



CUSTOMER ENGAGEMENT IN THE ONLINE CLOTHING INDUSTRY

Authors:

Anushree Gupta

Akshat Suri

Alisha Bhargavan

Anant Bhadani

ABSTRACT

Customer Engagement refers to an emotional connection between a customer and a brand. When you engage your customers, you draw them closer to your brand, business and organization. Customer Engagement helps to continually demonstrate commitment to the customer and helps in value creation. In today's uncertain business environment, it is absolutely necessary that businesses keep their customers close to them.

This study evaluated Customer Engagement in the Online Clothing Industry. The research paper studied the factors influencing customer engagement, consequences of customer engagement and the possibility of customer disengagement. A descriptive research of 201 respondents through online survey method in March 2020 was carried out to fulfil this purpose. Respondents were asked to answer questions using Zara and H&M to represent the Online Clothing Industry.

The findings revealed that 1) Interactivity of communication medium used, 2) Release Dates by brands, 3) Brand review and comments and 4) Website design and interface were major factors influencing customer engagement. Social Media Marketing, if undertaken through the correct form and mediums which don't have too much clutter can also affect customer engagement. The consequences of customer engagement were found to be 1) Word of mouth, 2) Self-brand connections and 3) Brand loyalty. On evaluating customer disengagement, it was discovered that there is little possibility of disengagement in the online clothing sector since it provides participative type services.

Keywords: Customer Engagement, Social Media Marketing, Online Clothing industry, Disengagement, Self-brand connection

1. INTRODUCTION

What is Customer Engagement?

Customer Engagement refers to a business communication connection between a customer and an organisation through various channels of correspondence. These channels can be a reaction, interaction, effect or an overall experience of the customer which takes place either online or offline. Customer Engagement creates an emotional connection between a customer and a brand. Highly engaged customers are found to buy more, promote more, and demonstrate higher loyalty through online and offline modes.

Providing a high-quality customer experience is an important component in the customer engagement strategy of a company. If for an online retailer, there is no customer engagement strategy, they are missing out on opportunities to interact with customers and build a relation with them. Thus, it is of extreme importance for any retailer to build customer engagement.

Types of Customer Engagement

To compete effectively in this fast-paced environment, companies are realizing they need to build deep attachments with their customers. One way and the best way to build an attachment with a customer is through Customer Engagement. Companies and researchers need to study these 4 kinds of customer engagement in order to build a leverage:

A. CUSTOMER LIFETIME VALUE (CLV)

This is the most studied form of engagement which predicts how much revenue a new customer will most likely produce over the lifetime of buying.

B. CUSTOMER REFERRAL VALUE (CRV)

This kind of engagement comes from customers who promote products and may or may not be financially rewarded for doing so. They might be YouTubers, bloggers, Instagram influencers and others.

C. CUSTOMER INFLUENCE VALUE (CIV)

The two concepts may be overlapping but the big difference between CRV and CIV is that influencers don't have direct monetary incentive to call attention to the brands. They have big social networks, a talk about their experiences and online reviews writing.

D. CUSTOMER KNOWLEDGE VALUE (CKV)

Customers who have deep product knowledge of a product are found to have CKV. These include early adopters, rabid fans, app developers and designers, among others.

How to build Online Customer Engagement?

There is no single customer engagement method that works for every company across all industries, however Social Media Marketing has lately been found to create a high level of customer engagement in all industries including E- learning, food industry, hospitality industry and Fashion Industry. The internet is a huge part of our daily lives, both on a business and a professional level. In recent years, social media platforms have come up and are being used by both business and personal users. Social media platforms lead to customer satisfaction levels and engagement in various ways. Major brands use everything right from funny and responsive social media tools to personalized discounts and offers in order to create loyalty and affection in their customers through a host of platforms. Apart from social media marketing, other important factors influencing customer behaviour have also been studied in this paper.

2. LITERATURE REVIEWS

(Ozata & Lujja, 2017) studied the consequences of consumer engagement in brands which are present on social networking sites. The study used a quantitative research design (questionnaire) to collect data from university students. Facebook was chosen as a case for this study and four consequences of consumer engagement were found. The first was Brand Loyalty i.e. a consumer's preference to buy a single brand in a given product class. Consumer engagement was found to contribute to brand loyalty through repeated customer purchase, customer retention and brand experience which lead to enhanced brand loyalty. The second consequence was Brand Satisfaction i.e. the degree to which a business's product or service performance matches up to the customer's expectations. Consumer engagement was therefore considered to be an important factor leading to brand satisfaction because it enabled consumers and brands to interact in an online platform. The third consequence was that of Brand Commitment i.e. an emotional sense of attachment to a brand. Engaged consumers were found to be most likely committed to a given brand due to the constant patronage and interactions with the brand especially if the right engagement platform is used.

