innovation (Lorenzo-Romero et al., 2014). In this process value co-creation is possible and it can enhance the interaction and connection between the consumers and bloggers in a way that can influence the future choice of consumers (Zhang and Liu, 2015).

Conceptual Model: Fashion Blogs as a Personal Brand

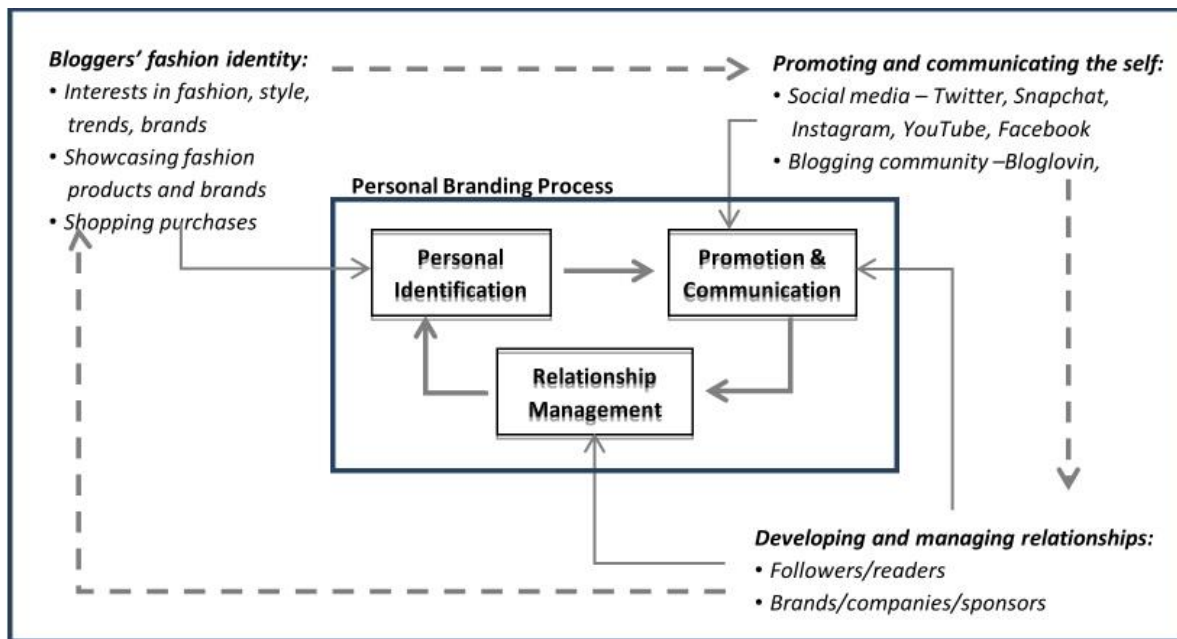


Figure: Fashion bloggers activities.

This model shows that the fashion bloggers post their daily life, outfit, choices and shopping purchases and as choices and preferences vary from person to person those post contents are also unique. In this process, their identification is created. Fashion bloggers communicate with their audiences about their blog contents and try to promote themselves to a bigger audience group. They represent themselves through social networking sites like Facebook, Twitter, Instagram and Snapchat etc. There are other fashion blog communities like Bloglovin.com and Lookbook.nu. These are also used by fashion bloggers to develop a strong readership base and followers through collaborative relationships with brands. It is important to build and maintain strong relationships with consumers to achieve sustainable profitability.

Consumer buying behavior

The concept of consumer buying behavior represents the activities and initiatives taken by the customers before buying any products or services (Brosekhan and Velayutham, 2016). These activities can be conducted both online and offline. Consumer buying behavior is influenced by a lot of internal and external elements which are very important for business organizations to identify.

Consumer buying behaviour

Consumer buying behaviour is one of the most important and complex tasks for the business organization and most organizations spend huge amounts of time and money just to understand the buying behaviour of their target customer segment. It is a competitive advantage to gain knowledge on consumer buying behaviour. Consumer buying behaviour refers to the ideas and experiences of the targeted and potential customer individuals and groups in buying goods and services to satisfy their needs of them (Solomon, 2017). The main theme of consumer buying behaviour is the available resources of buyer and seller and the reasons why consumers buy a product. A business organization wants to retain a customer for a long time, so how often they buy a product, how often they use it, why they refer a product to their friends and families, how they evaluate a product and review these all are attached to consumer buying behaviour. There are many factors behind consumer buying behaviour like cultural factors, social factors, personal factors and psychological factors (Chand, 2016).

