Customer Engagement
– A study of consumers interaction with fashion brands on social media

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Abstract
Social media is widely expanded worldwide with increasing number of users in social networks. Social media allows the consumers to connect directly with companies, which has led to a shift from traditional one-way communication to a two-way communication between both consumer to company and consumer to consumer. A successful two-way communication on social media engages both the consumers and the company. The rise of social media has quickly changed the marketing approach, as it creates new opportunities for the consumer to connect and communicate in a greater rich.

In a two-way communication, the communication needs to create engagement from the consumers even though the consumer may not want to engage, contributing to a challenge for companies to communicate to customers in order for them to engage. It could be argued that companies should in some way get their customers to be more engaged even though the engagement can generate several outcomes in this complex communication approach. Furthermore, customer engagement could have an impact on the purchase intention for the consumer

Therefore, the aim of this thesis is to investigate motives that create customer engagement with fashion brands on social media and the relation between customer engagement motives and purchase intention with a fashion brand.

According to previous research, personal interest, entertainment, rewards and information acquisition and sharing are the most encouraging motives for customer engagement. Due to that fact, these motives were in focus in the study and the motives were also put in relation to their effect on purchase intention. The research was conducted by a quantitative study through a survey, in order to gather an overviewing perspective in customer engagement on social media towards fashion brands. The sample size reached a valid number of 109 respondents.

The findings of this thesis give the impression that overall customer engagement is still low even for the investigated motives. This indicates that the respondents do not usually take part of the two-way dialog. The reliability seems to lie with other consumers rather than fashion brands on social media when searching for information. In addition, information acquisition was ranked as the most encouraging motive while personal interest is the motive that most encourage to purchase intention.

Keywords: Two-way communication, customer engagement, social media, purchase intention, fashion brands
Definitions

**Social media:** Indicates the “online tools where content, opinions, perspectives, insights, and media can be shared” (Nair 2011).

**Social Networks:** The online services that facilitates communication among people through websites or other technologies (Random house Inc. 2017a), such as Facebook, Instagram, Twitter, Pinterest etc.

**Content:** Refers to information, pictures, videos and other posts being published on social media.

**Social media pages:** Refers to the accounts created at different fashion brands, where the content is being published.

**Consumer:** “A person who consumes” (Random house Inc. 2017b).

**Customer:** “A person who purchase products from another” (Random house Inc. 2017c).

**Customer engagement:** Customer engagement indicates being active and interact on social media with brands in their content (Guo, Zhang & Wang 2016). Barger, Peltier and Schultz (2016) explains activeness on social media by reacting to content in terms of liking, commenting, sharing and posting user-generated content.

**Purchase intention:** Smith, Hernández-Garcia, Agudo Peregrina and Hair Jr (2016) define purchase intention as “A consumer's subjective judgement in the decision-making process after a general evaluation has identified a willingness to act towards a product or brand”. In this thesis, the purchase intention can be directed at products and brands both online and offline.
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1 Introduction

This section introduces the background and problem discussion of the topic to this thesis, which leads to the purpose and research questions of the study. Delimitations of the study is presented and the contributions of this research is explained.

1.1 Background

Social media is widely expanded worldwide with increasing number of users in social networks such as Facebook, Instagram, Twitter, Pinterest and others. Consumers in late modern society are daily posting pictures on Instagram, liking status updates on Facebook and expressing their opinions on Twitter. Generally, the consumers are constantly connected by their smartphones, tablets and computers, attending the social networks throughout the day. The usage of social media allows the consumers to connect directly with companies, which has led to a shift from traditional one-way communication to a two-way communication between both consumer to company and consumer to consumer (Schivinski and Dabrowski 2014). According to Schivinski and Dabrowski (2014) companies therefore put focus in the two-way communication to communicate with the consumers, which is commonly done through social media.

Social media marketing aims to engage the consumers in a channel where they spend their time (Evans 2010). According to Evans (2010) social media marketing includes electronic communication channels such as social networks, web pages, blogs, discussion boards and rating functions on websites, which all provides the opportunity for consumers to have a two-way communication with other parties. One-way communication is predominantly controlled by the brand, whereas, social media marketing is influenced by the consumers and the two-way communication are depending on engagement both from the consumers and the other part such as the company. Customer engagement on social media means that the consumers are active and participate instead of viewing. Engaged customers takes both time and energy to communicate with and about for another party, for instance a fashion brand, resulting in a conversation that could impact the business (Bernhardt, Mays & Hall 2012). As a consequence of customer engagement, it can encompass a desire to purchase (Sashi 2012). Therefore, the customer engagement is crucial for succeeding in the social media marketing.

In addition, Zhang, Guo, Hu & Liu (2015) explains that a successful two-way communication on social media gives the ability to engage both the company and its customers.

1.2 Problematization

The rise of social media has quickly changed the marketing approach, as it creates new opportunities to connect and communicate with the customers in greater rich. Recent large-scale commercial studies provide evidence that consumer engagement appears to be a problem for social media marketing. Customer engagement is an issue for companies, because the customer seems not to engage on a desired level. Previous scholars (Baird & Parasnis 2011; Schultz & Peltier 2013) have explained that while the usage of social media networks have rose, the increase of customer engagement has not been as great. In a study by TrackMaven (2016) it is shown that social media content has increased with 35 percent through different networks, however, the customer engagement has parallelly decreased by 17 percent during the same time period. In a two-way communication, the communication needs to create engagement from the consumers even though the consumer may not want to engage, contributing to a challenge for companies to communicate to customers in order to get them to
engage. The communication needs to create engagement from the customers even though the customers may not want to engage in the fashion brand. Hudson, Huang, Roth and Madden (2016) explains that companies are overrating the customers want to engage and connecting with a brand. This resulting in a gap between consumers’ perspective on the two-way communication on social media and the company's view on the subject.

With a two-way dialog between consumer-to-consumer one can share information about companies’ brands and products. Although companies also interact in the two-way communication, the consumer has gained increased control and power in this type of communication (Kontu & Vecchi 2014). The interaction between consumer and the company on social media, could result in several outcomes. On one hand Anderson and Simester (2014) argues that it could damage a brand’s reputation through bad consumer reviews and fast spreading of words among consumers. This goes for both the brand and its products, creating a risk that consumers refrain from planned purchases. The brand then faces the possibility of profit loss (Anderson & Simester 2014). According to Sashi (2012) on the other hand, the fast spreading of word and good consumer reviews could have an impact on the consumers, which could influence the purchase intention and raise the sales for a company.

