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A typology of fashion consumers based on motivations to interact with brands in social media. The ZARA case.

Maria Mata

Thesis written under the supervision of Professor Carolina Afonso

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Abstract

Title: A typology of fashion consumers based on motivations to interact with brands in social media. The ZARA case.
Author: Maria Mata

This thesis main aim is focused on better understand the motivations to interact with brands in social media, applied to Zara. More specifically, the objective is to recognize and explore the fashion consumer profiles, taking into account psychographic (personality) and sociodemographic characteristics. The objective is to provide insights about "who" are the fashion consumers based on their motivations to interact with Zara in social media.

In order to assess fashion consumers' profiles the motivation scale developed by Enginkaya and Yilmaz (2014) and the personality scale developed by Baird et al., (2006) were adapted and used on this study.
The study is exploratory and quantitative. An online and self-administered questionnaire was developed and data collection was applied among individuals who are simultaneously Zara clients and followers on the brand social media pages. Cluster analysis was used in order to segment Zara consumers using the 250 valid answers collected in the online questionnaire.

Regarding the results, two segments of consumers were identified (Opportunity Motivated and Entertainment & Investigation Motivated). Both segments have identical sociodemographic profiles, however the segments differ on consumers' personality traits and frequency of shopping at Zara. The Opportunity Motivated segment is consisted mostly by agreeable and open consumers and agreeable and conscious consumers comprise the Entertainment & Investigation Motivated segment.

The theoretical framework proposed might help to support organizations to better understand the fashion consumer's motivations to interact with fashion brands on social networks. It also helps managers and marketers to develop better market strategies for these segments.

Resumo

Título: Tipologia de consumidores de moda baseado nas motivações para interagir com as marcas nas redes sociais. O caso da ZARA.
Autor: Maria Mata

O principal objectivo desta tese é perceber as motivações para interagir com as marcas nas redes sociais, aplicado à Zara. Concretamente, o objectivo é identificar e explorar os perfis dos consumidores de moda, baseado nas motivações, tendo em conta as características psicográficas (personalidade) e sociodemográficas. O intuito é fornecer conhecimento sobre quem são os consumidores, baseado nas motivações para interagirem com a Zara nas redes sociais.

O estudo é exploratório e quantitativo. Um questionário online e auto-administrado foi desenvolvido e os dados recolhidos, selecionando apenas clientes Zara e seguidores da marca nas redes sociais. A análise de clusters foi utilizada para segmentar os consumidores utilizando as 250 respostas do questionário.
Para perceber os perfis dos consumidores de moda, foram adaptadas e utilizadas neste estudo as escalas das motivações desenvolvida por Enginkaya e Yilmaz (2014) e a de personalidade desenvolvida por Baird et al., (2006).

Em relação aos resultados, foram identificados dois segmentos (Motivados pelas Oportunidades e Motivados pelo Entertenimento & Investigação). Ambos têm características sociodemográficas semelhantes, mas diferem nos traços de personalidade e na frequência que fazem compras na Zara. O segmento dos consumidores motivados pelas oportunidades é consistido por consumidores condescendentes e abertos, enquanto do segundo segmento fazem parte consumidores condescendentes e conscientes.

Este estudo poderá ajudar as organizações a perceberem melhor as motivações dos consumidores para interagirem com as marcas nas redes sociais, sobretudo na área da moda. Poderá também ajudar gestores e marketers a atingirem melhor os consumidores ao desenvolverem estratégias mais adequadas para estes segmentos.

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Chapter 1. Introduction

1.1 Background

Internet has been invading consumers' daily lives, which has subsequently brought challenges for businesses. The emergence of social media has in turn affected companies' marketing strategies (Erragcha and Romdhane, 2014). For these reasons, companies are allocating more of their marketing expenditure in social media programs (Hudson et al., 2015).

In fact, at the end of 2015, 3.2 billion people were using Internet and there were more than 7 billion mobile cellular subscriptions, corresponding to a penetration rate of 97% (ICT, 2015). Moreover, 68,7% of the Internet users are using social networks and spend more time on social networks than in other type of websites (eMarketer Report, 2016).

According with Statista (2016), and in relation with Social Media, Facebook is the leading social network currently with 1.71 billion active users (2nd quarter of 2016) that are estimated to spend more than 50 minutes a day across their Facebook page to check status updates, photos and viral news.

Other very used social networks include Whatsapp with 1 billion of active users, Instagram, with over 500 million monthly active accounts, and Tumblr with more than 555 million active blog users on their site Statista (2016). Due to this huge presence on users lives, social networks have indefinitely a strong social impact (Statista 2016). In effect, social media has arise as a dominant communication channel through which companies and consumers interact (Chappuis, et al., 2011; Qualman, 2013).

Perrin (2015) has recognized how the social media growth over the years has positively influenced civic life, news communication, teenage life, and even parenting and the level of stress. These social networking sites, are used not only as search engines but also to search content on the Web (Bughin et al., 2011). Following this reasoning, marketers are trying to adapt their strategies to reach these networked consumers and investing in social media platforms as a way of engagement and also to drive consumers attention (Hudson, et al, 2015).

Moreover, 97% of marketers are currently participating in social media, however 85% of these marketers do not know for sure what social media tools are the best ones to use (Gottfried and Shearer, 2016).

Hudson, et al, (2015) disclosed that social media use is positively related with brand relationship quality, meaning that a consumer that has a quality relationship with a brand has more probabilities of engaging with that brand in social media networks.

Furthermore, when a brand is able to maintain a good relationship with their clients it can be said that it is a win-win situation, since consumers become more satisfied and willing to buy from that brand and firms are able to understand better customer needs and by doing this, brands are able to generate brand loyalty and profitability (Hudson, et al 2015).

Likewise, Aaker (1997) showed that the interaction of consumers with brands is similar to the relationships developed between friends. Hence, Hudson, et al (2015) suggests that when consumers interact with a brand using social media, the brand relationship will improve.

With the intention of ensuring that firms are using successful management techniques, there is a need to understand if companies are clearly recognizing the reasons and motivations that drive consumers to act as brand development partners, instead of being inactive in relation to company offers (Krishnamurthy and Kucuk, 2007).

For this reason, this dissertation main aim is focused on studying consumer's motivations to interact with a brand, Zara, in social media. In addition, profiling Zara consumers based on motivations, personality traits and sociodemographic characteristics is also this study objective.

Marketers are able to formulate strategies and product positions tailored specifically to the demand of the homogenous groups of consumers (Chin-Feng Lin, 2002). In fact, Rohm and Swaminathan (2004) identify a typology of online shoppers based on shopping motivations due to the significant growth in online retailing. By knowing the different types of consumers that exist, retailers are able to understand the particular reasons why consumers choose to shop online.

On this dissertation it is explored the possibility of having segments of consumers seeking the same motivations to interact with Zara in social media and also which sociodemographic and psycographic variables (personality) might better characterize these segments.

In 2014 the global apparel market was valued at 3 trillion dollars and accounts for 2% of the world's Gross Domestic Product (GDP). Additionally the womenswear is valued at 621 billion dollars and the menswear industry is valued at 402 billion dollars (FashionUnited, 2014).

The global apparel market is constantly changing, hence, this industry is always adapting to customer trends and new technology in order to allow the consumers shopping experience to be more enjoyable and ergonomic (Statista, 2016).

Due to the increasing trend of fashion industry (Statista, 2016), and the importance to segment consumers in order to apply specific marketing strategies, this dissertation is focused and applied to the brand Zara.

Zara belongs to the Inditex group, which is the world's biggest clothing retailer. The Inditex group reported strong sales growth for the first five weeks of 2016 financial year (Reuteurs, 2016). Zara has 7,000 stores worldwide, as of March 2016, and is helping push sales across Inditex's stable of brands up to 15% (Fortune, 2016). In addition, the brand captured a sales share of about 67% of total Inditex group's sales in 2015. Moreover, Zara bets heavily on social networks, being Instagram the platform were the brand invests the most.

Personality traits are studied on this research due to being a way of understanding consumers behavior on Internet (Amichai-Hamburguer, 2002), and if there is a need to deeply understand how consumers interact with Internet, more specifically with social networks, is essential to understand the personality of the consumers that are online (Amichai-Hamburguer, 2005). Five Factor Model (Funder, 2000; McCrae and Costa, 1997) was used, since the agreement between authors is that this model is seen as the best one to explain consumer's personality.

Understanding social networks and how consumers engage with brand in these platforms, will be translated into the use of more successful marketing techniques (Goldenberg, et al, 2009; Kratzer and Lettl, 2009).

1.2 Problem Statement

Social media platforms have appeared as a leading digital communication channel in which consumers learn about, share information on, and interact with brands they consider,

purchase, and evaluate (Chappuis, et al., 2011; Qualman, 2013). Additionally, online platforms and social networks directly influence the consumer-brand relationship (Enginkaya and Yilmaz, 2014), yet there is little research about this topic.

With a more competitive environment than ever, brands need to find a way of interact and attain knowledge resources that can be translated into competitive advantages. Social networks arise as a way of consumers contact with brands and with other consumers in a more appealing way. Brands, by taking advantage of social networks can deepen their relations with consumers (Enginkaya and Yilmaz, 2014).

However, using social media is not always an easy task and encourages brands to adopt new ways of thinking (Kaplan and Haenlein, 2010). Understanding which motivations factors drives consumers to engage with brands in social networks is crucial on today's market place environment (Hudson et al., 2015). For this reason, studying consumers' motivations to interact with brands in social media becomes essential to produce brand positive outcomes.

In order to explore motivations to interact with brand in social networks, Enginkaya and Yilmaz (2014) revealed five distinct motivation dimensions: "Brand Affiliation", "Investigation", "Opportunity Seeking", "Conversation" and "Entertainment". These factors were used to understand which motivations are more relevant for consumers to interact with Zara in social networks.

As little research about how social networks influence consumers willingness to interact with brands in social networks exists, a segmentation analysis was made in order to profile fashion consumers and to deeply understand how these consumers behave toward Zara.

Furthermore, Ross et al., (2009) has studied the link between personality of the individual users and their conduct on social networks. Hence, an analysis of the personality traits of Zara consumer's is presented on this dissertation.

With the constant increase of the use of social media platforms by companies and individuals, the research problem of the present thesis is to find a typology of fashion consumers based on motivations to interact with brands on social networks, applied to Zara and to find which sociodemographic and psycographic variables (personality) might better characterize these segments.

1.3 Aim

The main aim of this dissertation is to identify a typology of fashion consumers based on motivations to interact with brands in social media, applied to the brand Zara. In addition, this research study has also the goal of identifying the personality traits and the sociodemographic characteristics of Zara consumers.

Therefore, three research questions were addressed by this research study:

Research Question #1: Are there different segments of Zara's consumers regarding their motivations to interact with the brand in social media?

Research Question #2: If yes, which sociodemographic variables better help to characterize each segment?

Research Question #3: If yes, which personality factors better help to characterize each segment?

1.4 Research Method

This dissertation begins with the investigation and analysis of the literature in order to better understand the motivations that lead consumers to interact with brands in social media. To have a more robust study and to better understand these drivers some aspects were analyzed that enable to answer the research questions formulated. For these reasons an exploratory and quantitative study was conducted.

An online and self-administered questionnaire was developed and data collection was applied among individuals who are simultaneously Zara clients and followers on the brand social media pages, using the scales described on chapter II. In order to answer to the research questions, SPSS 23.0 was used to analyze all the data collected from the questionnaire. The questionnaire was distributed using Qualtrics during one month and was subjected to a pre-test. Furthermore, descriptive and multivariate analysis were used in order to answer to the research question.

1.5 Academic and Managerial Relevance

The integration of social media platforms in companies is not always an easy step, many times companies can be successful on integrating the digital world and other times they don't.

A study by SocialBakers (2014) shows that the amount of social media interactions leads to more visits to the brand's website, while others (Traphagen, 2015) suggest that social media engagements are ineffective in stimulating brand loyalty and sales.