Cultural factors

Consumer culture and social class play an important part in buying behaviour. There is some common behaviour available in every culture and consumers make a decision subtly considering their culture and subculture. There are some dress codes and values in every culture. Whenever a consumer identifies his or her culture in a fashion blog he or she with a subtle mind creates an attraction to that blog and after some time that consumer begins to like that blog and refer to others in seeing that blog (Peighambari, et. al, 2016). In this process, a product or service gets popularized in a culture.

Cultural trend or Bandwagon effect refers to widely followed trends in culture. When a trend is followed by some people and gets popularized then everyone follows that trend.

Social factors

Social origin, residence, works and hobbies plays important role in consumer buying behaviour. Here reference groups and membership groups play a significant role in choosing a product. A reference group refers to a group of people who are close and can give an opinion in decision making (Bhasin, 2017). A membership group refers to a community to which an individual belongs. People from reference groups can influence a consumer through motivation and their word of mouth seems important in decision making (BBA Mantra, 2018). There are several roles to be played in these groups like the influencer, the initiator, the decision-maker and the buyer. Here, the initiator is an individual who suggests a buying and the influencer is an individual who motivates and passes some positive word of mouth in the decision-making process. The decision-maker is an individual who decides which products to be bought according to the attributes and features and which product gives the best return against a price. The buyer is the final consumer who buys a product. Family and other individuals with superior social status can influence a consumer in buying decision.

Personal factors

Age, lifecycle stage, occupation, economic circumstances and lifestyle are the main facts in personal factors. The fashion sense of a 20-year-old customer and a 75-year-old customer is not the same (Pratap, 2017). If a fashion house wants to target young generations then it has to understand the needs and fashion trends of youths and teenagers. Fashion sense and trends change in the lifecycle (Bansal, 2015). Occupation and income level are mutually attached. If a fashion house wants to introduce luxury products then it has to target the high-income groups and in that case, it has to research which occupation generates higher income. A set of traits and specific characteristics of each individual is referred to as personality. A confident individual doesn't back from a new trend rather he or she acknowledges a new trend and tries to adapt to it (Perry, 2018). A shy individual sticks to the recent trends.

Psychological factors

Maslow's hierarchy of needs is a dominant psychological factor. An individual goes for a higher tier needs if and only if he or he can fulfill the mower tier needs (McLeod, 2018). There are mainly five types of needs in Maslow's hierarchy: physiological needs, safety needs, social needs, esteem

needs and needs for appreciation. If a fashion house wants to introduce luxury products then it has to research which type of consumer has already achieved physiological, safety and social needs.

The process, through which an individual selects, organizes and interprets the information he receives to do something that makes sense is referred to as perception (Study.com, 2018). There are mainly three types of perception such as selective attention, selective distortion and selective detention. An advertisement sends different types of messages but a customer can focus or may focus on a few details which are fit to his or her needs and want. So, attention level varies from person to person and advertisements and brands can't capture the attention of a customer and retain them due to the attention level (Cherry, 2017). There are many ads given on Facebook and YouTube but many consumers don't pay any attention as those ads disturb the main function. A consumer who wants to buy luxury apparel gives attention to those advertisements that showcase exclusive, unique and luxurious apparel. Again, two consumers can't interpret the same stimuli in an advertisement. So, the interpretation of a consumer with enough money to buy an exotic, unique and luxury apparel decipher an advertisement of a luxury apparel brand and the interpretation of a consumer who doesn't possess enough money to spend in this sector doesn't decipher the same thing from that advertisement (Ahmed, et. al, 2016). Consumers don't retain that information that doesn't fit with their beliefs and attitudes.

Types of consumer buying behaviour

There are mainly four types of consumer buying behaviour: programmed behaviour, limited decision making, extensive decision making and impulse buying behaviour. When consumers buy low cost frequently purchased products then they don't feel pressure to search for information rather they go for the products they bought before or someone refers to them. When consumers buy occasional products then they search for the available types of products in the market and the brands. In this, a moderate amount of time is needed for product attributes and features search. When consumers buy extensive products then a lot of time is needed to search for information as there are economic, psychological and performance risks. If a car is bought at a high price but the colour is not welcomed by the neighbours and families then there is a psychological risk (Howell, 2017). In this case opinions from friends, families and other buyers are also collected. Sometimes, consumers buy some products without any conscious planning.

