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EFFECTS OF FASHION BLOGS ON CONSUMER BEHAVIOR IN PAKISTAN

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## Abstract

Fashion changes every day so does the ways to market it. Since the internet based marketing trend has taken hype the people have happened to refer to fashion blogs due to its authenticity and first hand reliable opinions about the products beforehand. The fashion bloggers are being given preference over the traditional marketing channels due to their credibility in providing the authentic information and guidance regarding the product instantaneously. A survey based on 5 point Likert scale questionnaire was conducted among 250 respondents. To analyze the data T-test was the statistical technique used for this research. The research findings stated that fashion blogs certainly affects the consumer behavior partly it may attract their attention and result in changing their preference towards the product but on the same time it may not change the perception about the product being good or bad majorly or make the consumer make the purchase decision instantly.

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## Chapter 1: Introduction

### 1.1.Overview

Fashion Media's purpose is to perform as a mean of communication between the industry and consumer, whether it is through 300 year old magazines, internet, trend companies or personal style blogs. It acts as a mediator amidst brands and consumers, in determining what fashion is, the fashion media lingers to be highly influential. (Hoskins, T. (2014)

An essential part in the contemporary fashion marketing is played by the social media, especially blogs. (Kulmala, M., Mesiranta, N., & Tuominen, P. (2013) Fashion blogging is said to be an example of a bigger trend which includes content generated by user, online reviews and extends to home décor, clothing as well as consumption of food. A 13 year old girl Rosman in the year 2009 became the first fashion bloggers. The Guardian, The Wall Street Journal, and other publications outlined Rosman by 2010 also tens of thousands of people read her blogs. (McQuarrie, E., Miller, J., & Phillips, B. (2013).

In early twenty-first century, there have been remarkable improvements in the growth of blogs, which results to extraction and collection of the information carried by numerous contributors. The growth of blogs has been at an astonishing rate. According to the most recent study, there are more than 55 million blogs, and more than 40,000 new blogs are produced daily, in each 2.2 seconds. (Sunstein, C. (2007).

Fashion online journals have turned out to be an admired type of content generated by users, lately since their emergence, and therefore huge attention to the style blog promotion has been shown by fashion industry. (Kulmala, M., Mesiranta, N., & Tuominen, P. (2013). In Fashion business, fashion bloggers are playing the key role. One of the very important forms of fashion blogging is personal fashion blogs, where blogger put up their picture to show their personal style. (Rocamora, A. (2011). Bloggers are discouraged from seek advice from information professionals in order to appear reliable and knowledgeable; the rapid nature of blogging obstructs the in-depth research. (Detterbeck, K., LaMoreaux, N., & Sciangula, M. (2014).

The major part of the blogosphere comprises of fashion blogs in today's world that are blogs that highlight from fashion products and fashion brands to street as well as personal style. Corporations have realized the benefits of these blogs and are using it as strong marketing tools in the recent years, realizing that it is an economical and targeted way to get to their desired audience and reach potential consumers. (Halvorsen, K., Hoffmann, J., Coste-Manière, I., &

Stankeviciute, R. (2013). Marketers are suggested to effectively use non-traditional media, that are blogs and social media (Warne, R. T., & Drake-Brooks, M. M. (2016).

Consumer behaviour is not just limited to buying things; besides this it also is about how our lives are affected by having (or not having) things and how we feel about ourselves and about each other is influenced by our wealth. Consumer behaviour is most up-to-date, dynamic and instable discipline. The consumer behaviour sphere covers up a lot of area; it studies the methods involved while a group or individuals choose to buy, consume or discard products, ideas, services or experiences to fulfill their needs and wants. Interest in consumer behaviour is growing not only in the field of marketing but social sciences spectrum as well. (Solomon, M. R. (2014).

In the formation and preservation of personal identities expenditure plays a significant role. The consumers are argued to be inconsistent, distinctive, communicative and extremely proficient in their spending habits of the 'digital. There is an uncertainty that people may use consumption as a way of playing with personalities and take mindful decisions. (Terhi-Anna Wilska. (2002).

Consumer behaviour certainly can be affected by fashion blogs, as these blogs link with their readers, which results in the product promotion being observed in a very personal and an uninterrupted manner. (Halvorsen, K., Hoffmann, J., Coste-Manière, I., & Stankeviciute, R. (2013).

## **1.2. Problem Statement**

The research focuses on assessment of the relationship between fashion blogs and different aspects of consumer behavior in Pakistan. Furthermore, the research analyses the effects fashion blogs generate on the consumer attention, consumer perception, consumer preference and consumer purchase decision.

## **1.3. Objective, significance, and background of the study**

The motivation behind this research is to study the effect of style online sites on fashion buyers along with its effect on buying of the fashion goods and examine the outcome of electronic verbal exchange among consumers in fashion online journals. The research intends to bring up the significant aspects of fashion blogs and intentions of blog readers look through products on blogs which is becoming an exceptionally huge means in advertising. The brands are putting in efforts to generate public relations as it is becoming significant to the brand success in a given market. The fashion blogs encourage dialogue among consumers in the fashion industry

for the designers' collections to be visually accessible to the consumers to create an impact on the consumer behavior.

### **Outline of the Study**

This research is divided into five chapters. Chapter 1 provides an initial over-view of the study it defines information about fashion blogs its initiation and the consumer behavior. Further it defines the focus of the research and the importance of this study to be conducted Chapter 2 highlights the work previously done on the selected topic of research related to the fashion blogs, the history of blogs and its impact that it had been previously generating on the consumer behavior. In Chapter three the relevant research methods chosen for the study had been elaborated which gives you a detailed information about the selected survey method, sample size to conduct the survey, the instrument used and the test being run to analyze the data while chapter four sheds light on the outcome of the study and defines the level of acceptance of the hypotheses analyzed. To end with in chapter five the conclusion of the findings of the study had been discussed and recommendations had been given for the further research on the topic.

### **1.4. Definitions**

**1.5.1 Fashion Blogs.** Fashion blogs are the webpage's that comprises of authors personal practices, thoughts and point of views on the fashion industry, clothing, and personal style, much of the times include images and links to other websites.

**1.5.2 Consumer Attention.** Attention is the consideration of the consumers towards visual or conceptual products, visibly or emotionally.

**1.5.3 Consumer Perception.** A marketing theory that includes a customer's feelings, responsiveness or awareness regarding a corporation or its products.

**1.5.4 Consumer Preference.** The individuals' choice according to taste and the utility various products are providing to the consumer.

**1.5.4 Consumer Purchase Decision.** The decision-making process used by consumers concerning the purchase of a good or service before, during, and after the transaction.