Firms need to create a long-term customer relationship, in order to ensure that they have a competitive advantage in relation to peers, by building upon customer trust (e.g., Doney and Cannon, 1997; Dwyer, et al 1987; Ganesan, 1994). Customer trust is particularly important in the online context since customers increasingly bet on the Internet for information and purchases and can be more loyal online (Rangaswamy, et al 2003).

The motivational factors are the reasons that drive consumers to interact with a brand. Managers and marketers by knowing what are the main motivations for consumers to engage with brands are able to adapt their entire strategies on fulfilling the needs behind those motivations, and in this way being more efficient and truthful. However, there is a lack on the overview of motivations for the full range of brand-related social media uses (Moorman et al., 2001).

Additionally, despite initial claims, insights into how consumers engage with brands remain limited and largely requiring measurement capability and empirical validation to date. Motivations construct will be studied due to the challenge that is to use social media, which in fact can require a new way of thinking by marketers. Understanding why consumers chose to engage with a brand in social media can bring enormous advantages for marketers (Haenlein and Kaplan, 2010).

One of the known reasons for companies to consider global brands, even when quality and value are not empirically superior, is due to the consumer preference for brands with a global image (Ruekert et al, 1994; Raymond and Taylor, 2000). Consequently, companies need to identify the response of universal consumers to its marketing campaigns for specific consumers' segments (Ruekert et al, 1994; Raymond and Taylor, 2000).

The fashion industry for women is predominantly relevant in terms of analyzing the feasibility of national segmentation. In fact, previous research studies indicate that females tend to be more fashion-conscious, be more knowledgeable about fashion brands (Blyth, 2006), and read more fashion magazines than male consumers (Chamblee et al., 1993;

Putrevu, 2004). This suggests that marketers should pay more attention to women when analyzing fashion brands.

Zara is increasing its presence on social networks, especially on Instagram, so to know how consumers are reacting to this fact, its important to brand managers and marketers to be capable of identifying the different types of brand consumers and their motivations to interact with the brand in social networks.

Amichai-Hamburguer and Vinitzky, (2010), Moore and McElroy (2012), and Ross et al., (2009) have shown that personality and the use of Facebook are positively correlated. When studying a global brand is of major interest to both managers and marketers to know which personality traits can be better linked to its consumers, to then apply marketing techniques that are in line with what it was discovered. In this sense, costs can be cut and time used for studying other matters. Moreover, marketers can be more efficient on their social media strategies.

To sum up, marketers and managers aim is to understand consumer's behavior, and by knowing which personality traits are more common within their segments of customers, companies will be able to easily identify motivations to interact with brands. By being able to predict what consumers want to see and need when interacting with a brand on social networks, marketers are making consumers satisfied.

Nowadays, companies and consumers engage in social networks when looking for brands, products or services. The knowledge that can be extracted from understanding consumer's attitudes and behaviors when interacting with these brands in social networks, is the inspiration of this study that can be used in order to adapt companies' strategies to consumers' needs.

1.6 Dissertation outline

This research study is composed of six key chapters, in which the first Chapter provides an overview of the background of the research topic and its relevance for the study. The problem statement, and corresponding research questions are also included in Chapter 1. Chapter 2

includes an extensive literature review related with the issues derived from the research questions.

The third Chapter provides the explanation of the methodology used and the data collection description. After collecting the necessary data to answer the research problem, the analysis of the results is presented on the fourth Chapter. Chapter five describes the main conclusions of this dissertation and chapter six presents the limitations of this thesis and some reccomendations for future research.

Chapter 2. Literature Review

2.1 Web 2.0 and Emergence of Social Media

At this time, approximately 47% of the world's population are Internet users, being Asia the continent in which the majority of global Internet users are located (Statista, 2016).

O'Reilly (2007) defined Web 2.0 as the network comparable to a platform, across all connected devices. Is all about making computing and media social (Buckley and Cooke, 2007).

About Web 2.0 applications, are those that make the most of the essential advantages of that platform, by bringing software as a constantly updated service that improves as more people use it, consuming and reproducing data from different sources, including individual users, while providing their own data and services in a way that allows being reproduced by others, creating network, and going beyond the page metaphor of Web 1.0 to deliver powerful user experiences O'Reilly (2007).

From the first definition of Web 2.0 a lot of buzz and theories came around, and there is still a lot of disagreement about what Web 2.0 means, and on this article, Tim O'Reilly wanted to clarify what he means when defining Web 2.0.

In relation to Web 1.0, that can be characterized as the era of the "DoubleClick", personal websites, page views, screen scraping, publishing, and others, Web 2.0 is the era of "Google AdSense", Wikipedia, blogging, search engine optimization, web services, social networks and many others.

The appearance of Web 2.0 offers consumers a vast set of tools that help on developing new research approaches to explore the fast changing on social and media environment. With a combination of the right set of social network tools and with a good understanding of social networks, marketers will be able to construct new types of research communities, where respondents can interact with researchers but also with the clients, but more importantly with each other (Buckley and Cooke, 2007).

Web 2.0 can be described using two different features: microcontent and social media (Alexander and Levine, 2008). The first one implies that the authors create pieces of information and that each piece of information expresses a concept. This type of information

can be blogs publications, wiki edits, or even YouTube comments, that are extremely simple for the user to update since is not required any type of web design knowledge. The second concept, social media, arises when multiple people or users are actively connected by sharing the same information or being in the same dialogue areas.

Individuals are induced to create a public or semi-public profile in social media, where they can find other users with whom they identify a connection and see what other users are publishing (Boyd and Ellison 2008).

Additionally, to understand the emergence of social media it is crucial to understand the emergence of user-generated content. Platforms like YouTube are successful because consumers decide to publish videos and comments on them, and around that content, social interactions are being created. These social interactions are so simple to happen that platforms don't even have to attract media at consumers. Actually, consumers are the ones that rate, rank, comment on and make reviews (Buckley and Cooke, 2007).

If consumers are the ones who dictate the success of platforms, they are also the ones who can influence which products will be a trend or not. Following this reasoning, Berry and Keller (2003), said that there is a group of people capable of pushing trends, influence the mass opinion and selling many products. Therefore, in order to understand how marketing messages are being spread, it is crucial to understand the social context the consumers use to operate (Buckley and Cooke, 2007).

The emergence of social media, by changing the way consumers and marketers communicate (Gremler et al 2004; Nambisan and Baron 2007), have stimulated also the change on the consumer decision making process and marketing communication (Friege et al. 2011; Shankar and Malthouse 2007).
Social media are, for all these reasons, seen as an opportunity for marketers to explore the ways social networks are used to better assist clients needs and to improve concept testing, product development, brand launches, marketing communications and customer experiences (Buckley and Cooke, 2007). In fact, social network penetration worldwide is increasing, having at this moment around 2.67 billion users around the world (Statista, 2016).

On the other hand, marketers sometimes can feel overwhelmed with these new challenges and have the need to search for procedures to help them deal with this new reality (Duhé, 2012, Linke and Zerfaß, 2012; Macnamara, 2012; Solis, 2012).

Maximizing customer experiences is achieved when marketers are capable of moving consumers from awareness to engagement with the constant connection of online social media with traditional media, achieving the supreme goal of attention and influence (Hanna, et al., 2011). Understanding the consumer's behavior on social networks nowadays is crucial to have an effective marketing strategy.

2.2 Social Media Panorama in Portugal

According with eMarketer (2016), approximately 2.34 billion people (32% of population worldwide) is accessing network sites in 2016, up to 9.2% from last year (2015).
Observador (2015), affirmed that the usage of social networks has triplicated in 7 years to 54,8% and a third of the firms in Portugal uses these platforms. Also, Facebook is the social network with the highest penetration rate in Portugal with 93,6% followed by Youtube with 41.4%, Google + (40.2%), LinkedIn (37.3%), Instagram (28.9%) and Twitter (23.6%) according with Observador (2015). Instagram is actually the fastest growing social media platform in Portugal.

Additionally, time spent on social networks, according with Observador (2015), is 81 minutes a day, being women (92 minutes per day) ahead of man, on average, on time spent on social networks per day. Young people (15 to 24 years old) spend, on average, more than two hours a day on social networks (122 minutes).
In relation to companies, only one third (32.9%) have already adopted social business solutions, which includes social networks, according with Observador (2015). 25.7% of the companies affirmed that have plans to adopt this solutions in the next 24 months, while 31.4% said that adopting to social business is not part of their plans.
Moreover, in companies, Facebook is leading with 70.4% of the companies affirming that they have already made an account, followed by LinkedIn with 53.6%, YouTube with 43.9% and Twitter (41.9%), Observador (2015).

More recently a Marktest study (2016) presented some statistical data about social network users and it was found that 94% of the users of social networks in Portugal have a Facebook account and 43% have a YouTube account. 21% of social networks users have abandoned a social network in the last year, 37% uses the smartphone to access to social networks between 18:00 and 20:00 o'clock, and 25% admits that the time spent on social networks have increased in the past year. Additionally, 67% follows famous people and 62% follows brands on social networks. Also, 87% of the users of social networks have the habit of seeing videos and entertaining content on these platforms.

Moreover, Portugal is seen as a country that heavily uses online platforms, in which 59% of Portuguese consumers are online every day and 71% of Portuguese consumers said that were accessing the Internet (The Consumer Barometer, 2016).

SocialBakers Statistics (August 2016), about top 20 Portuguese brands, reveals that Facebook has an "average number of followers in relation to the number of followers" of 751071, Twitter has 17363 and YouTube 10482. In relation to the "average number of administrative posts", Facebook has 82 while Twitter has 51 and YouTube only 4.

Facebook has also the highest "average number of interactions" with 39134, Twitter remains in second place with 702 and YouTube with 34. About the "average response rate", Facebook has an average response rate of 75% and Twitter 25%. Concerning interaction types on Facebook, reactions (likes) is the most used leading with 87%, followed by sharing with 9% and finally by commenting with 4%. In relation to Twitter, likes lead with 61%, followed by retweets with 30% and by replies with 9%.
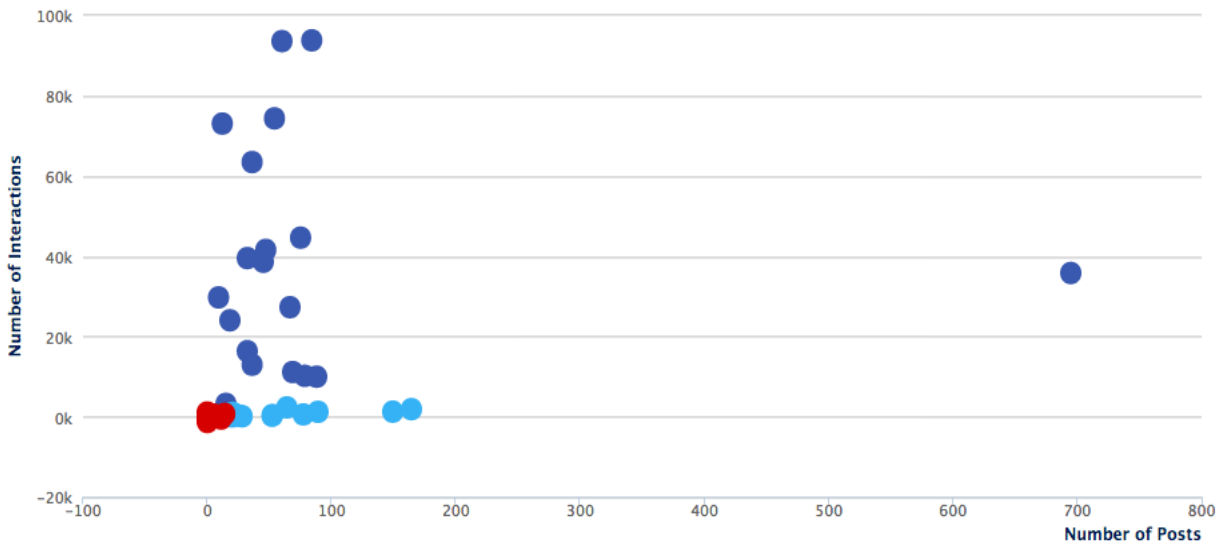
Figure 1 - Content Behavior by Social Platform for TOP20 Brands (SocialBakers, 2016)

On figure 1, the darker blue points represent Facebook, the lighter blue points represent Twitter and the red points represent YouTube. Therefore, each point on this chart represents a single brand page on a single network. On an ideal basis, the "better position" would be closer to the left or center-left and at the very top.