According to what has been stated above, it could be argued that companies should in some way get their customers to be more engaged to succeed in social media marketing. This even though the engagement can generate several outcomes in this complex communication approach. Previous research performed by Rissanen and Luoma-Aho (2016) and Rohm, Kaltcheva and Milne (2013), among others, has shown that there are several motives to why consumers chose to engage on social media. Furthermore, Wang, Yu & Wei (2012), claims that customer engagement could have an impact on the purchase intention for the consumer. The purchase intention is of importance since it is what leads to purchase decisions and could bring sales to a company (Smith et al. 2016). These statements will be further investigated in this paper.

1.3 Purpose
The purpose of this thesis is to investigate motives that create customer engagement with fashion brands on social media and the relation between customer engagement motives and purchase intention with a fashion brand.

1.4 Research questions
RQ1: What are the main motives that create customer engagement from consumers with fashion brands on social media?

RQ2: What impact can the main motives of customer engagement have on the consumer's purchase intention?

1.5 Delimitations
The delimitations of this study are made to women in the age of 18-50. According to English and Johns (2016) women tend to interact more with brands than men do on social media and are of greater importance for both positive and negative spreading. It has also been shown that women tend to use social media to communicate with peers and other consumers and overall
interacting on social media (English & Johns 2016). This creates an important target group to research in order to find out what motives that engage them, since the engagement has been shown to be low overall. To focus the study, the data collection has been delimited to the main motives of customer engagement from previous research. The main motives will be discussed in the theoretical framework. As mentioned in the problem discussion, there are both positive and negative consequences of customer engagement. In the study of this thesis, the focal point is to investigate the outcome of purchase intentions from customer engagement on social media. Delimitations has therefore been made to how the engagement motives affect purchase intention rather than an effect from a consequence such as purchase avoiding.

1.5 Contribution
This thesis aims to investigate what encourage consumers to engage on social media with fashion brands. As mentioned in the problem discussion, previous research has shown low customer engagement and unwillingness for consumers to involve with fashion brands on social media. As also mentioned, the customer engagement is crucial for companies to succeed in social media marketing. It is therefore a need for further research on how to activate consumers and what their motives are to participate. Previous research has discovered motives that are supposed to encourage customer engagement which are applied in this study in relation to how the motives affect the purchase intention for the consumer. This thesis aims to bring awareness of how to increase customer engagement and investigate if the engagement motives could lead to a purchase eventually. This research can open up for further research in the area which could lead to knowledge for companies of how to increase customer engagement in social media marketing, and use it as a method to increase sales through it.
2 Literature Review

The literature review is based on literature from previous research. It describes the central concepts used to perform the study of this thesis. These concepts are later used throughout the thesis.

2.1 Two-way communication on social media

Social media has contributed to the developing of a new effective marketing tool, where companies and the consumers interact with each other in another way (Boateng & Okoe 2015). The constant development of social media has changed the communication between brands and consumers to a two-way communication. Kaplan & Haenlein (2010) states that social media is a communication channel that offers an effective way to reach and interact with consumers. It is an opportunity for consumers to interact with companies, and with other consumers (Kaplan & Haenlein 2010). Social media facilitates the interactive brand communication, and it makes it easier for consumers to create and share content. The consumers have more control over conversations that occurs on social media, and the content of social media-based conversations is beyond the control of the companies (Kontu & Vecchi 2014). According to Sashi (2012) social media have contributed to make it easier for consumers to create and build relationships with brands. The way companies handle the communication in social media is of importance in the aspect of building a relationship with the consumers (Alhaddad 2015). Therefore, companies use social media, such as Facebook and Instagram, as a two-way communication channel to create customer engagement (Sashi 2012).

2.2 Customer engagement

Customer engagement means that the customer is interacting and participating with the brand and becomes co-creators by interacting in the content that a brand is posting on social media (Guo et al. 2016). Interaction on social media includes reacting to content such as liking, commenting, sharing with others and posting user-generated content such as product reviews (Barger et al. 2016). However, as mentioned above in this paper, there is still a gap in the two-way communication on social media, due to the customers will to engage differs from what would be preferable from the brands perspective (Hollebeek & Chen 2014).

According to Hollebeek and Chen (2014), customer engagement could result in several outcomes. Engagement in high amount could make an object, such as a company, brand or a product, increase in positive perceptions and negative perceptions (Hollebeek & Chen 2014). Rissanen & Luoma-Aho (2016) explains that it has been shown that positive engaged customers lead to better perceptions of the brand and brand reputation. Other positive outcomes of customer engagement are loyalty, empowerment, emotional bonding and connection to the brand (Rissanen & Luoma-Aho 2016). Customer engagement could lead to purchase intentions and decisions which creates opportunities of higher sales and profitability (Barger et al. 2016). Negative engagement is connected with failed expectations, personal values and emotions (Rissanen & Luoma-Aho 2016). Social media has brought consumers more control and power, since it has open up the communication, which allows the consumers to share their opinions and affect others with their attitudes and emotions, positive and negative (Kontu & Vecchi 2014).
2.3 Motives for customer engagement

Customers chose to engage for various reasons. According to previous research prioritized motives has been proved to be personal interest, entertainment, rewards and information acquisition and sharing (Rissanen & Luoma-Aho 2016; Barger et al. 2016).

According to Rissanen & Luoma-Aho (2016) one motive that has been stated to engage customers is personal interest. The personal interest is based on self-driven motivations. If the content is appealing to the consumer’s personal motives they are more encouraged to interact (Rissanen & Luoma-Aho 2016). In addition, Merrilees (2016) explain that customers of hedonic companies, such as fashion brands, are most likely to engage in the brands they are passionate about. The passion for the brand encourages them to give feedback and communicate actively. The probability of consumers sharing content goes further from the content itself to the brand, and is therefore influenced by the brand attitude (Barger et al. 2016). According to Merrilees (2016), personal interest is a result from the emotional, psychological or physical investment a customer has in a brand.

Consumers tend of wanting to relax and outflow from problems and everyday life. Internet and social media has been shown to be used as entertainment for amusement in previous researches (Azar, Machado, Vacas-de-Carvallo & Mendes 2016). According to Azar et al. (2016), entertainment is one of the most important motives to create customer engagement and to get consumers involved in a brand. This is because the engagement is depending on consumers’ perceptions of how entertaining, and interesting the content is (Barger et. al 2016). Therefore, the content that a brand publishes on their social media pages should be carefully considered to attract and entertain the customers. It could for instance be done by being humorous, educational or provide emotionally appealing content (Azar et al. 2016).

