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A STUDY ON THE INFLUENCE OF FASHION BLOGS AND MAGAZINES ON PURCHASE BEHAVIOUR”

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Abstract

Fashion bloggers are fast becoming very influential in today's world of social media. They have become influential on account of increase in internet penetration across the world and increase of awareness about fashion. However, very little research has been conducted in the Indian context. The study revealed that the fashion bloggers and magazines have some degree of influence on the consumers when it comes to purchase of apparels. This is not a result of reading just one blog but several blogs and magazines. In the days to come these fashion blogs and magazines will wield influence on consumers.

Keywords:

Fashion blogs, consumer behaviour, fashion magazines, word of mouth

Introduction

Fashion bloggers are quickly becoming regulars in the front row of fashion shows, indicating that designers are beginning to recognise the influence of these bloggers (Schaer, 2011). Similarly, businesses have been ready to provide bloggers free things in the hopes that they will share their brand experiences with their followers (Dunlop, 2010). However, there has been very little research done on the impact of personal fashion bloggers on their readers. The goal of this exploratory study is to learn more about how fashion bloggers affect their readers' attitudes and behaviours, which can lead to the adoption of new fashion trends.

Literature Review

The growth of digital technologies has allowed consumers to connect and communicate with one another over the Internet, but it has also pushed them to share their thoughts and sentiments about products and organisations (Goldsmith & Horowitz, 2006). Electronic word of mouth (eWOM) is defined as "any positive or negative statement made by potential, actual, or former customers about a product or company, which is made available to a multitude of people and institutions via the Internet" and can be defined as "any positive or negative statement made by potential, actual, or former customers about a product or company, which is made available to a multitude of people and institutions via the Internet" (Hennig-Thurau et al., 2004, p.39). Instead of reaching a small group of individuals as in traditional word-of-mouth, consumers can now interact with thousands of people.

Through online discussion boards, social networking websites, online communities, review websites, and blogs, consumers can now communicate with thousands of people (Owen & Humphery, 2009). (Cheung et al., 2008). The focus of this paper is on fashion blogs. "Web-pages with constantly updated entries that are structured such that the newest material is at the top of the page...they provide a system for personal publication, encouraging the expression of thoughts, sentiments, and commentary,"

according to Wikipedia (Trammell & Keshelashvili, 2005, p.970). As a result, blogs are a type of user generated content because they are made up of content created by a person rather than an organisation.

Although there is literature on news blogs (McIntosh, 2005; Banning & Sweetser, 2007) and blogs in general (Kent, 2008; Haung, Chou & Lin, 2008), there are still gaps in our understanding of fashion blogs. Nonetheless, fashion blogs are becoming an important communication tool in the fashion business (Dunlop, 2011; Schaer, 2011), because fashion bloggers are harnessing the power of eWOM to convey their thoughts on brands and companies to their millions of readers. Because eWOM, unlike marketing communications, is believed to have less bias, consumers now have the capacity to "create or shatter" a brand (Owen & Humphery, 2009). (Gruen et al., 2006). Kent (Kentucky) (2008) identifies three strengths of blogs.

Objectives of the study

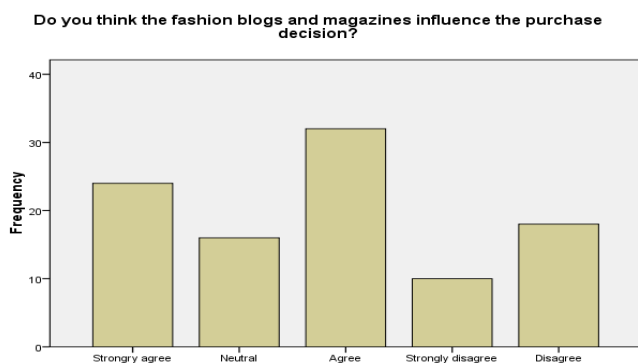
- To understand the attributes required for a fashion blog to influence on purchase behaviour.
- To study the recent development in the world of fashion blogging.
- To understand how fashion blogs and magazines influence purchase decision.
- To analyze the consumer behaviour of users and non-users of fashion blogs and magazines.

