

Impact of social media marketing on consumer behavior. A case study analysis of ZARA



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2020



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ADRAN 1 – MANYLION MYFYRIWR**SECTION 1 - STUDENT DETAILS**

Enw Llawn

Full Name

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Ysgol/Cyfadrn/
Cyfadrn

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LONDON CAMPUS

Rhif Myfyriwr

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Number

1813733

Tiwtor y Modiwl/
Cydlynnydd Rhaglen

Module Tutor/
Programme Co-ordinator

TUSHARA BALENDRAN

Enw'r Gradd

Name of
Degree

MBA MARKETING

Teitl dangosol yr Traethawd Hir:

Indicative Title of Dissertation:

Impact of social media marketing on consumer behavior. A case study analysis of ZARA

ADRAN 2 – GWEITHGAREDD YMCHWIL SECTION 2 – RESEARCH ACTIVITY

Ydy'r prosiect yn cynnwys:	Does the project include:	Ydy / Yes	Nac ydy/No
Defnyddio holiadur neu offeryn ymchwil tebyg (atodwch gopi drafft)	Use of questionnaire or similar research instrument (attach draft copy)	X	
Defnyddio prawf ysgrifenedig neu gyfrifiadurol	Use of written or computerised test		X
Cyfweliad (cysylltwch gwestiynau posibl)	Interview (attach provisional questions)		X
Dyddiaduron	Diaries		X
Arsylwi ar gyfranogwyr a hwythau'n ymwybodol o hynny	Participant observation with their knowledge		X
Arsylwi ar gyfranogwyr a hwythau ddim yn ymwybodol o hynny	Participant observation without their knowledge		X
Recordio fideo neu sain	Video or audio-taping		X
Mynediad i wybodaeth personol neu gyfrinachol heb gydsyniad penodol y cyfranogwyr	Access to personal or confidential information without the participants specific consent		X

Defnyddio unrhyw gwestiynau, ysgogiadau prawf, cyflwyniad y gallai rhai cyfranogwyr eu profi fel rhywbeth sy'n achosi niwed / tramgwydd corfforol, meddyliol neu emosiynol	Administration of any questions, test stimuli, presentation that may be experienced as physically, mentally or emotionally harmful / offensive		X
Cyflawni unrhyw weithredoedd allai achosi embaras neu effeithio ar hunan-barch	Performance of any acts which may cause embarrassment or affect self-esteem		X
Ymchwilio i gyfranogwyr sy'n ymwneud â gweithgareddau anghyfreithlon	Investigation of participants involved in illegal activities		X
Gweithdrefnau lle defnyddir twyll	Procedures that involve deception		X
Gweini unrhyw sylwedd, cyfrwng neu blasebo	Administration of any substance, agent or placebo		X
Dull arall o gasglu data neu fformat cyflwyno (esboniwch)	Other method of data collection or presentation format (please explain)		X

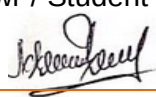
Os 'Na' wedi cael ei dicio ym mhob blwch, dylai'r ffurflen gael ei llofnodi gan Bennaeth yr Ysgol/Cyfadrn / Gyfadrn a'r canlyniad a adroddwyd i'r Pwyllgor Moeseg ar ddiwedd y semester.	If 'No' has been ticked in each box, the form should be signed by the Head of School/Faculty/Faculty and the outcome reported to the Ethics Committee at the end of the semester.
Os 'Ydw' wedi cael ei dicio mewn un neu fwy o'r blychau, rhaid i'r myfyriwr gwblhau'r ffurflen hon a'i chyflwyno i diwtor y modiwl. Rhaid i'r ffurflen wedyn yn cael ei ystyried yn y Bwrdd Moeseg Gyfadrn cyn dechrau ar unrhyw waith ymchwil.	If Yes has been ticked in one or more boxes, the student must complete this form and submit it to the module tutor. The form must then be considered at the Faculty Ethics Board prior to the start of any research.

Llofnodau

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Signatures

If there are no significant ethical issues, this form should be completed and signed by both the student and the supervisor and then signed by the Head of School/Faculty.

Myfyriwr / Student 	Dyddiad: / Date: 21st February 2020
Cydlynnydd y prosiect / Tiwtor Project co-ordinator / Tutor Arolygwr / Supervisor	Dyddiad: / Date:
Pennaeth Ysgol/Cyfadrn / Head of School/Faculty	Dyddiad: / Date

**ADRAN 3 – MANYLION Y PROSIECT /
YMCHWIL / CYNHYRCHIAD**

**SECTION 3 – PROJECT / RESEARCH /
PRODUCTION DETAILS**

1.	Braslun o'r prosiect	Project outline
Introduction Research Background Problem Statement Research Objectives Research Structure Literature Review Methodology Results and Analysis Conclusions and Recommendations References Appendix – Questionnaire		

2.	Disgrifiad Rhowch fraslun cryno o'r prosiect, heb unrhyw jargon, ac yn cynnwys beth bydd angen i'r cyfranogwyr ei wneud. Esboniwch unrhyw dermau technegol neu derminoleg sy'n benodol i'r ddisgyblaeth (Uchafswm 300 o eiriau.)	Description Provide a brief outline, free from jargon, of the project including what participants will be required to do. Explain any technical terms or discipline specific terminology (Max 300 words.)
----	--	---

In view of the context and based on the hypothesis that perceived usefulness and brand awareness significantly shape the Zara's consumer behavior, the main objectives of this work will be focused on (i) determining the relationship between social media and brand image of Zara; (ii) describing the change in consumer behavior of Zara's consumer with reference to social media; (iii) recommending Zara for sustaining its consumer behavior through the aid of social media. Deductive approach is deemed more suitable for the research questions and objectives of this study. Furthermore, deductive approach is typically paired with positivist philosophy. There are three sections in the questionnaire. It begins with a section which aimed to collect demographic characteristics of customers. The second section collects data for the independent variable, i.e. social media usage. The last section collects data for the dependent variable, i.e. consumer behavior. The study uses correlation and regression analysis to understand the nature and strength of covariance between social media marketing and consumer behavior. The results of this study indicate that Zara consumers follow and browse regularly social media webpages developed for marketing purposes, which implies that they are important tools to raise and awareness about brand and its products. Furthermore, there is also significant empirical evidence to suggest that Zara customers feel personally connected more with brand and product through social media updates and provides opportunity for customer engagement for Zara marketers.

3.	Dulliau Arfaethedig: Rhowch fraslun o'r dulliau casglu data neu o natur yr amser mewn ymarferiadau (hyd at 500 o eiriau).	Proposed Methods: Outline how the data will be collected or the nature of rehearsal time (up to 500 words).
----	---	---

This study is based on quantitative methods. The choice of quantitative method is based on the fact that this study adopted positivist philosophy and deductive approach, both of which require quantitative data. Furthermore, quantitative method has increased the reliability and validity of the results which are considered to be a key factor academic literature and social research community in general. Finally, it is important to note that quantitative method provides more time and cost efficiency as compared to other methods such as mixed method which helped the researcher to overcome time and budget constraints faced during the entire research period. In this study survey strategy was chosen. The primary reason to choose survey strategy was to overcome time and budget constraints. This study is a university project and there are strict time limitations, violation of which may lead to penalties. Furthermore, being a student, the researcher has limited budget and resources and thus a large-scale study, such as ethnographic

strategy, was not viable for the researcher. Thus, a time and budget efficient strategy, such as survey strategy was considered to be more suitable for the sake of this study.

5. Lledaenu Gwybodaeth / Cynulleidfa: Rhestrwch i bwy y rhoddir neu y dangosir copi o'r canlyniadau neu adroddiad / cyflwyniad terfynol.	Dissemination of Information / Audience: List to whom a copy of the results or final report / presentation will be given or shown.
Tutor: Tushara Balendran and University.	

6. Lleoliad y Prosiect: Nodwch bob lleoliad lle y cesglir data neu y cynhelir ymarferiadau / cynhyrchiad.	Location of Project: Identify all locations where data will be collected or rehearsals/ production will take place.
All data collection and research analyses were done in the nearest vicinity of London.	

7. Cymeradwyaeth Arall: Oes angen cael cymeradwyaeth unrhyw sefydliad arall cyn cychwyn neu gwblhau'r prosiect? Os felly, gan bwy ac a ydy wedi'i sicrhau eisoes?	Other Approvals: Is there a requirement for approval from any other organisation / institution prior to starting or completing the project? If so, by whom and has it been obtained?
No requirement approval has been necessary to start the project.	

ADRAN 4 – MANYLION CYFRANOGWYR / SECTION 4 - PARTICIPANT / AUDIENCE CYNULLEIDFA DETAILS

Pwy yw'r cyfranogwyr arfaethedig?	Who are the intended participants?	Ydw / Yes	Na / No
Myfyrwyr / staff Y Drindod Dewi Sant	Students / staff of Trinity Saint David		X
Oedolion (dros oed 16 ac yn gymwys i gydsynio)	Adults (over the age of 16 and competent to give consent)	X	
Plant a phobl ifanc dan oed	Children / legal minors		X
Cleifion neu gleientiaid gweithwyr proffesiynol	Patients or clients of professionals		X

Rhywun sy'n cael ei gadw yn y ddalfa neu y mae'r llys wedi cymryd cyfrifoldeb amdano	Anyone in custodial care or for whom the court has assumed responsibility		X
Aelod o unrhyw sefydliad lle mae'n bosibl bod angen i unigolyn arall hefyd gydsynio.	A member of any organisation where another individual may also need to give consent.		X
Eraill: Nodwch: / Others: please identify: ZARA customers with any special requirement.			

Nifer, Oed a Ffynhonnell y Cyfranogwyr Rhowch fanylion yr demograffeg y cyfranogwyr / gynulleidfa.		Participant / Audience Number and Age Provide details of the demographics of the participants / audience.	
Nifer o Gyfranogwyr / yn y Gynulleidfa	Participant/ number	Audience	150
Grŵp oedran y Cyfranogwyr/y Gynulleidfa	Participant/ age group	Audience	From 18 to over 60 y/o

ADRAN 5 – RISGIAU YN PROSIECT**SECTION 5 – RISKS IN PROJECT**

Bydd y diffyg ateb cadarnhaol i bob un o'r cwestiynau hyn yn arwain at y gofyniad eglurhad a gallai arwain at oedi yn eich ymchwil. Dim neu Dim NID yn dderbyniol.	A lack of a positive answer to all of these questions may result in the requirement of further explanation and a delay in your research. None or Nil is not acceptable.
--	---

Risg Posibl: (corfforol, seicolegol, cyfreithiol, cymdeithasol neu economaidd)	Potential Risk: (physical, psychological, legal, social or economic)
A oes unrhyw risg bosibl i:	Is there any potential risk to: Ydw / Na / Yes / No

A	Cyfranogwyr?	Participants?		X
B	Ymchwilydd?	Researcher?		X
C	BrifYsgol/Cyfadrn?	University?		X

2	Rheoli Risg: Os oes, beth yw'r risg a sut y bydd yn cael ei reoli?	Management of Risk: If yes, what is the risk and how will it be managed?

3	Os ydych yn delio â phlant ac oedolion sy'n agored i niwed a ydych wedi gwneud cais am dystysgrif DRS?	If you are dealing with children and vulnerable adults have you applied for a DRS certificate?
No.		

ADRAN 6 – MONITRO, ADBORTH A SECTION 6 - MONITORING, FEEDBACK AND CHYFRINACHEDD CONFIDENTIALITY

1.	Monitro: Os ydych yn sylwi ar unrhyw ymddygiad sy'n groes Cod y BrifYsgol/Cyfadrn Ymarfer, unrhyw ganllawiau a gyhoeddir gan y gymdeithas broffesiynol priodol neu weithred anghyfreithlon. Amlinellwch eich strategaeth adrodd.	Monitoring: Should you observe any behaviour that contravenes the University's Code of Practice, any guidelines published by the appropriate professional association or is illegal outline the strategy of your reporting action.	
		Ydw / Yes	Na / No
A wnewch chi roi gwybod am unrhyw ymddygiad sydd yn erbyn Cod Ymarfer y BrifYsgol/Cyfadrn neu sy'n anghyfreithlon?			X
A ydych yn darparu adborth i'r cyfranogwyr?			X

A fyddwch yn dogfennu'r 'caniatâd i gymryd rhan yn y prosiect'	Will you be documenting the 'consent to participate in the project'		X
--	---	--	---

ADRAN 7 – STORIO, DIOGELWCH A MYNEDIAD I DDATA SECTION 7 - DATA ACCESS, STORAGE AND SECURITY

			Ydw / Yes	Na / No
1.	Ydych chi'n gyfrifol am storio a diogelwch y data eu casglu?	Are you responsible for the storage and security of the data collected?		X
2.	Sut y bydd y data yn cael ei storio?	How will the data be stored?		
In a survey, anonymously.				

3.	Mynediad i Ddata: Pwy fydd yn cael mynediad at y data? A oes unrhyw amodau i gael mynediad?	Data Access: Who will have access to the data? Are there are any conditions to access?
Tutor and University. No conditions to access.		

4.	Cyfrinachedd / Anhysbysrwydd: Rhestrwch y dulliau a fydd yn cael eu defnyddio i sicrhau cyfrinachedd ac anhysbysrwydd y cyfranogwyr.	Confidentiality / Anonymity: List the methods that will be used to ensure the confidentiality and anonymity of participants.
The questionnaire that was used for the results is anonymous, therefore no confidential information was provided.		

ADRAN 7 – DATGANIAD

SECTION 7 - DECLARATION

Rhaid i'r adran hon gael ei chwblhau gan bob parti perthnasol cyn y gellir cyflwyno'r cais i'r Bwrdd Moseg Gyfadran.	This section must be completed by all concerned parties before it can be submitted to the Faculty Ethics Board.
Datganiad	Declaration

Mae'r wybodaeth a gynhwysir yma yn gywir, hyd eithaf fy ngwybodaeth a'm cred. Rwyf wedi ceisio dynodi unrhyw risgiau a phroblemau sy'n gysylltiedig â'r prosiect / ymchwil neu gynhyrchiad ac rwyf yn cydnabod f'ymrwymadau innau a hawliau'r cyfranogwyr.

The information contained herein is, to the best of my knowledge and belief, accurate. I have attempted to identify any risks and issues related to the project/research or production and acknowledge my obligations and the rights of the participants.

Llofnodau

Dylai'r ffurflen hon gael ei chwblhau a'i llofnodi gan y myfyriwr a'r goruchwyliwr lofnodi ac yna gan Bennaeth yr Ysgol/Cyfadrn/

Signatures

This form should be completed and signed by both the student and the supervisor and then signed by the Head of School/Faculty

Myfyriwr / Student 	Dyddiad: / Date: 21st February 2020
Cydllynydd y prosiect / Tiwtor Project co-ordinator / Tutor Arolygwr / Supervisor	Dyddiad: / Date:
Pennaeth Ysgol/Cyfadrn / Head of School/Faculty	Dyddiad: / Date
Rhaid i bob cais am ymchwil ar sail cyfweiliadau gynnwys y dogfennau canlynol:	All interview based research applications must provide the following pro-forma documents:
1. Ffurflen gydsynio ddrafft 2. Sampl o'r cwestiynau a ofynnir 3. Taflen wybodaeth am yr ymchwil sy'n esbonio'n glir ddiben y prosiect, y deilliannau disgwylidiedig a'r rheini y dangosir y canlyniadau iddynt.	1. A draft consent form 2. A sample of the questions that will be asked 3. An information sheet on the research that clearly explains what the project is, what the expected outcomes are and who the results will be shown to.

DYCHWELWCH I'R GYFADRAN MOESEG CYDLYNYDD

PLEASE RETURN TO THE FACULTY ETHICS CO-ORDINATOR

Cadeirydd y Pwyllgor Moeseg Gyfadran /Chair of the Faculty Ethics Committee
/ Date:

Dyddiad:

ABSTRACT

In view of the context and based on the hypothesis that perceived usefulness and brand awareness significantly shape the Zara's consumer behavior, the main objectives of this work will be focused on (i) determining the relationship between social media and brand image of Zara; (ii) describing the change in consumer behaviour of Zara's consumer with reference to social media; (iii) recommending Zara for sustaining its consumer behaviour through the aid of social media. Deductive approach is deemed more suitable for the research questions and objectives of this study. Furthermore, deductive approach is typically paired with positivist philosophy. There are three sections in the questionnaire. It begins with a section which aimed to collect demographic characteristics of customers. The second section collects data for the independent variable, i.e. social media usage. The last section collects data for the dependent variable, i.e. consumer behavior. The study uses correlation and regression analysis to understand the nature and strength of covariance between social media marketing and consumer behavior. The results of this study indicate that Zara consumers follow and browse regularly social media webpages developed for marketing purposes, which implies that they are important tools to raise and awareness about brand and its products. Furthermore, there is also significant empirical evidence to suggest that Zara customers feel personally connected more with brand and product through social media updates and provides opportunity for customer engagement for Zara marketers.

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1. Introduction

1.1 Research Background

1.1.1 *The Consumption of Fashion*

It is pertinent that before briefly analysing the background of what is known as fashion, its concept is defined as such. From the different disciplines of modernity, such as sociology, philosophy, history, among others, they have considered fashion as a specific historical and geographical system linked to the modern era, related to the production and organization of clothing that had with mercantilist capitalism (Sung and Woo, 2019). This emerges within a particular class of society, in which social mobility is possible, which is why it is from the French revolution that closed and immovable hierarchies are set aside and the way to new social roles is opened, which enabled its development within the community (McNeill and Moore, 2015).

Henninger, et al., (2017) argued that fashion cannot be limited to clothing only, since fashion is a phenomenon that has developed throughout the history of mankind, using a growing number of cultural manifestations, to the point that today it is presented as one of the essential principles of shaping contemporary mass society. Despite diversity, a single and most complete definition, correct and commonly admitted concept of fashion is when considering it as a specific system of historical and geographical clothing found in societies with social mobility. It is possible, it has its own relations of production and consumption, which once again are found in all types of societies and it is characterized by logic of regular and systematic change (Bly, Gwozdz, and Reisch, 2015).

This fashion phenomenon has its bases in the costumes that have been present throughout history, playing different roles in the life of the human being closely linked with the historical and social evolution. So, in the early period it was required to protect against temperatures, for it in the colder areas it was made of the skin of animals that hunted, while people who lived in more temperate climates discovered the use of animal and plant fibres, with which the first forms of fabric making would begin (Vajkai and Zsóka, 2018). Sometime later the clothing would become a representation of hierarchy and status in society. In ancient Egypt, dressing was a kind of hallmark, of class privilege. For this reason, transparent linen was manufactured by hand because animal fibres were considered impure. As the fabrics were refined, the luxury of clothing increased. An example of this was the Greeks who gave colour to their costumes or the Romans

who began to import fabrics from China or India (Zamani, Sandin, and Peters, 2017). Already in the middle ages the arrival of the crusades brought tissues from the east to the west, but in very small quantities and outside the reach of the general population, except for the wealthy kings (Zamani, Sandin, and Peters, 2017).

As of the end of the 19th century, fashion manifests itself in an increasingly intense way due to the technological and social developments that allowed the appearance of synthetic fabrics, new methods of elaboration and design, the diversification of the mechanization of manufactures, among others (Bly, Gwozdz, and Reisch, 2015). All this together with globalization made it possible for the most recent trends in clothing to be observed simultaneously in the streets of Tokyo, New York, Paris and São Paulo. At the same time that designers, manufacturers and entrepreneurs were born, they began to continually look for new ways to promote their products (Vajkai and Zsóka, 2018).