According to Azar et al. (2016), the consumers desire for gaining economic benefits has resulted in a motive for customer engagement, called rewards. Rewards is a collective term for activities of incentives and promotions such as time savings, special deals, monetary rewards, and price discounts. Azar et al. (2016) explains that previous researchers have argued that rewards are one of the main motives of joining brand pages on social media, which has led to brands using it as a strategy to interact with its customers. Rewards has in addition been shown to be the main motive for consumers to spread word of mouth on social media.

Mortazavi, Esfidani and Barzoki (2014) discovered that the access of information was a driver for customer engagement. Confirmed by Azar et al. (2016) this is still up to date. A motive for customer engagement is thereby explained as information acquisition and sharing. Social media has become the primary channel for the consumers to search for relevant, reliable information and inspiration. Accessing brand networks on social media, the consumers can take part of information from the brand and the knowledge from other customers about the brand and its products (Azar et al. 2016).

Consumers helping other consumers are described as an initiative for sharing information about brands and products leading to customers engaging in making reviews in social media (Rissanen & Luoma-Aho 2016). According to Kumar, Bezawada, Rishika, Janakiraman and Kannan (2016) the consumers desire to socialize with others, makes them share information and content with others on social media. Consumers tend to place value in connecting with other consumers, especially with same interest such as a specific fashion brand, which encourage them to share content.
2.4 Purchase intentions from customer engagement

According to Smith et al. (2016) purchase behavior is a response to pre-purchasing stimuli. These stimulus is what gives the consumer the sense of wanting to buy a product. The pre-purchasing stimuli are therefore considered to be the intention of buying a product, the purchase intention. Smith et al. (2016) defines purchase intention as “A consumer’s subjective judgement in the decision-making process after a general evaluation has identified a willingness to act towards a product or brand”. The purchase intention is used as a predictor of the purchase behavior and can therefore be connected with the sales forecasting for a company.

Hutter, Hautz, Dennhardt and Fuller (2013) claims that the brand has an important role of the decision-making regarding purchase intention for consumers. This is explained by Fernandes and Esteves (2016) as when consumers have a favorable attitude against a product or a brand, it increases the probability of positive behavior response towards it.

Content on social media can bring entertainment, which is satisfying to the consumers (Margrath & McCormick 2013). Hutter et al. (2013) describes that through satisfying content on social media, the consumer can recognize a need, which create a stimulus to buy. Furthermore, Margrath and McCormick (2013) states that the consumer can discover products or brands in the content that appeals to their emotions creating a response in terms of purchase intentions.

According to Margrath and McCormick (2013) price promotions could be an effective tool to increase purchase intentions. Online discounts have been shown to boost sales since vouchers motivate consumers to shop online (Margrath & McCormick 2013). In the perspective of competitions as rewards, Hollebeek, Conduit and Brodie (2016) means that contests make the consumer actively participate and think about personal brand-related goals, which serves as a driver for purchase intentions.

According to Gupta (2016) two-way communication is having an impact on consumers purchase behavior, due to easy access of products information and reviews. Sashi (2012) claims that purchase decisions could be influenced by social media activities, as websites provide the consumer with product information that facilitates purchase intention. Social media also offer the consumer a wide range of networks to evaluate and compare alternatives (Song & Yoo 2016). According to Elwalda, Lu and Ali (2016) consumers trust information from peers more than from communicating with brands online, when they evaluate information about products before a purchase. According to Barger et al. (2016) the information is commonly used to make well-informed buying decisions. Product reviews has been shown to be a factor resulting in potential purchases, due to their explanations of products and emotional reactions from other consumers.
3 Theoretical Framework

In this section the highlights of the literature framework is taken out forming concepts for this study to be tested.

In line with the literature review this study aims to investigate the main motives for customer engagement. Researchers stated above that the main motives to create customer engagement on social media with fashion brand is; personal interest, entertainment, rewards and information acquisition and sharing. This study aims to investigate which one of the motives that create most engagement among consumers on social media. The study aim to test if the motives has an impact on the purchase decision for the consumer which has been explained by previous researcher to affect. Furthermore, to investigate which motive has the greatest relation between customer engagement and purchase intention.
4 Methodology

In this section, the methodology and data collection method is explained. Both the collection processes and the analyzing process is described. Lastly, the validity and reliability of the study is discussed.

4.1 Primary data

This research was conducted by a quantitative study. The quantitative method was chosen in order to gather a overvewing perspective of customer engagement on social media towards fashion brands. The quantitative research strategy is an approach resulting in quantitative, statistical data, which gives the ability to chart the findings (Bryman & Bell 2015). For this thesis, the aim was to investigate what encourage customer engagement and the outcome of purchase intentions. Therefore, quantitative method was preferable due to the limited number of respondents of the qualitative data collection methods, to gain a better overview (Bryman & Bell 2015). The quantitative study was conducted through a survey which was produced at the Google function Google Forms. The self-completion questionnaire was then distributed online, primary through the social media network Facebook. The decision of distribute it on Facebook was based on the objective to target consumers who use social media and with an aim to reach out to as many respondents within the time frame of the thesis. By having the survey online made it possible for the respondents to answer when they had the opportunity and time to answer it, which is beneficial for the respondents as it adapts to their needs (Bryman & Bell 2015). The survey was available for the respondents during seven days, which was enough to get the desired number of respondents.

4.2 Motives to be investigated

According to previous research the chosen motives from the theoretical framework were seen to be the most prioritized ones; including personal interest, entertainment, rewards and information acquisition and sharing. Due to that fact, these motives were in focus in the study.

4.3 Design of the survey

In order to construct a questionnaire, the questions emerged out of the concepts in the theoretical framework, which is based on the purpose of the thesis. The questionnaire contained closed questions. Closed questions contribute to make the collected data comparable and generalizable (Harboe 2013). Since the concepts from the theoretical framework could be difficult to understand for the respondents, the concepts were translated into daily language. For example, instead of asking if the respondents interacted on social media in fashion brands they have personal interest in, it was asked whether or not they interacted in their favorite fashion brands. This to improve the answering frequency. Phonetic expressions could cause that more people do not understand the questions (Eliasson 2011). To increase the answering frequency further, short questions were formulated. In accordance to Bryman & Bell (2015) the survey was tested through a pilot study to investigate if the questions were well-defined, as well to avoid and remove possible errors. The pilot study was compiled by four people, considered to be a representative selection, to respond the survey to see that the questions were understandable. These respondents did not participate in the actual study. By given comments, the design of the questions got improved.