Impact of consumer buying behavior in marketing

Consumer buying behavior is considered as a very important concept in marketing. The major aim of marketing is to increase sales revenue and consumer buying behavior decides the purchasing decisions of customers (Hoang, 2013). Thus, consumer behavior must be given high preference and importance in marketing activities.

Consumer buying behaviour has a significant impact on marketing. A recent example is the Covid 19 pandemic. In the pandemic era, the demand for necessary daily products increased as consumers aren't allowed outside by the government. The income level became lower than usual and for some of the workers, the income-generating job vanished. So, their demand and necessity changed a lot. During that time business organizations operating and marketing necessary products increased and not only that the demand for luxury products decreased in that time. So, marketing influence and cost behind luxury products increased as they wanted to achieve revenue from their target audience.

Income and product choice has a positive relationship. If income increases then choice goes to luxury products. If a fashion house wants to sell its luxury products then they have to attract high-income groups. So, their marketing channel and strategy would be different. They can endorse celebrities on their blog to reach more customers. A fashion house can showcase fabrics and other assortments so that value creation is possible.

CHAPTER 3: RESEARCH METHODS AND METHODOLOGY

Research philosophy

Among different types of research philosophy, positivism is selected and will be followed for the completion of this research project. This research philosophy takes into account only knowledge which are factual. These factual knowledge and information are collected and gained by effective and successful observation conducted by the research activities. The factual knowledge considered and accepted by the positivism philosophy of research are trustworthy and authentic. The roles and activities of the researchers following the positivism philosophy of research are limited to data collection and objective interpretation of the collected data and information.

Research paradigm

The pattern or model of performing a research and its activities is known as research paradigm. Research paradigm represents the framework of concepts and thoughts which discusses about and reflect on the research practices as well as theories (Berg, 2004). The blueprint of a research project is the creation of the research paradigm of the research. The quantitative research paradigm will be used for this research project which represents both experimental and non-experimental activities.

Research methodology

The activities and approaches of conducting a research project are known as research methodology. The research methodology provides guidance and decides the activities which will be performed and conducted throughout the research project (Biggam, 2008). There exist 2 major types of research methodologies. These are: qualitative research and quantitative research. The qualitative research takes into account the concepts, theories and models related to the research topic. On the other hand, the quantitative research considers the numerical and statistical data and information to perform the research activities and complete the accomplishment of the desired outcomes from the research. This specific research project of Burberry plc will use the quantitative research methodology.

Research strategy

There are 2 major types of research strategies which are widely used by researchers from different areas and sectors. These research strategies include: primary research and secondary research. Primary research refers to the collection of raw data from the respondents and suitable sources of information relevant to the research topic. Primary research collects data which are freshly generated and is unique for each research projects (Cameron and Price, 2009). Secondary research represents the collection of data and information from authentic and trustworthy sources which are relevant and required for the research project and is developed from the works of other researchers, authors and writers as well as organizations. Secondary research utilizes already existing data and information. Same information and secondary data can be used for several research projects. This research project of Burberry will follow both the primary and secondary research strategies.

Sampling methods

The set of people who are eligible for providing information and primary data for a research project is known as the population of the research. The population of a research project includes a high number of people in most of the cases. It is highly costly and very time consuming to collect information and data from such high number of people (Hair et al., 2011). Thus, a smaller set of people from the population is selected from whom primary data is collected in order to complete the research activities timely and efficiently with limited time and resources. This smaller set of selected respondents from the population is known as the sample of a research project. 20 respondents will be taken to conduct this survey. The respondents are mainly consumers who are randomly picked up. They will be given questionnaire containing 12 questions on fashion blog and impact on consumer behaviour.

Data collection tools and methods

The primary data for this research project will be collected with the support of a questionnaire which will contain 10 specifically designed questions related to the topic of the research. The secondary data for the research will be collected from several different sources such as books, newspaper articles, research papers, online authentic resources and websites, journal articles etc.

Data interpretation techniques

The collected primary data will be analyzed with the support of data analysis tools such as Microsoft word and excel. The interpreted data and findings of the research will be presented with Microsoft PowerPoint and Word.

Time prospects of the research (Gantt chart)

The Gantt chart is the visual representation of the research activities with their sequences on which tasks should be performed after one another, together and simultaneously. The required, estimated and allocated time duration of each of the research activities are planned and represented by the Gantt chart so that a proper and efficient completion of all these different research activities are assured(Lapan, Quartaroli and Riemer, 2012). According to the Gantt chart of the research project of Burberrypkc, it will take 11 weeks to complete the whole research project. The primary and secondary data collection activities will take the highest time of 4 weeks among the research activities. In addition to that, the interpretation of the data and presentation of the findings of the research will take 3 weeks as well.