## Chapter2:LiteratureReview

### 2.1. BLOGS

The term blog was invented and popularized by Evan Williams who was the co-founder of Twitter, Blogger, and Pyra Labs. It is shaped by joining the terms web and log. As blogs are a creation of web, the origin of blogs can be tracked back to the time when the internet was introduced. Vast areas of interests are covered under the focus of blogging. Business, entertainment, politics, sports, autos, science and living green are the nine types of blogs on Technorati a blogging forum and within every kind there are various smaller groups. Today a standout amongst the most known subcategories of blogging is Fashion. Initially online sites appeared in 1997 and from that time to current day these have multiplied in number and have transformed from being primarily personalized diaries to becoming more and more mature and political in nature. (Vineyard, C. L. (2014). Blogger.com was initiated by Evan Williams, Meg Hourihan, and Paul Bausch, which has progressed into a standout amongst other known and driving blogging sites. (Fink, A. (2015).

Blogs are said to be a dominant social media platforms and an influential promotional methods. The blogosphere keeps advancing and transforming constantly nevertheless the user attention in blogs is rising. It is said that blogs are most of the times considered as a creator of electronic word of mouth or online buzz in collation to the formation and allocation of data and thoughts in online groups got to by means of versatile and electronic innovations. In 2006, 36 million blogs were identified and this figure has notably augmented by the end of 2011, when 181 million blogs were located worldwide. (Vineyard, C. L. (2014). They are the Internet forums where the thoughts, ideas and inspirations are updated by individuals in an original state and unprompted manner. (Safitri, Y. (2017).

The intellect of author's persona, enthusiasm, and viewpoint come together with the blogs ability of immediate up to date posts. Blogs are the development of users' personal arena, which progressively amplified their recognition just about the year 2000. They use an informal correspondence style to create a bond with the readers and intend to communicate information by social interaction (Mortara, A., & Roberti, G. (2017).

Blogs have transitioned to be an exceedingly powerful means and one of the mainly admired online activities. Its defining feature is that they are anticipated to transform on a regular basis. Blogs are unique digital communication tools that merge reports and information with articulacy. A forum on personal and corporate blogs is offered for computer mediated connections where

consumers get together to share their thoughts, pictures, feelings, problems, viewpoints and connections, which sequentially play a dominant part in creating electronic buzz. Blogs are considered as online opinion pages where some users who are indifferent just read the opinion of others, whereas others comprehend messages in blogs, and express their personal views and links to further information. From each conference to every blog the level of contribution might differ. Blogs are acknowledged as a latest type of journalism; an additional analysis is that to keep the media truthful blogs act as the watch dogs. (Vineyard, C. L. (2014). It is significant to state that 90% of bloggers are in their 20's and 79% of blog pursuers are less than the age of 40, blogs apprehends the attention of niche instead of the conventional addressees, inscription as well as interpretation of the blogs is a young generation's affair. (Sedeke, K. S. (2012).

Sense of society, ease and search for information are the three primary drivers recognized for using blogs. Blogs connect people and generate impression of society amongst viewers who are like-minded and those who have identical likes and dislikes. This is particularly accurate for persons who look for further detailed study than what is offered by the conventional media as the users can promptly connect to a wide range of blogs to collect different point of views. People are encouraged to make use of the blogs due to the sense of community and the interactive element which is developed through communications with people having the similar mindsets in the blogosphere. Secondly the people are motivated to use the blogs because of the convenient use of blogs. They are easy means to obtain information and reports that highlight the most recent affairs or arguments. Information seeking is the third motivation for reading blogs. The conventional media, members' facts and bloggers' and blog reviewers' know-how are the sources for news and information found on blogs. The information that once was only harbored by experts can be easily accessed by blogs readers; furthermore they value the detailed facts that are not given by the conventional media. (Vineyard, C. L. (2014).

Blogs that were initiated to keep people updated on their lives has collectively changed into an entirely different category. Based on the knowledge they have and their devotion to sharing it over their preferred blogs, bloggers have built communities and statuses. For the reason that bloggers provide the increased levels of transparency and interaction they are at an advantage with users. Today top of the line designers and legitimate brands are turning towards online networking channels incorporating web journals to keep in contact with their purchaser base and to amplify it through brand publicity. (Fink, A. (2015).

The phenomenon of blogging has quickly evolved and has facilitated a fresh method of interaction and information sharing via its user-generated information; therefore it has become a noteworthy marketing channel. Innovative opportunities have been created for marketers by the rapid advancement in technology, with blogs being one of the hottest trends. Blogs are invented to escalate information by means of social connections and have eliminated several conventional obstacles to extensive sharing. (Halvorsen, K., Hoffmann, J., Coste-Manière, I., & Stankeviciute, R. (2013).

Over the time the task of bloggers has modified. Previously the blog posts contained extensive written content, with comprehensive descriptions of garments worn by the bloggers and also had not many photos, which were often copied and pasted from the Internet. To convey the feel and verdict regarding the newest fashion and runway shows, the earliest bloggers 'borrowed' free of charge fashion photos from various brand websites. (Mortara, A., & Roberti, G. (2017).

At present the biggest category of blogosphere are fashion bloggers, which are blogs that target fashion brands, fashion goods, street style, and individual style. The benefits of using blogs as promotional channel have been recognized by the companies recently, as they are an approach to get media hype and get to potential consumers in a targeted and economical manner. (Halvorsen, K., Hoffmann, J., Coste-Manière, I., & Stankeviciute, R. (2013).

## **2.2. FASHION BLOGS**

The two most profound areas covered by blogs are Fashion and Lifestyles. Certainly, a considerable part of the blogosphere is comprised of fashion web journals nowadays, allowing the fashion bloggers to play a part as key players in the fashion system. (Mortara, A., & Roberti, G. (2017).

Fashion is a main element of online shopper society. Customers' online fashion expenditure process plays a major part in attracting customers on the web page and in encouraging the customers towards buying the product. Customers study product evaluations, track blogs and connect to online group of people, sharing their thoughts and point of views with others. [Salonen, S., Närvänen, E., & Saarijärvi, H. (2014)]. Fashion is an element of nonverbal communication that illustrates the appearance of a person. Blogs are one of the techniques to share individual style, thoughts and self image to the online viewers. (Safitri, Y. (2017).