The first section of the survey contained questions regarding gender and social media usage, which typical are nominal variables. The nominal variable is a measurement of categories that are not possible to rank and contains information like gender (Lantz 2011). These questions
were seen as filter questions, as the survey only concerned women in the age 18-50 who are following fashion brands on social media. This excluded the respondents that did not meet the requirements for the chosen sample selection. The second section concerned questions regarding motives regarding the customer engagement and what motives that could have an impact on purchases intention. All these questions consist of variables on an ordinal scale, which is a scale that is possible to rank the answers but cannot determine the distance between the answer alternatives. The respondents answered on a five-degree Likert scale and could choose between five alternatives: “Never”, “Sometimes”, “Often”, “Very often”, in addition it was one alternative given as “Not sure”. All questions of the survey are included in Appendix 1. The individual respondents’ answers are archived with the authors.

4.4 Sample selection

Due to the distribution of the survey, some individuals had a higher probability to be selected to respond than others. The sample were therefore not selected randomly and counted as a non-probability sample (Bryman & Bell 2015). The sample of this study is a non-probability sample referred as convenience sample due to the limited accessibility of the authors.

A sample should be representative to a wider population than its respondents. A convenience sample is a sample selected by the population available for the researchers and will limit the generalizability of the study and could rather be used as a activator for further research (Bryman & Bell 2015). Since the survey has been distributed online at social media it goes under the sample of convenience because the respondents in connection to the authors are the ones with high probability to be reached. This was chosen to increase the number of respondents in order to be able to discover a pattern for the respondents and make conclusions which could be continued to be investigated in future research.

4.4.1 Sample size

The targeted number of respondents in the sample size was 150 to 200. After the survey was completed, some of the respondents had to be excluded before the analyzing started. By having the filter questions in the survey this could easily be done. First, this research has focused on women, which means that the responding men and those who chose not to state gender, had to be taken out of the total. This number was 5. Second, the respondents who answered “No” to the question whether they followed fashion brands on social media or not had to be taken out of the result. This number was 34. Those respondents continued to answer questions about what motivates them to engage on fashion brands social media pages without actually following any fashion brands, which makes it not valid to analyze what encourage them. The total amount of respondent reached 148, and after the withdrawal, the number of the sample amounted 109 respondents.

4.4.2 Sample bias

Due to the sample of convenience, there is a probability of selection bias. Selection bias is the tendency of excluding some possible respondents from the sample, the bias increases using convenience sample and could be avoided by choosing a probability sample rather than a nonprobability one (Datallo 2009). Since the convenience sample was chosen even so, this had to be taken in consideration.

By doing an online self-completion questionnaire the sampling bias could be people that do not use neither use computers nor social media, as this was the network that is used to be able respond to the survey. However, these people are not relevant, as they probably do not use social media, which was a requirement to participate in the study. In the survey, the
respondents got to fill in which age group they belong to between 18-25, 26-30, 31-40 and 41-50. The age groups were chosen to not be equally divided in years thus the usage of social media could vary much in the younger ages. The original purpose of this was to analyze if the answers differed between age groups. After conducted the survey, the spreading of age was too unbalanced to analyze it correctly and was therefore taken out of the result. The result is therefore analyzed by all ages together of women between 18-50.

4.5 Analyzing of quantitative data

When done a survey on Google Forms, the raw data was provided through an Excel calculation. The withdrawal of respondents had to be made before processing the data, to get the right selected sample. The quantitative data was analyzed within the statistical computer program SPSS. To be able to analyze the collected data in SPSS, the data was coded before transferred into the software of SPSS. The coding was done as a ranking system on the five-degree Likert scale where “Never” =1, “Sometimes” =2, “Often” =3, “Very Often” =4 and “Not Sure” =5. The question that did not include this Likert scale alternatives got their own coding but in the same ranking system. The data was first processed in order to analyze it according to the first research question. This was performed through descriptive statistics. By descriptive statistics, percentage, frequencies and median values were provided. A median value is suitable for the ordinal variables due to its non-numerical characteristic as the median value could be expressed in words. The mean value, has to have a numerical variable, either scale or quote, to function (Lantz 2011). The descriptive statistics was chosen to get an overview and be able to view how the respondents answered about the different customer engagement motives.

For the second research question, another analyzing method was used. The variables in this study are non-parametric because of its ordinal scale. The ordinal scale consists variables that can be rank-ordered, because the distance between the different variables cannot be measured (Bryman & Bell 2015). When a variable is on a qualitative variable scale, such as an ordinal scale, a non-parametric test is preferable to use (Lantz 2011). In this study, the non-parametric test Spearman’s Rank-Order Correlation was the best alternative as the relation between two different variables on ordinal scale is measured. This to relate the customer engagement with the purchase intention for the respective engagement motive. Correlation is used when investigating a relation between one or more variables (Lantz 2011). According to Sundell (2010) the correlation is expressed as a value, which should be between +1 and -1. A positive strong correlation is a value closer to +1 and a strong negative correlation close to -1. 0 gives no correlation.

4.6 Secondary data

The secondary data was collected mainly through scientific articles, which gave an overview of previous research. The secondary data and theoretical framework was conducted before designing the survey and collecting the primary data. In order to make it more beneficial to interpret the result of the study the theoretical framework provides the basis of the questionnaire. The secondary data consists mainly of scientific articles, which were found through the databases Google scholar, and Primo, which is the library database from University of Borås. To find relevant information for this thesis the search words as social media, customer engagement, purchase intention and consumer behavior were used. Since social media and technology is in constant development the previous research viewed for the theoretical framework has been from recent years.
4.7 Validity

Whether a measurement measure what it is supposed to measure or not is called construct validity (Bryman & Bell 2015). To achieve a high construct validity, all decisions regarding the survey and designing of questions has been made pursuant to the purpose and research questions. However, the questions could have been better designed to analyze and it could have been additional questions to get increase the validity. The purpose has been central through the whole report to create coherence in all sections.