Focusing on Portugal, "Continente" is the Facebook brand with more fans, with 1638779, and in relation to the number of interactions the brand "WTF" is the one with the highest number of interaction with 140710. "Oikos" from Danone, is the brand that presented the fastest growth in Portugal, with more 19514 fans and Actimel is the leading brand by average post interactions per one thousand fans (SocialBakers, 2016).

Top 5 Industries on Facebook

		Sum of Fans
Retail		12 788 609
Services		10 862 593
Fmcg Food		10 718 517
Fashion		10 716 376
Beauty		9 536 073

Data is from the total number of Local Fans for the largest 200 pages in Portugal by Fan count
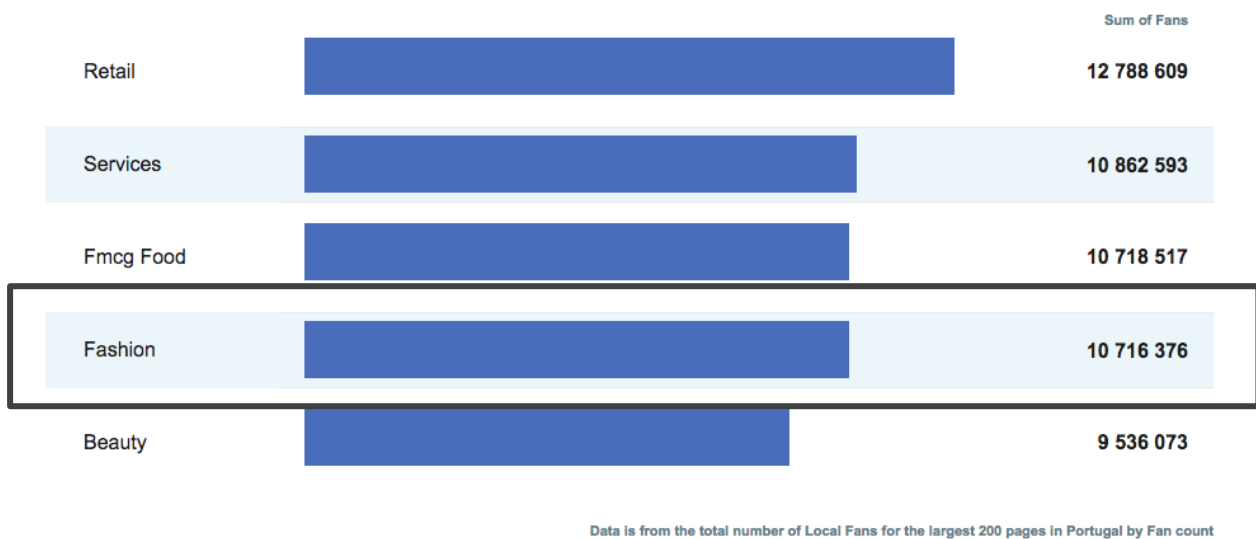
Figure 2 - Top 5 Industries on Facebook (SocialBakers, 2016)

On figure 2 is noticed that the retail industry is the most famous on Facebook, with 12788609 fans, followed by the services industry with 10862593, by Fmcg Food with 10718517, by fashion with 10716376 and finally by beauty with 9536073 fans. Fashion industry is the fourth business area with more fans on Facebook, thus, it is a stimulating area to be studied.

As this study focus on fashion brands, more specifically on Zara, arises the need to understand motivations to interact with brands on social networks.

On Twitter, "Portugal Telecom" is the brand with the greatest number of followers, 127053, and in relation to number of interactions, "Netflix Portugal" is the service that has the highest number of interactions, with 2345. "Monster Energy Pt" is the brand that has grown the most with more 1024, and "Telepizza" was the brand that presented the highest average post interactions per one thousand fans, with 7 (SocialBakers, 2016).

Finally, on YouTube "MEO" was the brand that has uploaded the most video views with 20030, and "WTF" is the brand with the highest number of subscribers with 50888. Lastly, on the average interaction per one thousand fans in august 2016 on YouTube, "Microsoft Portugal" was Top 1 with 30 (SocialBakers, 2016).

2.3 ZARA's presence off- and online

Zara belongs to the Inditex group with other seven brands: Pull&Bear, Massimo Dutti, Bershka, Stradivarious, Oysho, Zara Home and Uterque. All of these brands share one sales and have a management approach focused on customer service (Inditex).

Inditex have more than 7,000 stores all over the world, eight brands and is one of the world's largest fashion retailers. This fashion retail group is focused entirely on their customers, adapting constantly to what consumers want when they want offering, in this way, sustainable fashion (Inditex).

In terms of facilities, the group bets on vertical integration of every part of the fashion business (design, manufacturing, and logistics), by having all these sectors located with proximity to each other (Inditex).

The first Zara store opening in Portugal was in Oporto in 1988 (Inditex). Nowadays, Zara has 81 stores in Portugal, as of 2013. Inditex is not betting on the opening of new physical stores but instead on the development of the online channel (Inditex).

Zara is determined in meet consumers' needs at the same time that is striving to be informed of consumer's ideas, trends and tastes. The objective is to employ different people, of different cultures and ages that share responsible passion for fashion. Zara success comes with an innovative supply chain structure that permits the brand to finish the entire production process within 10-15 days almost with no inventory (Petro, 2015).

Zara success also relies on betting heavily in social media platforms like Instagram that can incentivize its growth and generate buzz among consumers. In October 2016, the brand counts with 14.7 million fans on Instagram, around 25 million likes on the Facebook page, over one million followers on Twitter, 294,1 thousand followers on Pinterest, and over 30 thousand followers on YouTube. Furthermore, Zara has an application for smartphones.

In social media, Zara gets the most success of its Instagram account, in which the brand has used to make an absolute lookbook of the latest fashion trends. The brand is able to do this because its management approach is predicting new clothing trends, designing affordable pieces and manufacture their products faster than any other retailer. In fact, Zara publishes around 35.9 posts per month on Instagram of a total of 1.2 thousand posts. The brand has a

very weak engagement rate of 0.6%, receives on average 267 comments per month, and has an average of 85.9 thousand likes received per month (Iconosquare, 2016).

In relation to Zara page on Facebook, it has a performance of around 25 million likes, it posts around 1.06 posts per day in which 66.7% are photos, 20.8% videos and 12.5% text content. However, the Zara Facebook page has a weak engagement rate of 31%. It is ranked as the 65th page in clothing of Facebook (LikeAlyzer, 2016).

Regarding Twitter, the estimated overall reach of tweets of Zara is 489,180 accounts, has a total exposure of 565,929 impressions and has made around 1500 tweets (TweetReach, 2016).

Although engagement rate of Zara on these social networks is not the best possible, Zara is slowly increasing its presence on social networks. These facts make Zara an interesting brand to be studied, and this study aims to provide further enlighten on the motivations to interact with the brand in social media.

2.4 Motivations to interact with brands in Social Media

On this sub-chapter of the dissertation the consumer's motivations to engage with brands social media platforms are going to be presented.

Consumers, according to Sukoco and Wu (2010), have two major motivations to engage on a brand community: self- and social-related motivations. The first motivation is about the importance users give to experience pleasure, gain some knowledge about a brand and maintain their self-esteem. The second motivation relates with the importance users give to be part of a brand community and to create connections with other members and to gain social status to be able to maintain their collective self-esteem.

Moreover, Christodoulides, et al (2016) defined three levels of consumer's engagement. Firstly, brand-related media is when consumers are confronted with a picture or watch a video showing a product or service. Consumers by doing this are consuming brand-related media. Second, when consumer's comment or like a post online, they are no longer an observer but a media contributor and thirdly, when consumers want to post a picture of a product acquisition on social networks, such as Facebook or Instagram, they are creating brand-related content.

User-generated content, media content created by the public instead of by professionals and that is mainly distributed on the Internet (Bright, et al., 2008), is increasing and with the arrival of Web 2.0 consumers are more responsible for their media experiences, and for this reason, the study of the motivational factors that push media consumption is now very valuable (McQuail, 2000). Also, with the consumers increasing power, marketers should put their efforts on focusing more on understanding audience motivations for using media content since today consumers are challenged with more choices than ever (Severin and Tankard 1992).

If companies can understand consumer's motivations, then they can influence behaviors (O'Keefe, 2002). Moreover, following Katz's (1960) typology, any attitude follows one or more of four personality functions: utilitarian, knowledge, ego-defensive, and value-expressive functions. The first one admits that people are interested on getting rewards and avoid punishments, basically attitudes based on self-interest; The second acknowledges that people are ambitious to gain information and to organize and understand their environment; The ego-defensive function characterizes motivations to protect people from internal insecurities or external threats, serving the internal function of defending self-image; Finally, value-expressive function, is based on actions that allow people to express their self-concepts and values making their image to the world matching their moral beliefs.

In sum, what drives media consumption are the motivational factors and these depend on the development of positive or negative attitudes toward a medium (Bright, et al., 2008). Consequently, Fazio (1986) describes three key components for the construction of an attitude: affection, cognition and behavioral intention. The first two components are about a consumer's feelings, beliefs, and ultimate evaluation of an object, while the last component is about the consumer's actions, if any.

Additionally, (Enginkaya and Yilmaz, 2014) suggests that creating viral marketing campaigns, and focusing firms efforts to generate online buzz among consumers' makes consumers feel entertain and amused. Also, firms can bet on promotions on their social media networks to increase customer engagement. This can serve as a motive for some users to connect with these firms on their online communities.

Enginkaya and Yilmaz (2014) presented a scale for consumer's motivations to interact with brands in social media, which enable marketers and managers to develop and explore better their marketing strategies. This research explores five distinct motivational factors: "Brand Affiliation", "Investigation", "Opportunity Seeking", "Conversation", and "Entertainment". According to these authors, Brand Affiliation is related with consumer's lifestyles, possession desires, preference tendency and intention to promote a brand in social media that are consistent with consumers' motivations to interact with a brand in social media. Opportunity Seeking refers to the benefits consumers can have behind following a brand in social media and their cognitive analysis for following it. Conversation acts for the social media position on the consumers' needs to communicate with other consumers and with the brands in social media.

Consumers also look for Entertainment when following a brand in social media, and this dimension relates with the consumer's affection with the brand's pages in social media and their content, especially with the ones that provide fun and enjoyment. Finally, the last component – Investigation – represents the consumer's needs to find reliable information on the brand's social media pages.

2.4.1 Profiling the Zara consumers based on their motivations to interact with the brand in social media

Global markets are evolving quickly and given the optimistic outlook for their future, managers and marketers have an intense interest in understanding the process of building strong brands in foreign market environments. Sales of global fashion brands are expanding rapidly, and a need to better understand consumers' habits and motivations is seen as a potential advantage for brands (Kang et al., 2007).

From a managerial perspective, online shopping behavior provides the basis for targeting different groups of consumers (Rohm and Swaminathan, 2004). For Zara, understanding motivations that lead consumers to interact in social networks can lead to a substantial increase on online shopping. Following this reasoning, by knowing who are the consumer's that buy at Zara, retailers can realize better their marketing strategies.