The fashion business has evolved massively in the internet period and the transformation persists as latest kinds of online business models are required to attain increasingly challenging and digitalized consumers. (Kulmala, M., Mesiranta, N., & Tuominen, P. (2013). Fashion blogs

provides the fashion business a distinctive possibility to get a hold on target customers in an innovative, simple, and economical way. Both fashion qualified professionals and the masses with an interest in fashion may create fashion blogs. (Halvorsen, K., Hoffmann, J., Coste-Manière, I., & Stankeviciute, R. (2013).

In the previous year's fashion blogs have turned out to be an admired medium of user-created content and as a result, great interest in fashion blog marketing has been shown by the fashion industry. In contemporary fashion marketing an essential role is played by the blogs. (Kulmala, M., Mesiranta, N., & Tuominen, P. (2013).

Fashion blogs are recognized as the "street of fashion". (Sedeke, K. S. (2012). Web journals that attention on style and magnificence are fashion blogs or style blogs, which are created by bloggers who identify themselves as stylists. (Fink, A. (2015). They are made by people with the intention to convey their personal style to bigger audiences by structuring their post personally. Fashion blogging is thought to be the highly commercially flourishing and widely noticeable means of digital cultural production. Face Hunter and The Sartorialist are the examples of the online journals that emphasizes on street style, the icons are Red Carpet Fashion Awards and Coco's Tea Party. Instead of corporate journals, fashion blogs are typically run by one entity only. Corporate journals are the declaration of a design association be it a magazine like Vogue, a brand like Paul Smith, or a store like Topshop. (Safitri, Y. (2017).

With the aim of collection and diffusion of knowledge about style trends, products and brands individuals create fashion blogs for a group of people that are personal online diaries. Fashion bloggers turned out to be the main skilled professionals in the area of fashion and style from the time when the blogs were initiated. Some fashion blogs gained so much recognition and fame that they gained crucial positions for the making and flow of fashion communication to set up themselves as essential reference points for users'. Fashion bloggers have been allowed to take part in the corporate organizations of fashion, alongside the customary media production and thought out to be collective with the fashion journalism; this aggressively increasing trend transformed the fashion industry and the perception of the business of fashion itself. The bloggers themselves are considered to be personal brands. It is anticipated that the earnings of the highly thriving bloggers ascend into the million dollars per annum. (Esposito, M., Massaro, M. R., Vecchiarini, M., & Crudele, C. (2015, June).

Tavi Gevinson from Illinois was the individual to take hold of the idea of trend blogging and correspond to the growth in recognition of the megaphone, amongst the foremost style bloggers.

Gevinson's fashion blog, style rookie commenced in the year 2008. She displayed creative pictures of her own 11 year old self, exhibiting front line fashion and gave mature observations on the outfits. Approximately 30,000 viewers were attracted by her per day. Due to the fame amongst blog readers she was impelled to a seat in the front row at Mercedes Benz fashion week, displeasing the conventional fashion leaders. Her upsurge was momentous as she was giving out fashion week details to her group of followers, more rapidly as to the traditional fashion media outlets could. (Vineyard, C. L. (2014).

In October 2011, with 100000 blogs being added each day more than 170 million blogs were located internationally. (McQuarrie, E. F., Miller, J., & Phillips, B. J. (2012). At the point in time where design and creation process often happens on contrary ends of the world; fashion blogs have happened to be an active spot for the reestablishment of control and persuasion in the fashion industry. (Luvaas, B. (2013). The development of fashion blogs has been adapted by mainstream fashion industry; at this time fashion shows highlighted by the New York Times bloggers are given front row seats.(Fink, A. (2015). To instantaneously share snap shots of exclusive designer collections fashion bloggers are utilizing their possessions. Dissimilar to the fashion editors, fashion bloggers operate as their own editor-in-chief and do not have to linger on for consent to post updates on the company web site. As established fashion gatekeepers, who are identified as editors, stylists, buyers, and merchandisers; the similar right of entry is being allowed to the fashion bloggers currently. (Vosper (2014).

Consumer fashion blogs promote electronic word of mouth activities undoubtedly. TheeWOM can be explained as some affirmative or pessimistic expressions of view given by possible, authentic, or previous clientele regarding an item or corporation that is made accessible to a large amount of population and communities online. (Kulmala, M., Mesiranta, N., & Tuominen, P. (2013).

Among the two ages of fashion blogging is the philosophy reinforcing the blog that differentiates both the eras and not necessarily when they were started; the first era goes from 2004 to 2009 and the second period starts in 2009 and is yet going on. (Mortara, A., & Roberti, G. (2017).

### **2.3. CONSUMER ATTENTION**

A ground-breaking type of consumer psychology has appeared online during the previous years. The internet has aided in making it possible to access the latest news for general customers much more feasible yet simple thus making it easier to get in touch with the wide range of audience. Chances are generated for customers to reach out to various other users more than ever before.

The attention of potential consumers that could only be gained through institutionally located professionals previously is now easily gathered online by consumer bloggers and in great magnitude also. They simply pull this off by means of openly choosing, consuming, assessing and engaging amid products and posting their opinions that gather a large audience of strangers. These bloggers can be called market enthusiasts and opinion leaders as they spread their views to a wide range of audience. The phenomenon is called electronic, word of mouth and is proving to be of great influence on the consumer behavior. (McQuarrie, E. F., Miller, J., & Phillips, B. J. (2012).

Fashion bloggers gain a lot of trust and popularity of their audience and can undeniably influence consumer attitude due to their capability to generate sturdy associations with their browsers. As a result, advertisements are comprehended as part of a continued, personal conversation unlike invasive and disturbing conventional methods of advertisements. (Fink, A. (2015).

Bloggers make sure to look for high-grade information related to products and trends, to make their posts attractive to the largest audience possible. When a dedicated amount of time is invested in a blog making a blogger's personal style worthy of attention of a large audience, it allows the fashion business to be further apparent, related and accessible to a wider group of people. The substantial and expressive conversations between readers and bloggers and among readers as well also contribute to the blogs in a unique manner. Bloggers' view point is not only beneficial to the potential consumers around the world but also to newcomers to the fashion industry who must compete with experienced professionals, thus providing an access to the fashion industry. (Thornley, P. (2014).

The subject matter of blog and the tone and clarity in which it is presented makes it appeal to the audience and contributes to its popularity. (Kulmala, M., Mesiranta, N., & Tuominen, P. (2013). Bloggers who write as well as present their posts with their followers in mind attract more populace of identical point of views. As their blogs become more diverse and they increase their horizon to cover more markets, this variety of content makes their readers more involved. The readers are now contributing to the fashion blogs more and more by actively taking part in the conversations via comment sections. The personal experience shared by them makes a product's position stronger hence making the blogs more credible and a source to look up for future references. (Fink, A. (2015)

People being social animals, seek entertainment and social relationships in addition to the new information related to the industry and blogs garner more attention as the comment section

correspond to the bloggers' comments with their audience's, providing opportunity to their audience to interact with more people and provide their feedback. (Kulmala, M., Mesiranta, N., & Tuominen, P. (2013). Furthermore, the option meant for the users to express their opinions in the comment section under the posts as well as the blogger's replies to the comments develop a deeper relationship among the two. (Halvorsen, K., Hoffmann, J., Coste-Manière, I., & Stankeviciute, R. (2013).