Research Methodology

The research was conducted at various fashion retail outlets in Hubli. Both primary and secondary data was used for this purpose. Primary data was collected using a questionnaire and sample size was 100 and simple random sampling method was used. Secondary data was collected using various articles from reports, journals, magazines, websites etc.

Analysis and Interpretation

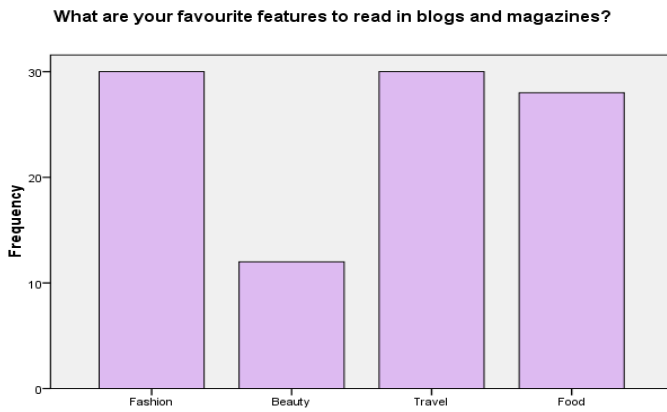
1. Do you think the fashion blogs and magazines influence the purchase decision?



Interpretation:

The above graph shows that 24% of respondents have strongly agree that they thinking that blogs and magazines influence purchase decision 16% of the respondents have give neutral 32% of respondents are agree that they thinking the fashion blogs and magazines are influencing the purchase decision 10% of the respondents have strongly disagree that fashion blogs and magazines influence on purchase 18% of the respondents have disagree that they think fashion blogs and magazines are influence purchase decision.

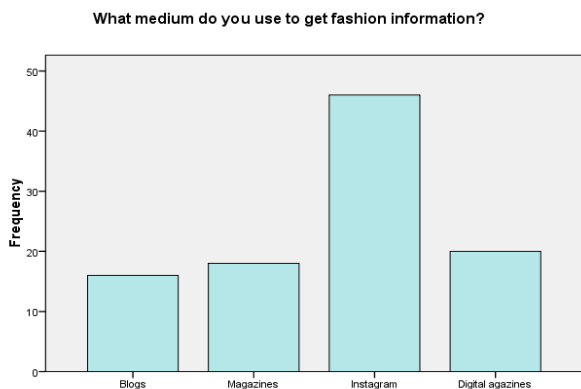
2. What are your favourite features to read in blogs and magazines?



Interpretation:

The above graph shows that 30% of the respondents have saying that the fashion is favourite feature to read in blogs and magazines 12% of the respondents saying that the beauty is favourite feature to read in blogs and magazines 30% the respondents have saying that the Travel is favourite feature to read in blogs and magazines 28% the respondents have saying that the Food is favourite feature to read in blogs and magazines.

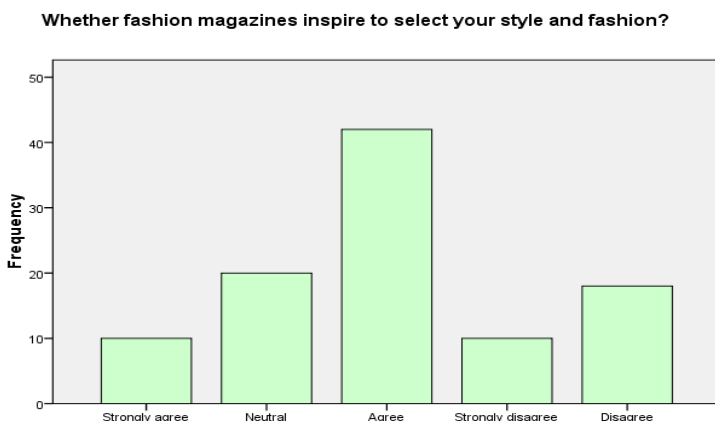
3. What medium do you use to get fashion information?



Interpretation:

The above graph shows that 16% of the respondents have using blogs to get fashion information 18% of the respondents have using magazines to get fashion information 46% of the respondents have using instagram to get fashion information 20% of the respondents have using Digital magazines to get fashion information.