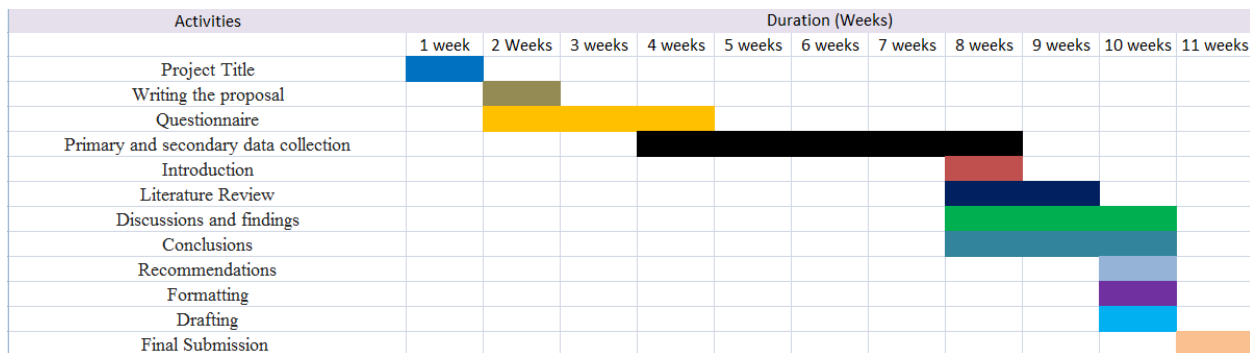


Figure: Gantt chart for the research project of Burberry plc.

Ethical consideration of the research

The research project and its activities will maintain the ethical standards properly. Full consents of the respondents participating in the primary data collection will be ensured. The identity and confidential personal information of the participants will not be accessible to the research team members or anyone else. The respondents to the research questionnaire will be anonymous. In case of the secondary data collection, proper referencing and citation will be included in the research paper for giving full credit to the original source of the works and information.

Findings

1. What is your age?

Age	Frequency
15-25	12
25-45	4
45-Above	4

Table: Age of the respondents.

Most of the respondents are 15-25 which means a higher percentage of the respondents is from the young generation.

2. What is your employment status?

Employment status	Frequency
Student	8
Part-time	4
Full time	6
Unemployed	2

Table: Employment status.

Most of the respondents are students, 6 respondents are full time employed and 4 are partly employed.

3. What is your monthly income?

Monthly income	Frequency
£1000-£2000	12
£2000-£5000	4
£5000-above	4

Table: Monthly income.

60% of the respondents have income from £1000 to £2000 which is nominal to spend on luxury apparel products. Burberry is a luxury fashion brand and it should focus on advertising toward those who have income over £5000.

4. How often do you browse fashion blogs?

Fashion blogs browsing	Frequency
Daily	12
Weekly	4
Monthly	4

Table: Fashion blog frequency.

Most of the respondents browse fashion blogs daily which is 12 out of 20. Of the remaining 8, 4 of them browse fashion blogs weekly and the other 4 browse fashion blogs monthly.

5. Which social communication do you use most to browse fashion blogs?

Social communication sites	Frequency
Facebook	2
Instagram	12
Twitter	6

Table: Fashion blog social communication sites.

Most of the respondents use Instagram and Twitter to browse fashion blogs. 12 of the respondents use Instagram for fashion blogs browsing.

6. How much do you spend on fashion items in a month?

Monthly spending	Frequency
£100	8
£100-£200	4
£200-£400	4
£400-Above	4

Table: Monthly spend on fashion items.

Most of the respondents use only £100 for their fashion items which are 40% of the respondents. 20% of the respondents use £100-£200, 20% use £200-£400 and the remaining 20% use more than £400 on fashion items.

7. How do you interact with fashion bloggers?

Interaction	Frequency
Comment	4
Share	12
Like	4

Table: Interaction with fashion bloggers.

60% of the participants share the fashion blog content with their family, friends and acquaintances. 20% of the participants commented and 20% of the participants give like after reading fashion blogs.

8. What is the main reason you choose a fashion blogger particularly?

Reason for choosing	Frequency
Personality	8
Frequency	2
Quality of text and image	10

Table: Reason for choosing a fashion blogger.

From the survey answers, it is quite sure that those respondents don't rely on the frequency of the fashion bloggers rather they depend on personality and quality images. An individual with motivational characteristics can help a consumer choose a product or service. Image and text quality is a significant issue in fashion blogging. Image quality should be on the spot and real so that consumers don't blame bloggers for the real products. Punctuation and spelling should be given importance otherwise bloggers would be trolled.