(Ramzan & Syed, 2018) aimed to investigate the influence of content based social media marketing on customer loyalty and their motivation to share the content by generating customer engagement. 200 people who were the users of social media were selected as respondents and the analysis revealed that content based marketing played a major role in generating consumer engagement which ultimately lead to customer loyalty and motivated consumers to share content. Several academic implications were also drawn which showed that content based social media marketing not only lead to customer engagement but also improved e-marketing effectiveness. The limitation of this study was that it focused only on online content-based social media marketing in generating customer engagement and did not take into consideration other social media strategies.

(Zyminkowska & Katarzyna, 2015) studied the factors affecting Customer Engagement Behaviour in the fashion sector. Fashion has an important contribution to ecommerce sales and is one of the most involving product category due to high customer engagement. This paper extended the present knowledge on Customer Engagement Behaviour, its antecedents and other managerial related concepts. A case study research method was used to identify customer engagement in this sector. The factors were found out to be Customer Feedback, which refers to co-creation of value in one-to-one interactions between the firm and consumers. Another factor was that of customization which refers to customers participating in personalising the product. Word of Mouth i.e a customer's communication about a firm, brand or product to someone else was identified as the third factor. Finally, website design and interface was found to be another important factor in generating customer engagement.

(Naumann & Bowden, 2015) aimed to provide an analysis of the relationship between drivers and outcomes of Customer Engagement in four service types, being fine dining restaurants, leisure stay five star hotels, consumer banking services and telecommunication services. It identified two outcomes of customer engagement, Self brand connections and Customer loyalty. The factors influencing the above two outcomes are also studied in this paper and an impact is shown on how they influence customer engagement. The finding revealed that Consumer satisfaction and trust strongly affected customer loyalty whereas affective commitment and rapport affected Self brand connection strongly, which further lead to Customer engagement. The limitation of this study is that it has only studied this topic through the service sector perspective and further research is required to know if the findings of this research will hold true in other sectors.

(Abeysekara & Safwa, 2016) described the meaning of social media marketing and how it is related to consumer engagement. The study tried to find out what kinds of posts generate customer engagement, the factors which influence customer engagement and the relationship of social media marketing and customer engagement. The findings of the study revealed that factors have a significant impact on customer engagement: Vividness, Interactivity, Description of a product (new release dates and product descriptions) and Entertainment. The results also demonstrated that media and content posts exerted a significant effect on a customer's engagement online. It was concluded that higher the influence of social media marketing, higher is the customer engagement. It was thus

also concluded that social networking sites encourage a two-way communication between firms and customers and hence marketers should be more cautious on what they post online as this is more likely to influence customers.

(Yoong & Lian, 2019) investigated the effect of customer engagement in social media on purchase intentions in the hotel industry in Malaysia. Four key motives of surveillance, social interaction, sharing of information and attraction were examined as antecedents to online customer engagement. Individuals aged 18 and above in Malaysia, who were hotel customers and had experienced four and five stars hotel stay in Malaysia were targeted through Facebook. Using various statistical methods, the result obtained was that social interaction between customers and hotels is effective in stimulating social media engagement. It was also found out that customer engagement is positively correlated to purchase intentions. Towards the end, it was suggested based on the findings that customer engagement strategies should focus more on building reputation, information quality, attractive contents, effective communications, branding and word-of-mouth referrals.

(Chitsimran & Parasmehak, 2020) aimed to help organizations in improved comprehension of why they need to include customers via social media and in what manner they can viably accomplish this. The analysis showed the preference of social media platforms among the youth and it was found out that the popular social media sites like Facebook and Instagram were the most prevalent among the youth to link them self with the different brands. The results also discussed the types of posts preferred by millennials and their preferred frequency of these posts on social media. It was thus concluded that 46.7% youth agree that a brand is able to create engagement and involvement with their post over the social media, 21.5% of youth were neutral toward such involvement with brands over social media posts and 20.3% strongly agreed with the involvement. The rest 6.2% and 5.3% of youth disagreed and strongly disagreed over the brand engagement with them over the social media post.