Datello (2009) explains that the external validity is the ability to generalize the study's result to other persons, times and places. Depending on the convenience sample and in addition having relatively low number of respondents, the findings of this thesis were not generalizable. Response bias occurs when respondents do not answer truthfully because of the authors influence and attitudes (Datello 2009). Due to the self-completion questionnaire, the authors had minimized influence in the respondents. Response bias were therefore decreased as the respondents could fill in the answers more accordingly to their opinion without being influenced by the authors, which higher the validity.

4.8 Reliability

Reliability aim to see if the investigation is reliably, by being able to repeat the survey under similar condition and to get the same result (Bryman & Bell 2015). The more reliable the result is to repeat, the higher the reliability is of the survey, which is of importance for the scientific credibility (Eliasson 2011). To improve the reliability of the survey the preparations was made carefully, both through selected questions and with the theoretical framework done in advance. Before sending the survey out, a pilot study was also being done to ensure that the questions were understandable. As the study was done once there could be lack of reliability. If the survey would be done again the result could differ, as people’s usage of social media may change in the near future. Although the amount of respondents was acceptable, with a valid response rate of 109, the reliability could be higher with more respondents. To increase the reliability of this thesis, the choice of making the data analysis by SPSS made, since it calculates accurate and gives correct descriptive frequency calculations and correlations between variables.

The reliability of the survey was tested through a Cronbach Alpha test. This is a common test to measure the internal reliability of a study (Bryman & Bell 2015). To get a accurate result in the test, the answer alternatives need to be same scaled for all questions included in the measurement (Lantz 2011). Therefore, question number 10 has been deleted from the test since it has six-scale alternatives instead of a five-scale like the other questions. Question 10 also have different values in the alternatives. According to Lantz (2011) the value of Cronbach's alpha should be over 0.7 in order to be reliable. The result of Cronbach’s alpha from this study has the value of 0.719, which can therefore be considered to be reliable.

<table>
<thead>
<tr>
<th>Reliability Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cronbach's Alpha</td>
</tr>
<tr>
<td>0.719</td>
</tr>
</tbody>
</table>

Figure 1: Reliability statistics
5 Result and analysis

In this section, the results from the quantitative study are presented followed by an analysis for the collected data together/compared with the theoretical framework.

5.1 Result of customer engagement motives

In the questionnaire, Q1, Q3, Q5, Q6, Q8 and Q10 covers the research aim to answer which main motives that creates customer engagement with fashion brands on social media. In line with Rissanen and Luoma-Aho (2016) and Barger et al. (2016) research, the main motives being tested through the survey is Personal interest, Entertainment, Rewards and Information acquisition and sharing.

The four answer alternatives are divided into two classifications. These classifications were made to easier analyze the result of the customer engagement motives as it concludes “Never” and “Sometimes” into one section and “Often” and “Very Often” into the other section. This facilitates the analyzing since the answering alternatives do not give a concrete time reference and therefore it is divided as low engagement and high engagement.

Class 1: “Never” and “Sometimes”, which indicate on low engagement. Class 2: “Often” and “Very Often”, which indicate on high engagement.

5.1.1 Personal interest

Do you like/comment and or share content on social media from your favorite fashion brands?

<table>
<thead>
<tr>
<th>Statistics</th>
<th>Personal Interest</th>
</tr>
</thead>
<tbody>
<tr>
<td>N</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>Missing</td>
</tr>
<tr>
<td></td>
<td>Median</td>
</tr>
<tr>
<td>109</td>
<td>0</td>
</tr>
<tr>
<td>2.00</td>
<td></td>
</tr>
</tbody>
</table>

Figure 2: Descriptive statistics Personal interest

![Pie chart showing personal interest distribution](image)

Figure 3: Chart overview Personal interest
Connected to the motive of personal interest, this question measures whether or not consumers feel motivated to engage in their favorite fashion brands they feel passionate about. The median value of this motive is “Sometimes”, which represents 51.4 percent of the 109 respondents. Furthermore, 36.7 percent announce that they “Never” interact with their favorite fashion brand. This indicates that the majority of the respondents do not get motivated by their passion or personal interest for a fashion brand, classified as class 1.

5.1.2 Entertainment
If the content is entertaining to you, how big is the likelihood that you will like/comment and or share it?

<table>
<thead>
<tr>
<th>Statistics</th>
<th>Entertainment</th>
</tr>
</thead>
<tbody>
<tr>
<td>N</td>
<td>109</td>
</tr>
<tr>
<td>Valid</td>
<td></td>
</tr>
<tr>
<td>Missing</td>
<td>0</td>
</tr>
<tr>
<td>Median</td>
<td>2.00</td>
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</tbody>
</table>

*Figure 4: Descriptive statistics Entertainment*

This question controls whether the content makes the consumer engage or not. The median value is here “Sometimes” by 44 percent, although, the answer frequency is higher on the class 2 than on question number 1. For this motive, the answer of “Very often” was most chosen for all of the four motives. Still in total, class 1 is predominant which shows that entertainment is low in customer engagement.

5.1.3 Rewards
If a fashion brand has a discount code or special offer on their social media, does it influence you to like/comment and or share it?
This question reports about the motive of rewards for the customer engagement. As shown in figure 5, the median value is “Sometimes”, however, the most frequent answered alternative is “Never”. With a total of 76.1 percent, placed in class 1 it shows a level of low engagement regarding rewards in the aspect of discount codes and special offers.

How likely is it that you would enter a competition from a fashion brand on social media? (With a chance to win a product or other economic benefit)
For this question, if the respondents enter competitions on social media with an economic benefit, the median value is “Sometimes”. Seen in figure 8, both alternatives in class 1 are frequently and almost equally chosen. This makes class 1 the largest with a high percentage of 85.3 percent and shows a low engagement in total.

5.1.4 Information acquisition and sharing
If you want information about a fashion brand or its products do you search for it on their social media page?

<table>
<thead>
<tr>
<th>Information Acquisition</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>N</td>
<td>Valid</td>
</tr>
<tr>
<td>Median</td>
<td>Missing</td>
</tr>
</tbody>
</table>

Figure 10: Descriptive statistics Information acquisition

If you want information about a fashion brand or its products do you search for it on their social media page?

Figure 11: Chart overview Information acquisition
According to the result in figure 10, the respondents “Often” (26.6 percent) search for information on fashion brands social media networks. The median value is however “Sometimes” with a percent of 48.6. This result gives the information acquisition a low engagement level placed in class 1.