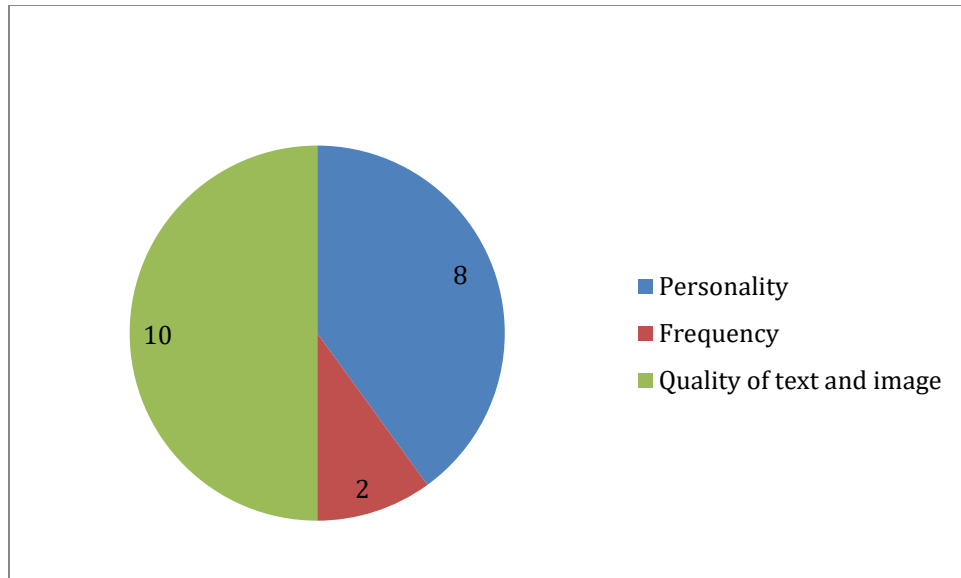


Figure: Reason for choosing a fashion blogger.

9. What is your gain in reading fashion blogs?

Gain	Frequency
Trend updates	9
Lifestyle	2
New products and brands searching	9

Table: Gain on fashion blogs.

Most of the respondents in this survey gain trend updates and product updates from fashion blogs. Fashion trends change a lot and it is quite difficult to know the trend in other regions or if any change happens. Social communication sites and digitalization help in this premise. If any apparel brand wants to launch any new products they gift some products to a blogger so that he or she can showcase and give reviews on them.

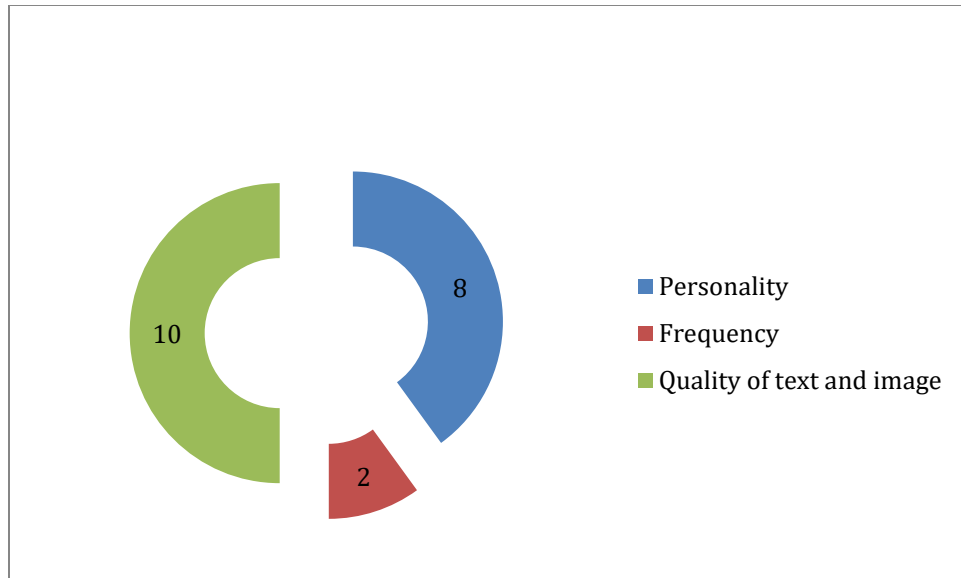


Figure: Gain on fashion blogs.