However, while there is a handful tradition of shopping typologies developed for store or catalog settings (Stone, 1954; Stephenson and Willett, 1969; Ashton and Darden, 1975; Nicholas et al., 1978; Bellenger and Korgaonkar, 1980; Black and Westbrook 1985; Gehrt and Shim, 1998), there is a scarcity of research examining segments in the online and social network context. Moreover, the few studies about fashion that exist in Portugal are focused on the analysis of fashion innovativeness (Paço and Raposo, 2003), fashion involvement (Cardoso and Costa, 2007) and brand personality (Azevedo and Farhangmehr, 2005; Rodrigues, 2009). No study has been found that explored the fashion consumer segments in Portugal.

Market segmentation is the "portioning of a large heterogeneous market into smaller, more homogenous markets based on different needs, characteristics, or behavior' (Goldsmith and Litvin 1999).

To this end, some research studies have already emphasized the importance of segmentation on motivations in different contexts (Lee and Lee, 2001; Schewe, 1990).

Against a background of dynamic growth in the fashion industry, it is critical for fashion researchers and marketers to understand the reasons why consumers chose to buy one brand from another, and the motivations that lead consumers to interact with a brand and buy from there. In this context, a major objective of fashion marketing strategies is to identify and profile consumer segments.

Actually, market segmentation by grouping customers with homogenous needs and motivations helps to characterize quality perception since it is necessary to align quality delivered to anticipated quality (Berry et al., 1991).

Consequently, this dissertation aims to understand better the motivations of fashion consumers to interact with brands in social media, applied to Zara, which is a global brand. In addition, given the paucity of research that exists on profiling consumers that interact with brands in social networks, this thesis also aims to find segments of consumers based on their motivations to interact with brands in social networks, on their personality traits and on their sociodemographic characteristics.

This research makes an important contribution to the current literature by increasing the knowledge of fashion consumer typologies to the social network channel.

2.5 Consumer's Personality

Social media facilitates communication by providing a virtual space for consumers to interact on the Internet being, in this way, an important agent of consumer socialization (Kohler et al. 2011; Finney and Lueg 2007; Baird et al. 2006; Muratore, 2008; Daugherty and Zhang 2009). Consumer socialization through social media is predicted to affect consumers, affective and behavioral attitudes (Ward 1974). Social media, with blogs, instant messaging and social networking sites make communication easier to consumers (Muratore 2008).

In this way, behavioral attitudes are linked with behavioral intentions that are dependent on some determinants like online services, satisfactory navigation experiences and favorable attitudes, that consequently will lead to an outcome that can be favorable or unfavorable, like buying or not buying, (Kuster, I., et al 2016).

Previous studies have already analyzed how personality is linked with the use of Facebook (Amichai-Hamburguer and Vinitzky, 2010; Moore and McElroy, 2012; Ross et al., 2009).

This dissertation studies the personality traits that better apply to the typology of fashion consumers discovered in Chapter IV, applied to the brand Zara.

Personality can be better explained using the Five Factor Model ("Big Five") (Funder, 2000; McCrae and Costa, 1997), and the five dimensions that this model explores are "Openness", "Conscientiousness", "Agreeableness", "Extraversion" and "Neuroticism".

"Openness" is known to be very correlated with the use of social media (Correa et al., 2010). Open individuals are more likely to talk about them and to disclose information; they have also more probabilities to blog (Guadagno, et al 2008). Secondly, "Conscientiousness", is positively associated with the quality and quantity of social relationships (Asendorpf and Wilpers, 1998) and negatively correlated with the use of social networking sites (Ryan and Xenos, 2011; Fornasier et al., 2010) meaning that conscientious individuals are careful online.

Agreeable individuals focus their orientation toward others and for that reason have successful friendships (Asendorpf and Wilpers, 1998) and romances (White et al., 2004). Moreover, these individuals introduce a more reliable and authentic version of themselves (Leary and Allen, 2011) and have a higher control over their online self-presentation (Sun and Wu, 2011).

Extravert individuals have more friends, and friendships with higher quality (Asendorpf and Wilpers, 1998) and have also more pleasing romantic relationships that introvert individuals. Finally, "Neuroticism", the last dimension of the Five Factor Model, is related with the outcomes of belongingness needs, and neurotic individuals are less fulfilled with their romantic partners (White et al., 2004) and more sensitive if rejected by their partners. These individuals are anxious about their self-presentation since neuroticism is related with social anxiety and public self-consciousness (Trapnell and Campbell, 1999).

2.7 Conclusions

Finding a typology of fashion consumers based on motivations to interact with brands in social media, applied to Zara is the main aim of this study. Also, this thesis aims to discover the personality traits and sociodemographic characteristics of these fashion consumers.

As can be depicted by literature review, social media has been changing how businesses communicate with customers by changing or redefining their channels of distribution. Actually, according with Consumer Barometer (2015), 31% of Portuguese people use tablets, 57% use smartphones and 68% use the computer to search online. From the 57% of people that use smartphones, 45% use it to visit social networks. In addition, 23% of consumers are searching for clothing and footwear online.

Additionally, Adler (2016), describes Facebook as the leader in engagement worldwide, with a large margin on a per-user basis, followed by Twitter and Instagram. Snapchat is the fourth social network in a per-user basis. Tumblr is ranked behind Snapchat in engagement, followed by Pinterest. LinkedIn is the least effective in engagement.

Consumers use social media for all kind of things, to talk with friends, to see videos and photos and also to find brands and businesses. Moreover, previous research discovered that more than half of online shoppers use networking sites as Facebook, LinkedIn and Twitter to interact with brands retailers, and that these retailers are catching this opportunity to improve their customer relationships (Beitelspacher et al, 2013).

Furthermore, social media usage does not focus anymore only on the B2C (business-to-consumer) segment, but is focusing more on a growing community that is B2B (business-to-

business). Actually, more than 93% of B2B marketers use one or more than one ways of social media to relate with their customers.

As social media is continuously evolving with 78% of Portuguese consumers, admitting the use of their electronic devices to access to social networks (Nielson 2016), this dissertation is mainly focused on trying to understand the profile of fashion consumers based on their motivations to interact with brands on social networks. Also, this thesis aims to discover the personality traits and sociodemographic characteristics of these consumers in order to be possible to brands to adapt their strategies according with consumers' needs.

Kotler and Armstrong (2004) described motivations as the needs that make people to hunt for satisfaction, moreover, Katz's, (1960) have analyzed the importance that personality has on consumer motivations. In addition, Lee and Lee (2001); Schewe (1990) have also highlight the importance of segmentation on motivations.

In order to answer to this dissertation research problem, three questions are presented:

Research Question #1: Are there different segments of Zara's consumers regarding their motivations to interact with the brand in social media?

Research Question #2: If yes, which sociodemographic variables better help to characterize each segment?

Research Question #3: If yes, which personality factors better help to characterize each segment?

To sum, the literature review chapter showed that there is a need to better understand social media interactions with brands and the importance of segmenting consumers based on their motivations. On the next chapter, it is described how the data was collected, as well as the analysis of the study in order to be able to answer to the research questions developed.

On the subsequent chapters, the results, final conclusions and limitations of the study are presented.

Chapter 3. Methodology

3.1 Research Approach

Saunders et al. (2009) described three types of research approaches – Exploratory Research, Descriptive Research and Explanatory Research.

Firstly, exploratory research is a type of research used when a problem has not been deeply analyzed yet and it is necessary to understand it. Generally, after collecting primary data through qualitative research as interviews and focus groups, this type of research finds and analyses a new problem. As it was already explained in Chapter I the purpose of this project is to find a typology of fashion consumers based in their motivations to interact with brands on social networks, hence, exploratory research was used to address this study research problem.

The second type of research approach defined by Saunders et al. (2009) is the Descriptive Research that has the objective of fully describing a part of a problem that has been evaluated formerly. This research study, by doing experimental generalizations of the relation among the variables permits theory building. Contrary to the study above, this approach uses secondary data by collecting quantitative research.

Explanatory research as Saunders et al. (2009) described, is used when one wants to test causal relationships between the variables that are underlying a problem.

Although secondary data from previous studies helped on planning the first stage of this study, exploratory and quantitative research were used. Primary data collection was also used in order to explore and gain relevant insights to answer to the research questions formulated.

3.2 Research Instrument

3.2.1 Population of the study

In order to explain what will be the population of this study, it is important to understand the population definition. Malhotra (1999) defined population as the set of all elements that have the same characteristics and that include the universe that is needed in order to answer to the research problem.

As it was explained, this study addresses Motivations and Personality. In order to be able to answer the research problem, segments of fashion consumers were identified in order to better understand consumers' motivations to interact with Zara in social networks. In addition, personality traits and sociodemographic characteristics were also studied for these consumers.

For those reasons, the population of this study are individuals of both genders, with more than 18 years old, living in Portugal, and that are simultaneously Zara's clients and social media followers of the brand.

3.2.2 The Sample

Once again, before understanding what is the sample of this study it is relevant to comprehend the definition of sample. According to Malhotra (1999), sample can be described as the subgroup of elements of the population that were selected to participate in a study.

As this research study addresses Portuguese consumers, only people residing in Portugal, and that subsequently speak Portuguese, were considered. The sample is aligned with population, due to time and financial constraints, as accessing to the entire population was impossible.
Thus, in order to obtain all the data needed a sample of convenient elements was obtained, using a non-probabilistic convenience sample.
Once more, according to Malhotra (1999), a non-probabilistic convenience sample has as an objective to obtain a sample of convenient elements in a quick in inexpensive way, accessible and easy to measure.

3.2.3 The Questionnaire

This research study used a structured and self-administered questionnaire that addressed all the information needed. Since the Internet was the way the questionnaire was spread (social media networks and emailing), the data collection method chosen was an online questionnaire. The draft of the questionnaire can be seen on Appendix 1.

When designing the questionnaire, efforts were made in order to assure that the questions were as clear and uniform as possible and to prevent respondents' different interpretations that could give less correct answers.

Moreover, an attempt was made to ensure that wordings of the attributes were clear, objective and not very long as some authors recommend (Malhotra, 1999).

At the end of the questionnaire, socio-demographic characterization data was presented to respondents in order to be able to characterize the sample.

The questionnaire was subjected to a pre-test before the launch to 30 individuals, in which was possible to find out that some items could be eliminated in order to increase the *alpha* of the scale, and it was also helpful in a way that clarify some wordings that could be misunderstood.

3.2.3 The Measures

All the measures used on this research study were adapted from previous studies. Furthermore, the Likert scale was used, with the intention that respondents could classify their opinion on each one of the questions. Two scales were used in this research study: Motivations Scale and Personality Scale.

The Motivations Scale was measured using 15 items and was adapted from Enginkaya and Yilmaz, (2014), as can be seen on Appendix 2: Table 1. The Personality scale was measured using 20 items and was adapted from Baird et al., (2006), as it can be seen on Appendix 2: Table 2.

Regarding Malhotra (2006) study, the scale announced above requires respondents to select a degree of agreement or disagreement in relation to a series of statements. This degree of

agreement or disagreement was measured on a 7-point Likert scale in which 1 represents "strongly disagree" and 7 represents "strongly agree", and was used on all items.

Since the sample of the population addresses only Portuguese individuals, the questionnaire was written in Portuguese. Subsequently, all the items were translated from English to Portuguese and some adaptations were made. A considerable effort was made to ensure conceptual comparability, as can it can be seen on Appendix 2: Table 1 and Appendix 2: Table 2.

The professional questionnaire service, Qualtrics (www.qualtrics.com), was used to create an online survey and to ensure data protection.

Chapter 4. Results Analysis

4.1 Preliminary Analysis

4.1.1 Data collection and analysis

During the four weeks dedicated for data collection during the month of October, 525 participants started the questionnaire, however, only 325 questionnaires were fully completed. From these 325 questionnaires, 75 were from individuals that didn't follow Zara in social media and/or haven't bought anything from Zara until that time. Therefore, these 75 questionnaires were eliminated from the sample. Consequently, the total sample considered for data analysis was composed by 250 participants that follow Zara in social media and that are Zara's clients.

