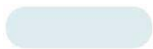


☐ Yes

☐ No

☐ Not interested



1.b.ii.a. How frequently do you visit their page on Facebook, Instagram and other sites?

☐ Once a week

☐ About twice a week

☐ Once a Month

☐ Twice a month

☐ Quarterly (Once every Three months)

☐ Other

1.b.ii.a.i. If you selected Other, please specify:

1.c. What are the factor(s) responsible for your choice in Qa or a(i)? *Required*



Please select at least 2 answer(s).



☐ Customer

☐ Customer

☐ Quality

Satisfaction

Price

Communication

Effectiveness

Involvement

Customer Trust

Convenience

Switching Barrier



1.c.i. If you selected Other, please specify:



2. I enjoy socializing with people offline

Please don't select more than 1 answer(s) per row.

	1	2	3	4	5	
Strongly Disagree						Strongly Agree



3. I enjoy socializing with people Online

Please don't select more than 1 answer(s) per row.

	1	2	3	4	5	
Strongly						Strongly

Disagree						Agree
----------	--	--	--	--	--	-------



4. I have a wide range of networks online

Please don't select more than 1 answer(s) per row.

	1	2	3	4	5	
Strongly Disagree						Strongly Agree

The following questions is asking you to express your opinion on Social Media Marketing Activities as a customer, your answers will help me measure the impact of these factors on customer retention



5. The following are the online social media activities carried out by the clothing retailer I use *(please tick all that apply)*.



Entertainment



Interaction

Trendiness

Customization

Word of Mouth

Other



5.a. If you selected Other, please specify:



6. Entertainment

	Entertainment				
	Strongly		Neither Disagree		Strongly
	Disagree	Disagree	Nor Agree	Agree	Agree
The content found on my	☐	☐	☐	☐	☐
Clothing Retailer's social	☐	☐	☐	☐	☐
media page (Instagram,					
Facebook, Twitter) seems	☐	☐	☐	☐	☐
interesting					

It is fun to collect
information and fashion
items on my Clothing
Retailer's social media

It is easy to pass time
using my Clothing
Retailer's social media



6.a. Does the social media platforms you are using allow you to cross connect with other platforms therefore enhancing entertainment across platforms?

Strongly Disagree ☐ ☐ ☐ ☐ ☐ Strongly Agree

7. Customization

	Customization				
	Strongly Disagree	Disagree	Neither Disagree nor Agree	Agree	Strongly Agree
It is possible to search customized information on my Clothing Retailer's social media page	☐	☐	☐	☐	☐
	☐	☐	☐	☐	☐

My Clothing Retailer

provides customized

services

My Clothing Retailer

provides lively feed

information that I'm

interested in

It is easy to use my

Clothing Retailer's social

media

My Clothing Retailer's

Social Media can be used

any time any where



8. Interaction



Strongly	☐	☐	Neither	☐	☐
	Disagree	Disagree	Disagree nor	Agree	Strongly Agree
It is uncomplicated to convey my opinion through my Clothing Retailer's social media websites	☐	☐	Agree	☐	☐
It is possible to have online conversation with other users through my Clothing Retailer's social media	☐	☐	☐	☐	☐

website

It is possible to do a two
way interaction through
my Clothing Retailer's
social media

It is possible to share
information with other
users through my Clothing
Retailer's social media



9. Word-of-Mouth
10.

Word-of-Mouth

		Neither		
Strongly		Disagree		Strongly
Disagree	Disagree	nor	Agree	Agree
		Agree		

I would like to share information about products from my Clothing Retailer's social media to my friends

	☐	☐	☐	☐	☐
I would like to upload content from my Clothing retailer's social media on	☐	☐	☐	☐	☐

my own social media page

I would like to share my opinion on products and items bought from my Clothing Retailer's social media with my friends



10. Trends

--	--	--	--	--

Trends

		Neither		
Strongly		Disagree		Strongly
Disagree	Disagree	nor	Agree	Agree
		Agree		

It is a leading fashion to
use my Clothing Retailer's
social media

Contents found on my
Clothing Retailer's social
media page are up-to-date



11. My clothing retailer(s) communicate effectively via their social media marketing activities

Strongly Disagree	☐	☒	☐	☐	☐	☒	Strongly Agree
-------------------	--------------------------	-------------------------------------	--------------------------	--------------------------	--------------------------	-------------------------------------	----------------



12. The social media marketing activities carried out by my clothing retailer(s) in Q2 shows their price is competitive/affordable

Please don't select more than 1 answer(s) per row.