(Jayasingh & Sudarsan, 2019) identified the determinants of customer brand engagement behaviour on Facebook brand pages and its impact on generating brand loyalty. This study explained the reasons why consumers are engaged in Facebook brand pages. The data of a Facebook brand's page activities of about 100 brands was collected using a social media evaluation tool and a questionnaire was used by the researcher to conduct quantitative research. The findings were that mobile, computer and airlines brand categories exhibited higher engagement rates as compared to electronics, restaurant and retail brands. Information seeking (IS) was found to be the main determinant for consumers' engagement behaviour in Facebook brand pages. Economic benefits and Social influence were also found to stimulate the participation of consumers on social networking sites. The results also showed that there was a strong relationship between engagement and brand loyalty. The followers of the Facebook brand page who found the page entertaining exhibited a higher engagement rate.

(Rather, 2019) investigated the relationship between consumer engagement and marketing constructs like satisfaction, trust, commitment and loyalty in the hospitality industry. The perceptions of the customers of the

hotel were used to determine the interrelationship among these high order constructs. Results revealed that consumer engagement had the most influential impact on satisfaction, commitment, loyalty and trust in sequential order. It was also found out that trust contributed the most towards loyalty closely followed by satisfaction and then commitment. Satisfaction, Commitment and trust were found to mediate the relation between loyalty and customer engagement. Hence, results suggest that consumer engagement increased satisfaction, commitment, trust, and loyalty. Further, it was suggested that hospitality managers along with companies increase their consumer engagement using several strategies like public activities, sponsorships, charity works, social campaigns, or other corporate social responsibility. These could also act as tools that influence the customer's perception of consumer engagement.

(Bowden, Gabbott, & Naumann, 2014) studied customer disengagement, its triggers, nature and process by which it unfolds. This study presented the findings through a qualitative research by conducting in-depth interviews. From the analysis of the study, it was found that rather than being mutually exclusive, engagement and disengagement were highly connected and prior levels of customer engagement significantly influenced a customer's subsequent propensities to disengage. Customers' propensity towards disengagement was also found to be higher in services which were considered F/U in nature and lower in services of a more P/C nature. Also, the extent to which customers disengaged from their relationship was strongly determined by their prior engagement levels with weak engagement for F/U services and strong engagement for P/C services. Relationships in the F/U category were transactional and volatile when they were compared to relationships within the P/C category that were found to be comparatively emotionally bonded and enduring.

3. RESEARCH PROBLEM

A research problem states why the research is being conducted and what the researcher aims to find and address in it. It helps the researcher know what exactly he has to do and why. For our research the research problem is to study Customer Engagement in the Online Clothing Industry among consumers in Mumbai, India.

4. RESEARCH OBJECTIVES

Research objectives describe what is expected to be achieved by a project. These are statements explaining what information the researcher seeks to study in the Research Problem. Research objectives serve to guide the activities of research.

The research objectives studied under this paper are as follows:

1. To study the factors influencing Customer Engagement
2. To study the consequences of Customer Engagement

3. To study the possibility of Customer Disengagement

5. RESEARCH METHODOLOGY

5.1 Research Design

A Research Design is created on the basis of Research Objectives which defines how a researcher answers his research questions. It sets out a logical arrangement of the measurement procedures, sampling strategy, frame of analysis and time frame. There are three types of research designs which include Exploratory, Correlational and Descriptive. Exploratory Research is undertaken when the problem is relatively new and very little is known about it. It makes use of Observation, In-depth Interviews, Focus groups, etc. Causal research design is used when a researcher manipulates one or more causal variables to assess its effect on its dependent variable. It makes use of experiments. The research design used for the purpose of our research is Descriptive. Descriptive research design is used when a comprehensive and detailed explanation is required for the problem of the study. It was the most appropriate research design for our study as it helped in describing the factors behind Customer Engagement in the online clothing industry, its consequences, and the possibility of disengagement. Descriptive Research can be done either through a Longitudinal Study or a Cross sectional study. For the purpose of the study Cross Sectional Studies were carried out. A cross sectional study refers to a study carried out a certain period on a certain section of the population and the findings are relevant to that period of time only. Thus the researchers studied the research objectives over a single time period on a section of the population who purchase clothing online from Zara and H&M. Cross sectional studies are of two types; Single Cross Sectional studies and Multiple Cross Sectional Studies. Single Cross sectional studies were used and data was collected from the respondents only once. This was done because the researchers wished to find out about Customer Engagement in the present scenario only.