Moreover, the data collected was analyzed using the program SPSS 23.0 with the main aim of understanding and collecting insights about the problem statement defined on the first chapter and also to answer the three research questions developed previously.

4.1.2 Sample characterization

In order to better understand how the sample is characterized, the demography of the participants was analyzed.

In relation to gender, 94% of the total sample consisted of female respondents and only 6% correspond to male respondents. Since this dissertation study is focused on the brand Zara, females were on a majority the ones with the highest willingness to answer the questionnaire.

Regarding age, only 8,4% are in the range between 34 and 44 years old. The majority of the respondents (66.0%) have between 18 years old and 24 years old, 13.2% of the respondents have between 25 and 34 years old and 12.4% have more than 44 years old.
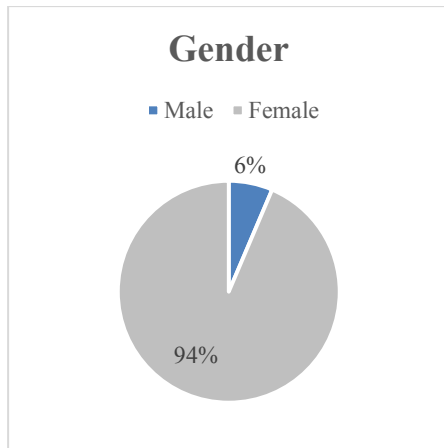
Figure 3 - Gender
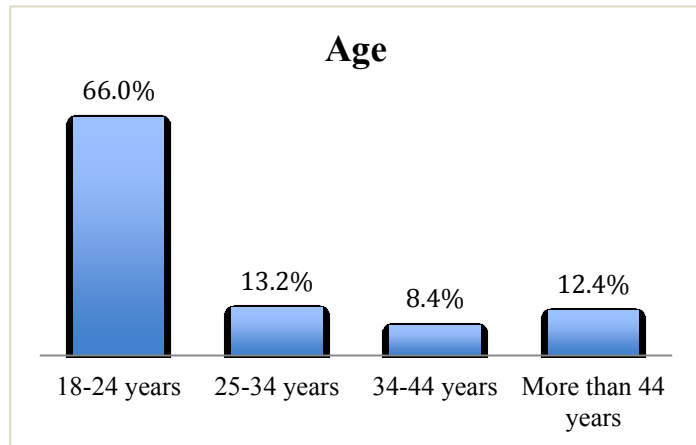
Table 1 - Age

As far as occupation is concerned, the majority of the respondents are students (48.4%), 30% are employed by third parties and 7.2% are self-employed. Moreover, 8.8% of the respondents are working students, 1.6% are unemployed and 0.4% of the respondents said to be retired.

Concerning the respondents educational level, the majority of them have a bachelor degree (60%) and 25.6% have a master degree, while only 0.8% of the respondents have a PhD. Additionally, 13.2% of the respondents are high school graduates and 0.4% have the 9th grade.
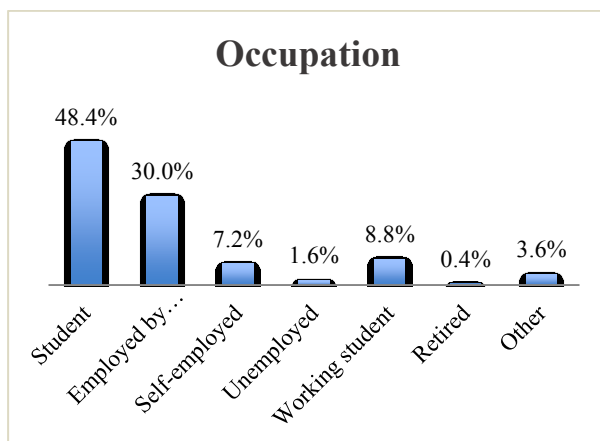
Table 2 - Occupation
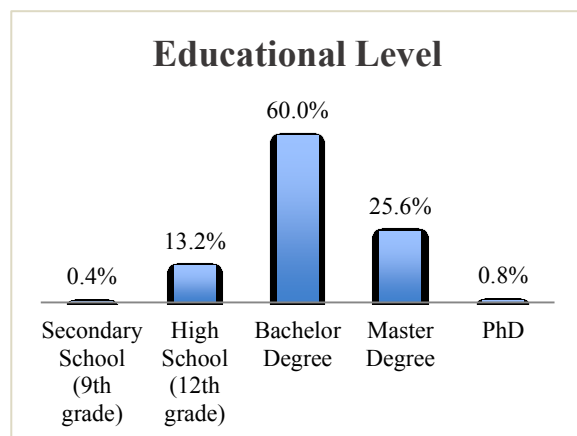
Table 3 – Educational Level

Lastly, the level of income per household showed that the majority of this dissertation respondents have a monthly net income of more than 4000€ (23.6%), 16.8% have a monthly net income between 1001€ and 1500€, 14.8% said that earn between 2501€ and 3000€, and

13.2% earn between 3001€ and 4000€. Furthermore, 12.4% of the respondents earn between 1001€ and 1500€ a month, 10.0% between 2001€ and 2500€, 6.4% earn less than 500€ and 2.8% earn between 501€ and 1000€.
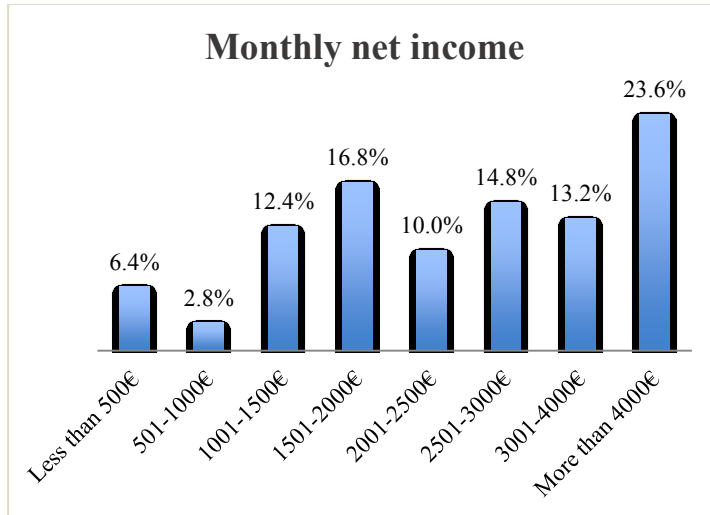
Table 4 – Monthly net income

4.1.3 Data screening – Univariate Outliers – Multivariate Outliers

Before starting the analysis of the results and in order to improve the quality of the data, a data cleaning process was applied on this dissertation.

By doing the univariate outliers analysis it can be identified cases with extreme and uncommon values within the 35 initial variables of the data set.

In order to confirm the presence of univariate outliers within the variables, all the scores of each variable had to be converted into standardized z-scores. For a significant level of 5% (p<0.05), Z-scores that are greater than 3.29 and than -3.29 denote outliers.

As such, some univariate outliers were found that were subsequently analyzed with the multivariate outliers (On Appendix 3: Table 1, is presented the list of variables that contain univariate outliers).

Multivariate outliers analysis is used to identify cases of respondents with an uncommon arrangement of values in two or more variables. In order to test for multivariate outliers, the Mahalanobis distance for each response was calculated.

The main aim was to identify a value lower than the *p*-value of 0.01 in the Mahalanobis distance (probability). After doing this, there were identified 20 outliers.

Although some outliers were found in the data set, there is not an absolute position on literature regarding if outliers should or should not be removed from the data set, hence, the outliers were not eliminated, as it is believed that they are also representative of the population.

4.1.4 Data Reliability

The scales used on this dissertation were adapted from past literature, thus, it is vital to re-evaluate the scales' reliability in the context of this research. Cronbach's *alpha* was then calculated for each dimension of each scale studied in this research study.

Scales	Dimensions	Initial number of items	Cronbach's *alpha*	Cronbach's *alpha* if item deleted	Item deleted	Final number of items
Motivations	Brand Affiliation	4	0.509	-	-	4
	Opportunity Seeking	3	0.646	-	-	3
	Conversation	3	**0.738**	**0.814**	1	2
	Entertainment	3	0.725	-	-	3
	Investigation	2	0.719	-	-	2
Personality	Extraversion	4	0.747	-	-	4
	Agreeableness	4	**0.755**	**0.778**	1	3
	Conscientiousness	4	**0.724**	**0.743**	1	3
	Neuroticism	4	**0.565**	**0.824**	2	2
	Openness	4	**0.651**	**0.830**	2	2

Table 5 - Scales' reliability

In relation to Motivations, as can be seen, the dimension "Brand Affiliation" shows poor levels of internal consistency (0.509) and on this dimension the option to eliminate one item did not improve the internal consistency. George and Mallery (2003) state that values of internal consistency between 0.5 and 0.6 are acceptable. Although poor in terms of internal consistency, this dimension was not eliminated from the study.

"Opportunity Seeking" presents an *alpha* of 0.646, that is considered a minimally acceptable *alpha* (DeVellis, 1991), however eliminating one item did not improve the consistency so no items were eliminated.

By eliminating one item on the dimension "Conversation", the internal level of consistency would improve to 0.814, that is a very good level of internal consistency (DeVellis, 1991), one item was deleted from that dimension.

"Entertainment" and "Investigation" present good *alpha*s (DeVellis, 1991).

Regarding Personality, the dimension "Extraversion" was the only one that was not possible to eliminate items to improve the internal level of consistency, thus, a final *alpha* of 0.747 was reached, that is a good level of internal consistency (DeVellis, 1991). "Agreeableness" and "Conscientiousness" demonstrate acceptable levels of internal consistency, however one item was deleted from each dimension to reach higher and good *alpha*s - 0.778 and 0.743 respectively – (DeVellis, 1991).

Lastly, on the dimensions "Neuroticism" and "Openness", two items were eliminated since the internal level of consistency would increase significantly to 0.824 and 0.830 (respectively), which are considered very good *alpha*s (DeVellis, 1991).

By looking at table 5, it can be seen that one item from the construct Motivations was deleted, and six items from the construct Personality were deleted.

4.1.5 Principal component analysis (PCA)

At this point of the dissertation, a PCA was made in order to assess the dimensionality of the variables of the study and total variance explained, as can be seen on Appendix 4: Table 1, 2 and 3.

Twenty-eight items were examined through the program SPSS 23.0. Firstly, the capability of data for factor analysis was assessed and the first concern was the sample size. Comrey and Lee (1992) defines sample sizes of 100 as poor, 200 as fair, 300 as good, 500 as very good and 1000 as excellent. Moreover, Hair et al. (2005), recommended a sample superior to 200 and a minimum of five respondents for each estimated parameter, and considers appropriate a ratio of ten respondents per parameter. Hence, this dissertation data is adequate for factor analysis as it includes 250 cases.

After doing the principal component analysis, nine components disclose eigenvalues above one, which explained 66.32% of the total variance (Appendix 4: Table 3).

However, nine components were revealed and ten dimensions were analyzed in this dissertation. By looking at Appendix 4: Table 1, it can be seen that Entertainment and Investigation are both on Factor 1 (EIV3; EIV1; EIV5; EIV4; EIV2), maybe due to the fact that indicators of both dimensions are related consumer's motivations. For this reason, these two dimensions are considered from here one as just one dimension: Entertainment & Investigation (EIV).

A new scale reliability was assessed for the new variable – EIV and for the two variables – Motivations and Personality.

Dimensions	Initial number of items	Cronbach's *alpha*	Cronbach's *alpha* if item deleted	Item deleted	Final number of items
Entertainment & Investigation	5	0.784	-	-	5
Motivations	14	0.793	-	-	14
Personality	14	0.673	-	-	14

Table 6 - New scales' reliability

On table 6, the *alpha* of Personality is considered minimally acceptable (0.673) and the *alpha*s for the Motivations construct and for the Entertainment & Investigation dimension are good Cronbach's *alpha* coefficients (DeVellis, 1991).