Within the phases of history that fashion has had propagation from the upper class, competitiveness among businesses, expansion and democratization of fashion. It can be seen that fashion is finally constituted as a global phenomenon with global, imaginary language and actors of the same entity (McNeill and Moore, 2015). Faced with the latter, it should be noted that women, since joining the labor force that granted her independence and purchasing power, has developed an important role in fashion, dedicating a substantial part of her budget to fashion consumption (Henninger, et al., 2017).

As Vajkai and Zsóka, (2018) refers to fashion is not only a significant principle of social change, but also a factor in the change in the attitude and behavior of the great masses. This is probably also the most important difference between the current form of fashion expression and the previous forms. Until now only minorities were at stake; the fashion game was fundamentally a means of differentiating from the "vulgar" way of life of others. According to Sung and Woo, (2019), the success of fashion today is due to what he calls "imitation strategies" which led to the lower class imitating the upper class and constantly changing.

1.1.2 Origin and development of “Fast Fashion”

In the seventies the textile manufacturing industry went through a depression that led to a restructuring that allowed it to recover and reinvent itself. To do this, businesses had to examine each of the links that make up the production and distribution chain, concluding that the

manufacturing phase that depended on a large percentage of human labour, was slowly developing (Lee, 2015). In the traditional method, a model required 300 days from design to distribution, so that only two collections were released annually, and it is also an almost impossible task to predict trends in advance, leading to the failure of a high percentage of products due to its low reception, being relegated in the cellars (Lam, Yurchisin, and Cook, 2016).

Under this scenario, it was discovered that a new method that would provide greater flexibility and speed in responding to market demands would be the key to the progress required. This is how the “fast fashion” production model that initially started. There is another similar previous concept called the "rapid response" which, incidentally, was developed in the United States, during the 80s and then moved to the fashion market model, in the late 90s and early 21st century (Keyu, et al., 2019). This scheme seeks to supply and redistribute customers with the different clothing items that mark the latest trends in fashion, at affordable prices and in a very efficient way, leaving behind the two traditional seasons: autumn-winter, spring-summer (Bedford, Hustvedt, and Bhardwaj, 2016).

At the same time that the fashion dimension is reinvented giving at the same time, a high symbolic content to the object as well as a low psychological cost to consumption (easy to use and dispose), because this is the only way to achieve the objective for which this system was designed. Consumers buy as much clothing as possible in a minimum time (Bedford, Hustvedt, and Bhardwaj, 2016). Under this scenario the big clothing brands with the help of technological developments and the technification of the industrial sector, found a way to reduce the distance and time between the different agents involved in the development, production, distribution and marketing of clothing which allowed the assortment in the stores to be energized in a record period (Lam, Yurchisin, and Cook, 2016). Just in time production methods were also implemented, which are likely to rotate in shorter cycles in response to market variations, without having to allocate items for storage as factories pass directly to trucks and from there to the retail shops. The first to develop this model was Benetton, getting cycles of six months, but finally Zara managed to decrease the margin to two weeks (Keyu, et al., 2019).

Likewise, due to the developments offered by ICTs, multinationals were able to implement a network production model that interconnects small and medium-sized companies in charge of production, distribution and sale with the parent company that maintains ties based on outsourcing

(Bedford, Hustvedt, and Bhardwaj, 2016). This has allowed them to refine the management tools, and have the proper logistics that print maximum fluidity, by ensuring that the most demanded items reach the appropriate places, stores and times¹⁸ in the correct volume (Lee, 2015).

1.1.3 *Zara in Fast Fashion*

An example of this is the multinational Zara that in addition to adopting all the above parameters, was a pioneer in executing within its warehouses a software that facilitated the exchange of data allowing it to know through the daily reports prepared by its vendors, the transactions that were made within of each store, in which minimum but important details such as colour or size were specified, so that all this information is processed and sent to the design departments and from there to production (Zhu, Pickles, and He, 2017). Previously, small strips of products are launched as a test, and subsequently the goods of notable acceptance are manufactured on a larger scale, managing to modify on the fly based on producing only what the demand collects, avoiding repeating the failures of times spent in the past products, which resulted in considerable savings for businesses and the imposition of fashion trends (Murphy, Lacznik, and Harris, 2016).

This model understood that the key piece that should be used and exploited to the fullest was in that desire of being distinct as compared to others that resides intrinsically in all human beings, and this was precisely the point that the big brands used to sell their products massively (Cachon, 2019). This in turn turned out to be a paradox, because if what has led to this accelerated consumerism is precisely that spirit of distinction, the mass production of equal quantities of garments has generated the opposite, which today is less possible to differentiate for the clothes that are worn (Caro and Martínez-de-Albéniz, 2015).

In the same way an imaginary was established where buyers are led to believe that being able to acquire more goods had greater purchasing power and consequently could maintain a status in society, which would somehow solve the needs of postmodernity. But in reality, the opposite is true, since every time a person makes a purchase, their assets suffer a detriment and multinationals are the only beneficiaries (Noh, et al., 2017). That is why although the world went through a recession in consumption in the last decade, the textile industry was the only one that had an exacerbated growth, since it is known that today the company acquires 400% more garments than it does twenty years. However, the consumption of garments is not distributed too homogeneously (Mo, 2015).

For example, in 2014 it was the European and northern countries that showed the highest figures of expenditure per person on ready-made garments. Thus, the five countries with the highest expenditure figures per person were Norway (€ 1,246), the United Kingdom (€ 941), Sweden (€ 913), Denmark (€ 807) and Germany (€ 794) per person. The opposite side is occupied by Brazil, South Africa, Hungary, China and Egypt, with much lower figures: € 203, € 203, € 180, € 179 and € 26 respectively (Cook and Yurchisin, 2017).

The increase in numbers was encouraged because all these large companies directed their commercial objectives to capture a particular audience: the middleclass population that is a remarkably a majority group in society. It can no longer be said today that fashion slowly descends from the upper classes to growing parts of society, rather it begins in the middle classes and from them it diffuses both up and down, which implies that the strategies of imitation proposed by the theoretician Georges Simmel persist today (de Jorge Moreno and Carrasco, 2016). Because it is the new cultural dynamics that first emerged with the industrial revolution and took a greater boost in globalization, which created the great metropolitan masses and they made the estates disappear, or at least apparently (de Jorge Moreno and Carrasco, 2016).

Under these scenarios the information is transmitted almost in real time as Cook and Yurchisin, (2017) puts it well by arguing that in this medium it happens that incredibly large human crowds see in public, almost from the first day of its appearance, all the novelties, so that it is significantly reduced “The signal time” that is needed for a fashion to be adopted. After all, the characteristic that makes fashion a fashion is that it is accepted massively in the streets, which inevitably causes a production to be generated mass (Noh, et al., 2017).

At the same time, the way in which the products were looked at was changed, since previously it was argued that their durability was a fundamental characteristic the longer an investment lasted, the better the result had been (Mo, 2015). Contrary, nowadays although low costs have effectively sacrificed quality and durability which inevitably determines the short life cycles of goods, it is their dizzying social death since it is socially believed that everything that has disappeared from the streets or social circles must be discarded and not because functionally they are not yet useful, without this idea really bothering or disturbing the receiving public. This caused a resounding change in the nature of the goods, to be qualified as superfluous, volatile and effervescent (Cachon, 2019).

However, it is necessary to clarify that the “fast fashion” system is not used by the haute couture sector since its elaboration requires different times, raw materials and labour. For example, in Chanel there are numerous artisans involved, they have a strict calendar, they need more inaccessible materials, prices are very high and their market is not as receptive to novelties (Caro and Martínez-de-Albéniz, 2015). Nor is this production model practiced by brands such as Ralph Lauren, which, although they do not maintain the standards of high fashion craftsmanship, their products demand a greater degree of care in the manufacturing and production process than in the segments Massive fashion (Zhu, Pickles, and He, 2017).

Finally, it should not be forgotten that this whole system is supported and allows it to be a reality due to the relocation of work through subcontracting since the model necessarily requires that it has a very flexible type of production subject to constant change, with responsiveness Immediately and if possible, operate 24 hours a day, 365 days a year (Murphy, Laczniak, and Harris, 2016).

1.2 Problem Statement

Knowing the huge influence of social media on many aspects, it is important to analyze its impact on the consumer’s decision and behavior on a particular purchase. Nowadays, it is noticed that consumers have been highly altered after the formation of communities, rating options and review systems have been introduced. In addition, the possibility to rank the products quality and state personal opinions about products and the social influence generally can enhance the growth of the brand image. In this way, the intention to buy something or not, can be increased among potential consumers (Hofacker et al., 2016). It is, of course, known that not only opinions in social media and ranking on products are the main factors that can change one’s intention to buy, but there are other factors related to financial issues, personal perception about the product in particular, the desire and necessity of the product, its usefulness as well as suggestions from close friends or more trustful people, etc. Due to the lack of a determinant factor which may lead to buying a particular product, in the current study it will be presented the impact of social media and digital marketing in fashion industry on the consumer behavior.

1.3 Research Objectives

In view of the context and based on the hypothesis that perceived usefulness and brand awareness significantly shape the Zara's consumer behavior, the main objectives of this work will be focused on the following points:

- Determining the relationship that is created between social media and brand image of Zara.
- Describing the change in consumer behavior of Zara's consumer with reference to social media.
- Recommending Zara for sustaining its consumer behavior through the aid of social media.
- Under this, the advantages and drawbacks of social media channels on shaping consumer behavior will be indicated. In association, the study will also compare the intensity of change in consumer behavior of Zara with other companies in the industry.

1.4 Research Structure

The study has been divided and organized into five parts. The introductory part provides background to the research and case study company and presents research objectives. The second part comprises of secondary research and provides comprehensive review of literature focusing on social media marketing, fast fashion, social media marketing by Zara, and consumer behavior. The third part provides detailed information about methodological structure and design that involves primary research process undertaken in this study. The fourth part shows the results of survey questionnaire and provides answers to research objectives. The study ends with final part that provides conclusions and recommendations as well as future research opportunities.

2. Literature Review

2.1 *Social Networks as a Marketing Tool*

Since the development and spread as well as wide acceptance of social networks the companies have used them as marketing tools to reach the mass audiences. One of the most common ways of using social networks as a marketing tool by companies is to carry out online advertising, since it has been proven that income from text-based ads such as Facebook or Google Adwords, banners and others Content inserted in web pages are currently very high (Godey, et al., 2015). They are also used as in the construction of brand image and in customer relations, in the management of the brand to communicate with consumers and followers and for the investigation and measurement of customer satisfaction (Karlsson, 2016).

The companies that use social networks as marketing tools to manage various elements of the interaction with consumers such as the number of visits or the times an ad is presented to a user. But the strategic impact that this entails is still not very clear because this process would entail a more thorough and careful measurement of the real perceived value of the advertisers. Communication with customers and advertising are not the only methods as marketing tools but companies can also take advantage of social networks to provide data on the natural behaviour of users (Godey,et al., 2016). In this way, their profiles and data can be collected through automatic techniques or through data provided directly by the company, thus allowing large-scale exploration of their tastes, friendships, uses and other visible indicators. The profitability of this tool is much greater due to the fact of voluntary affiliation, collaboration to develop content and the greater attention paid to advertising content (Icha and Agwu, 2015).

2.2 *Fashion Brands and Social Networks*

Currently, fashion brands participate more and more frequently in social networks as their use begins to be a key in their marketing strategies. Most of them already have a Facebook profile where they exhibit the latest parades, events and also famous appearances with their clothes. On Twitter, despite the marked limit of 140 characters that can be difficult to express and transmit a brand image, it gains more and more followers among fashion companies (Gautam and Sharma, 2017). Some brands like Gucci or Prada have official Twitter accounts called “prada-trends” or “Gucci-trends”. Another action that was innovative in 2010 was when the catwalk parades were

broadcast live on streaming during the fashion weeks. And the same happens with the participation of the followers of the brand on Twitter as they can comment on the events live (Xu, 2017).

Large chain stores often integrate their profiles on the platforms of their websites as interaction with the consumer is sought. In addition, it is common to find exclusive offers for their followers on Facebook or Twitter, resulting in a good method to evaluate the effectiveness of these pages and offer added value to the user when visiting them.

2.3 Case Study of ZARA

Zara is one of the leading international fashion companies. It belongs to the Inditex group, one of the largest distribution groups in the world. It is a Spanish company founded in 1975 in La Coruña by Amancio Ortega and Rosalía Mera. Zara belongs to the Inditex Group together with the brands: Bershka, Stradivarius, Üterque, Zara Home, Pull & Bear, Massimo Dutti, Oysho and Lefties (Vu and Medina, 2014). The main characteristic of the Group is that it controls the entire production process; the design, manufacture, distribution and sale is its own stores (Figure below). This has allowed it to perfectly engage some activities with others to offer a fast and efficient customer service (Gamboa and Gonçalves, 2014).

In the study prepared by NimanthaLiyanage and Weerasiri, (2016) on the best fashion brands, it places the flagship brand of the Inditex Group as the second best brand and the first in the retail sector. Its sales have increased by 18% compared to 2012 reaching 10,541 million euros, which represents 66.11% of the total sales of the Inditex Group. Zara has been considered as one of the best Global Green Brands, which denotes its concern about current environmental problems and that sustainability is increasingly important in the Inditex business model. Zara's key to success is linked to two different growth axes. On the one hand, it is the investment strategy in its stores to generate business growth. This translates into an incessant pace of opening physical stores and its entry into new countries reaching 1,770 points of sale in 86 countries. In addition, it plans to open around 500 stores worldwide (Koivulehto, 2017).

On the other hand, to the impulse that has developed to the digital commerce, since it allows it a greater penetration in its public objectives, linking and repetition of purchase between clients and potential users of the web. Currently, it has a well-established e-commerce platform available

in 27 countries. An example of this is the launch of its online platform in China, Russia and Canada (Alonso-Cañadas, et al., 2018). With the opening of flagship stores in cities as prominent for fashion as New York and London, it reflects a change in the brand strategy at the retail level. ZARA seeks reinvented spaces, away from the concept of “fast fashion” and inspired by large boutiques. With this, it aims to reflect beyond the good quality of its garments and its tendency at an affordable price, position the brand as a benchmark within this industry (Zozi and Janicic, 2015).

Although Zara's success can be translated into an excellent brand image, its online sales channel not only aims to increase sales and user experiences, but also pursues other objectives. It launched the only online store that does not yet have this sales channel, Lefties. A low-cost fashion brand that is present in Spain, Portugal and Russia and wants to strengthen the competition with Primark, C&A, and others. With this decision, Inditex provides very firm bets on e-commerce in Zara, Pull & Bear, Massimo Dutti, Zara Home and Uterqüe (Zozi and Janicic, 2015). Zara also created new warehouses to meet the demand of the online channel which allows it to reduce costs and delivery times. Currently, the firm has stores for electronic commerce in Madrid, the United Kingdom, Russia, Poland, Tokyo, Shanghai, Boston and Los Angeles. In 2015, facilities were added in Mexico and in Seoul (South Korea), to support Zara's online landing that same month (Alonso-Cañadas, et al., 2018).

Zara also expanded Zara.com in the Asian market. Zara intended to enter the Tmall Chinese virtual shopping centre as it believed it would be very positive and much appreciated by Chinese users. While from 2012 to 2014 Inditex's investment effort has focused on strengthening logistics, in the coming years it will focus on increasing the sales space (Koivulehto, 2017). The main objective of the Inditex Group is to offer products of the highest quality to all its customers, guaranteeing the long-term sustainability of its processes. Although the group is committed to a formula of quality products and design at affordable prices, the reality is that outside Spain it is perceived as a more expensive brand (Gamboa and Gonçalves, 2014). In Spain, market segmentation is carried out through differentiated store chains, thus carrying out a multi-brand strategy, in particular, Zara carries out a unique and differentiated brand strategy (NimanthaLiyanage and Weerasiri, 2016).

Zara's target audience is varied and ranges from children, to young people to adult women and men. These are people who like to dress with the latest trends in fashion and with a medium-high socio-economic level. Depending on the different clothing lines that the company has and the ages of its consumers, it can be said that it performs the following segmentation of it (Vu and Medina, 2014):

- Children: Zara serves the market of the smallest segments by age (Babies from 0 to 12 months, Baby girl and baby boy from 3 months to 3 years, Girl and boy from 3 to 14 years) (Vu and Medina, 2014).
- Young boys/girls: The firm has a brand called TRF expressly dedicated to young boys/girls for ages from 15 years (Alonso-Cañadas, et al., 2018)
- Women: This is Zara's largest target audience and the one that their designs are most focused on. The garments are aimed at all types of women and with a wide variety of styles (Koivulehto, 2017).
- Men: These are young men who are modern and like to be fashionable (Gamboa and Gonçalves, 2014).

2.3.1 *Online Marketing Policy*

Currently, the sales of the online business of the Inditex group already account for a large share of turnover, being a model for which they continue to bet strongly. The offline success is also a guarantee in the online world. Zara sells excellent products online at competitive prices. Zara extended to the online channel the brand that it had used in offline environments and then introduced some variants (Oliveira, 2014). When it decided to launch the online store, the growth perspective was based on the long term thinking to obtain more qualitative benefits such as technological innovation and improvement of the brand awareness in the short term consumer (Koivulehto, 2017). Their online departure was motivated, among other things, by statistics that showed that the purchase of online clothing had grown more than 10% last year while the offline purchase slightly more than 2%. With its virtual platform, the multinational aimed to replicate the consumer experience in stores to the web and build a platform to have a global presence (Mayrhofer and Roederer, 2016).

Pablo Isla, president of the Inditex group said in 2010 that when Zara took out its online sales channel, 'We are going on sale through the internet at an opportune moment.' He also ruled out that this bet translates into the end of physical stores, since these are complementary channels (Vu and Medina, 2014). The company also maintains multichannel and multi-concept growth possibilities. Mass distribution companies find excellent support for sale on the network. Zara follows a strategy dedicated to a single brand consisting of utilization e-commerce platforms that focus on a single brand. In general, try to combine the two strategies: online and offline to attract consumers (Viardot, 2014).

Inditex e-commerce has been driven by the supply chain and centralized logistics it develops to send new lines to stores twice a week from its huge warehouses in Spain. The 'like for like' sales showed strong growth in all markets which explained that Zara should strengthen the strategy in e-commerce with the opening of new stores for online stores and Zara's entry into the Tmall Chinese virtual mall (Matherly and Richards, 2013). Zara barely offers other services aimed at both generating a community of users and loyalty to customers since it does not have its own blog and does not practically advertise or advertise its brands, which translates into little or no online communication. Therefore, what is saved in these processes is invested in improving its distribution and logistics process to shorten waiting times and delivery times (Viardot and Nylund, 2017). But Zara does have its own application for smartphones and tablets that has the following sections: man, woman, youth and children. In each of which you can see the news, collections, looks books and catalogs of the firm (Gamboa and Gonçalves, 2014).

2.3.2 *Website*

Zara began selling online in September 2010 in several European countries, following the steps of Zara Home, which launched the online store in 2007. Currently, the firm is present in 26 markets and has an online platform in 18 European countries, in addition from the United States and Japan, countries where he started his e-commerce activity last year (Gamboa and Gonçalves, 2014). The page receives 2.5 million unique users per day, and more than 30 million per month. Regarding usability, its corporate website has an easy and intuitive main menu where its content is classified into levels (types of products) and sections (types of audiences). The page offers 19 languages among which is Spanish and receives more than 3 million visits per day (Viardot and Nylund, 2017).