4. Whether fashion magazines inspire to select your style and fashion?

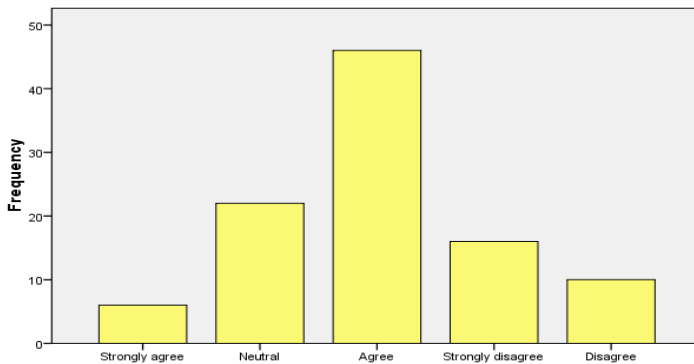


Interpretation:

The above graph shows that 10% strongly agree that fashion magazines inspires them to select their style and fashion 20% give Neutral opinion that fashion magazines inspires them to select their style and fashion 42% agree that fashion magazines inspires them to select their style and fashion 10% strongly disagree that fashion magazines inspires them to select their style and fashion 18% Disagree that fashion magazines inspires them to select their style and fashion. So that overall study analyse that fashion magazines are inspires peoples to select their style and fashion.

5. Whether fashion bloggers have positive impact on your for buying behaviour?

Whether fashion bloggers have positive impact on your for buying behaviour?

**Interpretation:**

The above graph shows that 6% of respondents have strongly agree that fashion bloggers have positive impact on their buying behaviour 22% of respondents have Neutral opinion about fashion bloggers have positive impact on their buying behaviour 46% of respondents have Agree that fashion bloggers have positive impact on their buying behaviour 16% of respondents have strongly disagree that fashion bloggers have positive impact on their buying behaviour 10% of respondents have strongly disagree that fashion bloggers have positive impact on their buying behaviour.

FINDINGS

- 32% of respondents have agreed that they think the fashion blogs and magazines are influencing the purchase decision.
- 40% of the respondents have known about brands through fashion magazines.
- 30% of the respondents are saying that the fashion and Travel is favourite feature to read in blogs and magazines.
- 46% of the respondents are using instagram to get fashion information.
- 42% of the respondents have agreed that fashion magazines inspires them to select their style and fashion.
- 46% of the respondents have agreed that fashion bloggers have positive impact on their buying behaviour
- 38% of the respondents are interested in clothing accessories posts in fashion blogs.
- 38% of the respondents are using monthly bases of fashion blogs & magazines.
- 32% of the respondents have agreed that blogs and magazines are best source to get information about products and services.
- 32% of the respondents have read food/cooking magazines.
- 34% of the respondents have given positive response towards Bloggers and magazines influence the fashion industry.
- 32% of the respondents have agreed that fashion magazines help in acquiring information about fashion trends.
- 38% of the respondents have agreed that Blogs are saving time of searching information about the product/Brands.
- 30% of the respondents have strongly agreed that fashion blogs give relevant information.
- 26% of the respondents have agreed that blogs and magazines are able to create awareness about latest trends or brands.
- 34% of the respondents have agreed that blogs and magazines are necessary to attract the customer.

CONCLUSION

Fashion has a significant impact on people's lives, and many individuals spend money in response to changes in fashion. Customers' changing habits in keeping up with the latest fashion trends are strongly rooted in social media today. The current study investigates the impact of fashion blogs and magazines on purchasing behaviour at the early phases of the buying process, when customers are more likely to recognise the need for a product by following celebrities on social media platforms such as Facebook, Instagram, and Twitter. Consumers have utilised blogs to gather information about products they were contemplating purchasing. Blogs also increase the amount of dialogue that consumers engage in prior to making a purchase decision. The phenomenon of communication transmission is underlined in its efficiency with the usage of blogs. Readers use blogs to validate their purchasing decisions, according to the results of the study. They go online to read reviews written by bloggers about a product they might be interested in purchasing, and then they use the blogs' contact facilities to solicit feedback from bloggers and readers in order to aid their decision-making.

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