Currently, people have a constant desire to remain updated with latest news and events and to express their opinions on such advancements. Fashion bloggers can report on any new event or trend, therefore updating their readers quickly and hence provide a platform to open discussion between more people, making their blogs more popular and up to date. (Vineyard, C. L. (2014)

Smart bloggers present their blogs in such a way that can attract and hold attention of many people. Once successful, word spreads and more and more people start to follow their posts which makes them driven to hold on to it. This can be taken further advantage of by conversion into institutional access. (McQuarrie, E. F., Miller, J., & Phillips, B. J. (2012)

Consumers consider blogs to be advantageous in several manners. Blogs focus more on written info and appropriate content which indicates the legitimacy of the site. They bond with their readers through their casual interaction style, involving both written and graphic communication. Bloggers inculcate their personalities in their blogs and their readers get to recognize the blogger on an individual level which makes them more relatable and present a more credible atmosphere as well. (Fink, A. (2015), (Halvorsen, K., Hoffmann, J., Coste-Manière, I., & Stankeviciute, R. (2013).

Over and above with the main posts by the bloggers, interaction with more sources has been made possible by including links in the main content by blogger or in comment sections by readers themselves. This also allows to freely starting a public discussion through comments or mails. People can simply read posts or explore more related ideas through these channels. Thus, followers are more in command of their intensity of involvement rather than being bombarded with unwanted info. (Fink, A. (2015)

Consumer attention can be regarded as currency owing to the extreme competition in the market. This dire need of consumer attention is forcing marketers to waste huge amounts on sources that garner attention or simply reduce the promotion of their brand owing to the massive marketing costs involved. What they should target is the more economical ways to gather attention and use

it to their benefit in an effective manner. Attention is the allotment of mental reserves, graphical or intellectual, to visible or conceptual objects. There is a need to first get consumer's attention to make an impact through advertising messages. For instance, that group of people to whom the subliminal advertising of Coca-Cola and popcorn was shown to in a film theater were additionally probable to purchase these items after they exited the theater. Attention to a certain level is essential for an advertisement to make an impression. Greater the attention, higher the impact. (Teixeira, T. S. (2014).

There are bloggers who have a great influence on the mainstream media and the fashion industry due to the provision of valuable content and the huge number of followers that have gathered as a result. The blogging goals are getting more complex and can be categorized into two basic types; **computerized engagement** and **E-shopping blogging conduct**. Computerized engagement is a category of blogging, providing knowledge that further directs into constructive response and appreciation from other readers, as well as ultimately smooth into more vigorous social connections. On the other hand, **E-shopping blogging conduct** is an errand situated online manner where bloggers operate as self-reliant mediators deriving from chore accomplishment as compared to the satisfying character of the practice itself. (Sedeke, K. S. (2012).

Being trendy necessitates selective characteristics – keeping pace with the most recent accumulations of cutting edge brands and designers, setting off to the proper spots, be in touch with perfect individuals etcetera – and it is not for everyone. Fashion is very favored and exorbitant. Nevertheless, the advent of user created content (UCC's) has made fashion more publicly accessible by allowing participation in this particular subculture with no material constraints. Electronic-based fashion is without encumbrances and basically anyone can communicate and spread one's ideas. Although the dispersal of information online is low-cost, major effort and time lies in retrieving the latest and most prominent information essential for presenting high-grade fashion blog. (Sedeke, K. S. (2012). For example, with regards to fashion, the concept of dressing in a specific manner and as per certain traditions, the peculiar way identified with dressing in that manner and also the hunt for a specific character are associated and influences how the training is embraced. (Salonen, S., Närvänen, E., & Saarijärvi, H. (2014). This requirement makes fashion bloggers spend huge amount of time seeking latest info and trends, reading other blogs, visiting sites, exploring fashion hubs as an effort to be ahead of the fashion circle.



Blogs have become immensely popular for a variety of reasons and despite the dilemma if they can or cannot be considered as professionals, they have become a part of fashion industry since 2006 whilst they were authoritatively welcomed to New York Fashion Week. (Sedeke, K. S. (2012).

Every day the number of online consumers increases seeking products or simply information to make the best choice. The presence of a substantial amount of fashion blogs all around the world makes it easier for them. Association with a fashion blog points consumer towards a product of interest. Through blogs the individual is grabbed by the perception, feedbacks or interests. Therefore, Blogs can be defined as a means to forecast future trends due to the knowledge of consumer wants. (Osorno, S. C. (2015)

These bloggers have madethemselves proficient as the businesses most recent, most sound pioneers and brand representatives due to their remarkably large amount followers on social media networks. The timely publication of new products by them ensures availability of fashion info to their followers. They have delivered an ideal method for two-way correspondence that aids originators to stay exhibit in a vicious industry that depends significantly upon fast, visual platforms.

Bloggers understand public's views and mentalities and utilize public relations and interchanges to fulfill commonly valuable results. Their blogs provide photographs, accompanied with thorough narratives and/or guidance allowing the addressees to witnessmerchandise on a live subject in a distinctive approach, hence, creating awareness and reassuring two-way correspondence. (Thornley, P. (2014).

Today's fashion consumers under the age of 25 have become very influential in setting trends due to a greater interest in fashion and an increased spending power as compared to before. As observed, most of fashion bloggers fit in the age group of 20–25, thatmakes them a criticalcorrespondence intends to move the present fashion purchasers and set new patterns. (Halvorsen, K., Hoffmann, J., Coste-Manière, I., & Stankeviciute, R. (2013).

The product which has a great presence in the blogosphere is more likely to be chosen by consumers as they relate to and look up to a particular blogger for style guidance. Such idolization of a blogger's unique style increases brand exposure and brings profit for the designer. Fashion bloggers can build up devotedviewers with anexcitement for discussing regarding their preferences, as a resultadvertising stylists. (Thornley, P. (2014).

Sweden has been viewed as revolutionary in trend blogging, and has skilled readers across the globe on Scandinavian trends. Style blogs and increased popularity of Scandinavian brands has grown side by side as blogs have given brands the prospect of being accepted and much admired worldwide through their online presence. (Halvorsen, K., Hoffmann, J., Coste-Manière, I., & Stankeviciute, R. (2013).