5.2 Data Collection Method

Data Collection is the procedure of collecting data and facts with the aim to assisting the research being conducted. Both primary and secondary sources of data have been used for this research. As customers' engagement towards specific brands is being studied, the technique used for collection of primary data is through a quantitative research in the form of a survey. Quantitative research was used since it is well structured, systematic, requires fewer resources, is convenient to use and can be easily used to apply statistical tools. Different types of Questionnaires can be used to collect data and this research made use of Formalised and Unconcealed questionnaire for the same. This type of questionnaire answers a fixed set of questions which are in sequence and are closed ended. They reveal the purpose of conducting the research to the respondents. Google forms were used to collect data as they are convenient and easy to use and collect data. Information was gathered from 201 respondents with over 120 respondents who used online medium to purchase clothes from H&M and Zara.

5.3 Sampling Design

Sample is defined as the group that the researcher is interested in knowing something about. There are 2 methods of Sampling; Probability and Non-Probability. In Probability sampling, every element of the population has an equal chance of being selected whereas in Non-Probability sampling all elements of the population do not have an equal chance of being selected. Under Non-Probability sampling, Convenience sampling method was used under which respondents are selected based on the researcher's convenience. Thus, 201 respondents were selected by the method of Non-Probability convenience sampling in this research. The research population included most respondents who were teenagers and adults

5.4 Data Analysis

For the purpose of analysing the data, there are two methods; Descriptive statistics and Inferential statistics. Descriptive statistics is the summary statistics that quantitatively describes or summarises features of a collection of information. Descriptive statistics has been used in this research to evaluate customers' engagement with the brand. The collected data has been processed and analysed by the use of statistical tools such as mean, median, mode, and standard deviation. This research uses 'Mean' as it measures the average value of the numerical data set that is, it provides us with a central value of the numerical ratings gathered from the respondents and helps us understand the degree of preference for that specific attribute. Standard Deviation is also calculated along with Mean which helps in evaluating how far the values are from the average. 'Median' was applied to get the middlemost value, in cases of ordinal, interval and ratio scale questions. Similarly, 'Mode' has been used to help us identify and understand the highest frequency of factors in the data set. Mean, Median and Mode constitute the measures of Central Tendency which help to show the consistency of data.

6. FINDINGS

6.1 FACTORS AFFECTING CUSTOMER ENGAGEMENT IN THE ONLINE CLOTHING INDUSTRY

Brand Reviews and Comments

On a scale of 1-5, the average extent of involvement and engagement generated in customers as a result of brand reviews and comments was found out to be 3.33.

It was thus concluded that brand reviews and comments is a factor influencing customers and fairly affects customer engagement and involvement.

Table 6.1.1: Effect of Brand reviews and comments on Customer Engagement		
Scale	Rank	No. of Responses
Least Involvement	1	8
	2	21
	3	34
	4	43
Most Involved	5	17
AVERAGE: 3.33		

Source: Primary Data, Sample size: 123 respondents (Total: 201)

Website Design and Interface

On a scale of 1-5, the average extent of engagement generated in customers as a result of website design and interface was found out to be 3.51. It was found out that the frequency of customers visiting the website was affected by the website design and interface.