Do you share posts such as product reviews and other information on social media related to a fashion brand?

<table>
<thead>
<tr>
<th>Statistics Information Sharing</th>
</tr>
</thead>
<tbody>
<tr>
<td>N</td>
</tr>
<tr>
<td>Median</td>
</tr>
</tbody>
</table>

*Figure 12: Descriptive statistics Information sharing1*

For this question, it is shown that the median value is “Never”, which gives that 78.9 percent of the respondents do never share post related to a fashion brand on social media. This places information sharing in class 1, with 96.3 percent, the highest of all asked questions.

If you were going to share content, what motivates you to share content about fashion brands or its products on social media?

<table>
<thead>
<tr>
<th>Statistics Information Sharing</th>
</tr>
</thead>
<tbody>
<tr>
<td>N</td>
</tr>
<tr>
<td>Missing</td>
</tr>
<tr>
<td>Median</td>
</tr>
</tbody>
</table>

*Figure 14: Descriptive statistics Information sharing2*
The respondents have chosen “Communicate with friends and family” most frequent with 37.6 percent. The alternative of “Because I like the brand” is also high selected with 25.7 percent. Therefore, the median value is not that accurate for this question as it shows “Because it is fun” which has 5.5 percent frequency.

### 5.2 Analysis of customer engagement motives

RQ1: What are the main motives to create customer engagement towards fashion brands on social media?

Stated by Merrilees (2016), consumers are encouraged by their passion for a brand, which makes them communicate actively, due to the emotional investment in the brand. It is shown that 88.1 percent are placed in class 1, which indicates on a low engagement of personal interest motive. Azar et al. (2016) points out that entertainment is one of the most important motives for customer engagement. Confirmed by this study, entertainment was the second most encouraging motive with 30.2 percent of the respondents in class 2. Information acquisition was although the highest encouraging customer engagement motive with 34.9 percent. This could be related to Azar et al. (2016) statement that social media has become the primary channel for information searching. However, the connected part of the information motive regarding sharing was shown to have a low engagement due to its median value, where 78.9 percent indicated that they “Never” shared information. The motive of information acquisition and sharing should therefore be considered as two motives since the result was diverse. From now on the referring to the motive of information it is separated into two motives as information acquisition and information sharing. If the respondents yet chose to share, the reason would most likely be to “Communicate with friends and family”. Which could be explained by Kumar et al. (2016) as the consumers desire to socialize with others. The most frequent answer of whether or not the respondent interacts on social media due to discount codes and special offers was “Never”. In addition, not many percent (11 percent) reported that they would enter a competition from a fashion brand with a chance to gain an
economic benefit. This does then not confirm Azar et al. (2016) theory of rewards as a
customer engagement motive.
The study shows that all motives to customer engagement have a low engagement overall.
This because all of the motives are placed in class 1. Information acquisition is the most
encouraging motive of these tested motives, which therefore could be considered to be the
main one of the previous stated engagement motives for creating customer engagement
towards fashion brands on social media.

5.3 Results of purchase intention motives

5.3.1 Purchase intention of personal interest
Do following your favorite fashion brand on social media make you want to buy their products?

<table>
<thead>
<tr>
<th>Statistics</th>
<th>Information Sharing</th>
</tr>
</thead>
<tbody>
<tr>
<td>N</td>
<td>Valid</td>
</tr>
<tr>
<td>Missing</td>
<td>0</td>
</tr>
<tr>
<td>Median</td>
<td>2.00</td>
</tr>
</tbody>
</table>

Figure 16: Descriptive statistics purchase intention of personal interest

This question test if the personal interest in a favorite fashion brand creates a stimuli to buy
their products when following them on social media. The mean value is calculated to
“Sometimes” by 53 percent. However, none of the respondents responded to never get a
stimuli to buy from personal interest on social media and the total of 46 percent of the
respondents shows an intention to buy.

5.3.2 Purchase intention of entertainment
Do fashion products in a fun/-interesting content such as photos and videos on social media
courage you to buy a product?
The purchase intention of entertainment is shown to be low since the most frequent answer is “Sometimes” with 56 percent. “Sometimes” is also the median value. For this question 38 percent indicates a higher level of purchase intention from entertainment on social media, it is however a lower percentage of intention than the previous motive of personal interest.

5.3.3 Purchase intention of rewards

Are different promotion codes an important element when you are buying something from a fashion brand?

Figure 20: Descriptive statistics purchase intention of rewards

Figure 21: Chart overview purchase intention of rewards
This question investigates the impact of rewards as a stimulus to buy from a fashion brand when exposed to it on social media. As the median value confirmed, “Sometimes” is the most commonly answered alternative. Together with the alternative of “never” it gives a percentage 67, which shows strongly of low purchase intention from rewards.

### 5.3.4 Purchase intention of information acquisition and sharing

<table>
<thead>
<tr>
<th>Statistics Information Sharing</th>
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<tbody>
<tr>
<td>N Valid</td>
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<tr>
<td>Missing</td>
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<tr>
<td>Median</td>
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</table>

**Figure 22:** Descriptive statistics purchase intention of information acquisition and sharing

This question examines whether or not consumers rely on information from fashion brands published on social media when buying fashion products. The result shows that “Sometimes” is the most frequent answer, as same as the median value. The low total of 28 percent of the respondents relied on the information from the fashion brand.

### 5.3.5 Purchase intention of information acquisition and sharing

<table>
<thead>
<tr>
<th>Statistics Information Sharing</th>
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<tbody>
<tr>
<td>N Valid</td>
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<tr>
<td>Missing</td>
</tr>
<tr>
<td>Median</td>
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</tbody>
</table>

**Figure 24:** Descriptive statistics purchase intention of information acquisition and sharing
In addition to previous question, this question investigates the number of respondents relying on other consumers information on social media when buying fashion products. Median value is “Sometimes” as the most frequent answering alternative by 51 percent.

5.4 Results of purchase intention related to customer engagement motives

To investigate the second research question of this thesis, the relevant questions of the survey is paired together to test the relation between customer engagement and purchase intention. According to Barger et al. (2016) engaged customers can lead to higher sales and profitability. The customer engagement motives are put in relation to the respondents’ answers of intention to purchase for respective motive.

To measure the relation between two variables, correlations are used. As mentioned in the methodology, when one or more variable is of an ordinal scale a non-parametric test is applied. Körner & Wahlgren (2015) explain that the result from the test is a value between +1 and -1, where a higher number indicates on a stronger relationship.