It is a hierarchical model since it is organized from a main page where the main menu is located and from which you can access the different fashion sections by moving from one to another easily without having to go backwards. It should also be noted that when buying the product there is an online support chat in which help is provided to the customer with their purchase (Viardot, 2014). Every week 300 new products can be uploaded to the internet platform and Zara has models from all over the world. Six disembark at the Arteixo plant every week and are portrayed with the new offers. On the other hand, it has interactive resources such as newsletter with weekly information about new collections, products, news and trends, icons that redirect to its social networks (Facebook, Twitter, Instagram and Pinterest), multimedia resources with images and videos about campaigns and Mobile and tablet applications (Matherly and Richards, 2013).

In 2011, Zara presented a tool related to “street style” that revolutionized the world of fashion: “People!” It consisted of a tool with which to upload photos for what the model in question had to appear with at least two pieces of the firm. The winning photos would receive cash, which means that Zara remunerated in some way these styles with real girls and without photographic studies (Mayrhofer and Roederer, 2016). Currently, this platform no longer exists but it increased the loyalty of its loyal fans and at a very low cost since it achieved great reach with each publication and at a minimum cost. Despite not having an official blog, Zara does not lack blogs that talk about his brand and his collections by advertising him, such as some of the following: “the devil dresses up with Zara”, “addicted to Zara” or “trendation” (Vu and Medina, 2014).

2.3.3 *Presence of Zara in Social Networks*

Zara's has presence in social networks. There is an official Facebook page unique for all countries. The profile is written entirely in English and its information does not mention at any time that it is a space to attend and help users with possible problems, doubts, suggestions or other opinions that they may share with the company (Vu and Medina, 2014). The theme of the publications is based on images of models with articles of the brand and with the launch of new collections. Sometimes, they publish information about events and about the corporate website of different countries. All publications are accompanied by the corresponding link to the website where the information is extended (NimanthaLiyanage and Weerasiri, 2016). The number and periodicity of the post is daily since they hang a look for each day of the week. The brand is limited

to placing a title in the publications therefore, you cannot catalogue the type of language used because it does not use any but puts links to the website where you can find the articles. The target audience is customers and all those interested in the company. Currently, it has more than 22 million followers worldwide (Koivulehto, 2017).

Zara's activity on Twitter is practically the same as on Facebook with the same entries of images, looks and news. In the profile description, a link is indicated in case of requesting customer service and it is a unique profile for all countries (Alonso-Cañadas, et al., 2018). As on Facebook, the brand does not talk with the followers but only makes daily publications. The target audience is customers and all those who show interest in the company. Currently, the profile has 868 thousand followers (Oliveira, 2014).

On Instagram, Zara performs the same activity as on Facebook and Twitter. Exactly the same entries of images, looks and novelties are published daily and the public to whom it is addressed is the same (Zozi and Janicic, 2015). The profile is visited by 4 and a half million Instagram users. Pinterest users of the firm can share and discover visual content of interest through photographs or videos. Currently, Zara has 21 boards, 3.916 pins and more than 137,000 followers (Gamboa and Gonçalves, 2014).

2.4 Behaviour of Fashion Consumer

Fashion depends on the consumer, so understanding their buying behaviour is essential to meet their needs differently, so that businesses can choose the products to produced. Consumer satisfaction must be taken into account, so that they are comfortable to retain them as a customer (Zhang and Benyoucef, 2016). The process of satisfying the needs and desires of consumers includes all departments (such as suppliers, designers, clothing manufacturers, distributors, vendors, etc.) within the fashion sector (Bedford, Hustvedt, and Bhardwaj, 2016).

On the other hand, in order to explain the behavior of the fashion consumer and related to the brand, the Keller's Brand Equity Model was used. According to Keller, K. L (2011) there are two important questions that have to be taken into account when considering creating brand equity or build a strong brand. These questions are considering what and how to make a strong brand. The answers are based on the Keller's Brand Equity Model or the also called Consumer-Based Brand Equity (Keller, K. L 2011). This model is useful to understand and influence customer behavior, knowing that the strength of a brand and its power is a reflection of the minds of the

customers. For instance, when customers think of ZARA, they automatically relate it with high quality, fast fashion and low costs. A schematic representation of the model is shown below.

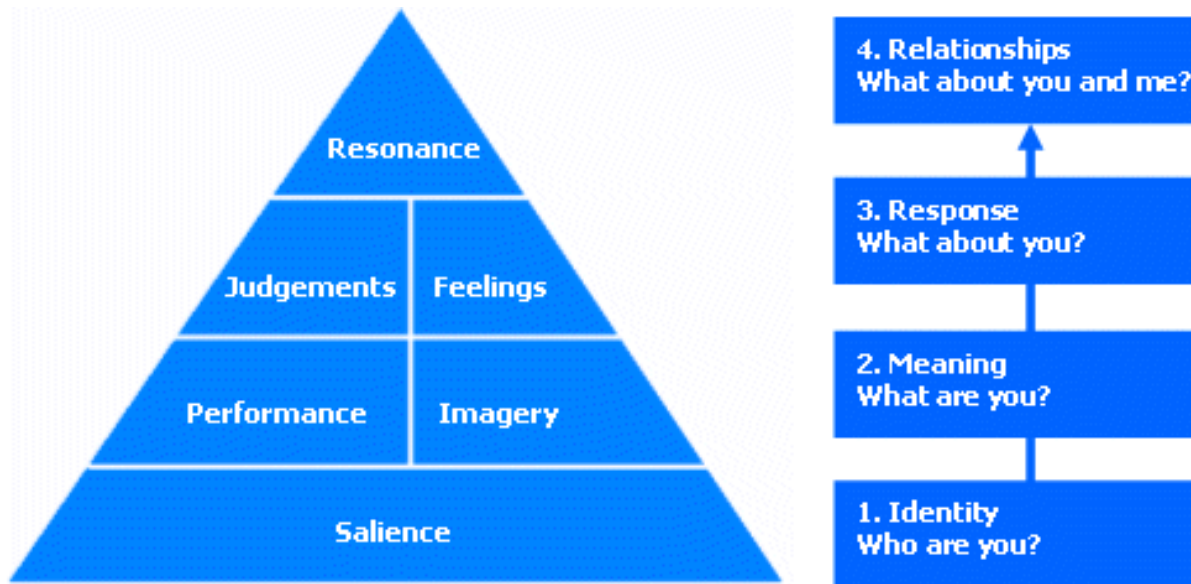


Fig. 1 Brand Equity Model from Kevin Lane Keller. Keller, (2011).

The main advantage of resonance model is that it is highly customer centric and it measures brand value from customers' perspective while also being relevant to brand elements specifically. However, the main limitations identified in the model that despite its relevance and effectiveness in the organizational context, within industrial market content it lacks relevance because the pinnacle of pyramid developed by Keller needs to redesign within B2B content. However, this limitation is not relevant to this study specifically because Zara is a B2C brand (Kuhn and Alpert, 2004).

As seen the model is a pyramid arranged in four steps that the brand must take from the bottom to the top in order to complete their objectives - creating brand identity, brand meaning, brand response and brand-customer relationship. Therefore, these steps are explained below and applied to the Zara brand.

Brand Salience – Identity (Who are you?)

Brand salience is related to the awareness of the brand in different situations and circumstances. This awareness can be divided into depth and breadth awareness - how the brand will come to mind and the ease with which it does it or the range of purchase and usage situations in which the

brand element comes to mind, respectively. For instance, when mentioning ZARA, automatically the black-and-white logo come to mind and the huge stores in every large city. This could be related to the depth of brand awareness. On the other hand, ZARA has offers for different categories like clothing for female, male, kids and items for home decoration. When consumers need trendy but affordable clothing or modern design ZARA comes to mind as a good choice.

Basically, brand awareness plays an important role because as higher the awareness as more probably will affect the consumer's decision.

Performance– Meaning (What are You?)

Brand performance relates to how the product attempts to meet customers more functional needs. For example, Zara's philosophy is based on the reliability and durability of the product, the style and design of the clothes, the service effectiveness and the price. In other words, the idea of the brand is to provide customers clothing with good quality, not so luxurious but fashionable and low-price items.

Imagery- Meaning (What are You?)

Brand imagery relates to the extrinsic properties of the product, the way in which the brand meets the customer's psychological and social needs. For example, ZARA knows the typical consumers are young, fashion-conscious seeking for low costs clothing, carrying about trendy items and being stylish.

Judgment – Response (What about you?)

Brand judgment often determines the actions and behavior of the customer towards the brand, taking into account the credibility, quality, superiority and consideration of the brand. ZARA, therefore, is trustworthy because of its continuous fast fashion products and latest fashion offers for female, male, kids that satisfies customer's needs.

Feelings – Response (What about you?)

These are the customer's emotional response and reactions to the brand. These feelings could be positive or negative, therefore ZARA tries to create reactions based on self-respect so customers can feel unique, different and with personality.

Resonance – Relationships (What about you and me?)

The final step of the pyramid focuses on the ultimate relationship between the customer and the brand. This relationship can be evaluated in sense of loyalty, community and engagement with the brand. The way ZARA keeps engaging with its customers is to respond to their preferences. For instance, ZARA manage the social community in a way that it cannot disturb or annoy its customers. It only posts information about new arrivals and new openings on social media. ZARA knows that its young consumers love fashion, so it invests in designing and optimizing supply chain issues to satisfy customers necessities. Also, ZARA often provides limited edition of clothes that customers are informed about and thus, customers visit frequently the stores and web page to always get their desirable items on time.

Once it is presented the Keller's model and related to the brand of ZARA, it will be explained the typology of fashion customers that exist and their shopping behavior when it comes to the purchasing decision.

Typology of Fashion Consumers

There is a wide range of fashion products, so consumers behave differently when buying, so that reference groups can be established. The following types of clients were established in literature:

Pioneer consumers: they are very attentive to the new proposals, they are the first ones that approach the novelties since they buy the product before it is accepted by the rest of society and seek to be different, they do not attend to external motivations to buy and are willing to pay a high price and therefore, the number of consumers of this type is reduced (Heuer and Becker-Leifhold, 2018).

Innovative consumers: they are the ones who make fashion; they are usually designers of themselves or if they have to go to professional designers they ask for individual clothes; they seek that the garments of the stores they attend be exclusive; they usually dress in an unusual way, and therefore they can be considered innovative within consumers (Gupta and Gentry, 2016).

Consumers followers: they get in touch with fashion in the development phase for psychological reasons such as insecurity, other people's influence, imitation ... or economic

reasons(they accept fashion a while after its launch).They follow pioneer consumers and innovators after seeing that fashion begins to consolidate; the price they pay is high but not as much as when it was just launched (Su and Chang, 2018)

Fashion-dependent consumers: they have financial resources for what they buy without buying other offers; they adapt fashion to their needs so they must accept it (Karaoglu, et al., 2018).

Passive consumers: they are conditioned by the proposals and do not assess their scope; They consider everything fashion, even what has nothing to do with it.

Massive consumers: they accept the product when it is in its maturity, although the price is high, it is accessible.

Lagging consumers: they have limited financial resources so they have not been able to buy the garment before, they buy it when it is no longer in fashion and therefore the product is in a declining phase (Chang and Fan, 2017).

There are also types of consumers that are identified with the life cycle of the fashion product. There are specific characteristics of the fashion demand that must be analysed, such as the subjects that define it (the female consumer, the male consumer and the child consumer). The woman consumer is the largest consumer segment of fashion, despite having significantly reduced spending on it (Anisimova, 2016). They renew the wardrobe more frequently, properly combine the garments according to the time or season and change their appearance and attire more frequently daily. They change the style frequently and sometimes even buy for the men. The presence of women in the workforce means that a type of clothing is demanded, of a high qualitative level and elegant and comfortable (Su, 2016).

When buying they look for the total attire. However, there are variants within this typology, so it is important that the product has a relationship based on trust in the product and that it can reflect personality (Ahmed, Gull, and Rafiq, 2015). The child consumer has variants depending on whether it is a baby, a child or a teenager. Up to the age of four or five years the costume is not paid attention, although there are parents who do it in an exaggerated way. After five years is when they begin to give their opinions (Croteau, Yan, and Hyllegard, 2016).

2.4.1 *Shopping Behaviour*

The purchase behavior is conditioned not only by the color, shape, size, price, but other multiple factors that greatly influence, but not as much as the search for a behavior and lifestyle that the consumer looks for in that act (Chatterjee, et al., 2018). For this reason, the process of buying the fashion product is characterized by both rational and emotional criteria, although it is also related to cultural level, social class, purchasing power, etc. (Hill and Lee, 2015). There are several dimensions of the current behavior of the fashion consumer; the most relevant are:

1. More demands and greater knowledge in fashion
2. Knows how to combine clothes and what you want.
3. Renew your wardrobe more often.
4. Look for better value for money
5. Expect better advice and personalized service
6. Dress more casual because there is a culture of leisure
7. Buy more during sales and promotions

This behavior is typical of countries with an advanced fashion sector such as Italy, France, the United States, Japan, England and Spain, although there are some small differences between them (Galib, Hammou, and Steiger, 2018).

2.4.2 *Purchase Decision Process*

Users follow a series of stages in the decision process, the importance and duration of which depend on the type of purchase to be made. In general, the following phases are identified. First the need emerge which can be caused by several factor such as a trip, an event, the practice of a sport, the renovation of the closet, etc. The next step is the information search before making the purchase the consumer is informed in several ways (Cano Murillo, Kang, and Yoon, 2016). Consumers visit several business websites and sources of information and do it through advertising in the media, catalogs, magazines, through family or friends, parades, etc. The search will be more or less exhaustive depending on the degree of complexity of the purchase and the characteristics that the buyer has (Gwozdz, Steensen Nielsen, and Müller, 2017).

The next phase is the evaluation of the information obtained. The consumer evaluates the information he has collected according to the relationship between brand, price, quality, place of sale, etc. The next step is the definition of the conditioning factors. They are factors that determine the purchase of a product such as time, economic availability, etc. Final is the purchase decision after contrasting the pros and cons of buying the product, the consumer chooses to leave it or to buy it (Buerke, et al., 2017). This decision will be conditioned by the information obtained and the influences received. There is also the purchase valuation phase which is when the product has already been purchased and tested, the consumer continues to evaluate it. Here the consumer will be satisfied or dissatisfied with said product, so that if he meets his expectations he will be at ease and will cause him to buy the brand's products again or, conversely, change his brand (Han, Seo, and Ko, 2017).

2.5 *Factors influencing consumer behaviour*

There are a number of factors that condition the behavior of a user when buying a product. According to Ramya and Mohamed Ali, (2016) there are the following:

Table 1. Factors that influence consumer behavior

CULTURAL	SOCIAL	PERSONAL	PSYCHOLOGICAL
Culture	Membership groups	Age and life cycle	Motivation
Subculture	Family Roles	phase	Perception
Social Class	Status	Profession	Learning
		Economic situation	Beliefs
		Lifestyle	Attitudes
		Personality	

2.5.1 *Cultural Factors*

It is the root cause of a person's wishes and behavior. People's behavior is learned, to a large extent. When growing up in a society, children learn the basic values, desires, perceptions and behaviors of their family and other institutions (Haugtvedt, Herr, and Kardes, 2018). Each society has a different culture, and the cultural influences that affect purchasing behavior are

different in each country. They differ more internationally, and therefore the success or failure of a company is determined by this (Shavitt and Cho, 2016).

Within the culture there are subcultures, which are smaller groups that share value systems that are based on experience and life situations that are common to them. They include nationalities, geographic regions, racial groups and religions (Shavitt and Cho, 2016). In turn, these subcultures are formed by smaller subcultures characterized by their specific behaviors (Haugtvedt, Herr, and Kardes, 2018).

Social classes are ordered divisions of society whose members share similar values, interests and behaviors. Sociologists have established seven social classes. These social classes are measured based on factors such as education, wealth, salary and other variables (Han, Seo, and Ko, 2017). According to the social class to which they belong, people are educated in different ways, but even so, they are not rigid, but can be promoted as well as descended. For companies these social classes are interesting, since they perform the same buying behaviour. Social classes have different product and brand preferences, for example in clothing, cars, leisure activities and furniture (Buerke, et al., 2017).

2.5.2 *Social factors*

The behavior of an individual is affected by a series of small groups. That influence can be direct, and they are called membership groups. But if the influence is indirect, they are called reference groups, which most influence them, since they want to aspire to be like them or to belong to that group, therefore, marketing specialists are dedicated to researching these groups (Gwozdz, Steensen Nielsen, and Müller, 2017). One of the most important groups or individuals nowadays are the as called “influencers” that are becoming day after day more essential for the brands in the digital marketing area. These influencers basically promote articles they are satisfied with and try to influence consumers mainly through their social media channels, Instagram and YouTube mostly. Manufacturers of products and brands that are subjected to influence groups must be managed to reach opinion leaders, who are people who belong to a reference group that influence others by their special abilities, their personality, their profession or other features. The influence exerted by the opinion leader on consumers is of greater relevance when it comes to a product that is visible (Cano Murillo, Kang, and Yoon, 2016).

The family has an influence that can be decisive when buying a product. It is the most important purchasing organization in society. The influence of the husband or wife varies depending on the category of the product and the phase of the purchase process (Hill and Lee, 2015). This causes that the companies that previously addressed the target audience only, now turn to the opposite sex. Children also have an opinion and influence on purchases, for example in cars, since starting at age six they begin to know the brands (Galib, Hammou, and Steiger, 2018).

Social role and status refer to the position that each individual occupies within the groups to which he belongs. In general, people choose the products that best match their status. Personal factors: these are factors such as age, the life cycle phase, profession, lifestyle, economic situation, self-concept and personality (Croteau, Yan, and Hyllegard, 2016). The age and phase of the family life cycle also affects tastes and preferences for one type of products or others change with age, so the same products are not always acquired. The profession also influences the goods and services you buy (Su, 2016). For example, people who work in handicrafts buy more resistant work clothes, while others who work in offices or similar, buy more elegant clothes. In addition, a company can specialize in manufacturing a certain type of product for a particular professional group. • Economic situation: this influences the price of products (Chatterjee, et al., 2018).

The Lifestyle also influences consumer behavior. It is the pattern that follows in your life. It involves the evaluation of the AIO (activities, interests and opinions) parameters. It outlines the pattern of action and interaction of the individual in the world. Consumers within each orientation are divided into consumers of high resources and limited resources, depending on the level of education, health and other factors (Chang and Fan, 2017). The social class of achievers are people who have so many resources that they can meet any of their personal orientations, or all at once. On the other hand, the survivors are people with so few resources that they cannot be within any consumption orientation (Karaoglu, et al., 2018). Personality and self-concept also are factors influencing buying behavior. It refers to the psychological characteristics that entail consistent and lasting responses to each person's personal environment (Ahmed, Gull, and Rafiq, 2015).

2.5.3 *Psychological Factors*

The first is the motivation. People have multiple needs at any time, which can be biological or psychological. Depending on the intensity of the need, it can become a motive, which is such an intense need that the search for their satisfaction provokes in the consumer (Su and Chang,

2018). According to Maslow, a person tries to satisfy the most important needs first, when they are satisfied, and therefore, they no longer motivate the person, he tries to satisfy other needs later. Companies try to understand this inner working of the minds of consumers (Anisimova, 2016).