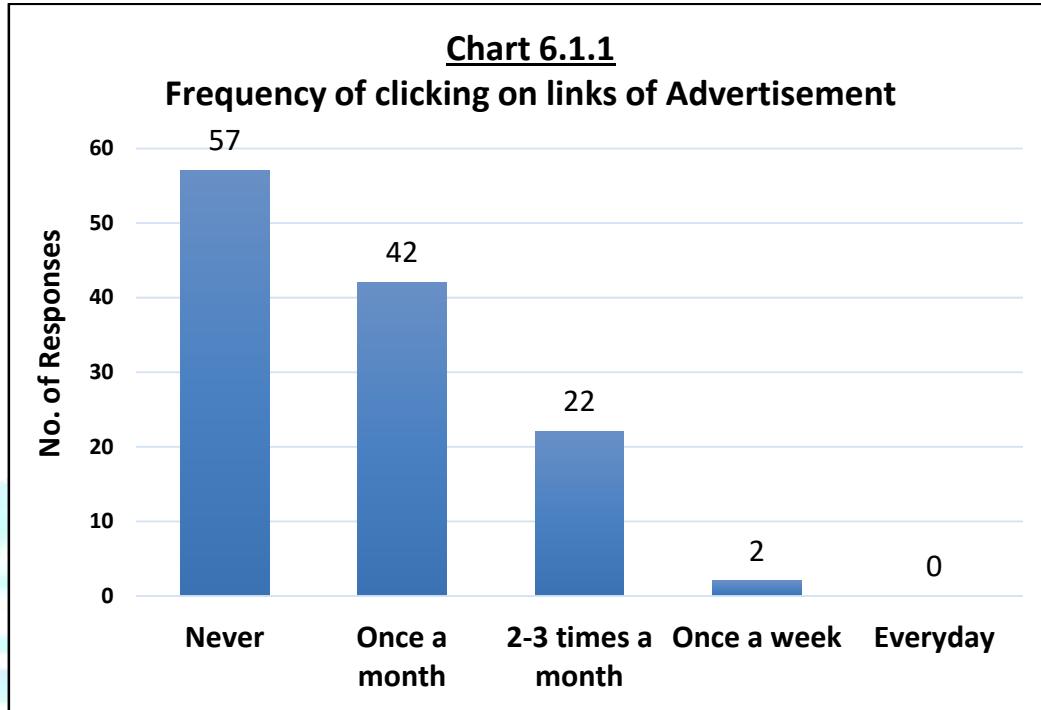
It was thus concluded that website design and interface is a factor influencing customers and fairly affects customer engagement.

Table 6.1.2: Effect of Website Design and Interface on Customer Engagement		
Scale	Rank	No of Responses
Least affected	1	8
	2	12
	3	38
	4	39
Highly affected	5	26
Total		123
AVERAGE: 3.51		

Source: Primary Data, Sample size: 123 respondents (Total: 201)

Interactivity

Most respondents conveyed in the questionnaire that despite advertisements and posts being interactive (An interactive post is one which contains a link, on which users can click), they never clicked on links of advertisements or swiped up on Instagram stories of brands like Zara and H&M. This could be attributed to the fact that there is a lot of clutter on the internet due to advertisements of various other brands and companies.

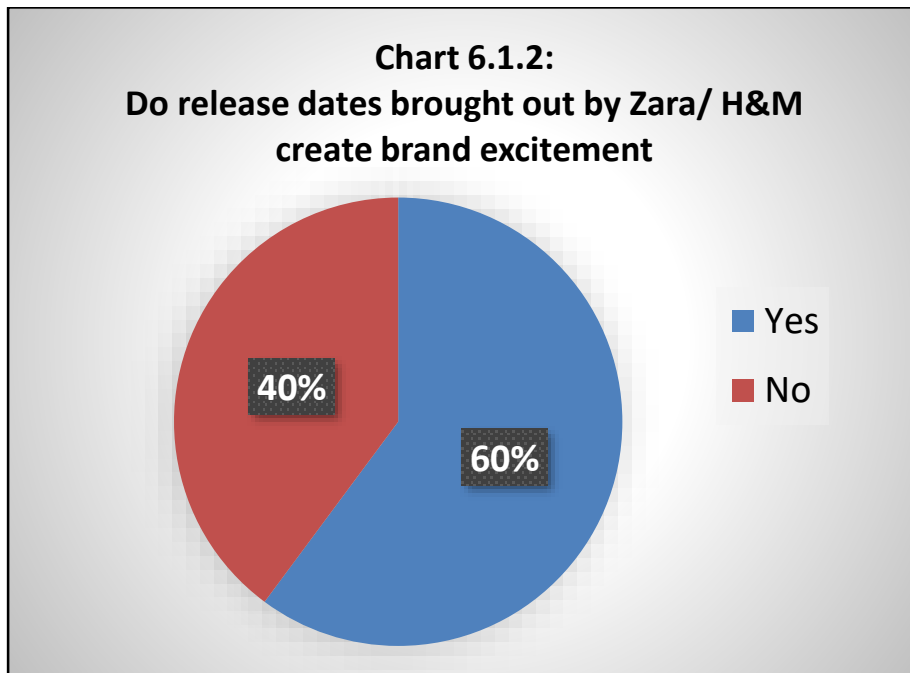


Source: Primary Data, Sample size: 123 respondents (Total: 201)

Release Dates

Most respondents (60%) conveyed in the questionnaire that release dates of clothing collections by brands generated brand excitement for them.