#### **2.4. CONSUMER PERCEPTION**

Consumers openly express opinions and feelings and consider the feedback posted by other customers more reliable than the opinions of marketing experts. (Kulmala, M., Mesiranta, N., & Tuominen, P. (2013).

Sharing of information as well as ideas is an imperative feature of the online experience. Expression of mouth is the impact of somebody's casual feeling regarding items plus trademarks consequent upon utilization. WOM may have an affirmative or pessimistic substance and is a type of connection among gatherings, autonomous experts, family, acquaintances, or clients of a product or service. The rapid transmission of data online has given buyers simple access to other purchaser remarks about the items, brands or organizations. EWOM directly affects the sales of the company by influencing consumers' decisions to a great extent and hence exposure to the comments impacts the brands image. (Vineyard, C. L. (2014).

The face of fashion communication has completely changed with the rise of fashion blogs through which control has now shifted from sender to receiver. Consumer behaviors are generally more affected from personal influence rather than commercial. What distinguishes online journals from conventional advertising channels is that they draw in clients in discussion. They have changed the way toward marketing from unwanted bombardment of info to active participation. Marketers can develop a rapport with their customers, to cooperate with each other and learn from them through open communication which is not possible via traditional marketing channels. Fashion bloggers have become reference groups and are perceived as a significant cause of impact in clients's look for and utilization of products. Individuals are more positive towards data provided by colleagues and will probably embrace what they discuss. (Halvorsen, K., Hoffmann, J., Coste-Manière, I., & Stankeviciute, R. (2013).

Consumers have become more active in expressing their opinion on merchandise, brands, and products on blogs as well as social media. Even though, the fashion blog can put women in a

position to be objectified, it also provides a place of empowerment allowing fashion bloggers complete control of their own image. (Vosper (2014).

Unmistakable pointer of future news scope. Web journals quickly respond and react to the most recent progressions which befit well to form news and even decide affect on the design scene. For example, in Sweden

Online journals can perform as a prominent pointer of upcoming news reporting. Blogs rapidly act in response to the latest advancements which befits well to form news and even decides affect on the style scene. For example, in Sweden a well-known journalist and writer admired a certain brand and stated the reasons for liking it in her blog. The brand recognized this well and as a goodwill gesture they presented her one of their product. She mentioned that as well on her online journal which created a buzz and discussion among people about that brand which proved to be an efficient marketing method and the same was confirmed by the company later. Blogging isn't a prevailing fashion, as individuals actively participate and collaborate which highlights the most essential elements of this medium that are recognition, engagement and participation in discussion. The real power of blogging lies in the fact that people discuss topics of mutual interest. For these reasons blogging can be regarded as an extremely valuable and successful promoting technique, providing commitment and a means of connection between brands and customers. (Sedeke, K. S. (2012).

This trend has turn out to be more pertinent ever as the popular brands have acknowledged the part of fashion bloggers in affecting the last customers and the part of companion to peer good word in modeling wants and apparel of fashion online journal audience. (Mortara, A., & Roberti, G. (2017).

Blogging has so much commercial potential and some bloggers have become fully aware of that. In fact, some of them are being regarded as opinion leaders owing to the great popularity of their blogs and sheer professionalism to their approach to the fashion environment. Bloggers are now skilful to dictate tastes and preferences by sharing their own style. Their readers rely on their fashion expertise and get inspired by their personal style and tend to copy it or pick a product of blogger's personal choice for their own use. Fashion bloggers are idolized to such a degree that they are practically being considered as a reference group.(Mortara, A., & Roberti, G. (2017).

Bloggers with huge fan following become a model for consumers. Due to this influential power they contribute greatly to whether a product will achieve commercial success. The advice of the

most notable bloggers has become so credible in the eyes of their followers purely based on trust. In addition to admiring the originality or uniqueness of personal style of the blogger, people also trust that their recommendations are free of any influence by fashion companies. This way, it is evident that the fashion bloggers can guide their followers into the fashion scene by helping them to get info and knowledge on trends and lifestyles. (Mortara, A., & Roberti, G. (2017).

When a fashion blogger displays a photo of their attire, describing the details such as brand, price as well as their opinion regarding the quality or comfort, they are indeed advertising the brand or product. Initially, bloggers didn't consider this as advertising. (Mortara, A., & Roberti, G. (2017).

## 2.5. CONSUMER PREFERENCE

Higher reliability of information results in better the customer experiences which have a strong relation to the purchase intent. When people are greatly involved with a blog, this results in highly increased effects of customer experiences on purchase intention. It is important to understand consumer search behavior as it precedes all purchasing and choice behavior. Two kinds of pre-purchase behaviors can be associated with product browsing; **Objective defined** and **Exploration defined** conduct. Consumers with objective defined behavior make purchase when they find what they are looking for whereas exploration oriented consumers mostly make an unplanned purchase. Intention to purchase highly affects actual purchase decisions and it can be linked to both the above-mentioned browsing behaviors. (Vineyard, C. L. (2014).

With the progression of time, the emergence of blogs as the most credible influencers in fashion world has helped designers to display and promote their products in a more personal way by interacting with a greater and worldwide audience through these mediums. Now-a-days a great number of fashion houses and brands are interacting with their customers online, which proves to be a different origin of data amid the pre-acquiring period of item and hence making this interaction vital to any marketing strategy. Public perceives them as an outlet for fashion and an origin of genuineness and a show of real utilization of style. (Fink, A. (2015).

Bloggers have progressed as trusted sources that fashion audiences can rely on for information regarding the latest and emerging trends and new products in the market. Two-way communication has become possible due to the encouragement provided to the blog's audience by blogger to give their feedback and share preferences which lead to their own purchasing behavior and act as an inspiration for other followers. Bloggers give new designers the opportunity to connect with their targeted audience through the blogs to expand their brand exposure and awareness. (Thornley, P. (2014)

The blogosphere provides an online space with no limitations to entry and almost a limitless audience. Blogs have become a high intensity medium with the inclusion of links of other sources which allows readers to simultaneously gather more information. More and more bloggers are now getting free products from brands and are engaging in brand partnership, but this advantage may lose its influence when followers grasp that the blogger is getting compensated to promote the product and this may result in loss of their credibility. Marketing through blog would be considered illegal if it starts getting executed in a controlled manner. Test review on the other hand is different as the blogger gets a product to freely express his opinion on the product with no control what so ever from that company. (Halvorsen, K., Hoffmann, J., Coste-Manière, I., & Stankeviciute, R. (2013).