10. What feature do you like most in a fashion blog?

Features in fashion blog	Frequency
Giveaways	12
Discounts	6
Collaboration with brands	1
Tagged items	1

Table: Fashion blog features.

Most of the participants answered that giveaways are their chosen ones. Sometimes fashion bloggers promote brand products by giveaways which are given away for free for like best comments, most comments or most shares etc. Some respondents like discounts.

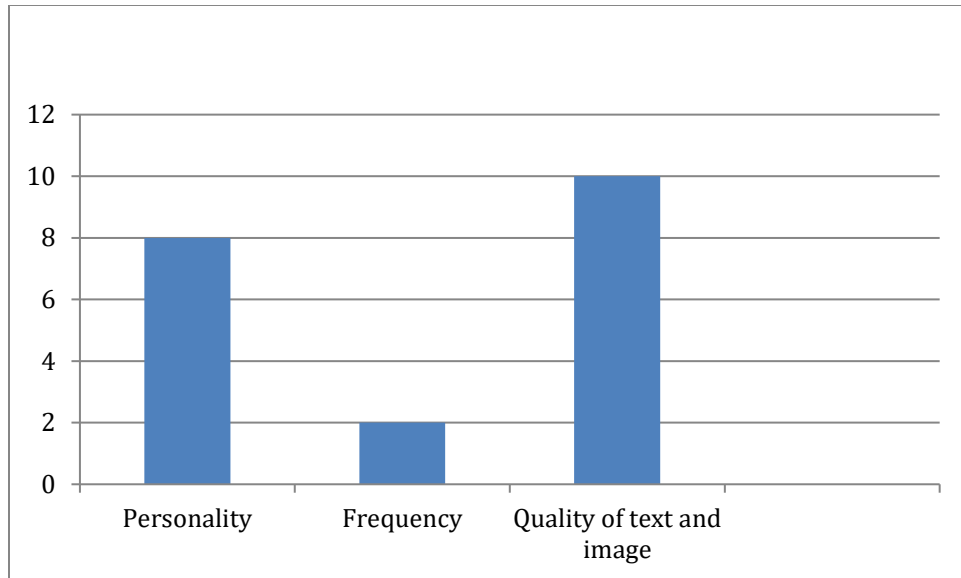


Figure: Fashion blog features.

11. Which consumer behaviour has an effect on you in fashion clothing (Burberry plc)?

Consumer behaviour	Frequency
Programmed	0
Limited decision making	15
Extensive decision making	0
Impulse buying	5

Table: Consumer buying behaviour on buying fashion clothing.

Fashion item is not a necessity rather it is a luxury, so there are no respondents with programmed buying behaviour found in this survey. Again luxury fashion items are not so costly that extensive decision making is needed. 5 of the respondents answered that they go to the brand shop and if anything seems favourable then they buy. 15 of the respondents answered that limited decision making is needed like fabrics, colour combination and fitting etc.

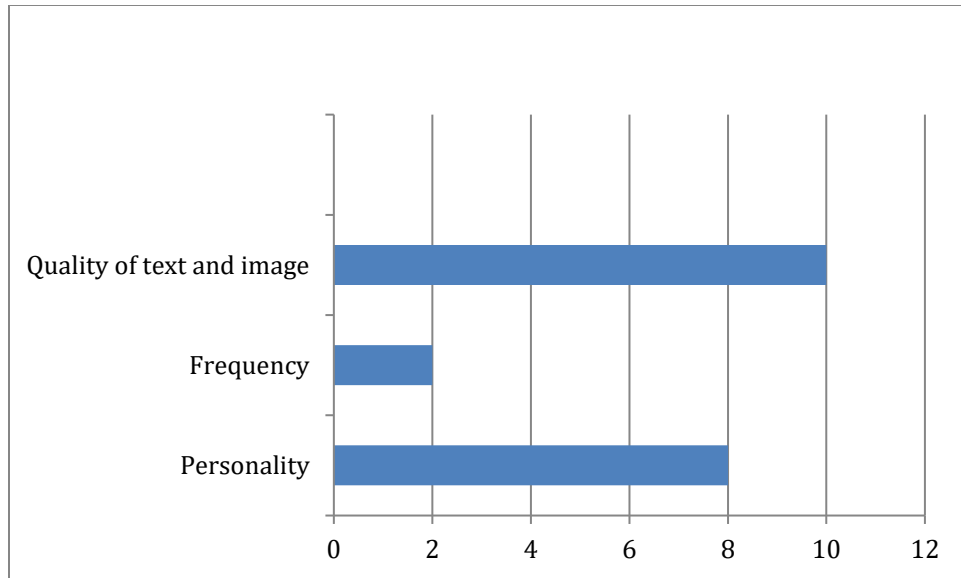


Figure: Consumer buying behaviour on buying fashion clothing.