	1	2	3	4	5	
Strongly Disagree						Strongly Agree

13. The social media activities carried out by my clothing retailer(s) in Q2 shows that their product is quality *Required*

Strongly Disagree	☐	☐	☐	☐	☐	Strongly Agree
-------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	----------------

14. The social media activities carried out by my clothing retailer(s) in Q2 keeps me satisfied as a customer

Strongly Disagree



Strongly Agree



15. The social media activities carried out by my clothing retailer(s) in Q2 keeps me involved as a customer

Strongly Disagree



Strongly Agree



16. My Clothing Retailer's Social Media Marketing Activities prevented me from switching to another brand

Strongly Disagree



Strongly Agree

Page 3: Customer Satisfaction



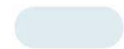
17. How long have you been a customer of your clothing retailer(s)?

Required

- ☐ 3-6 months ☐ 1-2 years ☐ 3-4 years
- ☐ 5-6 years ☐ 7 years and above ☐ Other



17.a. If you selected Other, please specify:



17.b. Did you change your clothing retailer within the period referred in Q3?

Required

☐ Yes

☐ No but am planning to

☐ No



17.c. Overall, how can you rank your satisfaction with your Clothing Retailer(s) within the last 5 years?

Please don't select more than 1 answer(s) per row.

	1	2	3	4	5	
Not all Satisfied						Extremely Satisfied



18. Of the following attributes, what is the most important reason for you maintaining this relationship with your clothing retailer(s)?

☐

☐ Entertainment

Interaction



Trendiness

Customization

Word-of-Mouth

Convenience

Other



18.a. If you selected Other, please specify:



19. How will you rank your satisfaction in terms of service quality with your Clothing Retailer(s) within the last 5 years?

Please don't select more than 1 answer(s) per row.

	1	2	3	4	5	
Not at all Satisfied						Extremely Satisfied



20. How would you rate your satisfaction in terms of products of your Clothing Retailer(s) within the last 5 years?

Please don't select more than 1 answer(s) per row.

	1	2	3	4	5	
Not at all Satisfied						Extremely Satisfied

Page 4: Customer Trust

21. I have complete trust that my online Clothing Retailer(s) has good security procedures

Please don't select more than 1 answer(s) per row.

	1	2	3	4	5	
Strongly Disagree						Strongly Agree

22. I have strong belief in my Clothing Retailer

Please don't select more than 1 answer(s) per row.

	1	2	3	4	5	
Strongly Disagree						Strongly Agree



23. My Clothing Retailer provides precise service information

Please don't select more than 1 answer(s) per row.

	1	2	3	4	5	
Strongly Disagree						Strongly Agree

Page 5: Social Media Marketing and Customer Retention

24. Is your overall loyalty affected in a good way by social media marketing?

Required

☐ Yes

☐ No

☐ I prefer not to say

Page 6: Social Media Marketing and Consumer Behaviour

25. Social media advertisements are more interactive than traditional advertising

Please don't select more than 1 answer(s) per row.

	1	2	3	4	5	
Strongly Disagree						Strongly Agree

26. Social media advertising is more informative than traditional advertising.

Please don't select more than 1 answer(s) per row.

	1	2	3	4	5	
Strongly Disagree						Strongly Agree



27. I am subscribed to updates and alerts regarding my clothing retailer through social media

Please don't select more than 1 answer(s) per row.

	1	2	3	4	5	
Strongly Disagree						Strongly Agree

☐	☐	☐	☐	☐
--------------------------	--------------------------	--------------------------	--------------------------	--------------------------



28. I refer to the opinion of experts on social media sites while considering any product

Please don't select more than 1 answer(s) per row.

	1	2	3	4	5	
Strongly Disagree						Strongly Agree

29. Advertisements through social media are more interesting than traditional advertising.

Please don't select more than 1 answer(s) per row.

	1	2	3	4	5	
Strongly Disagree						Strongly Agree

30. I feel comfortable sharing my information on social media sites

Please don't select more than 1 answer(s) per row.

	1	2	3	4	5	
Strongly Disagree						Strongly Agree



31. Do you think retailers that uses social media for marketing purposes are more innovative than retailers that do not?

--

☐ Yes

☐ No

☐ I prefer not to say



32. It is a good idea for clothing retailers to market with applications such as YouTube, Facebook, Instagram and blogs, generally known as social media

Please don't select more than 1 answer(s) per row.