In the tables shown below in this chapter, the degree of the significance is either represented by a p-value (Sig. 2 tailed) equal or lower than 1 percent (**), or equal to, or lower than 5 percent (**). The value of the relation should be between +1 and -1, to have a positive or negative correlation.

5.4.1 Personal interest related to purchase intention

Variables in correlation: Personal interest related to purchase intention. The relation is made from the result of figure 3 and figure 17. The specific questions in relation are:

Do you like/comment and or share content on social media from your favorite fashion brands?

Do following your favorite fashion brands on social media make you want to buy their products?
When measuring the relation between personal interest and purchase intention the correlation is shown to be 0.279**. This indicates that it appears to be a weak positive correlation between the two variables. The p-value for this test shows that it is evidence to believe that the tested values are monotonically correlated in the population (r=0.279, n=100, p < 0.003).

5.4.2 Entertainment related to purchase intention

Variables in correlation: Entertainment in relation to purchase intention. The relation is made from the result of figure 5 and figure 19. The specific questions in relation are:

If the content is entertaining to you, how big is the likelihood that you will like/comment and or share it?

Do fashion products in a fun-/interesting content such as photos and videos on social media encourage you to buy a product?

To determine the relationship between entertainment and purchase intention, a correlation value of 0.228* is calculated. The Spearman’s test indicates on a result with a positive correlation, however it is a weak relation. For this the p-value is lower than the significance, and gives that the correlation is significant (r=0.228, n=109, p < 0.017).

5.4.3 Rewards related to purchase intention

Variables in correlation: Rewards in relation to purchase intention. The relation is made from the result of figure 7 and figure 21. The specific questions in relation are:

If a fashion brand has a discount code or special offer on their social media, does it influence you to like/comment and or share it?

Are different promotion codes an important element when you are buying something from a fashion brand?
The relation of rewards and purchase intentions has a correlation of $0.239^*$. This shows a value above 0 which creates a positive correlation, nevertheless, it is not very strong. The p-value has a significant correlation, and it has evidence to believe that the correlation is monotonic.

### 5.4.4 Information acquisition related to purchase intention

Variables in correlation: Information acquisition related to purchase intention. The relation is made from the result of figure 11 and figure 23. The specific questions in relation are:

If you want information about a fashion brand or its products do you search for it on their social media?

Do you rely on information from fashion brands on social media when you are buying fashion products?

![Table 5.4.4: Spearman’s rho Information acquisition](image)

This correlation is measuring about the purchase intention in specification of how reliable the respondents are perceiving the information and what relation it has to the engagement level. The relation between information acquisitions from the fashion brand related to purchase intention gives the correlation of 0.118, which presents a low correlation. However, there is not a significant correlation between the two measured values, as the p-value (0.221) is higher than the significance and no evidence is found to believe that the correlation is significant ($r=0.118$, $n=109$, $p > 0.221$).

### 5.4.5 Information sharing related to purchase intention

Variables in correlation: Information in relation to purchase intention. The relation is made from the result of figure 13 and figure 25. The specific questions in relation are:

Do you share posts such as product reviews and other information on social media related to a fashion brand?

Do you rely on other consumer’s information on social media when you are buying fashion products?
The correlation of information sharing is done in relation of if the respondents share content and how much effect other consumers sharing has on their purchase intention. The result of the measured relation between information sharing from consumers related to purchase intention shows the correlation of 0.231*. This result is a weak positive correlation ($r = 0.231$, $n = 109$, $p < 0.016$). However, the $p$-value is lower than the significance, which results in a significant correlation between the two variables.

**5.5 Analysis of purchase intention related to customer engagement motives**

RQ2: What impact can the main motives of customer engagement have on the consumer's purchase intention?

According to Margrath and McCormick (2013) and Hutter et al. (2013) satisfying content on social media make the consumer discover products and brands leading to purchase intentions. In this study, it shown that there is a relation between entertainment and purchase intention. Confirming Margrath and McCormick (2013) statement that price promotions are an effective instrument for purchase intentions, the study shown to have a positive correlation between rewards and purchase intention. It is questionable however, if price promotions are that effective as Margrath and McCormick (2013) claims, since the correlations is weak (0.239). The highest correlation turned out to be the relation between personal interest and purchase intention (0.279). In line with Fernandes and Esteves (2016) favorable attitudes against a brand gives a probability of purchase intention. Elwalda et al. (2016) argues that consumers trust information from peers over information from the brand when evaluating product information before purchase decision. In accordance with this study, it seems to be correct due to the positive correlation (0.231) of the relation between information acquisition from consumers and purchase intention. Furthermore, there is not a significant correlation between information acquisition from the brand and purchase intention, which also confirms Elwalda et al. (2016) statement.

In total, personal interest, entertainment, rewards, information acquisition is generating a positive correlation, although the values are positive the correlations are relatively weak. The test regarding information sharing did not show a correlation, as it did not have a significant correlation. It indicates that the engagement from the motives of personal interest, entertainment, rewards and information acquisition have an impact on the consumer's purchase decision.
6 Discussion

The discussion concludes the purpose with the findings in this study. The findings are discussed in a criticized approach.

This thesis aims to investigate motives that create customer engagement with fashion brands on social media and the relationship between customer engagement motives and purchase intention with a fashion brand. Previous research has shown low customer engagement from consumers on social media (Baird & Parasnis 2011; Schultz & Peltier 2013; TrackMaven 2016). Confirmed by this study, the customer engagement appears to be low in general, which applies also for the investigated motives. However, seen from the study there are some motives that are more encouraging than others. It should be underlined that the engagement for each motive is placed in class 1 and indicates on a low encouragement to engagement. The low engagement could have an impact on the result of purchase intentions. In line with the positive significant correlations from the result regarding the different motives it can be shown that with higher customer engagement the purchase intention would increase, which would result in a stronger relation. This because the relationship is monotonic.

The result of the highest ranked motive turned out to be information acquisition. This could be interpreted as a pattern that consumers are likely to search for information on fashion brands social media pages. It needs to be further investigated in what purpose this information is searched for, since it appears not to be related to purchase intention in this study. The respondents are actively searching for information but they tend not to rely on it when determining a purchase intention. In comparison of the different information sources, coming from the brand or other consumers, the respondents rely higher on other consumers’ opinions and statements than information sent out from the brand. Furthermore, the result can be understood as the respondents would like to know other consumers reviews and opinions, however they are not eager to share information themselves.