Timeliness is another advantage offered by fashion blogs as bloggers usually post updates once a day. This makes their blogs ideal sources to reach general public rapidly in such a fast and progressive industry. Another benefit is that people relate more to the product presented via fashion blog than to that on the runway as they can see the product's practical use. (Fink, A. (2015)

Modern users have less and less time to spend and thus prefer the blogs for their simplicity and efficiency. Blogs are admired and preferred for their time saving, simple use and multidirectional connections. Online journals can be regarded as a new e WOM which enable a global circulation of important knowledge among followers. (Sedeke, K. S. (2012).

There are still very few fashion brands which use blogs as marketing channels. According to The Times, the very first campaign of a fashion brand through blogs was done by Burberry back in November 2009.

It had an enormous achievement and came to around two million page visits on a normal 1,500 tweets each day. Burberry and Marc Jacobs are extraordinary clients of this medium and according to brief examination, the majority of the well known architects or brands, for example, Christian Dior, Channel or Versace still don't utilize writes in any capacity.

It had a huge achievement and came to around two million page views on a normal 1,500 tweets every day. Burberry and Marc Jacobs are exceptional users of this medium and as per brief analysis, most of the famous stylist or brands still do not utilize web journals at allfor example; Christian Dior, Channel or Versace. Yet still the blogging has become huge sensation offering new prospects to any web user and altering fashion consumption.(Sedeke, K. S. (2012).

Designbusiness consumers seek bloggers and online networking for latest trends and product updates. As only from these sources, fashion industry consumers can position an item in its original shape, being enhanced and worn by a human. People trust more in an item related matter or knowledge provided by different buyers on different social websites and online journals rather than the organization/brand provided info. (Thornley, P. (2014).

## **2.6. CONSUMER PURCHASE DECISION**

Consumer purchase decision practice can be dispersed into five stages; problem identification, data hunt, alternative assessment, purchase decision and post purchase behavior. Consumer decision making starts with perceiving a certain problem, searching for various solutions, evaluation of alternatives and finally making a decision. The amount of info required to make a decision depends upon the nature of search, involvement level and the timeline of purchase. (Vineyard, C. L. (2014).

Fashion industry is an intricate, composite and constantly varyingbusiness owing to the ever-changing requirements of customerswhich are inspired with global fashion and clothing trends. The variety of goods offered for the people is getting better due to the globalization of the markets. This has also contributed to the diversity of purchasing decisions. There are several factors that inspire patrons on this procedure and the resultant buying choices can be split into spontaneous or intended purchases. (Osorno, S. C. (2015).

Online sites rank among the best five most reliable sources, concerning general hotspots for data on the web. Online journals trail just behind retail and brand webpage's, while influencing general purchase decisions of consumers. Consumers turn to blogs when considering making a purchase. This is why blogs are found to be, the third majorly dominant digital source affecting the allover investment from retail and brand sites. (Fink, A. (2015)

To makeblog marketing successful and convincing,the promoted fashion things, stylists, or retailer should fit the blogger's individualapproach towards fashion.EWOM information is frequently created and searched by consumers, to reduce the apparent uncertainty in takingbuyingdecisions.Today, purchase decisions are greatly influenced by EWOM.The original and strong information of online design groups and web journals is exceptionally convenient for fashion organizations as well as end user researchers. (Kulmala, M., Mesiranta, N., & Tuominen, P. (2013).

For product news as well as analyzing utilizationactivities, thousands and even millions of viewer's follow blogs and social networks on a regular basis. Blogs help in increasing awareness

and improve sales as they provide means for stretching market to a large number of geographically distributed locations. The impact that blogs generate on consumers widens the goal of a designer, this bestow command to the blogger to promote brand the most prominent designers in the business, guide business decisions, and be a fashionista. The existence of trend's most up to date items, shared with the rising spectators and accessibility of discussion, has brought about customers depending on these bloggers as fashion pioneers stylists. (Thornley, P. (2014).

Blogs and social networks have proven to be a substitute of conventional marketing, fostering brands and affecting consumer purchase decisions. Data assembled from individual sources affects buying choice. Verbal, data spread on singular level is generally viewed as more truthful and reliable than that got through more formal advertising channels, for example, advertisements and ads. (Halvorsen, K., Hoffmann, J., Coste-Manière, I., & Stankeviciute, R. (2013).

Word of mouth is perceived as a standout amongst the most effective aspects influencing consumer decision-making at all stages; from introductory item exposure to preference making to buy and post-purchase opinions. Consumers seeking EWOM want to reduce risk, secure economical prices and achieve an easy access to information before making purchase decisions. (Daugherty, T., & Hoffman, E. (2014). Fashion companies have gradually involved the most popular bloggers in their marketing strategies to encourage and accelerate EWOM. Fashion bloggers, as opinion leaders, have become good targets of efficacious word-of-mouth marketing actions which has given rise to a key issue that is their independence from the excessive interference of the fashion companies. (Mortara, A., & Roberti, G. (2017).

Current purchasing practices in the business start with visual impact and mass exchange which are interesting sorts of associations that fashion online journals support. Consumers' confidence via web-based networking media and legit item audits of most recent items are what control buying patterns. Therefore, it's of significant importance to incorporate fashiononline journalists into fresh and experienced designers' PR policies to boost trademark recognition along with achievement. (Thornley, P. (2014).

Bloggers also enjoy the benefit of getting paid apart from other benefits. Every time a user taps on inserted substance or promoting on their online sites, they are compensated; also buyers get dialogue with the readers and the web journalist's expression of their personal wants for the most latest styles in trend. This, as a result, present important knowledge into buying conduct for the brand and, all the more significantly, encourages advanced attention in present and upcoming

items published on the online site. Due to our general public's dependence upon the web, stylists and brands can get hold of buyers' feedback and information not only about altering buyer desires and patterns, as well as buyers perceptible about rivals or other items. (Thornley, P. (2014).

## **2.7. Hypothesis.**

**H1:** There is a positive effect of fashion blogs on consumer attention.

**H2:** There is a positive effect of fashion blogs on consumer perception.

**H3:** There is a positive effect of fashion blogs on consumer preference.

**H4:** There is a positive effect of fashion blogs and bloggers personality on consumer purchase decision.





## Chapter 3: Research Methods

### 3.1 Method of Data Collection

The data had been collected from the articles and previous researches, further a survey was conducted to compile the primary data which included 5-point Likert scale questionnaire that had been circulated amongst the interviewees to record and analyze the responses of the fashion blog readers regarding their inclination. To carry out the study, the respondents had been approached personally and online through social media.