There is also the factor of perception. A person who is motivated is ready to take action. The act of people is influenced by how they perceive the situation. Consumers constantly receive information that they gain through the five senses. But despite that, each one receives and assimilates it in a different way, therefore, perception is a process by which people select, organize and interpret information to create, from it, an image. There are three perceptual processes (Gupta and Gentry, 2016). There is selective attention: that is the tendency of a person to select most of the information to which he is exposed. The second is the Selective distortion which is the tendency of people to interpret information in a way that confirms their beliefs. Finally, there is the Selective retention that people often remember the information that affirms their opinions and beliefs. Marketing departments take care of whether consumers will receive their offers in the right way (Zhang and Benyoucef, 2016).

2.6 Conceptual Framework

According to the study of Godey et al. (2016), there is a conceptual framework which includes the concept of social media marketing and consumer behavior as indicated below:

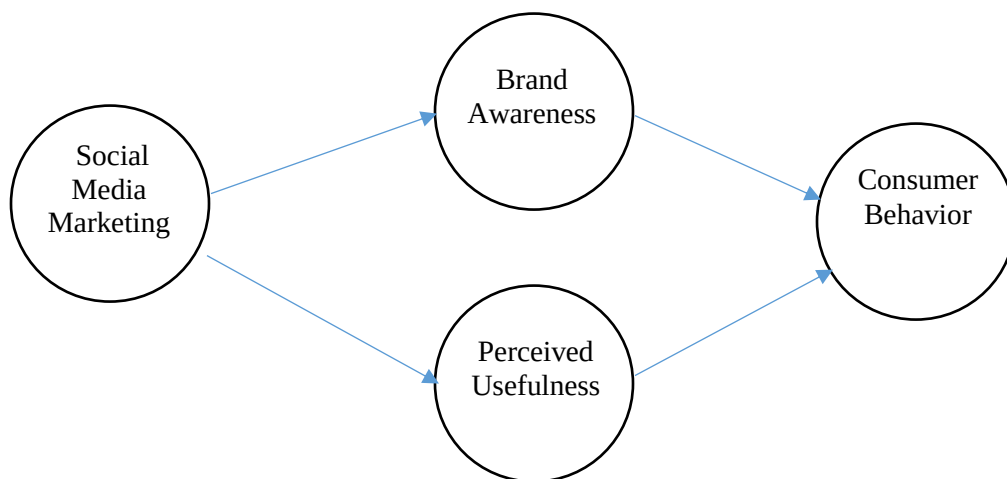


Fig. 2 Conceptual framework, (Godey et al., 2016).

Accordingly, there are two determinant hypotheses. These can be directly or indirectly associated with the intention to buy a product and state as follows:

H1 = It exists positive relationship between brand awareness and consumer behavior.

H2 = It exists a positive relationship between perceived usefulness and consumer behavior.

Under this, the benefit and drawback of social media on shaping consumer behavior will be indicated. In association, the study will also compare the intensity of change in consumer behavior of Zara with other companies in the industry.

3. Methodology

3.1 Introduction

The mythology part of the research is a critical aspect because it explains all the decisions that were undertaken during the of primary research process. The section begins with explanation of philosophical position of the study regarding epistemological beliefs towards research phenomenon, then explains the choice of research approach following by a discussion of research methods. The next section in the chapter refers to research strategy and explains the data collection methods, data analysis techniques and sampling procedures in detail. The final section of the study provides a brief summary of the ethical considerations.

3.2 Epistemological Considerations

Research is conducted to gain knowledge and epistemological beliefs show the perspective of the study regarding methods and ethos of acceptable knowledge. The followers of positivists philosophy argue that acceptable knowledge regarding social phenomenon can only be gained by applying methods and ethos of natural sciences and quantifying the social phenomenon to conduct an objective research process (Hair Jr, Page, and Brunsveld, 2019). However, in contrast, the interpretivists argue that the subject matter of social phenomena is different than natural phenomenon and thus there is a need to adopt separate research strategy to gain acceptable knowledge (Taylor, Bogdan, and DeVault, 2015).

In order to gain acceptable knowledge about the impact of social media marketing on consumer behavior in case of Zara, this study posits with positivist position. The rationale for this choice is that the research phenomenon requires assessment of impact of independent variable social media marketing on dependent variable consumer behavior, therefore statistical tools are required which in turn require quantification of both phenomena. Therefore, positivist philosophy is deemed more suitable for the research question in this study.

3.3 Research Approach

Research approach in social research community is categorised, in its most basic form, in inductive and deductive approach. The inductive approach is used to develop theories which is done by collecting and analysing observations from specific settings and then identifying generalizable patterns and commonalities (Taylor, Bogdan, and DeVault, 2015). In contrast, the deductive approach is used to test existing generalizable theories in specific settings. The deductive

approach requires researchers to develop tentative hypotheses and then test the theories through quantification of data gathered from specific settings (Smith, 2015).

In this study the aim is to test the general theory that social media marketing has significant impact on consumer behaviour. However, the study aims to test this general theory within specific circumstances of case study, Zara. Therefore, deductive approach is deemed more suitable for the research questions and objectives of this study. Furthermore, deductive approach is typically paired with positivist philosophy.

3.4 Research Methods

Social research methods are classified into, quantitative, qualitative, and mixed methods. The quantitative method executes research process using quantitative data only. It is considered to be more reliable and valid as it provides verifiable results using statistical techniques. However, quantitative method lacks exploration of feelings, perceptions, and experiences, because it quantifies the phenomenon, typically using ratings (Smith, 2015). The qualitative method rather has a subjective approach towards social phenomena and qualitative process is based on collection of qualitative data. Qualitative data provides in-depth details of feelings, perceptions, and experiences of people. However, qualitative process is considered vulnerable to personal bias which in turn compromises its reliability and validity as compared to quantitative method (Lune and Berg, 2016). In order to eliminate weaknesses from mono-method and provide more comprehensive understanding, social researchers may also adopt mixed methods which combine both quantitative and qualitative data. The results are achieved by triangulation of both types of data. However, the main problem in mixed method is that it is more time consuming and expensive due to collection of two types of data (Lune and Berg, 2016).

In this study quantitative methods are selected. The choice of quantitative method is based on the fact that this study adopted positivist philosophy and deductive approach, both of which require quantitative data. Furthermore, quantitative method has increased the reliability of the results which are considered to be a key factor academic literature and social research community in general. Finally, it is relevant to mention that quantitative method provides more time and cost efficiency as compared to other methods such as mixed method which helped the researcher to overcome time and budget constraints faced during the entire research period.

3.5 Research Strategy

Multiple research strategies have been developed in social research community, such as survey strategy, ethnographic strategy, etc. Each of these strategies have their own benefits and limitations. For example, the survey strategy is most commonly adopted in social research processes because it enables the researcher to collect data from a sample (subset) of target population, at a specific point and in time and it assumes that the results thus gained are applicable on entire target population (Quinlan, et al., 2019). In contrast, the ethnographic study implies that the researcher has to become a member of target population and then collect data multiple times at different time intervals to complete the study. The reliability and validity of ethnographic study is higher than survey, however, the cost and time efficiency of survey strategy is higher than ethnographic study (Quinlan, et al., 2019).

In this study survey strategy was chosen. The primary reason to choose survey strategy was to overcome time and budget constraints. Knowing that this study is a university project, there are strict time limitations, violation of which may lead to penalties. Furthermore, being a student, the researcher has limited budget and resources and thus a large-scale study, such as ethnographic strategy, was not viable for the researcher. Thus, a time and budget efficient strategy, such as survey strategy was considered to be more suitable for the sake of this study.

3.6 Sampling Process

Sampling process refers to identifying a subset of target population which is assumed to be a reliable representative of entire target population. The research process is conducted from data provided by the sample and is assumed to be applicable and generalizable. Sampling processes are classified as probability and non-probability sampling categories (Johnston, 2017). The researchers adopting probability sampling methods must ensure that they have access to all members of target population and provide equal chances to participate in the study. The non-probability sampling methods do not have such requirement (Johnston, 2017).

3.7 Data Collection Instrument

In this study the researcher did not have access to entire target population, i.e. consumers of Zara, therefore, probability sampling methods were not possible to be conducted. The researcher then chose to use convenience sampling method which allowed the researcher to identify sample members in the nearest vicinity and recruit in terms of convenience and accessibility. The sampling

process started by making contact with Zara customers through social media platforms. The researcher then collected email addresses of potential participants and sent invitation emails which contained consent forms, survey questionnaire, and background of research. The researcher sent 250 emails and in response received 163 replies. Upon further assessment it was found that 13 questionnaires were incomplete and thus they were excluded from the research process. The final sample size of the study was 150 customers of Zara.

As it is indicated later, the people from the survey were young and middle-age female who were mostly undergraduate. It is stated in the results that men were also included with various age ranges. It is worth to mention that the population were not selected strategically, the only requirement was that they were Zara consumers, or at least know the brand and once at least have bought a Zara product.

Data collection instrument is the tool to collect data from research participants. This study uses questionnaire as data collection instrument. The questionnaire is built as self-administered questionnaire. All questions in the questionnaire are developed as closed ended statements, associated with a Likert five-point scale rating. There are three sections in the questionnaire. It begins with a section which aimed to collect demographic characteristics of customers (Walliman, 2017). The second section collects data for the independent variable, i.e. social media usage. The last section collects data for the dependent variable, i.e. consumer behaviour. The main advantage of questionnaire due to which it was chosen for this study is its ability to quantify the social phenomenon using ratings and provide large amount of data in relatively less time as compared to other methods such as interviews (Walliman, 2017). The main disadvantage of questionnaire is that it lacks the ability to collect rich and in-depth data regarding feelings and perceptions of people in subjective form. It also does not reach a huge population, as many people refuse answering surveys.

3.8 Data Analysis Techniques

Data analysis techniques are tools to process raw data and obtain meaningful information. Since this study is based on a quantitative method, statistical techniques are used to analyses the data. The first technique used in this study is frequency analysis. The frequency analysis enables the researcher to show trends in the opinions of participants regarding social media usage and consumers behavior (Sherif, 2018). However, this technique does not show relationship between

the two variables. Furthermore, the study also uses correlation analysis to understand the nature and strength of covariance between social media marketing and consumer behavior. The correlation lacked the ability to gauge the impact of one variable on another and thus, the researcher also develops a regression model to show how much change in consumer behavior can be predicted based on the change in the social media usage of consumers.

3.9 *Ethical Considerations*

Ethical considerations are principles and values that every researcher has to observe to maintain integrity with the research process, community and participants (Sherif, 2018). Firstly, the researcher used Harvard referencing style to acknowledge the work of all past authors that have been used in secondary research. All works are acknowledged using in-text citations and a list of complete references. Furthermore, the researcher obtained consent from all participants mentioning that the research process required voluntary participation only and did not offer any monetary and non-monetary advantages. All participants were informed that they may quit participation at any point without any obligation towards the researcher. Furthermore, the researcher ensured that anonymity and confidentiality of all research participants was maintained. Finally, the researcher used the data and information for academic purposes only and was not put to any commercial use.

4. Results and Analysis

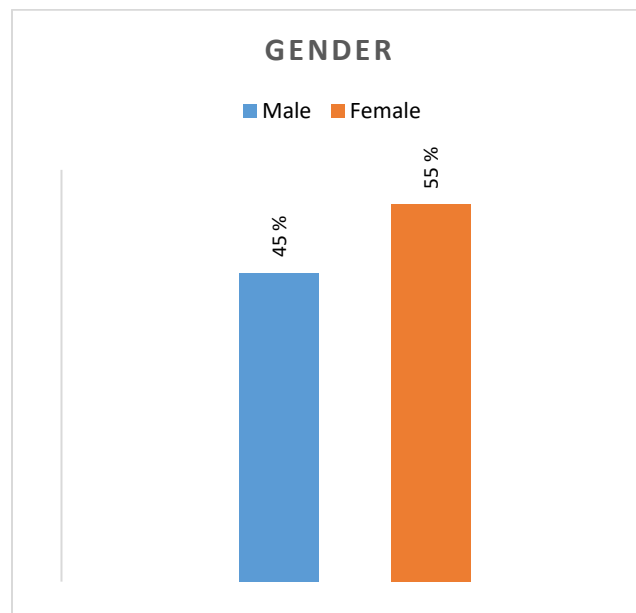
4.1. Introduction

The following discussion provides and critically analyse statistical results obtained from questionnaire data. The first section presents frequency analysis and indicates trends in demographic characteristics, brand awareness factors, perceived usefulness and consumer behaviour. Each statement in the survey has been discussed through comparison with past literature and empirical evidence. The next section analyses the relationship between brand awareness and perceived usefulness and consumer behaviour. This part also presents regression model to gain more understanding. Finally, the last section summarises statistical evidence and hypotheses decision.

4.2.Frequency Analysis

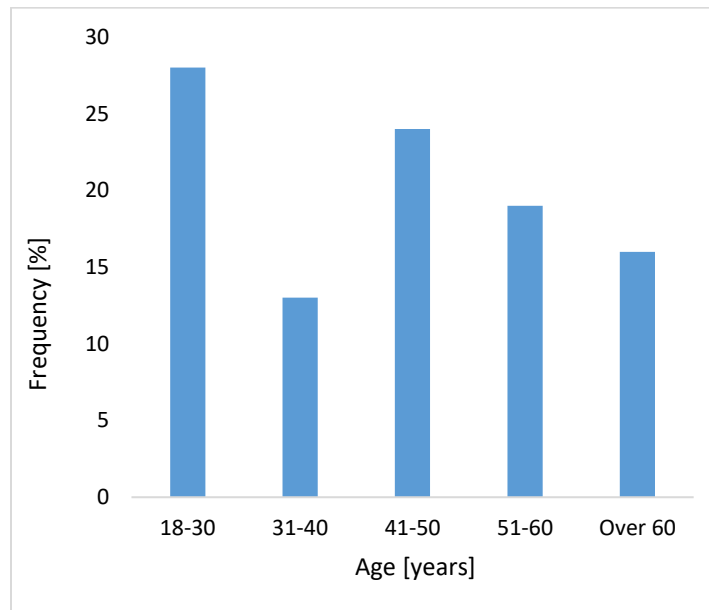
4.2.1. Demographic Characteristics

The questionnaire prompted Zara consumers to select one of the ratings in response to Gender and the trends in consumer responses for the aforementioned opinion are as follows: 45% of the Zara consumers were male and 55% of them responded as female.



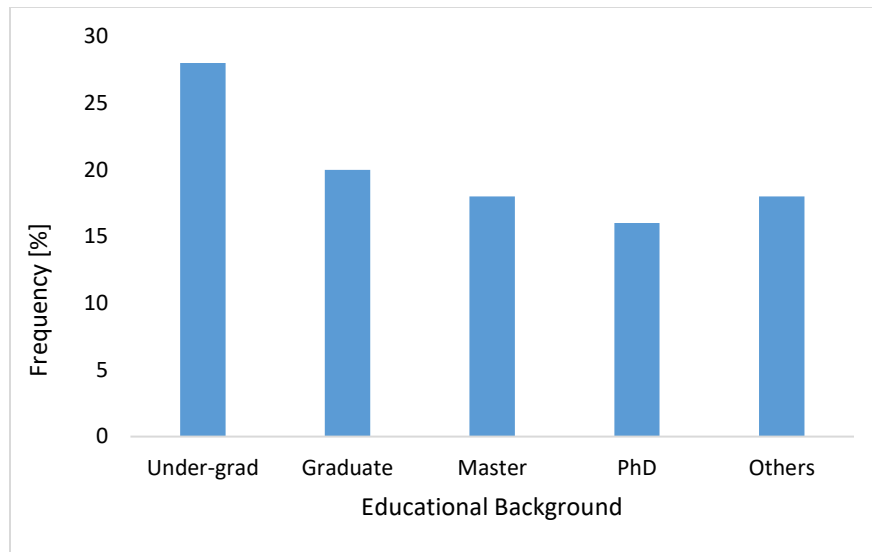
Graphic 1: Gender analyses.

In addition, Zara consumers were requested in the questionnaire to indicate their age group and in response it was found that 28% of the Zara consumers react to the option of 18 to 30, 13% of them ticked 31 to 40, 24% opted for 41 to 50, 19% of them rated 51 to 60 and 16% of the Zara consumers rated over 60 years.



Graphic 2: Age group analyses.

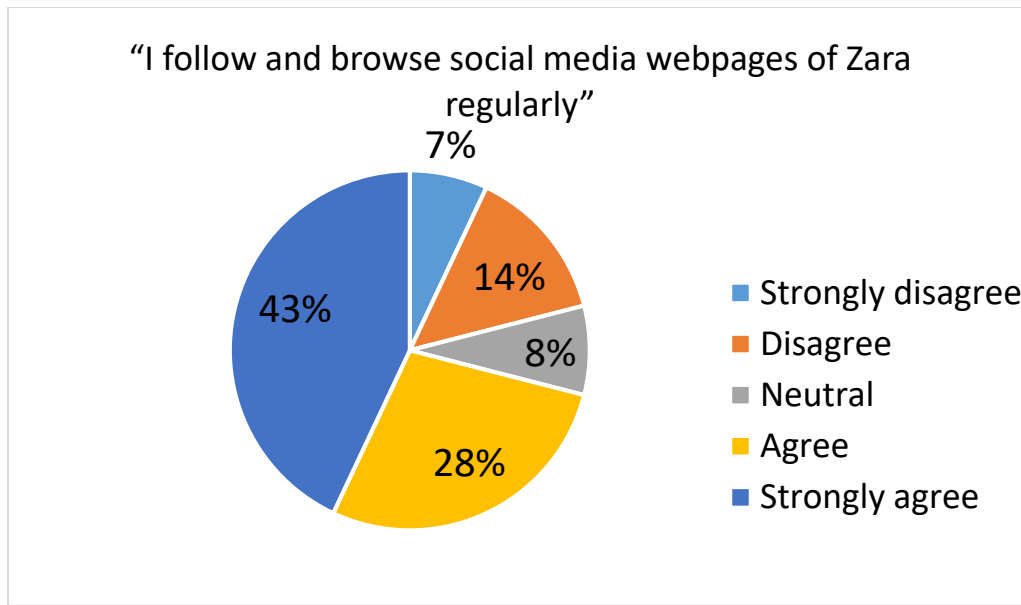
Zara consumers were also asked about their educational qualification and the frequencies are as follows: 28% of the Zara consumers were under graduates, 20% of the surveyed were graduates, 18% of them had master's degree, 16% of them indicated PhD and 18% of the surveyed selected others.



Graphic 3: Educational background analyses.