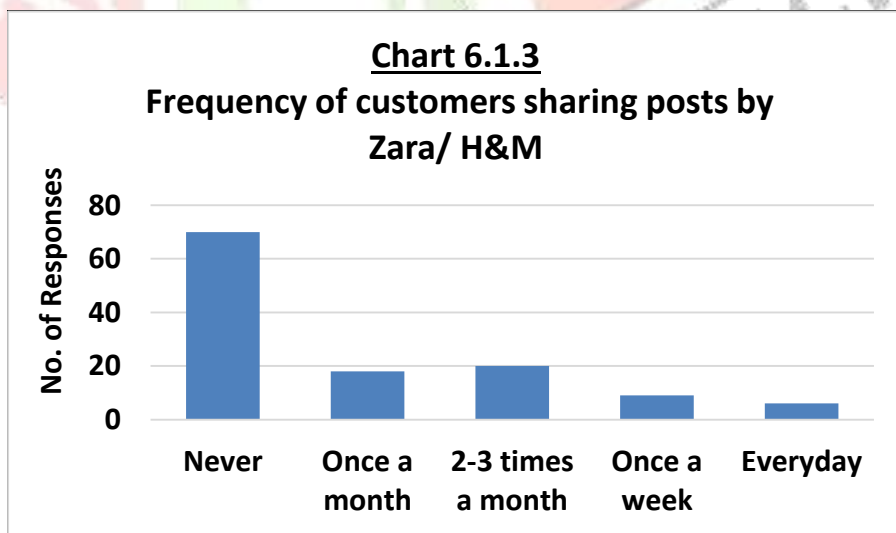
It was thus concluded that Release dates is a factor which leads to brand excitement and creates customer engagement.



Source: Primary Data, Sample size: 123 respondents (Total: 201)

Social Media Marketing

- a) **Sharing of social media posts:** It was found out that out of the 123 respondents, 70 people never share social media posts by brands. Hence, a majority (81%) of people do not lead to customer engagement by sharing of social media posts.
- b) **IGTV videos on Instagram:** It was found that out of the 123 respondents, 55 people view the IGTV videos of brands like Zara and H&M on Instagram. The average extent of brand excitement generated for them by watching these IGTV videos is 3.67.



Source: Primary Data, Sample size: 123 respondents (Total: 201)

Table 6.1.3: Effect of IGTV videos on Brand Excitement		
Scale	Rank	No of Responses
Least Brand Excitement	1	2
	2	5
	3	13
	4	24
Most Brand Excitement	5	11
	Total	55
AVERAGE: 3.67		

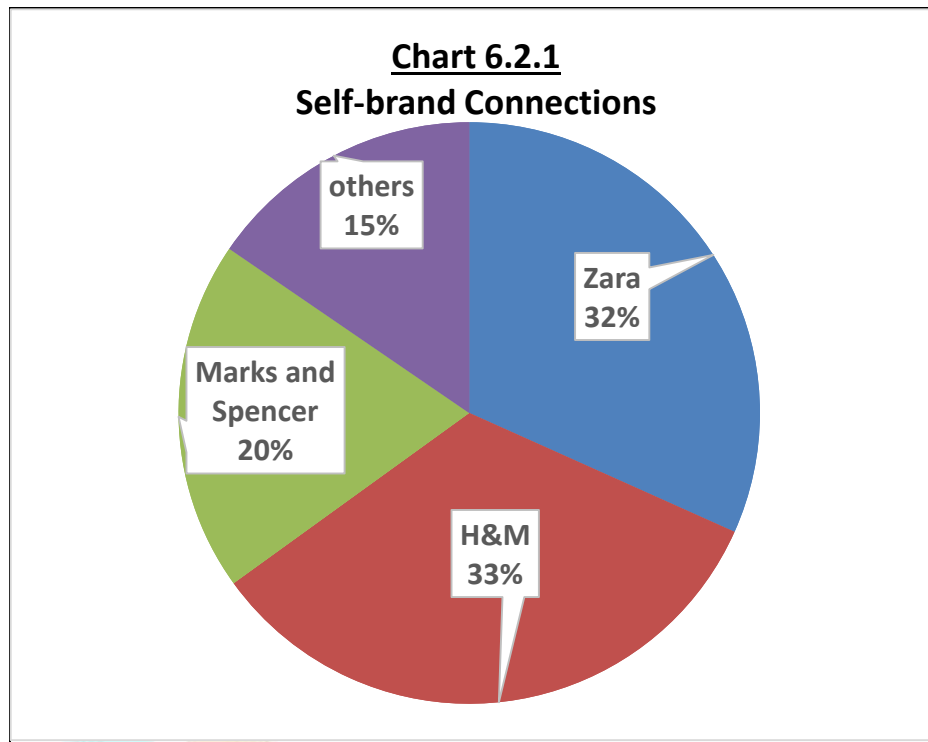
Source: Primary Data, Sample size: 123 respondents (Total: 201)