12. Which factor is significant in your buying behaviour regarding Burberry plc products?

Significant factor	Frequency
Cultural	3
Social	3
Personal	7
Psychological	7

Table: Factors behind consumer buying behaviour.

This is a complex question and though respondents are bound to give one answer if they are given open-ended questions then they would choose more than one factor. 3 of the respondents answered that most of the time their subconscious mind is attracted to a blog or product. 3 of the respondents answered that they choose a blog or product with the help of reference groups. 7 of the respondents

answered that age and income plays a significant role in choosing a fashion blog or products. 7 of the respondents answered that they buy products according to their need.

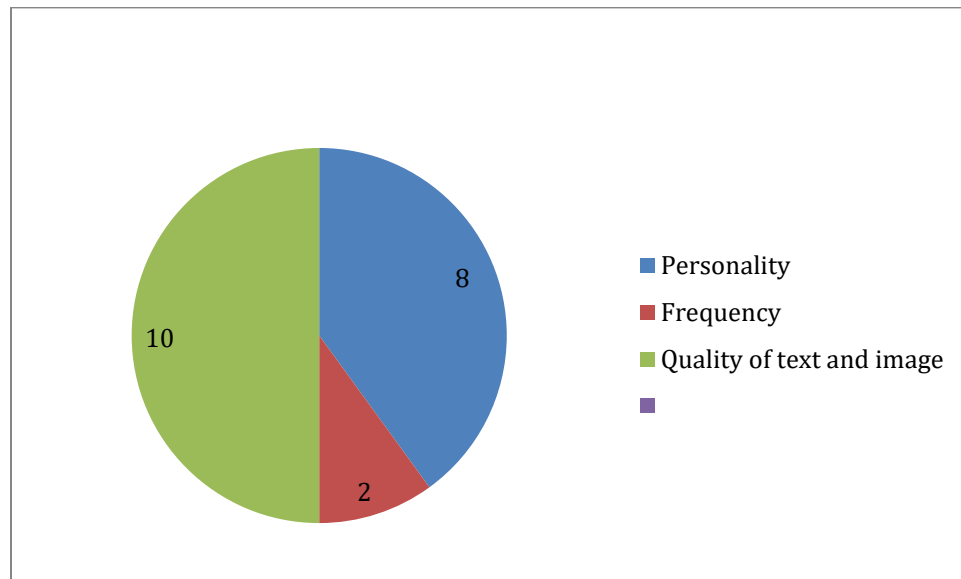


Figure: Factors behind consumer buying behaviour.

Secondary findings

Burberry plc teams up with different bloggers in launching new products through exclusive online chat. Price, colour and attributes are showed with exclusive image so that consumers can have overall idea of products and services. In that way it can have exposure to the blogger's followers. Those fashion bloggers create a campaign and maintaining a time lapse different features and colours are shown. In this process attention consumers can be acquired as well as sales can be increased. Every game show and chat session has free gifts and giveaways. Sometimes sharing with friends gives free products. Consumers can order products through fashion blogging with international and local payment system (Annual report, 2021). The impact is huge in this digitalized era as it is seen that most of the consumers follow Instagram, Facebook and Twitter and as bloggers try to boost sales and advertisement they research and select the right social communication site.

Burberry will take some strategies like

- Taking a lead in Omni-channel, building on our pioneering Social Retail concept
- Supercharge digital sales

It has introduced WeChat mini program which is a digital companion. It encourages visitors in sharing their experience. The more a customer engages with the physical space through the mini-programme, the richer their experience becomes (Annual report, 2021).

It focused on virtual event formats in FY 2020/21 like invitations to customers to participate in virtual product launches and styling sessions (Annual report, 2021).

Evaluation and Recommendation

Instagram has more reach than any other social communication. So, Burberry plc should acknowledge it and make collaboration with those fashion bloggers who has more followers and whose blogs are seen and shared. It can also collaborate with celebrities with a contract that they will wear Burberry apparels in prize giving ceremony and put pictures in their social communication sites.

The survey shows that those are fully or partly employed have less time to browse social communication sites but they earn more money and students and unemployed ones have more time to browse. So, Burberry plc can lower its price so that a large portion of consumers can have products of Burberry plc.