4.2.2. Trends regarding Brand Awareness

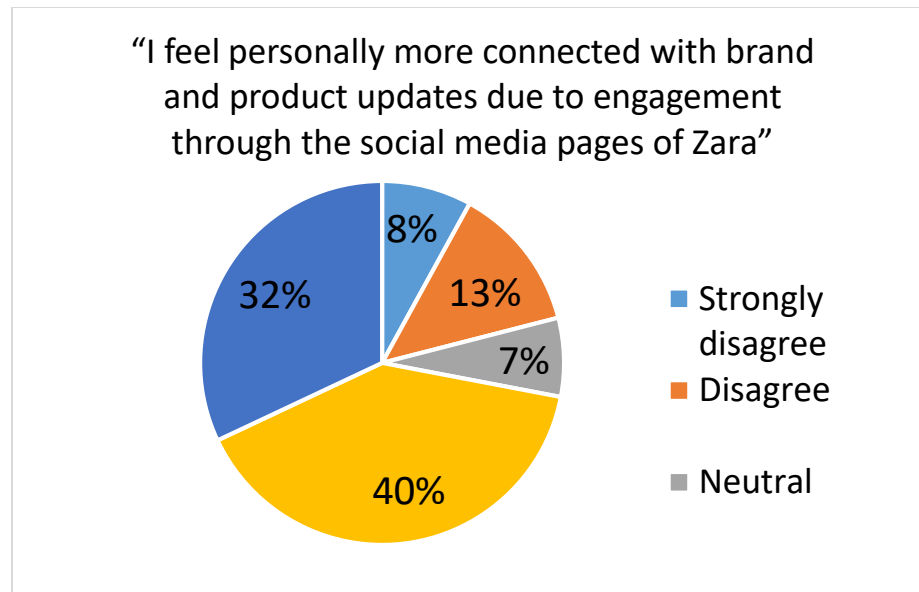
Zara consumers were prompted to rate the significance of following opinion: “I follow and browse social media webpages of Zara regularly”. It was seen in the trends in frequency analysis that 7% of the Zara consumers answer in strong disagreement, 14% of the consumers disagree, 8% reacted neutrally, 28% of them agree with the statement and 43% of Zara consumers show strong agreement.



Graphic 4: “I follow and browse social media webpages of Zara regularly” opinion analyses.

The results refer to the notion of ability of social media marketing to engage customers. According to Godey, et al., (2016) Brand engagement is critical factor for marketing function. Brand engagement is the degree to which marketing campaign is able to connect with target audience. The higher the engagement the higher is the effectiveness of marketing campaign and strategies. Therefore, it can be inferred that social media marketing is an effective tool for consumer engagement.

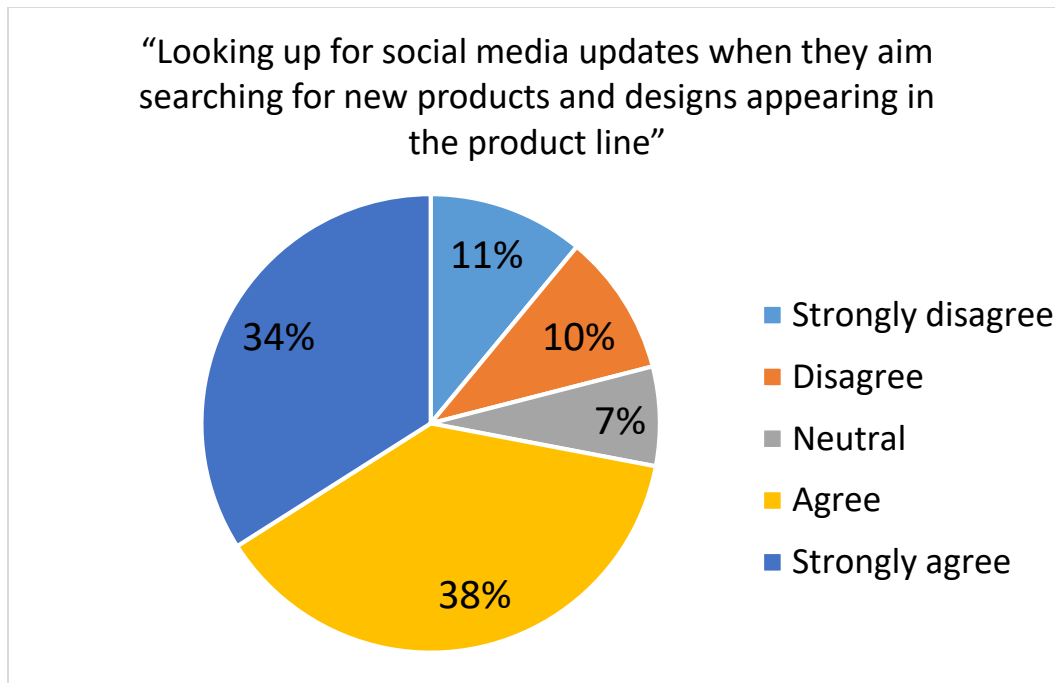
The survey prompted Zara followers how would they rate the following mentioned statement: “I feel personally more connected with brand and product updates due to engagement through the social media pages of Zara”. The researcher indicated trends as followed: 8% of the consumers answer for strongly disagree option, 13% of the consumers disagree, 7% of consumers react neutrally, 40% of the consumers agree and 32% of the Zara consumers are in strong agreement with the sentence above.



Graphic 5: “I feel personally more connected with brand and product updates due to engagement through the social media pages of Zara” opinion analyses.

The results above relate to one of the most effective factors of brand awareness as argued by Cheung, Pires, and Rosenberger III, (2019) which is the knowledge of customer about updates related to brand and its products. Since Zara is a fast fashion firm, therefore there are regular updates of the product line. Hence, for brand awareness to be maintained it is critical that the consumers are informed about new products as well as other offers made by the company. From this, it can be summarized that social media networks are very effective in raising brand awareness as they are useful for regular updates of products and brand of Zara.

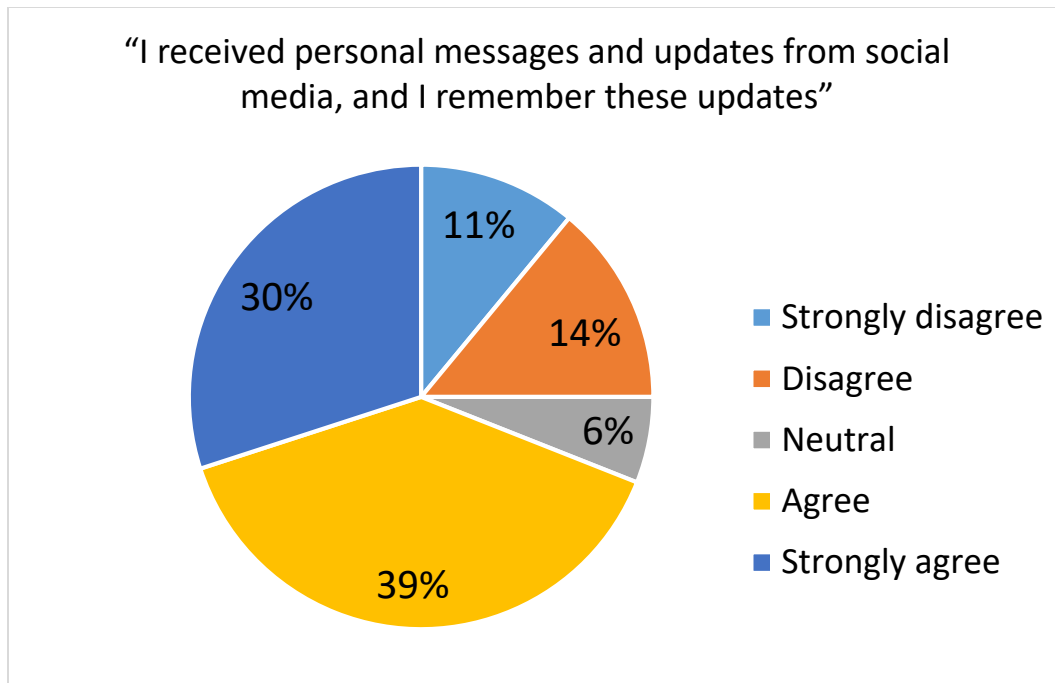
The survey prompted Zara consumers to select one of the ratings in response to the opinions that they look up for social media updates when they aim searching for new products and designs appearing in the product line. The study obtained the following trends from frequency analyses of questionnaire data: 11% of the Zara consumers are in strong disagreement, 10% of them just disagree, 7% of the Zara consumers react neutrally, 38% of the Zara consumers just agree and 34% of the Zara consumers are in strong agreement with the statement above.



Graphic 6: “Looking up for social media updates when they aim searching for new products and designs appearing in the product line” opinion analyses.

The results above also indicate that social media pages are a source of information for Zara customers. According to Zahoor and Qureshi, (2017) one of the main objectives of marketers is to be available for customer when they require information. If the information about brand and its products is readily available, then it can be fairly opined that they will remember the brand and make favourable purchase decision. Thus, it can be inferred that social media marketing is a tool for Zara to provide information and help them gain the knowledge.

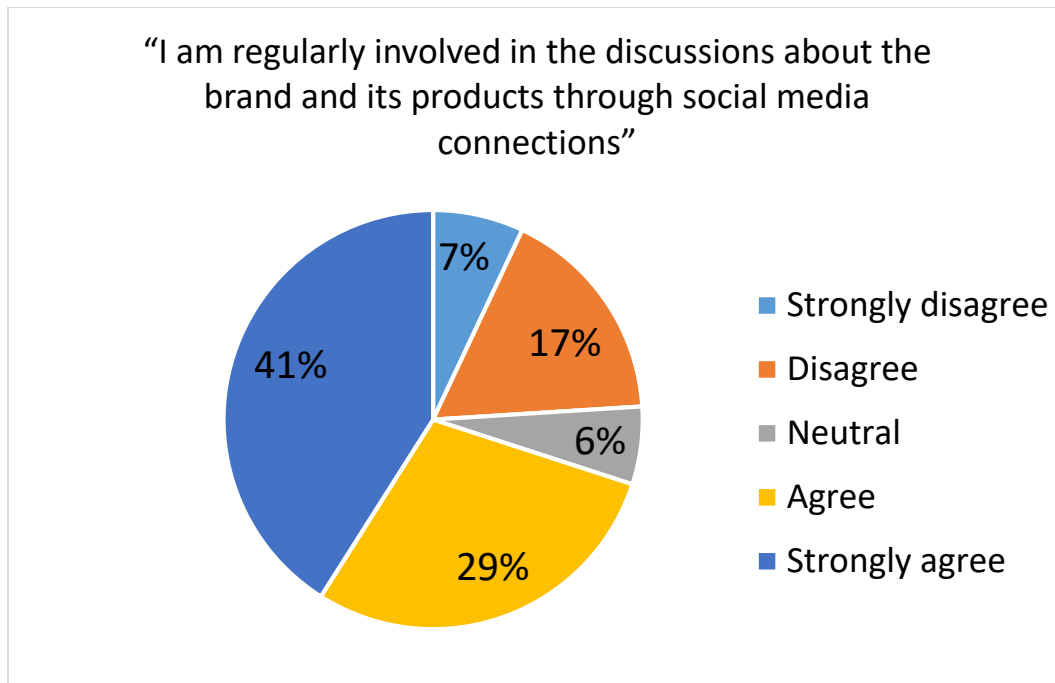
Zara consumers were asked about how would they rate below mentioned statement: “I received personal messages and updates from social media, and I remember these updates”. The analysis of response frequencies revealed that 11% of the Zara consumers are in strong disagreement, 14% of the Zara consumers just disagree, 6% of them react neutrally, 39% of the Zara consumers just agree, and 30% of the Zara consumers are in strong agreement with the sentence above.



Graphic 7: “I received personal messages and updates from social media, and I remember these updates” opinion analyses.

The results above relate to the personalisation aspect of marketing. Jamali and Khan, (2018) argued that modern marketing campaigns are heavily oriented toward personalised marketing. In personalised marketing the aim of marketers is to provide those marketing messages that are most relevant to the needs and requirements of customers and raise brand awareness. Using personalised marketing the marketers can provide information to customer about most relevant products for them. Thus, it can be said that for Zara company, social media as a digital marketing tool is a source of personalisation of marketing campaigns.

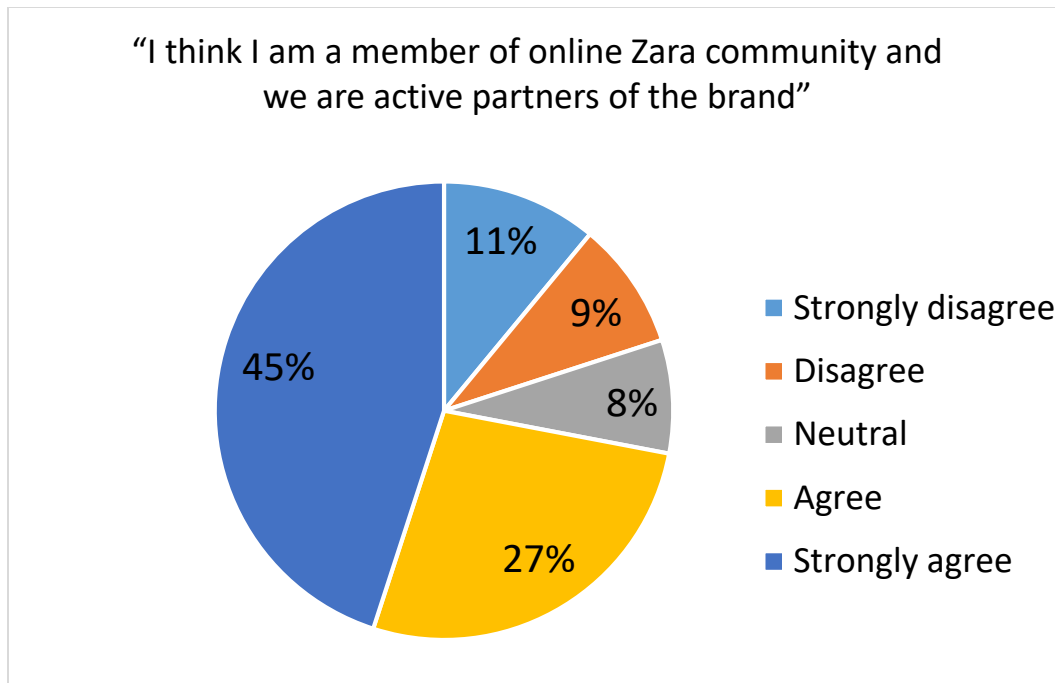
Zara consumers were requested in the questionnaire that how would they rate below mentioned statement: “I am regularly involved in the discussions about the brand and its products through social media connections”. From the frequencies of responses, this study found that 7% of the Zara consumers are in strong disagreement, 17% of the Zara consumers just disagree, 6% of the Zara consumers opt for neutral, 29% of the Zara Consumers just agree and 41% of them are in strong agreement with the sentence above.



Graphic 8: “I am regularly involved in the discussions about the brand and its products through social media connections” opinion analyses.

The results above relate to the active engagement of customer with the brand and marketers as well as fellow consumers. According to Momany and Alshboul, (2016) an actively engaged customer provides feedback about the marketing and products of the brand. Furthermore, an active customer also provides new ideas and creative ideas for new product development. Typically, marketers are able to gather information about customers and then extract ideas about their current and future needs and integrate them in their product development processes. Therefore, it can be concluded that social media marketing is a tool for Zara to enhance customer engagement and increase brand awareness by having them discuss its products and brand online with other community members.

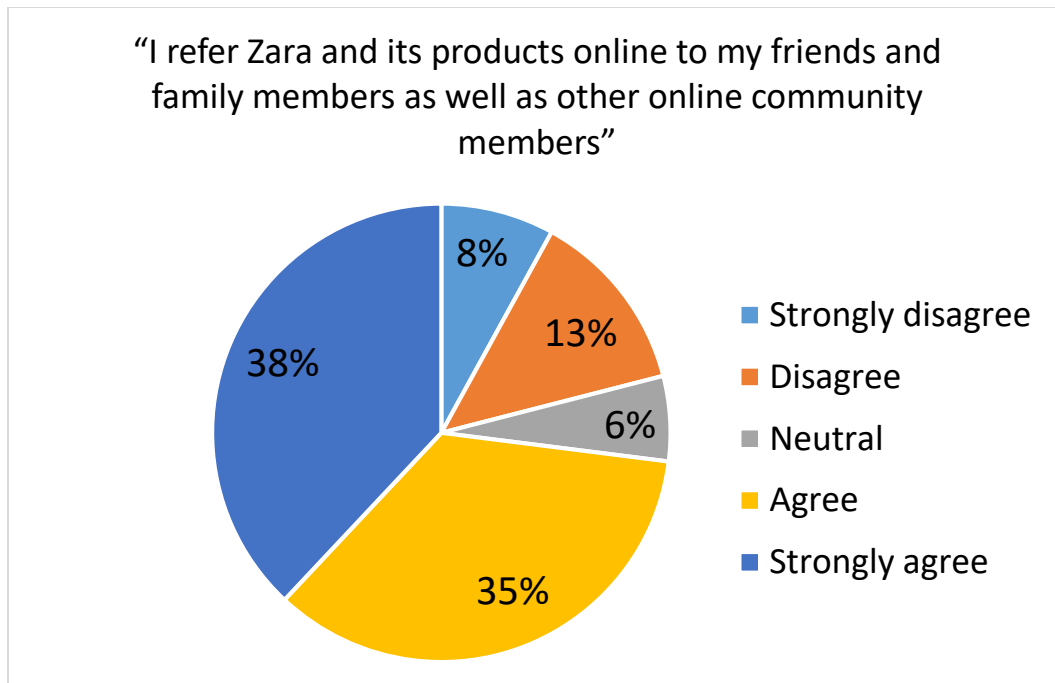
The survey prompted Zara consumers that how would they rate below mentioned statement: “I think I am a member of online Zara community and we are active partners of the brand”. The frequencies of Zara consumer responses as followed: 11% of Zara consumers are in strong disagreement, 9% of the Zara consumers just disagree, 8% of the Zara consumers tick neutral option, 27% of Zara consumers just agree and 45% of the Zara consumers are in strong agreement with the sentence above.



Graphic 9: “I think I am a member of online Zara community and we are active partners of the brand” opinion analyses.

The factor identified above is the online brand community that is critical for the brand awareness level in modern day marketing. Similar arguments have been put forwards by Ansari, et al., (2019) who posited that brand awareness is dependent upon the degree to which the customer relates to the brand and its community. The degree of belongingness is a major factor in purchase choices of modern consumers. Therefore, it can be inferred that social media marketing is a tool for Zara to develop a sense of belongingness among its customers and thus increase brand awareness.

Zara consumers were prompted in the questionnaire that how would they rate below mentioned statement: “I refer Zara and its products online to my friends and family members as well as other online community members”. In response to this statement, Zara consumers provided the following ratings: 8% of the Zara consumers are in strong disagreement, 13% of them just disagree, 6% of the Zara consumers ticked the neutral option, 35% of the Zara consumers just agree, and 38% of the Zara consumers are in strong agreement with the sentence above.