The highest correlated motive with purchase intention is personal interest. This seems logical since seeing products from a fashion brand that the consumer already has a positive attitude about, should increase the likelihood for them to get stimuli leading to purchase intention. In addition, this also connects with the statement of Fernandes and Esteves (2016) that a favorable attitude increase the probability of positive behavior response. According to Merrilees (2016) emotional feelings for a brand are resulting in engagement. However, the engagement for this motive was not the highest encouraging. This gives the impression that personal interest is not making the respondents interact but seeing fashion products from their favorite fashion brands still gives them stimuli to buy a product.

To take into account for this study, is that the questions of the survey could be miss formulated to reflect the respondent's reality. The survey could have been improved by supplementing more questions for every engagement motive to gain a better insight of each. The answering alternative of “Sometimes” may not have been suitable since it could be experienced as too abstract of how often sometimes is. It could explain why many respondents chose sometimes even though previous research has stated that the motive is creating engagement. This could also have had an impact on the other questions. For a more accurate result, the survey should have been not only tested through a pilot study but also been test analyzed before making a further developed questionnaire. This to understand the analysis process and improve the questions to adapt to the quantitative method better.
7 Conclusion

In this section, the conclusions of the study and discussion are concluded followed by suggestions for further research.

The findings of this thesis give the impression that customer engagement overall is still low even for the motives that has been stated in previous research to be the most encouraging ones. Two way-communications has been seen to be a commonly used approach on social media to connect consumers with companies and consumers with consumers. The findings of customer engagement indicate that the respondents do not usually take part of the two-way dialog. The reliability seems to lie with other consumers rather than the fashion brands on social media when searching for information. In addition, information acquisition was ranked as the most encouraging motive, however, it cannot be stated what this information is about, since this study does not cover what kind of information the respondents are actively engaging for. In accordance with the study it seems not to be related with the purchase intention. The findings from the thesis shows that personal interest is the engagement motive that is most related to purchase intention. Although, it cannot be seen from this study what creates this stimuli that leads to purchase intention, as it appears not to be the customer engagement thus the engagement is low.

7.1 Future research

This thesis recognizes pattern for low customer engagement on social media, yet in the motives stated in previous research to be the main encouraging for interactions. The consumer behavior in two-way communication needs further research to discover how to motivate consumers to engage in the communication. It could be necessary to research the reason why consumers chose to not engage actively on social media, in order to find out how to engage consumers, as a suggestion through a qualitative study to get more insights about the individual's perceptions.

In the two-way communication consumers are relying more on information from other consumers than the brands, it could be researched about what makes the consumers question the information from fashion brands and how it could be improved from a fashion brand's perspective to appeal to their customers better on social media. This in order to gain more trust in all parties on social media.

Another suggestion for future research could be to investigate consumer behavior on social media in terms of what factors in personal interest creates the stimuli that leads to a purchase intention. Also, if it could be connected of how to create customer engagement through personal interest. This research does further not cover how the separate motives could be in relation to each other in terms of engagement and purchase intention. An interesting perspective to investigate could be the impact they have on one another. For example, if and how entertaining content could be in relation to personal interest affecting the purchase intention.
8 References


Guo, L., Zhang, M. & Wang, Y. (2016). Effects of customers’ psychological characteristics on


9 Appendices

9.1 Appendix 1

Hello!

We are two master students at the Swedish School of Textiles, writing our thesis in textile management. Our thesis is about customer engagement on social media, with a focus in what engage consumers to interact with fashion brands. The survey will be used for this thesis and the answers will only be studied by the authors before being analyzed. The survey is completely anonymous. Please answer as correctly as possible.

Please notice that in this survey the term social media refers to all social media channels like for example Facebook, Instagram, Twitter, Pinterest, Youtube, Snapchat, Linkedin and so on. Content means information/pictures/videos/posts and other things that fashion brands posts on their social media pages.

Thank you very much for participating!

Best Regards
Isabelle Bylund & Susanne Lindgren

Gender
Female/male/prefer not to say

Age
18-25
26-30
31-40
41-50

Do you use social media?
- Yes No

Do you follow fashion brands pages on social media?
- Yes No

Do you like/comment and or share content on social media from your favorite fashion brands?
- Never, sometimes, often, very often, not sure

Do following your favorite fashion brands on social media make you want to buy their products?
- Never, sometimes, often, very often, not sure

If the content is entertaining to you, how big is the likelihood that you will like/comment and or share it?
- Never, sometimes, often, very often, not sure

Do fashion products in a fun-/interesting content such as photos and videos on social
media encourage you to buy a product?
- Never, sometimes, often, very often, not sure

If a fashion brand have a discount code or special offer on their social medias, does it influence you to like/comment and or share it?
- Never, sometimes, often, very often, not sure

How likely is it that you would enter a competition from a fashion brand on social media? (with a chance to win a product or other economic benefit)
- Never, sometimes, often, very often, not sure

Are different promotion codes an important element when you are buying something from a fashion brand?
- Never, sometimes, often, very often, not sure

If you want information about a fashion brand or its products do you search for it on their social media page?
- Never, sometimes, often, very often, not sure

Do reviews and opinions on social media have an impact for your purchase decisions?
- Never, sometimes, often, very often, not sure

If you were going to share content, what motivates you to share content about fashion brands or its products on social media?
  - To communicate with friends and family
  - To communicate with other consumers
  - To communicate with the company
  - Because it is fun
  - Because I like the brand
  - I do not know

Do you share posts such as product reviews and other information on social media related to a fashion brand?
- Never, sometimes, often, very often, not sure

Do you rely on information from fashion brands on social media when you are buying fashion products?
- Never, sometimes, often, very often, not sure

Do you rely on other consumers information on social media when you are buying fashion products?
- Never, sometimes, often, very often, not sure
9.2 Appendix 2

Appendix 2 includes all of the frequency tables for the result of customer engagement motives and purchase intention motives.

### Personal Interest

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
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<td>36,7</td>
</tr>
<tr>
<td></td>
<td>Sometimes</td>
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<td>51,4</td>
<td>88,1</td>
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<td></td>
<td>Often</td>
<td>9</td>
<td>8,3</td>
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<td></td>
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### Entertainment

<table>
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<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
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<tr>
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### Purchase Intention of Rewards

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### Purchase Intention of Information Acquisition

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