After having considered Entertainment and Investigation as one dimension, the number of variables used in factor analysis is the same as the initial number of factors, hence, all the items were aggregated around the factor that were supposed to measure given the correlations between the observed variables and factors (loadings).

In relation to KMO's measure of sampling adequacy, a value of 0.697 was reached, that can be considered normal. In fact, Kaiser (1974) recommends that values greater than 0.5 should be accepted and Sofroniou (1999) suggested that KMO values between 0.5 and 0.7 are normal, between 0.7 and 0.8 are good, between 0.8 and 0.9 are great and values above 0.9 are superb – Appendix 4: Table 2.

The Barlett's Test of Sphericity is supposed to reach a significance value to support the factorability of the correlation matrix obtained from the items. The Barlett's Test of Sphericity revealed a Chi-Square of 2316.779 with a significance value of 0.000, meaning that the factorability of the correlation matrix is suitable (Appendix 4: Table 2).

4.1.6 Scale correlation analysis (Pearson)

Pearson correlation is a measure used to explore the strength and direction (positive or negative) of the relationship between the variables. As such, Pearson correlation test was run to evaluate the relationship between the two variables – Motivations and Personality.
The Pearson correlation measure was made for the two variables: Motivations and Personality, and as can be seen on Appendix 5: Table 1, the two constructs are positively correlated and significant at 0.01 level.

4.1.7 Descriptive statistics and Reliability for each variable

Before doing Cluster analysis, all the items of the Motivations and Personality scales were added to each corresponding variable. Meaning that for using the dimensions of the two scales mentioned above, it was necessary to aggregate the items of each dimension and create new variables: Brand Affiliation, Opportunity Seeking, Conversation and Entertainment & Investigation, Extraversion, Agreeableness, Conscientiousness, Neuroticism and Openness.
For the new variables created, a combined mean was calculated as can be observed by looking at Appendix 6: Table 1,2,3,4,5,6,7,8 and 9.

4.2 In-depth analysis

This section provides the analysis of the main results obtained in the online questionnaire, in order to answer to the three research questions of this thesis.

RQ 1: Are there different segments of Zara's consumers regarding their motivations to interact with the brand in social media?

RQ 2: If yes, which sociodemographic variables better help to characterize each segment?

RQ 3: If yes, which personality factor better help to characterize each segment?

Finding the consumers' motivations to interact with Zara in social media and their sociodemographic characteristics as well as their personality traits can be an easy and successful task if it was possible to identify and characterize different types of Zara consumers.

Following this reasoning, performing a cluster analysis to find homogeneous groups of consumers was the next step. In order to perform cluster analysis and to find similarities and differences between the respondents, the four Motivation dimensions were utilized (Brand Affiliation, Opportunity Seeking, Conversation and Entertainment & Investigation).

Regarding the analysis, a TwoStep Cluster analysis using the log-likelihood measure was used to disclose natural groupings in the data. The Schwarz's Bayesian Criterion (BIC) was the clustering criterion used.

The TwoStep Cluster analysis procedure was chosen as it can simultaneously analyze categorical and continuous variables and is often used in the analysis of large data sets (Chen et al., 2001).

Moreover, some authors have used this technique to segment consumers based on motivations (Alebaki and Iakovidou, 2010; Hye-Shin Kim, 2006).

The model summary provides the input features that were plotted on the model (four) and the number of clusters created by this procedure. Two clusters were created. Regarding the

Cluster Quality, the four variables introduced on the model are considered "Fair" to be clustered (Appendix 7: Figure 1).

On Appendix 7: Figure 2, is presented the demography of the two clusters. In terms of size, the clusters are similar. The first cluster has 147 consumers and the second 103 (58.8% and 41.2%) respectively. The rule of thumb of the ratio of sizes is to be under 3 and on this case is 1.43, meaning that no cluster in the cluster set is more than 1.43 as large as any other cluster, which is good.

On the Predictor Importance – Table 7 - is revealed that Opportunity Seeking and Entertainment & Investigation are the dimensions that contributed the most to determine the clusters, being Conversation and Brand Affiliation the ones that contributed the least.
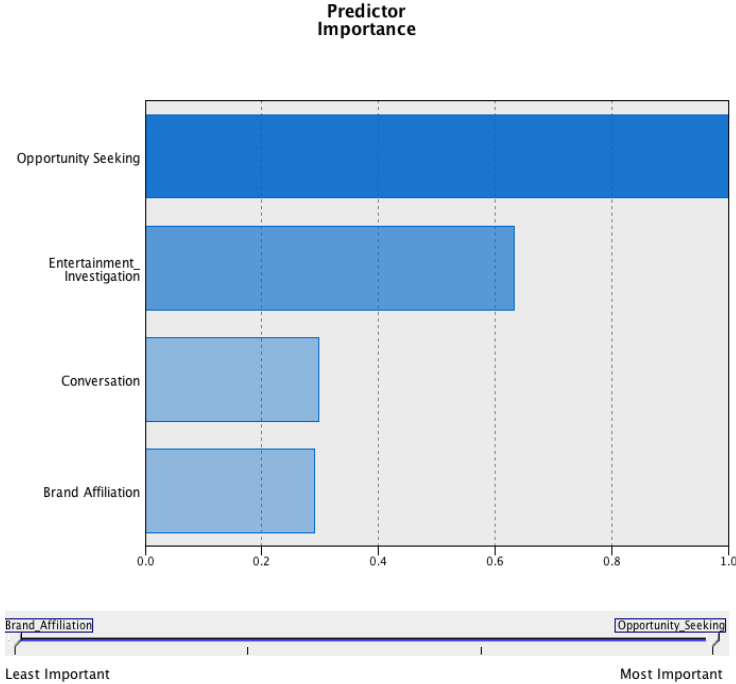
Table 7 – Predictor Importance

Lastly on Table 8 it can be observed that Cluster 1 is mostly consisted by consumer's that are seeking opportunities ($\bar{x} = 6.34$), and that Cluster 2 is mostly consisted by consumer's that are motivated by Entertainment & Investigation features ($\bar{x} = 4.96$). According with the characteristics of the segments, a name was attributed to each one:

Segment 1 = Opportunity Motivated

Segment 2 = Entertainment & Investigation Motivated

Clusters

Input (Predictor) Importance
■ 1.0 ■ 0.8 ■ 0.6 □ 0.4 □ 0.2 □ 0.0

Cluster	1	2
Label		
Description		
Size	58.8% (147)	41.2% (103)
Inputs	Opportunity Seeking 6.34	Opportunity Seeking 4.65
	Entertainment_ Investigation 5.97	Entertainment_ Investigation 4.96
	Brand Affiliation 5.35	Conversation 4.02
	Conversation 5.19	Brand Affiliation 4.47

Table 8 – Clusters (Inputs, size and means)

Since two different clusters of consumers were identified, each cluster was properly characterized in terms of gender, age, occupation, education and income (demography), in terms of the most important motivations to interact with the brand in social media, most important personality traits and in relation to the frequency that each cluster buys at Zara.

		Clusters		Significance
		Opportunity Motivated *n* = 147	Entertainment & Investigation Motivated *n* = 103	
Variables	Demography	Feminine (91.2%)	Feminine (97.1%)	*p*-value = 0.000
		18-24 years old (64.6%)	18-24 years old (66.8%)	*p*-value = 0.000
		Students (47.6%)	Students (59.5%)	*p*-value = 0.000
		Bachelor degree (57.1%)	Bachelor degree (57.1%)	*p*-value = 0.000
		Net income of more than 4000€ (23.8%)	Net income of more than 4000€ (23.8%)	*p*-value = 0.000
	Motivations	Opportunity Seeking ($\bar{x}$= 6.34)	Entertainment & Investigation ($\bar{x}$ = 4.96)	*p*-value = 0.000
	Personality	Agreeableness ($\bar{x}$ = 6.27)	Agreeableness ($\bar{x}$ = 5.97)	*p*-value = 0.000
		Openness ($\bar{x}$ = 5.50)	Conscientiousness ($\bar{x}$ = 5.30)	*p*-value = 0.000
	Additional Question	Shop at Zara 3 times a month (38.1%)	Shop at Zara 1-2 times a month (39.8%)	*p*-value = 0.000

Table 9 – Demographic and Psychographic characteristics of the two clusters

Cluster 1. Opportunity Motivated. For the 147 individuals of this cluster seeking opportunities like promotions and campaigns is the major motivation factor for following Zara on social networks. These consumers are on a majority feminine (91.2%), being only 8.8% of them masculine; have on a majority (64.6%) between 18 and 24 years old and are mostly students (47.6%). Additionally, 57.1% have a bachelor degree and 23.8% have an aggregate monthly net income of more than 4000€. 38.1% of these consumers are the ones that admit to shop at Zara occasionally a month (3 times), as it can be seen on Appendix 8: Table 1,2,3,4 and 5 and on Appendix 10: Table 1.

As it can be observed on Appendix 9: Table 1, Agreeableness and Openness are the two personality dimensions with higher means (6.27 and 5.50 respectively), which means that these two personality factors are the ones that characterize better the Opportunity Motivated consumers toward Zara.

Cluster 2. Entertainment & Investigation Motivated. This cluster comprises the 103 individuals whose main motivations to interact with Zara in social networks are the entertaining and investigation factors, like videos/contests and the brand information. These consumers are mainly feminine (97.1%) being only 2.9% of them masculine; 66.8% have between 18 and 24 years old and are mostly students (59.5%). Besides, 64.1% have a bachelor degree and 23.3% have an aggregate monthly net income of more than 4000€. These consumers are the ones that shop at Zara few times a month - 1-2 per month – (39.8%), as it can be seen on Appendix 8: Table 1,2,3,4 and 5 and on Appendix 10: Table 1.

On Appendix 9: Table 1, it can be seen that Agreeableness and Conscientiousness have the highest means (5.97 and 5.30 respectively), thus, these two personality factors are the ones that better characterize the Entertainment & Investigation Motivated consumers toward Zara.

The *p*-value of all the variables are below the significance level of 0.05, hence, it is concluded that all the demographic variables are statistically significant, as it can be seen on table 10, 11,12,13 and 14.

		Levene's Test for Equality of Variances	
		F	Sig.
TwoStep Cluster Number	Equal variances assumed	58.664	0.000
	Equal variances not assumed		

Table 10 – Independence T-test of Gender and TwoStep cluster number crosstabulation

	Test Value = 0		
	t	df	Sig. (2-tailed)
Age	53.889	249	0.000
TwoStep Cluster Number	45.269	249	0.000

Table 11 – One sample T-test of age and TwoStep cluster number
crosstabulation

	t	df	Sig. (2-tailed)
TwoStep Cluster Number	45.269	249	0.000
Occupation	21.322	249	0.000

Table 12 – One sample T-test for occupation and TwoStep cluster number
Crosstabulation

	t	df	Sig. (2-tailed)
TwoStep Cluster Number	45.269	249	0.000
Educational level	125.170	249	0.000

Table 13 – One sample T-test for education and TwoStep cluster number crosstabulation

	t	df	Sig. (2-tailed)
TwoStep Cluster Number	45.269	249	0.000
Monthly net income	39.433	249	0.000

Table 14 – One sample T-test of monthly net income and TwoStep cluster number Crosstabulation

Additionally, since the *p*-value is below the significance level of 0.05 it is concluded that personality dimensions are statistically significant, as it can be seen on table 15.

	t	df	Sig. (2-tailed)
TwoStep Cluster Number	45.269	249	0.000
Extraversion	61.031	249	0.000
Agreeableness	115.707	249	0.000
Conscientiousness	71.799	249	0.000
Neuroticism	50.189	249	0.000
Openness	70.572	249	0.000

Table 15 – One sample T-test of personality and TwoStep Cluster number crosstabulation

The *p*-value of the frequency variable is below the significance level of 0.05, hence, it is concluded that this variable is statistically significant, as it can be seen on table 16.

	t	df	Sig. (2-tailed)
TwoStep Cluster Number	45.269	249	0.000
FQ1 - How frequently do you shop at Zara?	49.924	249	0.000

Table 16 – One sample T-test of frequency of shopping at Zara and TwoStep cluster number crosstabulation

Chapter 5. Conclusions

In this final section of the dissertation, the main conclusions are stated while connecting to what has been found in existing literature. In addition, some advices are provided for fashion managers, more specifically to Zara managers.