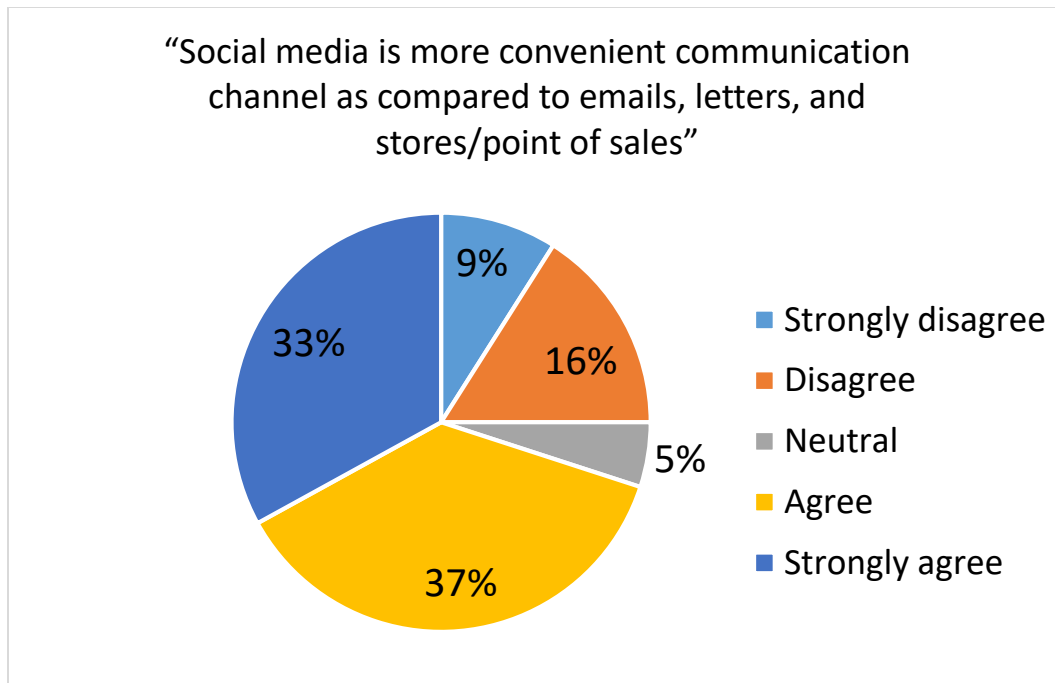


Graphic 10: “I refer Zara and its products online to my friends and family members as well as other online community members” opinion analyses.

The results above indicate positive buying behaviour and show that Zara consumers promote positive word of mouth on social media networks about Zara. Many researchers such as Chitra and Sasikala, (2016) agree that customer loyalty and positive word of mouth are sustainable competitive advantage for fast fashion firms. Thus, it is inferred that social media marketing is a vehicle for Zara to enhance positive word of mouth and increase their customer base.

4.2.3. Trends regarding Perceived Usefulness

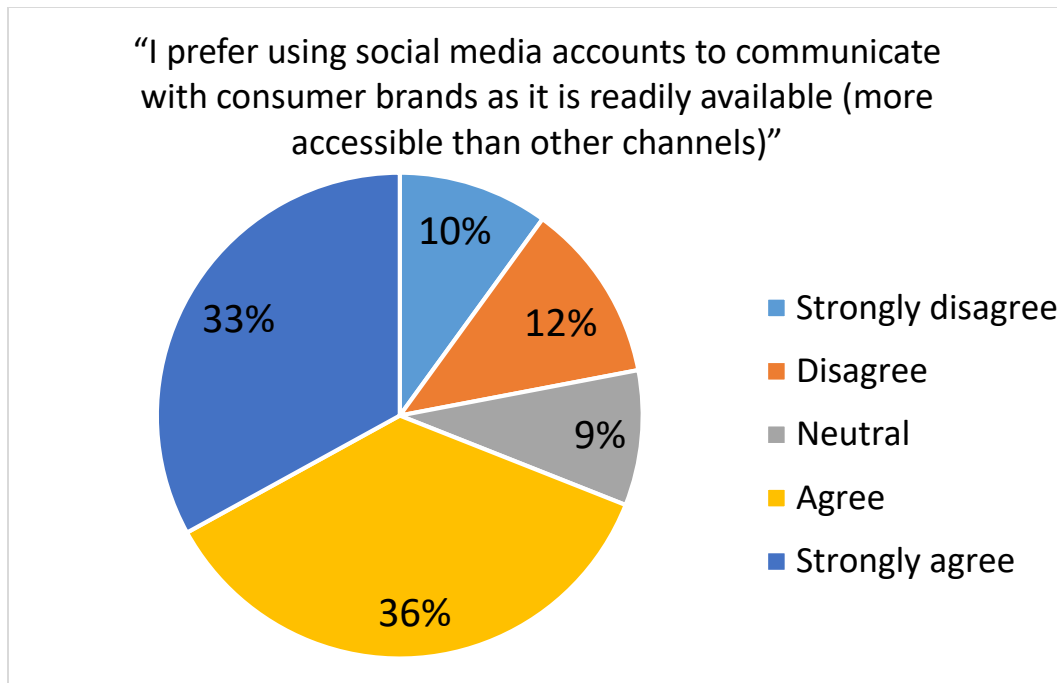
The questionnaire requested Zara consumers to select one of the ratings in response to: “Social media is more convenient communication channel as compared to emails, letters, and stores/point of sales”. The frequency analyses provided following trends: 9% of the Zara consumers are in strong disagreement, 16% of the Zara consumers just disagree, 5% of the Zara consumers answer neutrally, 37% of the Zara consumers just agree, and 33% of the Zara consumers are in strong agreement with the sentence above.



Graphic 11: “Social media is more convenient communication channel as compared to emails, letters, and stores/point of sales” opinion analyses.

The results above relate to the convenience factor of perceived usefulness. According to Lacka and Chong, (2016) perceived useful of a medium of communication increases provided that customer show positive perception about the convenience and ease of use. Since social media has become a routine in its members life, therefore it is easier for them communicate and they are habitual to using it. Hence, it can be deduced that social media marketing is a source for Zara to enhance convenience for their customer and hence influence their customer satisfaction and loyalty.

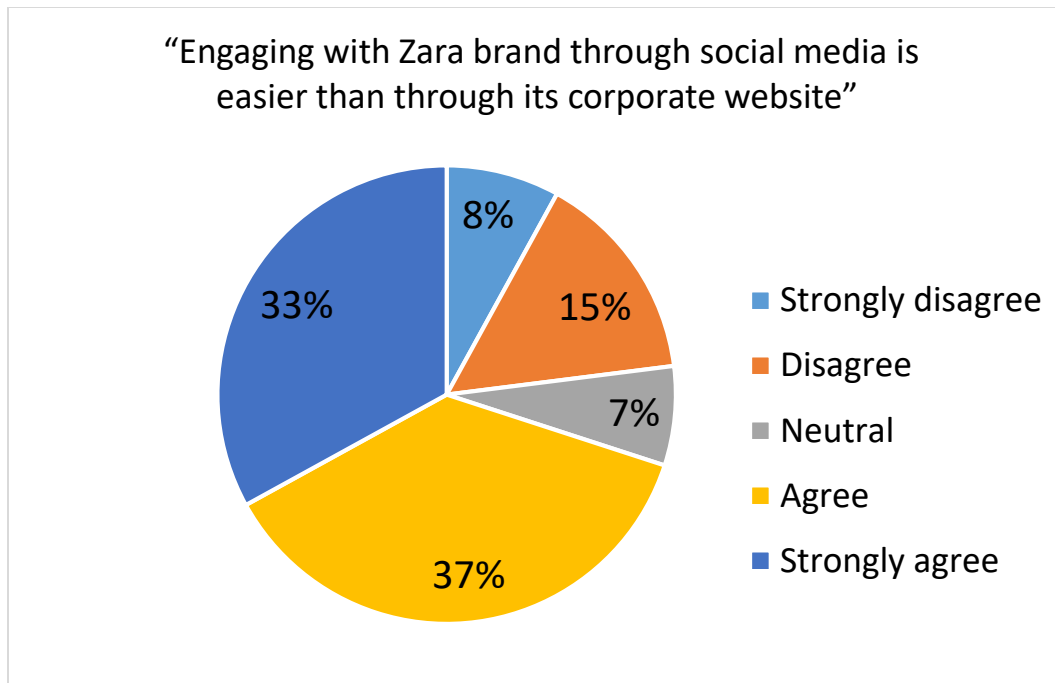
Zara consumers were prompted to rate the significance of following opinion: “I prefer using social media accounts to communicate with consumer brands as it is readily available (more accessible than other channels)”. The trends obtained from frequency of consumers' responses are as followed: 10% of the Zara consumers are in strong disagreement, 12% of the Zara consumers just disagree, 9% of the Zara consumers react neutrally, 36% of the Zara consumers just agree, and 33% of the Zara consumers are in strong agreement with the sentence above.



Graphic 12: "I prefer using social media accounts to communicate with consumer brands as it is readily available (more accessible than other channels)" opinion analyses.

The factor of usefulness of social media that is shown from above results is accessibility. Lin and Kim, (2016) contended that the perceived usefulness can be enhanced by making sure that the target customers have access to the communication channel. Furthermore, these results also provide support to the aforementioned results that customers tend to check social media to look for any relevant information and get regular updates about Zara products and brand.

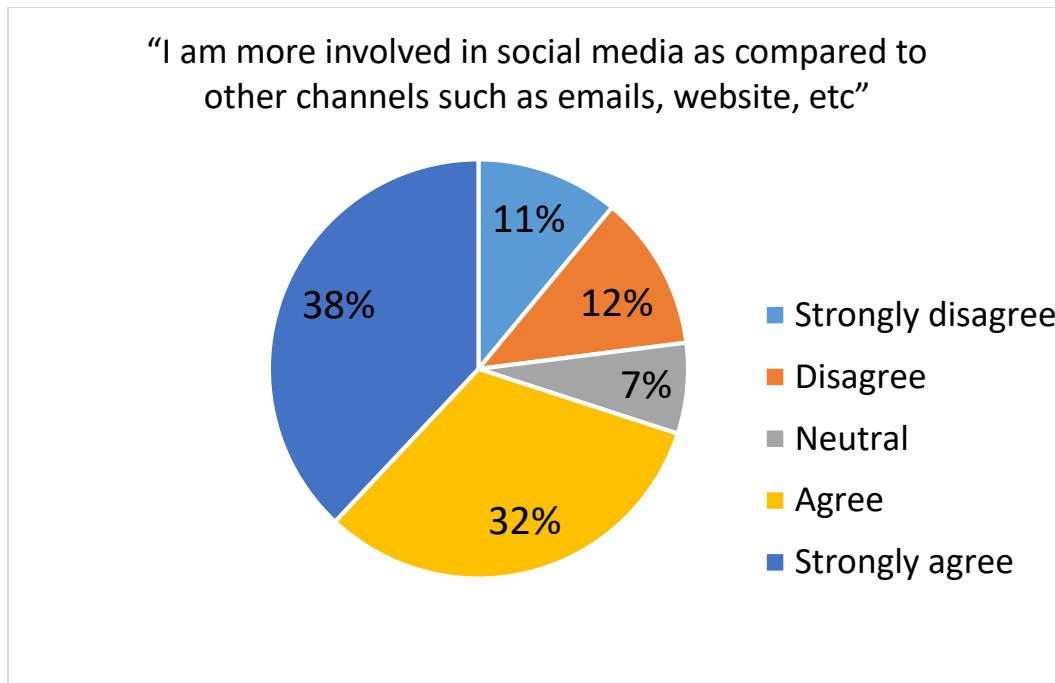
The survey prompted Zara consumers to select one of the ratings in response to: "Engaging with Zara brand through social media is easier than through its corporate website". The responses identified following trends in Zara consumers: 8% of the them are in strong disagreement, 15% of the them just disagree, 7% of the Zara consumers react neutrally, 37% of the Zara consumers just agree and 33% of the Zara consumers are in strong agreement with the sentence above.



Graphic 13: “Engaging with Zara brand through social media is easier than through its corporate website” opinion analyses.

The results above show that social media-based engagement with Zara is perceived to be easier for customers as compared to other communication media. According to Potgieter and Naidoo, (2017) social media offers a wide range of content types and promote a two way and instant communication between marketers and consumers. Furthermore, the results above indicate that Zara consumer prefer social media pages over its corporate website.

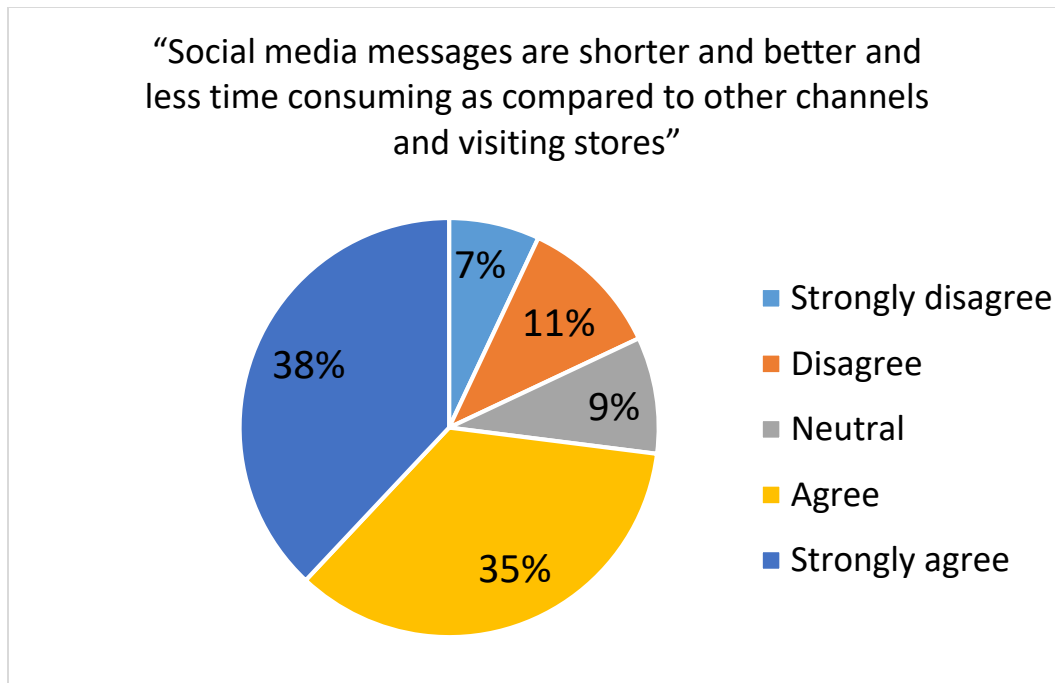
The survey prompted Zara consumers that how would they rate below mentioned statement: “I am more involved in social media as compared to other channels such as emails, website, etc”. The frequencies of responses from Zara consumers are that 11% of the Zara consumers are in strong disagreement, 12% of the Zara consumers just disagree, 7% of the Zara consumers react neutrally, 32% of Zara consumers just agree and 38% of the Zara consumers are in strong agreement with the sentence above.



Graphic 14: “I am more involved in social media as compared to other channels such as emails, website, etc” opinion analyses.

Furthermore, the results above relate to the degree of involvement of consumers in social media as compared to emails, website and other channels. According to Reiter, McHaney, and Connell, (2017) marketers need to identify the most important and effective communication channel and the most suited is the one that is most commonly and most frequently used by consumers. The perceived usefulness of communication channel will improve provided that customers have higher accessibility and habits of using the communication channel. Therefore, it can be inferred that social media marketing is a tool for Zara to enhance customer involvement with the brand and its products.

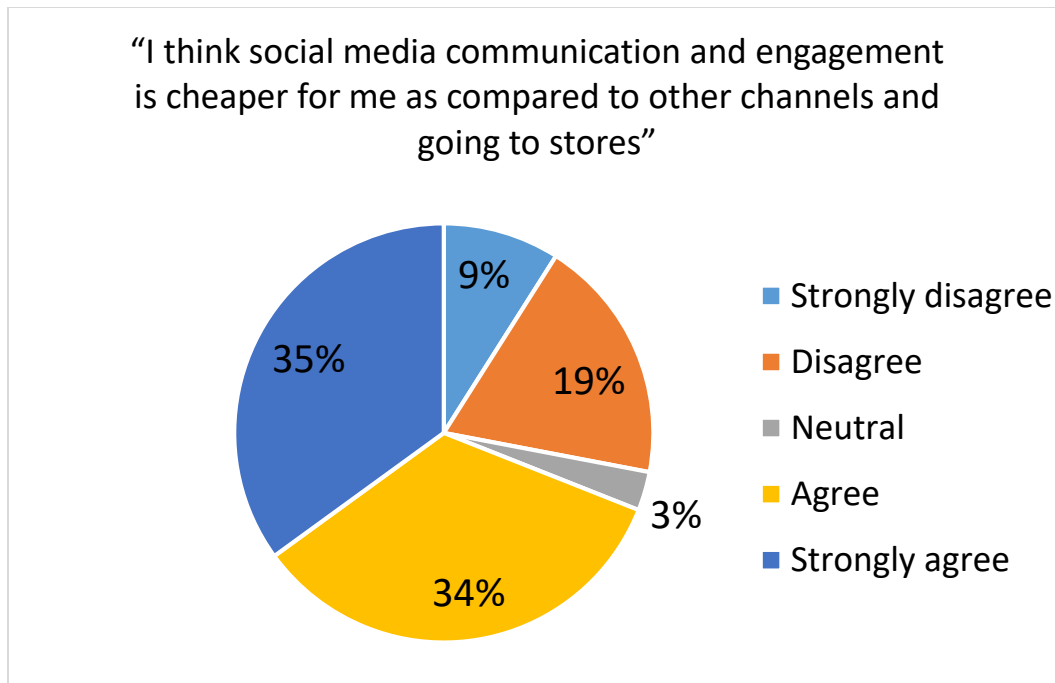
The survey prompted Zara consumers that how would they rate below mentioned statement: “Social media messages are shorter and better and less time consuming as compared to other channels and visiting stores”. The trends in frequencies for this statement are as followed: 7% of the them are in strong disagreement, 11% of the Zara consumers just disagree, 9% of the Zara consumers tick the neutral option, 35% of the Zara consumers just agree and 38% of the Zara consumers are in strong agreement with the sentence above.



Graphic 15: “Social media messages are shorter and better and less time consuming as compared to other channels and visiting stores” opinion analyses.

In addition, the results above show that social media marketing impact positively on another important factor of perceived usefulness which is the time efficiency. According to Gökerik, et al., (2018) the time efficiency of a communication is a critical success factor. Consumer prefer to those communication channels that provide less time to communicate. Since social media is supposed to be an instant communication with the brand and customers have 24/7 access to these channels, therefore it can be summarised that social media marketing is also a contributing factor for Zara to have effective and time efficient communication with customers.

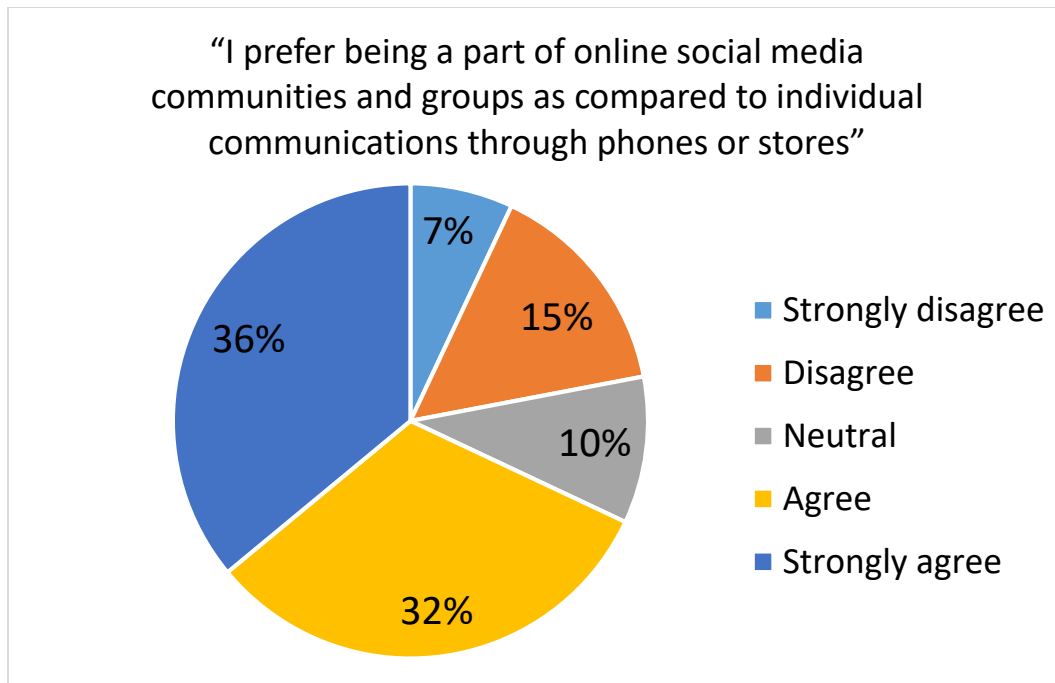
The questionnaire prompted Zara consumers that how would they rate below mentioned statement: “I think social media communication and engagement is cheaper for me as compared to other channels and going to stores”. The frequencies of Zara consumers' responses are as follows: 9% of Zara consumers are in strong disagreement, 19% of the Zara consumers just disagree, 3% of Zara consumers react neutrally, 34% of Zara consumers just agree and 35% of the Zara consumers are in strong agreement with the sentence above.