Hence, it can be said that not all Social Media Marketing leads to brand excitement. Simply posting about your brand on social media is not as effective because there is a lot of clutter due to advertising by various other brands. However, putting up IGTV videos about your marketing campaigns are an interesting way to put up content and leads to significant engagement.

6.2 CONSEQUENCES OF CUSTOMER ENGAGEMENT

Self -Brand Connections

33% people believed that brands like H&M defined their personality the best whereas 32% believed it to be brands like Zara, 20% brands like Marks and Spencer and 15% chose other brands. Since people could relate their personality with their preferred brands, the researchers concluded that Self Brand Connections is an outcome of customer engagement.



Source: Primary Data, Sample size: 123 respondents (Total: 201)

Brand Loyalty

When the respondents were asked about their likeliness of sticking to a brand like Zara or H&M despite other similar brands coming up in the market, the average extent of likeliness of sticking to their respective brands was found to be 3.55. This led the researchers to conclude that Brand Loyalty is an outcome of customer engagement.

Table 6.2.1
Likeliness of sticking to brands like Zara/H&M despite new and similar brands coming up or existing in the market

Scale	Rank	No of Responses
Least Likely	1	4
	2	18
	3	36
	4	36
Most Likely	5	29
Total		123
AVERAGE: 3.55		

Source: Primary Data, Sample size: 123 respondents (Total: 201)

Word Of Mouth

When the respondents were asked about their likeliness to share their purchase experience of brands with their friends and colleagues, the average extent of likeliness to share their purchase experience was found out to be 3.53. This led the researchers to conclude that Word of Mouth is a consequence of Customer Engagement.

Table 6.2.2		
Extent to which customers share their Purchase Experience (Word of mouth)		
Scale	Rank	No of Responses
Least Likely	1	9
	2	15
	3	29
	4	42
Most Likely	5	28
Total		123
AVERAGE: 3.53		

Source: Primary Data, Sample size: 123 respondents (Total: 201)

6.3 CONSIDERING THE POSSIBILITY OF CUSTOMER DISENGAGEMENT

Customer disengagement depends on the type of engagement which the customer has had with the company. There are 2 types of disengagement:

1. Disengagement in case of Functional service type
2. Disengagement in case of Participative service type

In case of functional service, the customer faces new employees everytime he engages with the company. The customer feels overly dependent on their behaviour and method of working. Thus, he feels exploited.

In case of participative type, the customer engages with the same employee repeatedly and there is a mutual dependency between the customer and the company and they judge each other's performance. They have a two sided relationship. Thus, the consumer is more forgiving for lower performance of the company.

Customers are more prone to disengage with the functional kind of services since it gives them feelings of being overly dependent on the service provider and they feel vulnerable and exploited in the relation. On the other hand, in a participative kind of service consumer to consumer as well as consumer to employee collaboration is induced and therefore the customers were less prone to disengage.

In the context of our research, the consumers of brands like Zara and H&M can be said to receive a participative service type, the findings of the previously analysed data reveal that the consumers resonate with Zara and H&M, consider it to define their personality and have an emotional connect with them. Therefore, customers of Zara and H&M are less prone to disengagement since there is a mutual dependency and emotional connect. Moreover, various after sales services are provided by Zara and H&M like exchanging products, alteration, etc. Thus, customers have very low possibility of getting disengaged.