Burberry plc should take initiatives to put its advertisements and products on vlogs also. Sometimes image can't do more than video as there would be a chance to see a real person with colour combinations and fitting would be re clear in that way.

Giveaways and discounts should be increased or frequency should be increased so that consumer gets ready to see the products and order some.

CHAPTER 4: CONCLUSION

The research project helps to identify the current level of personal branding on Burberry plc, the impacts and effects of these personal branding activities on the success and performance of the business. Burberry plc goes for the highly followed fashion bloggers so that a huge customer base can be grown from the followers. It also engages potential consumers with giveaways, fashion loyalty and free gifts through those fashion bloggers to create a vibe in the market. The strategy is flawless but other social media communication can be used also which posts vlogs. Videos are prone to attract consumers more effectively. So, vloggers can be used by Burberry plc to create another consumer base. Some other suggestions are given to formulate effective personal branding strategies that can support Burberry to influence the consumer behavior among the customers in favor of the business. The research project is completed within the allocated time and with limited available resources. If this research can be completed with multivariable analysis then which type of customer has more time to browse, which customer has more earning and spending behaviour, what is their motive; these factors can be inter-related and that would be more useful to Burberry plc in many senses.

CHAPTER 5: REFERENCES AND BIBLIOGRAPHY

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Appendex

Questionnaire

1.What is your age?

- ☐ 15-25
- ☐ 25-45
- ☐ 45-above

2.What is your employment status?

- ☐ Student
- ☐ Part time
- ☐ Full time
- ☐ Unemployed

3.What is your monthly income?

- ☐ £1000-£2000
- ☐ £2000-£5000
- ☐ £5000-above

4.How often do you browse fashion blogs?

- ☐ Daily
- ☐ Weekly
- ☐ Monthly

5. Which social communication do you use most to browse fashion blogs?

- ☐ Facebook
- ☐ Instagram
- ☐ Twitter

6.How much do you spend on fashion items in a month?

- ☐ £100
- ☐ £100-£200
- ☐ £200-£400
- ☐ £400-above

7.How do you interact with fashion bloggers?

- ☐ By commenting
- ☐ By sharing
- ☐ By giving like

8.What is the main reason you choose a fashion blogger particularly?

- ☐ Personality
- ☐ Frequency
- ☐ Quality of text and image

9.What is your gain in reading fashion blogs?

- ☐ Trend updates
- ☐ Lifestyle
- ☐ Searching for new products and brands

10. What feature do you like most in a fashion blog?

- ☐ Giveaways
- ☐ Discounts
- ☐ Collaboration with brands
- ☐ Tagged items

11. Which consumer behaviour has effect on you (Burberry plc)?

- Programmed behaviour
- Limited decision making,
- Extensive decision making
- Impulse buying behaviour

12. Which factor is significant in your buying behaviour regarding Burberry plc products?

- Cultural factors
- Social factors
- Personal factors
- Psychological factors

Participation Consent Form

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PRIFYSGOL CYMRU
Y Drindod Dewi Sant
UNIVERSITY OF WALES
Trinity Saint David

Rhif Adnabod Cyfranogwr:

1818043

Participant Identification Number:

FFURFLEN GANIATÂD CYFRANOGIAD

PARTICIPATION CONSENT FORM

Teitl Y Prosiect: / Project Title:

The impact of personal Branding through fashion blogging on consumer behavior of Burberry plc

Enw'r Ymchwilydd / Name of Researcher: Diana Alexandra Cadere

1	I confirm that I have read and understand the information sheet dated _____ for the above study. I have had the opportunity to consider the information, ask questions and have had these answered satisfactorily.	
2	I understand that my participation is voluntary and that I am free to withdraw at any time, without giving any reason.	
3	I understand that any information given by me may be used in future reports, articles or presentations by the research team.	
4	I understand that my name will not appear in any reports, articles or presentations.	

5	I agree to take part in the above study.		
Name of Participant	Diana Alexandra Cadere	Signature 	
Researcher	Diana Alexandra Cadere .	Signature 	

You may decline to participate in this study. You may end your participation in this study at any time. If you decide to remain anonymous, maintaining your anonymity will be a priority and every practical precaution will be taken to disguise your identity. If you prefer anonymity, there will not be any identifying information on audiotapes or transcripts of this or any interview. No one will hear any audiotapes or see any transcripts without your prior consent. All materials generated from this or any interview will remain confidential.

When completed please return in the envelope provided. One copy will be given to you and the original to be kept on the file of the research team at:

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