### 3.2 Sampling Technique

Simple random sampling technique had been used for this study to obtain primary data using a questionnaire-based assessment method.

### 3.3 Sample size

The sample size selected for this survey is 250 respondents.

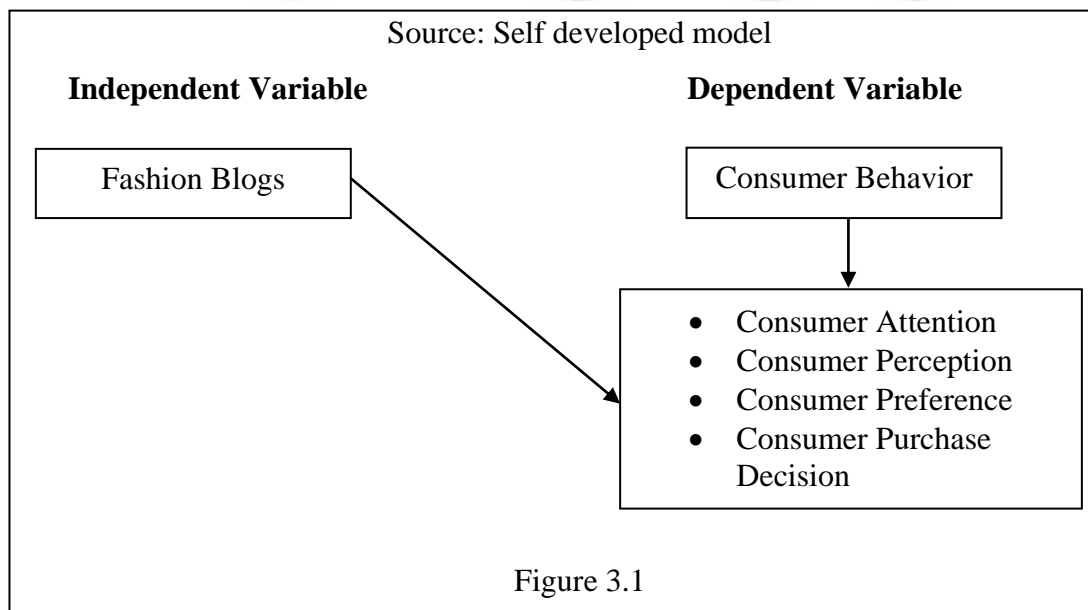
### 3.4 Instrument of Data Collection

The instrument used for this study for data collection is a questionnaire that had been made on a 5 point Likert scale.

### 3.5 Statistical Technique

The selected statistical method for the study is T-Test. The technique had been selected after the observation of the nature of the study.

### 3.6 Research Model developed



## Chapter 4: Results

### 4.1 Introduction

The assessment of figures of the data collected by the respondents who filled the questionnaires that had been surveyed by the analyst is elucidated in this chapter. The independent variable of this research is Fashion Blogs, whereas the dependent variables are Consumer Attention, Consumer Perception, Consumer Preference and Consumer Purchase Decision. The sample assessment comprises of 250 interviewees. The method of T-test had been chosen to analyse the relationship between the independent variable and dependent variables and the level of acceptance of the hypotheses.

**Table 4.1**

**One-Sample Statistics**

	N	Mean	Std. Deviation	Std. Error Mean
H1	250	4.0835	.62892	.03978

**Table 4.1.1**

**One-Sample Test**

	Test Value = 4					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
H1	-4.143	249	.000	.18480	-.2431	-.0865

The above table shows, the mean value of t-test is 4.085, which is equal to or greater than the test value, test value was 4 which shows the level of agreement, sig value of t-test is 0.00 which is less than 0.05 so here by the hypothesis is accepted that fashion blogs have a significant positive effect on consumer attention.

**Table 4.2**

**One-Sample Statistics**

	N	Mean	Std. Deviation	Std. Error Mean
H2	248	3.5008	.50616	.03214

**Table 4.2.1**

**One-Sample Test**

	Test Value = 4					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
H2	-15.531	247	.000	-.49919	-.5625	-.4359

The above table shows, the mean value of t-test is 3.5008, which is less than the test value, test value was 4 which shows the level of disagreement, sig value of t-test is 0.00 which is less than 0.05, so here by the hypothesis is rejected but the model is significant that fashion blogs have a positive effect on consumer perception.

**Table 4.3**

**One-Sample Statistics**

	N	Mean	Std. Deviation	Std. Error Mean
H3	249	4.0301	.69915	.04431

**Table 4.3.1**

**One-Sample Test**

	Test Value = 4					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
H3	-6.091	248	.000	.36988	-.3571	-.1826

The above table shows, the mean value of t-test is 4.0301, which is equal to or greater than the test value, test value was 4 which shows the level of agreement, sig value of t-test is 0.00 which is less than 0.05 so here by the hypothesis is accepted that fashion blogs have a significant positive effect on consumer preference.

**Table 4.4**

**One-Sample Statistics**

	N	Mean	Std. Deviation	Std. Error Mean
H4	97	3.2763	.75688	.07685

**Table 4.4.1**

**One-Sample Test**

	Test Value = 4					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
H4	-9.417	96	.000	-.72371	-.8763	-.5712

The above table shows, the mean value of t-test is 3.2763, which is less than the test value, test value was 4 which shows the level of disagreement, sig value of t-test is 0.00 which is less than 0.05, so here by the hypothesis is rejected but the model is significant that there is a positive effect of fashion blogs and bloggers personality on consumer purchase decision..

## 4.2. Hypotheses Assessment Summary

The table shows the mean value, test value, significance value and conclusion of the examination. The theory H1 and H3 has been accepted.

**Table 4.5**

**Hypotheses Assessment Summary Table**

S. No	Hypothesis Statement	Mean Value	Test Value	Significance value	Empirical Conclusion
H1.	There is a positive effect of fashion blogs on consumer attention.	4.0835	4	0.000	Accepted
H2.	There is a positive effect of fashion blogs on consumer perception.	3.5008	4	0.000	Rejected
H3.	There is a positive effect of fashion blogs on consumer preference.	4.0301	4	0.000	Accepted
H4.	There is a positive effect of fashion blogs and bloggers personality on consumer purchase decision.	3.2763	4	0.000	Rejected

## Chapter 5: Discussions, Conclusion, Policy Implications and Future Research

### 5.1 Discussions

The research states that each blog readers may interpret the blogs differently some people may find it difficult to search for the product they are looking for on the blogs difficult whereas some may find it effortless and less time consuming. As the consumers now a days are more towards social media mainly blogs as blogs provide authentic feedback about the products so the brands are focusing on promoting their products to the bloggers. Additionally people find it very hassle free and quick to get the news of what is happening in the fashion industry, the news about the fashion shows and new trends earlier than the traditional media can which makes the users devoted towards the blogs.