7. CONCLUSION

Customer Engagement is an emotional connect between a brand and a consumer. The Online Clothing Industry has tremendous potential for generating Customer Engagement. Fashion brands like Zara and H&M use Customer Engagement as a leverage over other similar competing brands. It is important that a firm in Online Clothing Industry understands the factors and consequences of Customer Engagement to uses it to its advantage. Brand Reviews and Comments, Website Design and Interface, Interactivity and Release Dates are important factors affecting Customer Engagement and should be taken into consideration by Online Clothing firms to generate engagement. Social Media Marketing, if done through the right medium and form can enable a brand to get engagement from its customers. However, incorrect use of Social Media Marketing can have negligible impact on the consumer as it leads to advertising clutter. Hence, Social Media Marketing should be utilised by a online clothing brand in an effective manner. The consequences of Customer engagement are that it can help a company build strong connections with its customers, increase their loyalty towards its brand and facilitate positive word of mouth. This in turn might increase the sales and profits of the company. An advantage of the online clothing platform is that the possibility of a customer getting disengaged is low due to the participative type of services provided. Hence, a brand has high chances of engaging its customers and increasing its customer base.

8. LIMITATIONS OF THE RESEARCH

Sampling

As a census study was not done and only a sample was selected for the research, the findings of the research may or may not be true for the entire population. Thus, there may be a chance of sampling error in this research

Convenience sampling

Data was collected from the members of the population who were conveniently available and able to participate in study. This may lead to a bias error and also may be an untrue representation of the population.

Cross-sectional study

The study was limited to a specific time period, i.e. February 2020. Thus, it cannot be used to analyse behaviour over a period of time. The findings of this research are valid only for the time period for which it was undertaken.

Objective Limitation

In order to increase the level of focus of the study, objectives have been narrowed down and the research only contains information on the 3 objectives that it has considered. Limited objectives have been considered due to limited resources and lack of expertise in conducting a wide research.

Location Limitation

The research is only limited to the region of Mumbai and findings thus may not hold true for other regions.

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APPENDIX

Questionnaire

Greetings! The following survey is conducted by students of NMIMS University which aims to evaluate Consumer Engagement in Online Clothing Industry (using the brands Zara and H&M)

Respondents are requested to fill the given questions.

Please note that all information collected will be strictly used for academic purposes and all respondents will remain anonymous.

1. What is your Age?

1. 15 – 24
2. 25 – 34
3. 35 – 44
4. 45 – 54
5. Above 55

2. Do you purchase clothes online from Zara or H&M?

1. Yes
2. No

3. Do you follow Zara or H&M on social media?

1. Yes
2. No

4. How frequently in a day do you notice Zara or H&M posting on social media?

1. Everyday
2. 1 – 3 times a day
3. 4 – 7 times a day
4. More than 7 times a day
5. Never

5. How often do you share social media posts by Zara and H&M?

1. Once a month
2. 2-3 times a month
3. Once a week
4. Everyday
5. Never

6. How often do you click on links of advertisements by Zara and H&M on social media platforms or swipe up on their Instagram stories?

1. Everyday

2. 1 - 3 times a day
 3. 4 - 7 times a day
 4. More than 7 times a day
 5. Never
7. Which of the following do you prefer while inquiring about a brand like Zara or H&M?
1. Inquiring on their website
 2. Brands replying to your comments on social media
 3. Writing an e-mail to them regarding this issue
8. Do you look forward to release dates brought out by clothing brands? (Example: H&M's 1st March Spring Summer collection release date)
1. Yes
 2. No
9. On a scale of 1-5 (5 being highest and 1 being lowest), to what extent do you think your frequency of visiting the app or website of Zara and H&M is affected by their website design and interface?
10. On a scale of 1-5 (5 being highest and 1 being lowest), to what extent does brand review and comments on the social media pages and website of Zara and H&M affect your involvement with the brand?
11. On a scale of 1-5 (5 being highest and 1 being lowest), how likely are you to share your online purchase experience with Zara/H&M with your friends or colleagues?
12. Which of the following brands of clothing do you think defines your personality the best?
1. Zara
 2. H & M
 3. Marks & Spencer's
 4. Others
13. On a scale of 1-5 (5 being highest and 1 being lowest), how likely are you to stick to purchasing from Zara/H&M despite other popular clothing brands (like Marks & Spencer) existing in the market?
14. Do you watch the IGTV videos posted by Zara and H&M on their Instagram account?
1. Yes
 2. No
15. On a scale of 1-5 (5 being highest and 1 being lowest), to what extent does the IGTV videos posted by Zara/H&M generate brand interest or excitement for you?