	1	2	3	4	5	
Strongly Disagree						Strongly Agree



33. Marketing with applications such as YouTube, Facebook, and blogs, generally known as social media, is very interesting

Please don't select more than 1 answer(s) per row.

	1	2	3	4	5	
Strongly Disagree						Strongly Agree



34. I think that marketing with social media is the future of marketing.

Please don't select more than 1 answer(s) per row.

	1	2	3	4	5	
Strongly Disagree						Strongly Agree

35. I think that clothing companies should take part in social networking sites such as Facebook.

Please don't select more than 1 answer(s) per row.

	1	2	3	4	5	
Strongly Disagree						Strongly Agree



36. It is necessary for Clothing Retailers to use video sharing sites like YouTube for the purposes of marketing

Please don't select more than 1 answer(s) per row.

	1	2	3	4	5	
Strongly Disagree						Strongly Agree

Page 7: Personal Information

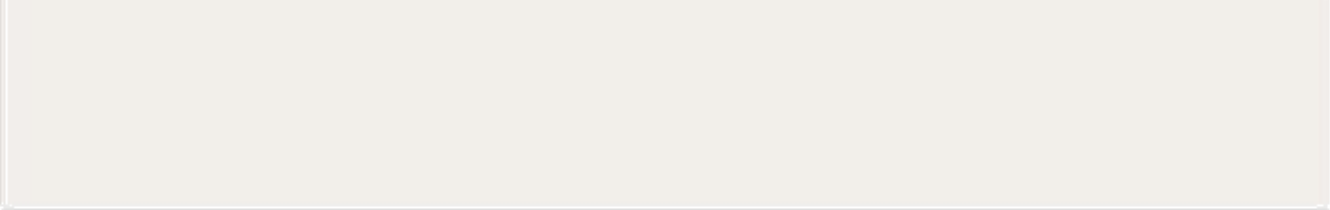
37. What is your age?

- | | | |
|---|------------------------------------|------------------------------------|
| ☐ 0-17 yrs | ☐ 18-24 yrs | ☐ 25-34 yrs |
| ☐ 35-44 yrs | ☐ 45-54 yrs | ☐ 55-64 yrs |
| ☐ 65 yrs and above | | |

38. What is your ethnic group?

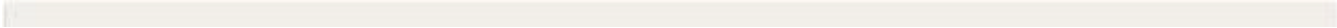
☐ White

- ☐ Gypsy or Traveller
- ☐ Black or Black British -African
- ☐ Black or Black British-Caribbean
- ☐ Other Black Background
- ☐ Asian or Asian British-Bangladeshi
- ☐ Asian or Asian British-Indian
- ☐ Asian or Asian British - Pakistani
- ☐ Chinese
- ☐ Other Asian Background
- ☐ Mixed -White and Black Caribbean
- ☐ Mixed-White and Black African

- 
- ☐ Mixed-White and Asian
 - ☐ Other Mixed Background
 - ☐ Arab
 - ☐ Other Ethnic Background



39. What is your gender?

- 
- ☐ Male
 - ☐ Female

☐ I prefer not to say

40. what is your Personal Income per Annum?

- | | | |
|--|---------------------------------------|---|
| ☐ | ☐ | ☐ |
| ☐ Less than £5,000 | ☐ £6,000-£10,000 | ☐ £11,000-£15,000 |
| ☐ £16,000-£20,000 | ☐ £21,000-£25,000 | ☐ £26,000-£30,000 |
| ☐ £31,000-£35,000 | ☐ £36,000-£40,000 | ☐ £41,000-£45,000 |
| ☐ £46,000-£50,000 | ☐ £51,000-£55,000 | ☐ £56,000-£60,000 |
| ☐ £61,000-£65,000 | ☐ £66,000-£70,000 | ☐ £70,000 and above |