## 5.2 Conclusion

It had been concluded that the fashion blogs effect the consumer attention as when a consumer sees a blogger sporting a product which has been discussed by the blogger and the commentators having a positive response the consumers get attracted and related to the product which further creates consumer preference as when the consumers prefers to purchase that category of product the person would prefer the product that they saw the blogger wearing in the blog.

The consumers' perception about the product does not change majorly when they see a product in the blogs but it does have a significant value as when people find the product some of their opinions change, the modifications may be positive or negative. Furthermore, the bloggers personality plays a vital role in helping in the purchase decision for the consumers but it does not have a major impact on the purchases of the consumers.

## 5.3 Policy Implications

The topic can be very helpful for future designers as to make their space in the current market they can approach bloggers to promote their brand offerings and for current designer to get to the targeted market in various new ways and create positive electronic word of mouth through blogs.

## 5.4 Future Research

The Future research should be done keeping in mind the brand perspective about the blogs and whether blogs impact their brand equity. Furthermore the future research can be conducted by increasing the sample size or adding more variables such as brand recall and customer loyalty. This research has been conducted in the vicinity of the city Karachi; therefore future research can be conducted in various cities of Pakistan.

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## Appendix

### Questionnaire

The purpose of this survey is to collect data for academic research purpose. The time taken to complete the following survey would be appreciated. The data you provide will be used for research purpose and will be kept confidential.

**Please select ( ✓ ) the appropriate choice.**

### Section 1: Basic Information

**Name:**

**Email ID:**

---

**Age:**

- Less than 21
- 21 to 30
- 31 to 40
- 41 to 50
- Above 50

**Gender:**

- Male
- Female

**Education:**

- Matriculation/O level
- Intermediate/A level
- Graduate
- Post Graduate
- Doctorate

**Occupation:**

**Organization:**

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**Section 2: Below is a series of statements about Fashion blogs. Please indicate your level of agreement or disagreement with each of these statements.**

<p><b>Please select your desired response:</b></p> <p>For example: If your response is 4 (Agree)                      than it will be like this <span style="border: 1px solid black; border-radius: 50%; padding: 2px 5px;">4</span></p>		Strongly disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
<p><b>Variable 1:</b>                      Fashion Blogs and Consumer Attention</p>						
1	Easy access to style and fashion experts.	1	2	3	4	5
2	Wide variety of information on fashion, style and beauty.	1	2	3	4	5
3	Blogs provide the most up-to-date and credible information on fashion.	1	2	3	4	5
4	Comments written by other blog readers provide me with feedback about a product of interest.	1	2	3	4	5
5	Blogs are independent source to keep up with fashion news and trends.	1	2	3	4	5
<p><b>Variable 2:</b>                      Fashion Blogs and Consumer Perception</p>						
1	Browsing products on blogs is convenient because I can do it whenever I want.	1	2	3	4	5
2	It is convenient to browse products through blogs because I can do so in the comfort of my own space.	1	2	3	4	5
3	Blogs make acquiring information about a product easy.	1	2	3	4	5
4	It is convenient to browse products through blogs because I can do so without going out.	1	2	3	4	5
5	Browsing products on blogs is NOT convenient.	1	2	3	4	5

Variable 3: Fashion Blogs and Consumer Preference						
1	I use blogs to search for information regarding a product I plan to purchase in the future.	1	2	3	4	5
2	I can find a wide selection of products on blogs.	1	2	3	4	5
3	Blogs help me find products that I was unfamiliar with before.	1	2	3	4	5
4	Through blogs I can effectively share my experience of a newly purchased product with others.	1	2	3	4	5
5	I share with friends and/or family products that I see and like on blogs.	1	2	3	4	5
Variable 4: Fashion Blogs and Consumer Purchase Decision						
1	After some time and thought, I would buy one or more products which I have browsed on a blog.	1	2	3	4	5
2	I have purchased one or more of the products which I have browsed on a blog.	1	2	3	4	5
3	Some of my recent purchases were based on information which I found on a blog.	1	2	3	4	5
4	I buy products I see on blogs through e-shops.	1	2	3	4	5
5	I buy products I see on blogs through shops nearby me.	1	2	3	4	5

**Thank you for your cooperation.**



**One-Sample Statistics**

	N	Mean	Std. Deviation	Std. Error Mean
H1	250	4.0835	.62892	.03978

**One-Sample Test**

Test Value = 4						
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
H1	-4.143	249	.000	.18480	-.2431	-.0865

**One-Sample Statistics**

	N	Mean	Std. Deviation	Std. Error Mean
H2	248	3.5008	.50616	.03214

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	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
H2	-15.531	247	.000	-.49919	-.5625	-.4359

**One-Sample Statistics**

	N	Mean	Std. Deviation	Std. Error Mean
H3	249	4.0301	.69915	.04431

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Test Value = 4						
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
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H3	-6.091	248	.000	.36988	-.3571	-.1826

**One-Sample Statistics**

	N	Mean	Std. Deviation	Std. Error Mean
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**One-Sample Statistics**

	N	Mean	Std. Deviation	Std. Error Mean
H4	97	3.2763	.75688	.07685

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	Test Value = 4					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
H4	-9.417	96	.000	-.72371	-.8763	-.5712

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## T2

### ORIGINALITY REPORT

<b>13%</b>	<b>9%</b>	<b>5%</b>	<b>9%</b>
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS

### PRIMARY SOURCES

<b>1</b>	<b>Submitted to Higher Education Commission Pakistan</b> Student Paper	<b>3%</b>
<b>2</b>	<b>digitalcommons.unl.edu</b> Internet Source	<b>2%</b>
<b>3</b>	<b>acumen.lib.ua.edu</b> Internet Source	<b>2%</b>
<b>4</b>	<b>www.ukessays.com</b> Internet Source	<b>1%</b>
<b>5</b>	<b>Submitted to CSU, San Jose State University</b> Student Paper	<b>1%</b>
<b>6</b>	<b>www.slideshare.net</b> Internet Source	<b>&lt;1%</b>
<b>7</b>	<b>digi.library.tu.ac.th</b> Internet Source	<b>&lt;1%</b>
<b>8</b>	<b>Submitted to University of Northumbria at Newcastle</b> Student Paper	<b>&lt;1%</b>