Graphic 16: “I think social media communication and engagement is cheaper for me as compared to other channels and going to stores” opinion analyses.

From the results above this study identified another important aspect of perceived usefulness, which is the cost efficiency. According to Razak and Latip, (2016) cost efficiency of communication channels between brands and target audience should be for both the brand and for the consumers. Today the internet and social media accounts are almost free, and consumers incur no cost to have instant access to the brand and information that is available on these channels. Therefore, this study concludes that social media marketing is a cost efficient medium and thus, it increases the perceived usefulness of consumers.

Zara consumers were requested that how would they rate below mentioned statement: “I prefer being a part of online social media communities and groups as compared to individual communications through phones or stores”. The frequency tables showed that 7% of the Zara consumers are in strong disagreement, 15% of Zara consumers just disagree, 10% of the Zara consumers react neutrally, 32% of the them just agree and 36% of them are in strong agreement with the sentence above.

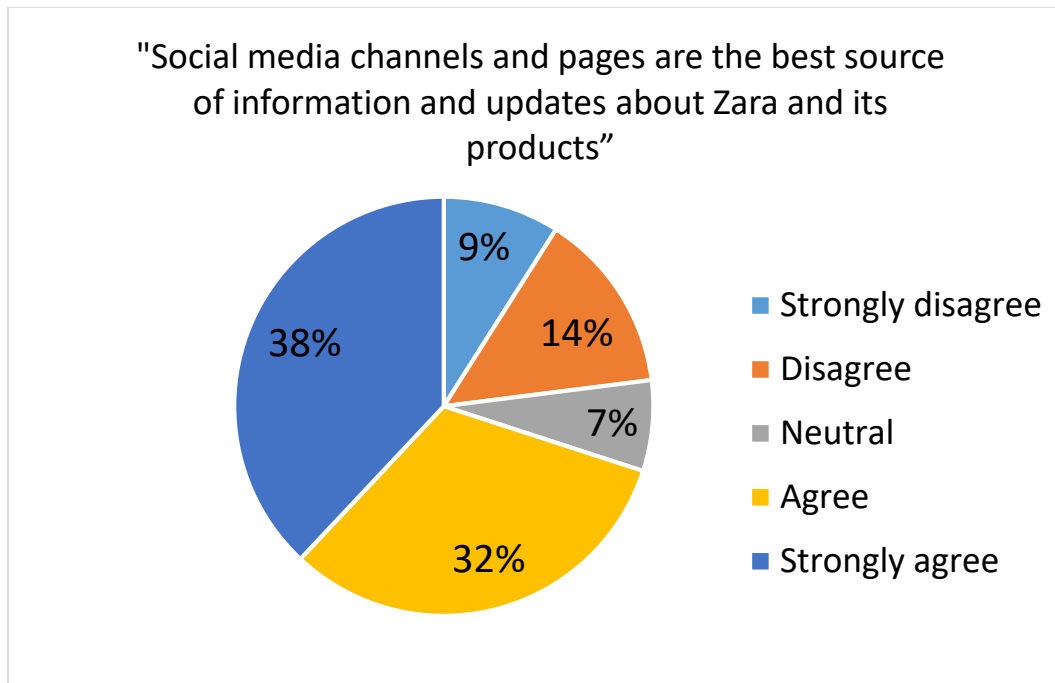


Graphic 17: “I prefer being a part of online social media communities and groups as compared to individual communications through phones or stores” opinion analyses.

The results above compare social media engagement of Zara consumers against phone calls and store visits and indicates that social media is perceived to be more useful and easier for consumers as compared to store visits. According to Logan, Bright, and Grau, (2018) the main feature of online buying behaviour is the perceived usefulness and convenience of online stores as compared to brick and mortar stores. The higher the convenience and ease, the higher is the perceived usefulness. From the above results, it can be noted that for Zara social media platforms are a source for convenient and easier access to customers and their feedback and thus they are also potential channel of customer service.

4.2.4. Trends regarding Consumer behaviour

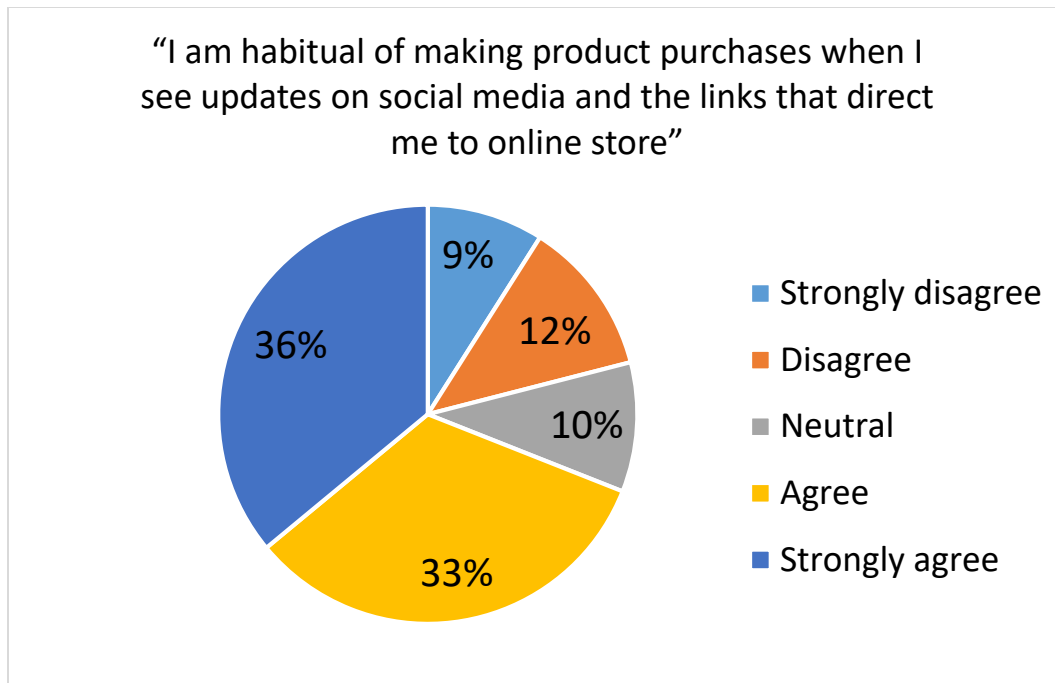
The questionnaire prompted that how would they rate below mentioned statement: “Social media channels and pages are the best source of information and updates about Zara and its products”. The Questionnaire data frequencies indicated trends as follows: 9% are in strong disagreement, 14% just disagree, 7% of Zara consumers react neutrally, 32% just agree and 38% of the Zara consumers are in strong agreement with the sentence above.



Graphic 18: "Social media channels and pages are the best source of information and updates about Zara and its products" opinion analyses.

The results above indicate "the search for information" buying behaviour. According to Stephen, (2016) the purchase process begins with search for information. Consumers may search for information related to product features, about the brand and its competitors. Therefore, it can be indicated that social media marketing is a tool for Zara to influence buying behaviour of consumers by becoming their most important and reliable source of information.

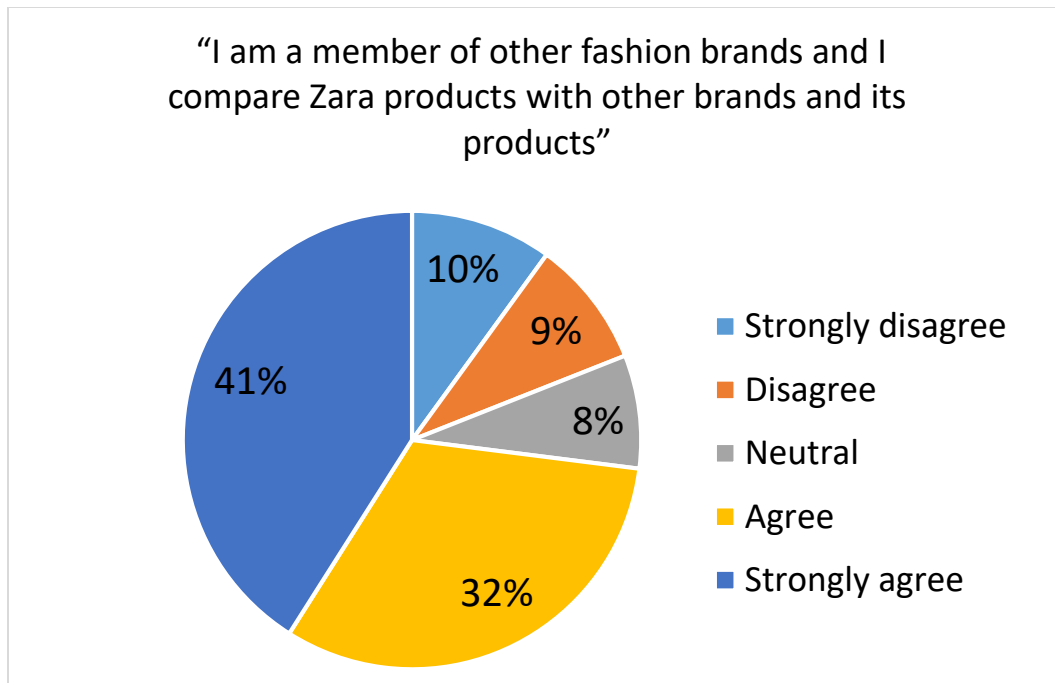
Zara consumers were requested to rate the significance of following opinion: "I am habitual of making product purchases when I see updates on social media and the links that direct me to online store". The frequencies for the aforementioned statement are as follows: 9% of Zara consumers are in strong disagreement, 12% of the them just disagree, 10% of the Zara consumers react neutrally, 33% just agree and 36% of the Zara consumers are in strong agreement with the sentence above.



Graphic 19: “I am habitual of making product purchases when I see updates on social media and the links that direct me to online store” opinion analyses

The results above indicate another important factor of buying behaviour of consumers. According to Fernando and Fernando, (2019) the decision to purchase by a consumer is affected by the ability of the consumer to make instant purchase also called the impulse buying decision. When consumer see a product that meets their requirements, they are more likely to buy them. Thus, it can be concluded that Zara can use the social media marketing to increase impulse buying decision for consumers. However, the main success factor in this regard is the ability of the marketers to provide the correct information at the appropriate time and the links to make purchase.

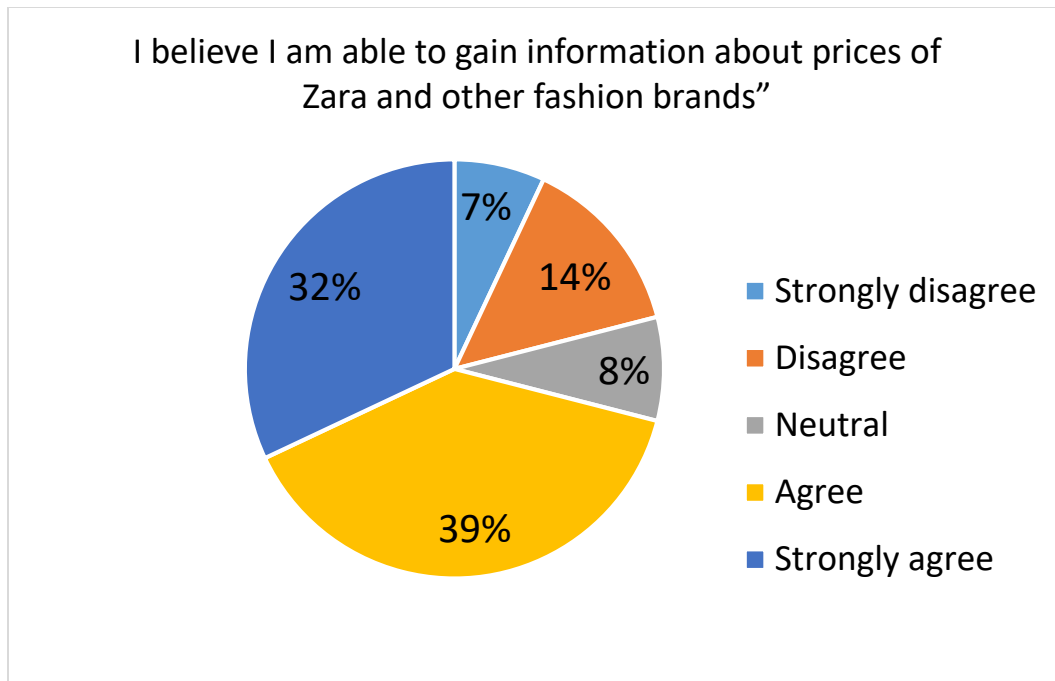
The survey prompted Zara consumers that how would they rate below mentioned statement: “I am a member of other fashion brands and I compare Zara products with other brands and its products”. The study obtained the following trends from frequency analyses of questionnaire data: 10% of Zara consumers are in strong disagreement, 9% just disagree, 8% of Zara consumers react neutrally, 32% just agree and 41% of the Zara consumers are in strong agreement with the sentence above.



Graphic 20: “I am a member of other fashion brands and I compare Zara products with other brands and its products” opinion analyses.

From the graphic above it can be noted that Zara consumer show positive buying behaviour towards social media marketing because they are able to compare products with others. According to Ramprathap, et al., (2017) one of the commonly cited factors of buying behaviour is the comparison of brand under consideration with the competing brands. The study argued that the purchase decision by consumers is made after comparing the quality, price, and brand value.

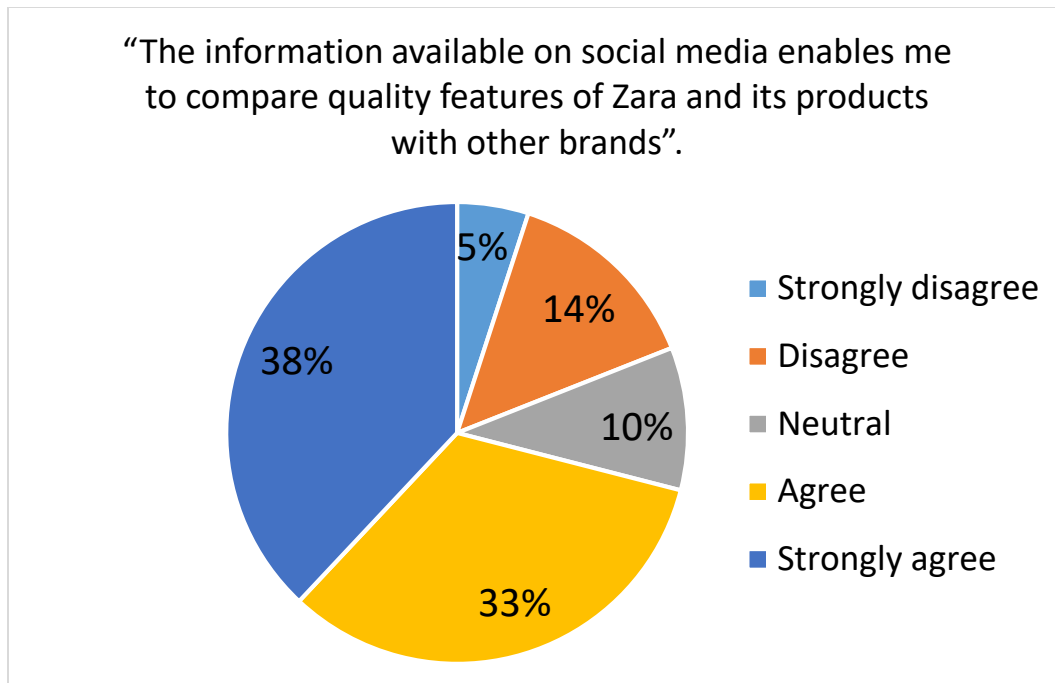
Zara Consumers were requested to rate the significance of following opinion: “I believe I am able to gain information about prices of Zara and other fashion brands”. From the frequencies of responses, this study has seen that 7% of Zara consumers are in strong disagreement, 14% of them just disagree, 8% react neutrally, 39% just agree, and 32% of the Zara consumers are in strong agreement with the sentence above.



Graphic 21: "I believe I am able to gain information about prices of Zara and other fashion brands" opinion analyses.

Another important buying behaviour factor as identified in the results above is that the price comparison. Aslam and Srivastav, (2018) argued that price comparison for fast fashion products is an important aspect because they assumed to provide high quality and luxury clothing and design in a relatively low price as compared to luxury brands. Therefore, it can be noted that Zara consumers prefer social media to compare pricing with competing brands and thus it is critical for Zara to use it and gain competitive advantage though influence on buying behaviour.

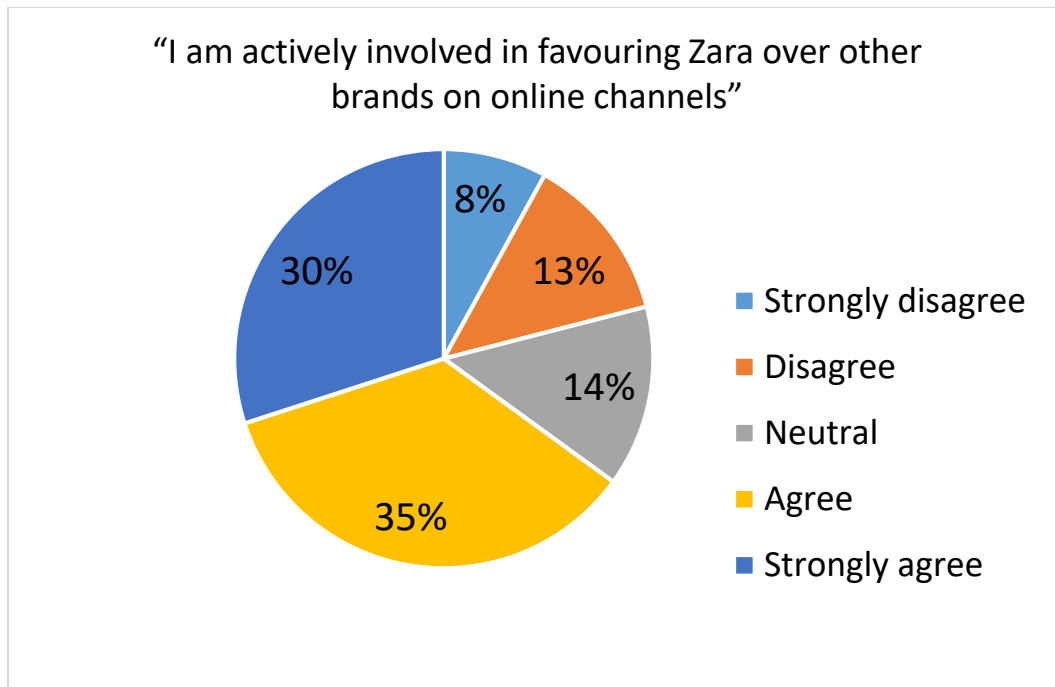
Zara consumers were requested that how would they rate below mentioned statement: "The information available on social media enables me to compare quality features of Zara and its products with other brands". The frequencies of Zara consumer responses as follows: 5% of Zara consumers are in strong disagreement, 14% of them just disagree, 10% them react neutrally, 33% them just agree and 38% of the them are in strong agreement with the sentence above.