Other

Appendix C

C.1 Direct SPSS Result

		ENT1	Trend2	eWOM2	Cust3	Int2	Int4	ENT2	ENT3	Cust4	Cust5	Int3	eWOM1
Correlation	ENT1	1.000	.425	.349	.383	.217	.324	.605	.538	.424	.337	.220	.436
	Trend2	.425	1.000	.172	.235	.360	.381	.302	.334	.628	.516	.318	.332
	eWOM2	.349	.172	1.000	.341	-.014	.064	.369	.352	.105	.036	.052	.598
	Cust3	.383	.235	.341	1.000	.094	.209	.443	.427	.342	.260	.182	.346
	Int2	.217	.360	-.014	.094	1.000	.602	.183	.088	.267	.150	.553	.091
	Int4	.324	.381	.064	.209	.602	1.000	.321	.170	.339	.253	.483	.179
	ENT2	.605	.302	.369	.443	.183	.321	1.000	.559	.284	.231	.190	.332
	ENT3	.538	.334	.352	.427	.088	.170	.559	1.000	.304	.309	.098	.467
	Cust4	.424	.628	.105	.342	.267	.339	.284	.304	1.000	.685	.208	.284
	Cust5	.337	.516	.036	.260	.150	.253	.231	.309	.685	1.000	.216	.248
	Int3	.220	.318	.052	.182	.553	.483	.190	.098	.208	.216	1.000	.093
	eWOM1	.436	.332	.598	.346	.091	.179	.332	.467	.284	.248	.093	
	Cust1	.374	.330	.242	.504	.159	.192	.431	.476	.366	.291	.231	
	Cust2	.346	.295	.271	.305	.178	.160	.271	.368	.347	.308	.118	
	eWOM3	.469	.333	.613	.350	.094	.204	.357	.440	.264	.250	.178	
Sig. (1-tailed)	ENT1		.000	.000	.000	.001	.000	.000	.000	.000	.000	.001	
	Trend2	.000		.008	.000	.000	.000	.000	.000	.000	.000	.000	
	eWOM2	.000	.008		.000	.425	.184	.000	.000	.071	.307	.234	

Cust3	.000	.000	.000		.093	.002	.000	.000	.000	.000	.005
Int2	.001	.000	.425	.093		.000	.005	.110	.000	.017	.000
Int4	.000	.000	.184	.002	.000		.000	.008	.000	.000	.000
ENT2	.000	.000	.000	.000	.005	.000		.000	.000	.001	.004
ENT3	.000	.000	.000	.000	.110	.008	.000		.000	.000	.086
Cust4	.000	.000	.071	.000	.000	.000	.000	.000		.000	.002
Cust5	.000	.000	.307	.000	.017	.000	.001	.000	.000		.001
Int3	.001	.000	.234	.005	.000	.000	.004	.086	.002	.001	
eWOM1	.000	.000	.000	.000	.100	.006	.000	.000	.000	.000	.097
Cust1	.000	.000	.000	.000	.013	.003	.000	.000	.000	.000	.001
Cust2	.000	.000	.000	.000	.006	.012	.000	.000	.000	.000	.049
eWOM3	.000	.000	.000	.000	.095	.002	.000	.000	.000	.000	.006

a. Determinant = .001

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.849
Bartlett's Test of Sphericity	Approx. Chi-Square	1275.755
	df	105
	Sig.	.000

Communalities		
	Initial	Extraction
ENT1	1.000	.558
Trend2	1.000	.680
eWOM2	1.000	.718
Cust3	1.000	.526
Int2	1.000	.749
Int4	1.000	.689
ENT2	1.000	.602
ENT3	1.000	.603
Cust4	1.000	.804
Cust5	1.000	.766
Int3	1.000	.640
eWOM1	1.000	.767
Cust1	1.000	.673
Cust2	1.000	.447
eWOM3	1.000	.796

Extraction Method: Principal
Component Analysis.

Component Matrix ^a				
	Component			
	1	2	3	4
ENT1	.740			
ENT3	.689			
ENT2	.672			
Trend2	.662			
eWOM3	.661	-.374		-.375
eWOM1	.657	-.404		-.362
Cust4	.655		-.466	
Cust1	.646			.458
Cust3	.614			
Cust5	.570		-.530	
Cust2	.559			
Int2	.390	.659	.400	
Int3	.406	.556	.400	
Int4	.502	.555	.358	
eWOM2	.517	-.548		

Extraction Method: Principal Component Analysis.
a. 4 components extracted.

Pattern Matrix^a

	Component			
	1	2	3	4
eWOM3	.862			
eWOM2	.848			
eWOM1	.825			
Trend1				
Int2		.880		
Int3		.814		
Int4		.778		
Int1				
Cust5			-.889	
Cust4			-.851	
Trend2			-.672	
Cust1				.843
Cust3				.713
ENT2				.650
ENT3				.635
Cust2				.632
ENT1				.418

Extraction Method: Principal Component Analysis.

Rotation Method: Oblimin with Kaiser Normalization.^a

a. Rotation converged in 13 iterations.