5.1 Academic Implications

The first research question this dissertation tried to answer was if there are different segments of Zara consumers regarding their motivations to interact with the brand in social media. Since there is a lack of studies on fashion industry, this research study is going to make a significant improvement on the current literature.

The results allow to conclude that, in fact, two segments of Zara consumers exist – Opportunity Motivated and Entertainment & Investigation Motivated – with means of 6.34 and 4.96 respectively. Most important, these two segments are statistically significant with *p*-value of 0.000.

As it was already mentioned there is a scarcity of research examining segments in the online and social network context, hence, by discovering two segments of Zara consumers based on their motivations to interact with brands in social networks, this model proves to be successful.

Moreover, this thesis has also the aim of finding the sociodemographic features of each segment. The two segments showed to be similar in terms of sociodemograpic features, being on a majority composed by females, with ages comprised between 18 and 24 years old, students, with a bachelor degree and with aggregated monthly net income superior to 4000€.

Besides, the two consumers' segments found were also crossed with personality traits. The first segment – Opportunity Motivated – has on a majority agreeable ($\bar{x} = 6.27$) and open consumers ($\bar{x} = 5.50$), on the other hand, the second segment – Entertainment & Investigation – has on a majority agreeable ($\bar{x} = 5.97$) and conscientious ($\bar{x} = 5.30$) consumers.

Personality and Motivations have a positive relation between them as Katz's, (1960) has demonstrated. On this dissertation was verified that these two variables have, indeed, a positive relation between them and that their relation is statistically significant. There is also

paucity in research studies between these two variables, so this study can be a source of new academic knowledge in relation to this topic.

Finally, as a complement, this study has also verified how is the buying behavior in Zara consumers within the two segments. Being the Opportunity Motivated segment comprised by consumers who purchase occasionally (3 times) a month and the Entertainment & Investigation segment the segment with consumers who purchase few times (1-2 times) a month.

Conversely, Brand Affiliation, one of the Motivations cohort dimension, displays a weak reliability ($\alpha = 0.509$), but how George and Mallery (2003) affirmed, it is possible to considerate *alpha*s between 0.5 and 0.6.

To sum, the model of this dissertation has proved to be a feasible framework with all the variables having good reliabilities and being statistically significant.

5.2 Managerial Implications

As two clusters were found the main take away of this study is the possibility for fashion brands managers to create segmented campaigns. By knowing who are the consumers based on their motivations to interact with Zara in social media, brand managers can tailor their marketing strategies specifically to the consumers who interact with the brand in social media being in this way more efficient by offering what consumers are more interested in.

It is estimated that approximately 2.34 billion people, or 32% of the global population are accessing network sites regularly in 2016, up to 9.2% from 2015 (eMarketer, 2016), hence, it is more important than ever for companies to have strategies that engage consumers into a more active relationship in social media.

As it was already mentioned, the engagement rate on the social networks that Zara is present are considered to be low, so it is even more important to Zara managers to know how they can talk directly with their online consumers in order to increase their engagement rate.

This study has found two main segments of Zara consumers: Opportunity Motivated and Entertainment & Investigation Motivated, hence, managers are encouraged to apply strategies

in social media that bet on promotions and campaigns (quantity discounts for the ones who follow the brand in social media or discounts for consumer's who buy on Zara official site), on more interactive content like contests and videos (creating contests to get 5% discount on the brand official site to consumer's that share the brand social networks with their friends or creating daily videos with different Zara looks and post them on the brand social media) and continuing to provide feasible information on social networks, since this are the two main motivations to interact with the brand that the two segments have.

Actually, according with Nielson (2016), 42% of Portuguese consumers use their electronic devices to search for discounts and 41% to make better decisions in relation to online shopping.

Subsequently, by knowing what are the personality traits that better apply to each segment managers and marketers can produce tailor made campaigns avoiding commercial waist and being more efficient in the way they communicate, achieving better financial results. These tailor made campaigns should be entirely directed to agreeable and open consumers if managers want to achieve the Opportunity Motivated segment betting on campaigns that substantiate the need to have clothes from Zara since these consumers follow the tendencies of others and also care about themselves.

If managers want to attain Entertainment & Investigation segment, they must bet on celebrities using Zara clothes on their campaigns, since this segment have also agreeable consumer's, but with the concern of not to overstate the use of social networks as these consumer's are protective of their privacy.

Pae et al., (2002); Reece (2005) stated that one key tool for differentiating and effectively positioning a brand is by using standardized advertisement campaigns. The fashion industry is characterized by a substantial amount of standardized advertising, and some fashion marketers have realized that their advertising is straightly linked to retail sales and performance (Callan, 2006).

Following this reasoning, by having the know-how of how to build a successful and tailored campaign using the two identified clusters, Zara can increase sales and consequently brand performance.

Chapter 6. Limitations and Future Research

This dissertation is a significant step forward in the research for typologies of fashion consumers based on their motivations to interact with brands in social media. Yet, there are some limitations attached to this research study.

Firstly, the sample was not as diversified as it could be hoped for. The majority of participants were female (94%), with ages comprised between 18 and 24 years old (65.2%) and with a bachelor degree (60%). Also, since the questionnaire was only addressed to Portuguese consumers, this study cannot be applied to others' countries realities.

Secondly, the reliability of one of the Brand Affiliation dimension was not very high ($\alpha = 0.509$) and this result could be improved with a bigger and more diversified sample.

Thirdly, the sample used on the questionnaire was a non-probabilistic convenience sample so this study cannot be generalized to the population.

Regarding future research, there are still interesting matters to explore. Firstly, a broader study with qualitative analysis (focus groups and in-depth interviews) is recommended, in order to get deeper consumers' insights.

Secondly, it would be interesting to use other variables to complement the relation between Motivations and Personality like Engagement or Loyalty. These last two new variables, when added with Personality, could help to explain motivations to interact with the brands in social media. A multiple regression would be run using as dependent variable: Motivations and as independent variables: Personality, Engagement and Loyalty.

Apart the limitations and advices for future research, the primary contribution of this thesis was to develop a typology of fashion consumers based on their motivations to interact with brands in social media, applied to Zara case. The greatest achievement of this dissertation was finding two segments of Zara consumers. Through these two segments, Zara can characterize and identify relevant behavioral patterns, enabling the brand managers to better understand the characteristics and desires of their customers to create more efficient marketing strategies.

Chapter 7. Appendices

Appendix 1.

1. Questionnaire

No âmbito de uma tese de Mestrado de Marketing pela Católica Lisbon School of Business and Economics, este questionário tem como principal objectivo analisar as motivações que levam os consumidores a interagirem com a marca Zara nas redes sociais, e em que medida a personalidade dos consumidores está relacionada com as suas motivações. Todos os dados recolhidos neste questionário são confidenciais e anónimos e serão apenas utilizados neste estudo académico. Este questionário levará cerca de 5 minutos a ser respondido e é muito importante que o acabe. Muito obrigada pela sua colaboração.

Q2: Indique, por favor, numa escala de 1 a 7, em que 1 significa "Discordo totalmente" e 7 significa "Concordo totalmente", a medida em que cada uma das seguintes afirmações traduz melhor as opiniões relativamente às suas motivações para interagir com a Zara nas redes sociais.

	Discordo totalmente (1)	Discordo em grande parte (2)	Discordo em parte (3)	Não concordo nem discordo (4)	Concordo em parte (5)	Concordo em grande parte (6)	Concordo totalmente (7)
Sigo a Zara nas redes sociais porque a marca é consistente com o meu estilo de vida	❍	❍	❍	❍	❍	❍	❍
Sigo a Zara nas redes sociais porque gostaria de comprar alguma coisa no futuro, mas neste momento não posso	❍	❍	❍	❍	❍	❍	❍
Sigo a Zara nas redes sociais porque costumo comprar coisas da marca	❍	❍	❍	❍	❍	❍	❍
Sinto que a minha opinião sobre a Zara poderá influenciar os meus amigos e contactos nas redes sociais	❍	❍	❍	❍	❍	❍	❍

Q3: Selecione, por favor, numa escala de 1 a 7, onde 1 significa "Discordo totalmente" e 7 significa "Concordo totalmente" a medida em que concorda com as seguintes afirmações sobre a Zara

	Discordo totalmente (1)	Discordo em grande parte (2)	Discordo em parte (3)	Não concordo nem discordo (4)	Concordo em parte (5)	Concordo em grande parte (6)	Concordo totalmente (7)
Promoções e campanhas de descontos oferecidas pela Zara nas redes sociais geram vantagens para os consumidores	❍	❍	❍	❍	❍	❍	❍
Ao seguir a Zara nas redes sociais, estou sempre informado dos descontos e promoções oferecidos sem ter que me deslocar a uma loja física	❍	❍	❍	❍	❍	❍	❍
Seguir a Zara nas redes sociais é útil porque consigo estar a par de novas ofertas	❍	❍	❍	❍	❍	❍	❍
Na minha opinião, as redes sociais são uma ferramenta muito importante onde posso transmitir as minhas reclamações e sugestões à Zara	❍	❍	❍	❍	❍	❍	❍
É possível entrar em contacto com a Zara nas redes sociais sem nenhuma restrição de tempo ou espaço	❍	❍	❍	❍	❍	❍	❍
Entrar em contacto com a Zara através das redes sociais é fácil e não tem custos	❍	❍	❍	❍	❍	❍	❍

Q4 : Numa escala compreendida entre 1 - "Discordo totalmente" e 7 – "Concordo totalmente", indique, por favor, em que medida cada uma das seguintes afirmações traduz melhor a sua opinião em relação à Zara

	Discordo totalmente (1)	Discordo em grande parte (2)	Discordo em parte (3)	Não concordo nem discordo (4)	Concordo em parte (5)	Concordo em grande parte (6)	Concordo totalmente (7)
Gosto do tipo de conteúdos que a Zara publica nas redes sociais, como por exemplo, fotografias e vídeos	❍	❍	❍	❍	❍	❍	❍
Os vídeos e passatempos que a Zara publica nas redes sociais divertem-me	❍	❍	❍	❍	❍	❍	❍
Acho que os conteúdos (fotografias e vídeos criativos) que a Zara publica nas redes sociais contribuem para uma boa imagem da Zara	❍	❍	❍	❍	❍	❍	❍
A informação que é possível obter através da Zara nas redes sociais da marca é de confiança	❍	❍	❍	❍	❍	❍	❍
As páginas da Zara nas redes sociais são uma fonte credível para recolha de informação sobre a marca, contribuindo para aproximá-la dos seus clientes	❍	❍	❍	❍	❍	❍	❍

Q5: Em seguida estão algumas afirmações que se podem ou não adequar a si. Por favor indique, numa escala de 1 a 7, em que 1 é "Discordo totalmente" e 7 é "Concordo totalmente" o seu grau de concordância com cada uma das afirmações

	Discordo totalmente (1)	Discordo em grande parte (2)	Discordo em parte (3)	Não concordo nem discordo (4)	Concordo em parte (5)	Concordo em grande parte (6)	Concordo totalmente (7)
Numa festa, sinto que sou a "alma" do evento	❍	❍	❍	❍	❍	❍	❍
Preocupo-me com os sentimentos dos outros	❍	❍	❍	❍	❍	❍	❍
Faço as tarefas que tenho de fazer o mais rápido possível	❍	❍	❍	❍	❍	❍	❍
Costumo ser stressada	❍	❍	❍	❍	❍	❍	❍
Tenho uma boa imaginação	❍	❍	❍	❍	❍	❍	❍
Costumo falar muito	❍	❍	❍	❍	❍	❍	❍
Normalmente importo-me com os sentimentos das outras pessoas	❍	❍	❍	❍	❍	❍	❍
Lembro-me de pôr as coisas no sítio de onde as tirei	❍	❍	❍	❍	❍	❍	❍
Sou uma pessoa ansiosa	❍	❍	❍	❍	❍	❍	❍
Gosto de ideias bem estruturadas	❍	❍	❍	❍	❍	❍	❍
Numa festa costumo falar com muita gente	❍	❍	❍	❍	❍	❍	❍
Os problemas dos	❍	❍	❍	❍	❍	❍	❍

outros interessam-me							
Gosto de ordem	❍	❍	❍	❍	❍	❍	❍
Costumo ficar chateado com facilidade	❍	❍	❍	❍	❍	❍	❍
Tenho facilidade em compreender ideias	❍	❍	❍	❍	❍	❍	❍
Costumo ser o centro das atenções	❍	❍	❍	❍	❍	❍	❍
Fico preocupada com os outros	❍	❍	❍	❍	❍	❍	❍
Deixo as minhas coisas arrumadas	❍	❍	❍	❍	❍	❍	❍
Sou uma pessoa alegre	❍	❍	❍	❍	❍	❍	❍
Sou criativa	❍	❍	❍	❍	❍	❍	❍

Q6: Com que frequência faz compras na Zara?