Graphic 22: “The information available on social media enables me to compare quality features of Zara and its products with other brands” opinion analyses.

According to Kumar and Bezawada (2016) comparison of quality along with price is also a factor that affects buying decision of a consumer. The study argued that a rationale consumer searches for information about quality and price and then compares them with competing brand and is most likely to choose the one that offers highest benefits and more quality in relatively less price. Therefore, this result signifies and underscores the ability of the social media marketing for Zara to show price and quality comparison with competitors and gain competitive advantage and encourage positive buying behaviour among target consumers.

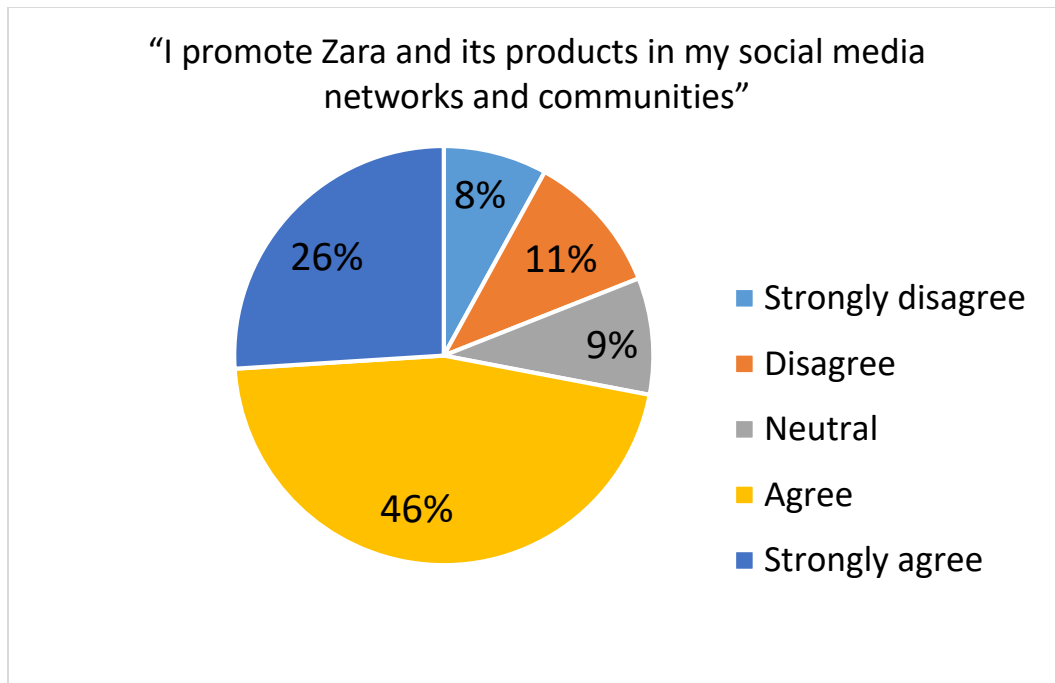
The Zara Consumers were prompted that how would they rate below mentioned statement: “I am actively involved in favouring Zara over other brands on online channels”. The responses identified that: 8% of the consumers are in strong disagreement, 13% of the buyers just disagree, 14% of them react neutrally, 35% just agree and 30% of Zara consumers are in strong agreement with the sentence above.



Graphic 23: "I am actively involved in favouring Zara over other brands on online channels" opinion analyses.

The above data analysis shows that there are a large portion of agreement that Zara is favoured for the brand value over the online platform. According to Aslam & Srivastav, (2018), brand value of a business increases the brand loyalty for the firm and provides efficiency in the market competition. Similarly, as most of the of the surveyed agree on the statement and gives preference to the brand of Zara using the online platform with enough flexibility and comfort, it is highly likely that Zara can add value to the consumers through its online channels and increase the market share.

The Zara Consumers were prompted that how would they rate below mentioned statement: "I promote Zara and its products in my social media networks and communities". The responses identified the following trends: 8% of the Zara consumers are in strong disagreement, 11% of them just disagree, 9% of them react neutrally, 46% of them just agree and 26% of the Zara consumers are in strong agreement with the sentence above.



Graphic 24: “I promote Zara and its products in my social media networks and communities” opinion analyses.

Finally, the last factor of buying behaviour as identified from results above is the positive word of mouth that Zara consumers promote using their social media accounts. According to Bigne, et al., (2018) positive word of mouth is the most effective strategy for a brand to increase their customer base. It allows them to have customers become their brand ambassadors and then promote and encourage their friends and family members to buy the same brand.

4.3. Correlation Analysis

Despite the fact that frequency analysis trends show favourable relationship between social media marketing, brand awareness, perceived usefulness and consumer behaviour in case of Zara customers, yet there is no indication of how consumer behaviour would change if there is any change in brand awareness and perceived utility. Therefore, correlation analysis has been performed to analyse the covariance or co-change between the independent and dependent variables. The coefficient of Pearson’s correlation analysis reflects the covariance between two quantities in terms of nature of change and power of change. The nature of change is reflected by the sign; the positive sign reflects direct or positive correlation, which means that both change

equally. In other words, if one of them increases, the other will do as well, and vice versa. On the other hand, the negative sign reflects inverse correlation or negative correlation which implies that the quantities being correlated move in opposite direction. If one of them increase the other will decrease and vice versa.

In summary below, the Pearson's coefficient between brand awareness and consumer behaviour is 0.951 with significance of 0.000. From this coefficient it can be inferred that there is strong or powerful correlation between them as the magnitude is higher than 0.5. Furthermore, the positive sign implies that if brand awareness will increase, consumer behaviour will also increase and vice versa. Similar assertions are made between perceived usefulness and consumer behaviour as the magnitude of coefficient is 0.946 (higher than 0.5) and significance level is 0.000 (less than 0.05).

Table 1. Correlations

		Brand Awareness	Perceived Usefulness	Consumer Behaviour
Brand Awareness	Pearson Correlation	1	0.949*	0.951*
	Sig. (2-tailed)		0.000	0.000
	N	100	100	100
Perceived Usefulness	Pearson Correlation	0.949*	1	0.946*
	Sig. (2-tailed)	0.000		0.000
	N	100	100	100
Consumer Behaviour	Pearson Correlation	0.951*	0.946*	1
	Sig. (2-tailed)	0.000	0.000	
	N	100	100	100

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

Despite correlation results showing nature and strength of change between two quantities, there are inherent limitations in their ability to explain the relationship between two quantities. Firstly, the Pearson's correlation coefficient explains covariance between tow quantities only, but consumer behaviour something that is influenced by several variables simultaneously. Furthermore, the correlation results cannot be used for prediction purposes as it does not gauge the

impact on one quantity on another. These weaknesses are addressed by using the regression model explained and discussed in the next section.

4.4. Regression Model

The regression model provides more comprehensive understanding about relationship between two quantities using the coefficient of determination and beta values. The coefficient of determination is the degree to which independent variables are able to explain the change or variability in independent variable. Higher coefficients are considered to be strength of a model. In addition, the beta values show the degree of change in one quantity given that there is a one-unit change in independent quantity. Hence regression results can be used to develop an equation that has the ability to predict the values of dependent quantity provided that there are values available for independent quantity.

The model below has the coefficient of determination of 0.924 (r-square). This value reflects that brand awareness and perceived usefulness explain 92.4% of variability in consumer behaviour in case of Zara. Furthermore, the ANOVA table provide significance value of 0.000 which is less than 0.05 and shows that the impact of brand awareness and perceived usefulness on consumer behaviour is statistically significant. The beta value of brand awareness is 0.513, due to which it can be assumed that if there is one unit increase in the brand awareness then it can be fairly expected that consumer behaviour will increase by 0.513 units. Similarly, the beta value of perceived usefulness is 0.436 which provides the prediction that if perceived usefulness increases by one unit, the consumer behaviour can be expected to increase by 0.436 units.

Table 2. Model Summary

Model	R	R Square	Adjusted R Square	Standard Error of the estimate
1	0.961 ^a	0.924	0.922	0.31282

^a Predictors: (Constant), Perceived Usefulness, Brand Awareness

Table 3: ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	114.842	2	57.421	586.788	0.000 ^b
	Residual	9.492	97	0.098		
	Total	124.334	99			

^a: Dependent Variable: Consumer Behaviour

^b: Predictors: (Constant), Perceived Usefulness, Brand Awareness

Table 4. Coefficients^a

Model		Unstandardized coefficients		Standardized coefficients	t	Sig.
		B	Std. Error	β		
1	Constant	0.202	0.109	2	57.421	0.066
	Brand Awareness	0.513	0.086	0.531	0.098	0.000
	Perceived Usefulness	0.436	0.087	0.436		0.000

^a: Dependent Variable: Consumer Behaviour

4.5. Hypotheses Test Summary

The following table summarises statistical evidence and determines the hypotheses results and relevant decisions:

Hypotheses	Pearson's coefficient	Regression	Decision
H1: Positive relationship between brand awareness and consumer behaviour	$r=0.946, p=0.000$	$\beta=0.513, p=0.000$	Accept
H2: Positive relationship between perceived usefulness and consumer behaviour	$r=0.946, p=0.000$	$\beta=0.436, p=0.000$	Accept

As the Pearson's coefficient for both hypotheses have shown positive correlation as well as regression, these are accepted.

5. Conclusions and Recommendations

5.1. *Conclusions*

The aim of this study was to explore the impact of social media marketing on the behaviour of customers of Zara in the UK within the context of the role-played brand awareness and perceived usefulness. The primary results obtained in this study reflect that Zara consumers follow and browse regularly social media webpages developed for marketing purposes, which indicates the secondary conclusion that they are important tools to raise awareness about the brand and its products. There is significant primary evidence to suggest that Zara customers feel personally connected more with the brand and the product through social media updates and provides opportunity for the customer engagement for Zara marketers. This leads to secondary conclusion that customer engagement is an important element of brand awareness campaigns and thus social media are critical for this aspect of branding.

Furthermore, primary evidence shows that Zara customers look up for social media updates when they are searching for new products and designs appearing in the product line. Within the context of secondary research, it can be inferred that since, it is essential for marketers to meet information needs of customers, social media can play a critical role in raising brand awareness as a potentially efficient and effective media of communication. In addition, primary results indicate customers receive personal messages and updates from social media, and they remember the updates. Secondary conclusion from this inference is that it can be related to the notion of product recall aspect of brand awareness. Since customers agree that they retain the product updates from social media, this becomes an essential tool for Zara marketers to raise brand awareness, product recall is also a component of consumer buying process. This leads to secondary conclusion that social media can be identified as a factor that affects overall customer behaviour.

Primary results also suggest that customers are regularly involved in the discussions about the brand and its products through social media connections. From this the secondary conclusion is that it relates to development of digital brand communities or online brand communities as strategy of marketing. Consumers show positive buying behaviour when they are a part of online brand communities. In addition, primary evidence also indicates that the majority of the Zara customers think they are a member of online Zara community and they are involved as

active partners of the brand. It is important to note that in modern business environment, it is the responsibility of marketers to develop strategies that transform customers into strategic partners of the firm. Therefore, the secondary conclusion is that for this transformation, it is critical to raise brand awareness and develop communities that can spread brand name.

Regarding brand awareness benefits of social media, the primary indicate that customers refer Zara and its products online to their friends and family members as well as other online community members. From these results the secondary conclusion is that customers help to raise brand awareness by spreading positive word of mouth about the brand and its products.

The primary evidence regarding perceived usefulness indicates that social media marketing is beneficial because customers have positive perception about the usefulness of social media marketing. In addition, there is also primary evidence to support the inferences are based on the evidence that customers reported that social media is more convenient communication channel as compared to emails, letters and stores/point of sales. Since, the element of convenience is basic component of perceived usefulness of any technology, therefore as a secondary conclusion it can be stated that the higher the convenience the more rapid and widespread is the adoption and the higher is the perceived usefulness. In addition, primary results also conclude that Zara customers prefer using social media accounts to communicate with consumer brands as it is readily available (more accessible than other channels). From this secondary conclusion is the link with the accessibility element of perceived usefulness of a technology. If the technology is easily accessible and widespread, then perceived usefulness is higher. Thus, this study concludes that social media has higher perceived usefulness as compared to other channels.

In addition, the primary evidences support the fact that for Zara customers brand engagement activities are easier through social media than through its corporate website. Social media messages are shorter and better and less time consuming as compared to other channels and visiting stores. Therefore, secondary conclusions from previous statement are to relate to the time efficiency of a communication media or communication technology. The better the time efficiency the higher is the perceived usefulness of technology. Since cost of communication is an important element of perceived usefulness of a communication technology for consumers, and for companies for that matter, perceived usefulness of social media is higher than other

communication media. Social media is also preferred by Zara customers over traditional communication media as well as various digital communication channels.

Furthermore, the primary results regarding consumer behaviour, that social media channels and pages are the best source of information and updates about Zara and its products. Based on this evidence the secondary conclusion is that social media is an effective source of information and hence the information available there is likely to have significant impact on purchase decision. Furthermore, the primary results indicate that Zara customers believe that they are able to gain information about prices of Zara and other fashion brands. Price comparison is also an important step in buying process and it determines the overall switching behaviour. Hence, the secondary conclusion is that Zara marketers can influence buying behaviour of customers using price comparison as a tool to develop loyalty among customers. The final conclusion based on primary and secondary conclusions is that there is a significant impact of social media marketing on consumer buying behaviour. Within the context of Zara this study posits that Zara's social media marketing has positive impact on its consumers because it has positive impact on brand awareness among consumers and consumers show higher perceived usefulness about social media marketing.

5.2.Recommendations

Based on the conclusions above this study makes following recommendations for Zara marketers to in terms of social media marketing:

- Since there is a significant impact of social media information on buying behaviour of consumers, therefore, it is recommended that Zara marketers should use social media influencer marketing. This can be achieved by identifying relevant and authentic online fast fashion community leaders and encouraging them to promote Zara and its brands. There is positive attitude and response of consumers towards brands that are promoted by social media influencers.
- Furthermore, this study also recommends that Zara marketers need to focus the information provided on social media towards price and quality comparison. In other words, the information should facilitate the customers to compare Zara with its competitors and ultimately dictate or direct customers to find that Zara is the best among them.

- In addition, this study recommends that Zara marketers should offer sales promotion offers through social media. This is based on the fact that Zara customers show impulse buying behaviour, therefore their impulse purchases can be enhanced or triggered provided that product promotion and sales promotion offers are associated such as discounts on immediate purchase, shopping points, special offers, etc.
- Another recommendation for Zara marketers is to use the potential of social media, as a popular online community platform, to collect customer data and information. The marketers can identify potential unmet needs and changes in consumer purchase patterns from data provided by customers on online brand communities through their online activities.
- Similarly, the use of social media as a source of information for customers highlights the opportunity for Zara marketers to personalise the information at community levels as well as individual level. Social media platforms provide insights about individual information needs as well as individual desires regarding brand and its products. Thus Zara marketers can carefully monitor the data about customers and then provide them personalised information to affect their purchase decisions, enhance their satisfaction, and promote positive buying behaviours such as loyalty.

5.3.Limitations and Future Research Opportunities

This section provides brief discussion about methodological and scope limitations in this study. The entire study is based on quantitative design due to which the study lacks subjective elements regarding Zara consumer buying behaviour. Future researchers are encouraged to enhance evidence base by collecting and analysing qualitative evidence such as interviews. Furthermore, the data was acquired from Zara customers only, other important stakeholders were not involved. Future researchers may endeavour to enhance understanding Marketing employees and managers and triangulate their perspectives and attitudes towards social media marketing in terms of its perceived usefulness and brand awareness. Lastly, it is important to mention that this study is designed as a case study and hence the results are more relevant to Zara customers only. Further research is required by collecting data from other companies such as its competitors.

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7. Appendix – A Questionnaire

Demographics

Gender

A Male B Female

Age

18 to 30 31 to 40 41 to 50 51 to 60 Over 60 years

Education

Undergraduate Graduate Post graduate PhD Others

Scale Strongly Agree (5), Agree (4), Neutral (3), Disagree (2), Strongly Disagree (1)

Independent Variable – Brand Awareness	
I follow and browse social media webpages of Zara regularly	(5)(4)(3)(2)(1)
I feel personally more connected with brand and product updates due to engagement through the social media pages of Zara	(5)(4)(3)(2)(1)
I look up for social media updates when I am searching for new products and designs appearing in the product line	(5)(4)(3)(2)(1)
I received personal messages and updates from social media and I remember these updates	(5)(4)(3)(2)(1)
I am regularly involved in the discussions about the brand and its products through social media connections	(5)(4)(3)(2)(1)
I think I am a member of online Zara community and we are active partners of the brand	(5)(4)(3)(2)(1)
I refer Zara and its products online to my friends and family members as well as other online community members	(5)(4)(3)(2)(1)
Independent Variable – Perceived Usefulness	
Social media is more convenient communication channel as compared to emails, letters, and stores/point of sales	(5)(4)(3)(2)(1)
I prefer using social media accounts to communicate with consumer brands as it is readily available (more accessible than other channels)	(5)(4)(3)(2)(1)

Engaging with Zara brand through social media is easier than through its corporate website	(5)(4)(3)(2)(1)
I am more involved in social media as compared to other channels such as emails, website, etc.	(5)(4)(3)(2)(1)
Social media messages are shorter and better and less time consuming as compared to other channels and visiting stores	(5)(4)(3)(2)(1)
I think social media communication and engagement is cheaper for me as compared to other channels and going to stores	(5)(4)(3)(2)(1)
I prefer being a part of online social media communities and groups as compared to individual communications through phones or stores	(5)(4)(3)(2)(1)
Dependent Variable – Consumer Behaviour	
Social media channels and pages are the best source of information and updates about Zara and its products	(5)(4)(3)(2)(1)
I am habitual of making product purchases when I see updates on social media and the links that direct me to online store	(5)(4)(3)(2)(1)
I am a member of other fashion brands and I compare Zara products with other brands and its products	(5)(4)(3)(2)(1)
I believe I am able to gain information about prices of Zara and other fashion brands	(5)(4)(3)(2)(1)
The information available on social media enables me to compare quality features of Zara and its products with other brands	(5)(4)(3)(2)(1)
I am actively involved in favouring Zara over other brands on online channels	(5)(4)(3)(2)(1)
I promote Zara and its products in my social media networks and communities	(5)(4)(3)(2)(1)