○ Nunca (1)
○ Poucas vezes (1-2 vezes por mês) (2)
○ Algumas vezes (3 vezes por mês) (3)
○ Regularmente (4-5 vezes por mês) (4)
○ Muitas vezes (6 ou mais vezes por mês) (5)

Q7: Segue a Zara nas redes sociais?

○ Sim (1)
○ Não (2)

Q8: Qual é o seu género?

○ Masculino (1)
○ Feminino (2)

Q9: Que categoria incluí a sua idade?

○ 18-24 anos (1)
○ 25-34 anos (2)
○ 34-44 anos (3)
○ Mais de 44 anos (4)

Q10: Qual é a sua ocupação?

○ Estudante (1)
○ Empregado por terceiros (2)
○ Empregado por conta própria (3)
○ Desempregado (4)
○ Trabalhador-estudante (5)
○ Reformado (6)
○ Outro (7)

Q11: Dos seguintes graus de habilitações literárias, indique, por favor, qual o que se adequa a si:

○ 1º Ciclo (Primária) (1)
○ 2º Ciclo (equivalente ao 6º ano actual) (2)
○ 3º Ciclo (equivalente ao 9º ano actual) (3)
○ Secundário (equivalente ao 12º ano actual) (4)
○ Licenciatura (5)
○ Mestrado (6)
○ Doutoramento (7)

Q12: Que categoria descreve o rendimento, líquido, do seu agregado familiar por mês?

○ Menos de 500€ (1)
○ 501-1000€ (2)
○ 1001-1500€ (3)
○ 1501-2000€ (4)
○ 2001-2500€ (5)
○ 2501-3000€ (6)
○ 3001-4000€ (7)
○ Mais de 4000€ (8)

Appendix 2.

Table 1 – Motivations Scale (Translation and Adaptations)

Component Names	Original	Adapted and Translated
Items		
Brand Affiliation	I generally follow brands in social media (SM) which are congruent with my life style	Sigo a Zara nas redes sociais porque a marca é consistente com o meu estilo de vida
	On SM, I follow some brands that I fancy to buy in the future, although I can not afford buying right now	Sigo a Zara nas redes sociais porque gostaria de comprar alguma coisa no futuro, mas neste momento não posso
	I follow the brands on SM which I consume and/or purchase often	Sigo a Zara nas redes sociais porque costumo comprar coisas da marca.
	I think that my involvement with a brand on SM due to my satisfaction/dissatisfaction influences my friends in my social network	Sinto que a minha opinião sobre a Zara poderá influenciar os meus amigos e contactos nas redes sociais
Opportunity Seeking	Promotions and discount campaigns offered on SM by the brands generate financial benefits for the customers	Promoções e campanhas de descontos oferecidas pela Zara nas redes sociais geram vantagens para os consumidores
	By following the SM pages of brands, I can be informed of the discounts and promotions without visiting any store and/or shops	Ao seguir a Zara nas redes sociais, estou sempre informado dos descontos e promoções oferecidos sem ter que me deslocar a uma loja física
	Following brands on SM helps me to get information about new offerings	Seguir a Zara nas redes sociais é útil porque consigo estar a par de novas ofertas
Conversation	To me, social media (SM) is a very convenient tool for the customers to transmit their complaints and suggestions to the brands	Na minha opinião, as redes sociais são uma ferramente muito importante onde posso transmitir as minhas reclamações e sugestões à Zara
	I think it is possible to communicate instantly with brands on SM without any time and space boundaries	É possível entrar em contacto com a Zara nas redes sociais sem nenhuma restrição de tempo ou espaço
	Getting into contact with companies is easy through SM because it's simple and free	Entrar em contacto com a Zara através das redes sociais é fácil e não tem custos
Entertainment	I like the influential and creative conents on SM which are generated by the brands	Gosto do tipo de conteúdos que a Zara publica nas redes sociais, como por exemplo, fotografias e vídeos
	Games and/or videos created by brands, provides opporunity for me to have fun time over SM	Os vídeos e passatempos que a Zara publica nas redes sociais divertem-me
	I think the entertaining content provided by a brand on SM positively influences the customer attitudes and company's image	Acho que os conteúdos (fotografias e vídeos criativos) que a Zara publica nas redes sociais contribuem para uma boa imagem da Zara
Investigation	I believe that the product elated information which can be gathered from SM is relatively reliable	A informação que é possível obter através da Zara nas redes sociais da marca é de confiança
	SM provides a reliable information resource by enabling a transparent integration between brands and consumers	As páginas da Zara nas redes sociais são uma fonte credível para recolha de informação sobre a marca contribuindo para aproximá-la dos seus clientes

Codification: 1 - Totally Disagree; 2 - Strongly Disagree; 3 - Disagree in part; 4 - Neither Agree or Disagree; 5 - Agree in part; 6 - Strongly Agree; 7 - Totally Agree

Table 2 – Personality Scale (Translation and Adaptations)

	Items	
Component Name	Original	Adapted and Translated
Extraversion	I am the life of the party	Numa festa, sinto que sou a "alma" do evento
Agreeableness	Sympathize with others' feelings	Preocupo-me com os sentimentos dos outros
Conscientiousness	Get chores done right away	Faço as tarefas que tenho de fazer o mais rápido possível
Neuroticism	Have frequent mood swings	Costumo ser stressada
Openness	Have a vivid imagination	Tenho uma boa imaginação
Extraversion	Don't talk a lot (R)	Costumo falar muito
Agreeableness	I am not interested in other people's problems (R)	Normalmente importo-me com os sentimentos das outras pessoas
Conscientiousness	Often forget to put things back in their proper place (R)	Lembro-me de pôr as coisas no sítio de onde as tirei
Neuroticism	I am relaxed most of the time (R)	Sou uma pessoa ansiosa
Openness	I am not interested in abstract ideas (R)	Gosto de ideias bem estruturadas
Extraversion	Talk to a lot of different people at parties	Numa festa costumo falar com muita gente
Agreeableness	Feel others' emotions	Os problemas dos outros interessam-me
Conscientiousness	Like order	Gosto de ordem
Neuroticism	Get upset easily	Costumo ficar chateado com facilidade
Openness	Have difficulty understanding abstract ideas (R)	Tenho facilidade em compreender ideias
Extraversion	Keep in the background (R)	Costumo ser o centro das atenções
Agreeableness	I am not really interested in others (R)	Fico preocupada com os outros
Conscientiousness	Make a mess of things (R)	Deixo as minhas coisas arrumadas
Neuroticism	Seldom feel blue (R)	Sou uma pessoa alegre
Openness	Do not have a good imagination (R)	Sou criativa

Codification: 1 - Totally Disagree; 2 - Strongly Disagree; 3 - Disagree in part; 4 - Neither Agree or Disagree; 5 - Agree in part; 6 - Strongly Agree; 7 - Totally Agree

Appendix 3.

Table 1 – Univariate outliers

Dimension	Item	Number of Univariate Outliers
Brand Affiliation	Follow Zara since it is congruent with my lifestyle	5
Brand Affiliation	Follow Zara because I consume or purchase often	8
Opportunity Seeking	By following Zara I can get info about new offerings	3
Entertainment	Like creative content generated by Zara on SM	1
Entertainment	Photos/videos positively influences consumers and Zara's image	3
Investigation	Product related information about Zara is reliable	2
Investigation	Zara's SN are a reliable source of information due to transparency	1
Agreeableness	I worry with others' feelings	4
Agreeableness	Normally I care about others' feelings	4
Agreeableness	I am interested in others' problems	6
Agreeableness	I get worried about others	3
Conversion	I do the tasks I have to do the fastest possible	1
Conversion	I like order	2
Neuroticism	I am a happy person	2
Openness	I have a good imagination	2
Openness	I like well structured ideas	3
Openness	I can easily understand ideas	1

Appendix 4.

Table 1 – Principal component analysis (PCA)

Items	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5	Factor 6	Factor 7	Factor 8	Factor 9
EIV3 - Photos/videos positively influences consumers and Zara's image	0.769								
EIV1 - Like creative content generated by Zara on SM	0.714								
EIV5 - Zara's SN are a reliable source of information due to transparency	0.714								
EIV4 - Product related information about Zara is reliable	0.711								
EIV2 - Videos/contests created by Zara gives the opportunity to have fun	0.626								
EX1 - At a party i feel that I am the "soul" of the event		0.816							
EX4 - I am usually the focus of attentions		0.806							
EX3 - At a party I usually talk with a lot of people		0.674							
EX2 - I usually talk a lot		0.607							
AG2 - Normally I care about others' feelings			0.867						
AG1 - I worry with others' feelings			0.801						
AG4 - I get worried about others			0.768						
CO4 - I leave my stuff organized				0.856					
CO2 - I remember to put back things on the place that I took them				0.786					
CO3 - I like order				0.748					
OS2 - Following Zara make me informed about promotions without going to the store					0.793				
OS1 - Promotions and campaigns offered by Zara generate bennefits					0.665				
OS3 - By following Zara i can get info about new offerings					0.657				
OP1 - I have a good imagination						0.861			
OP4 - I am creative						0.847			
NT1 - I am usually nervous							0.907		
NT2 - I am an anxious person							0.890		
CS2 - It is possible to communicate with Zara without boundaries								0.731	
CS3 - It is easy to communicate with Zara because is simple and free								0.707	
BA3 - Follow Zara because I consume or purchase often									0.310

BA4 - My involvement with Zara on SM influence my network										0.660
BA2 - Follow Zara on SM because is a brand I fancy to buy in the future									57	0.488
BA1 - Follow Zara since it is congruent with my lifestyle										0.443

Table 2 – KMO and Barlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.697
	Approx. Chi-Square	2316.779
Bartlett's Test of Sphericity	df	378
	Sig.	0.000

Table 3 – Total variance explained (Eigenvalues and Sums of Squared Loadings)

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.696	16.771	16.771	4.696	16.771	16.771	3.065	10.946	10.946
2	2.499	8.924	25.695	2.499	8.924	25.695	2.283	8.154	19.100
3	2.487	8.884	34.579	2.487	8.884	34.579	2.199	7.854	26.955
4	1.922	6.864	41.443	1.922	6.864	41.443	2.067	7.381	34.335
5	1.802	6.435	47.878	1.802	6.435	47.878	1.944	6.941	41.277
6	1.510	5.391	53.269	1.510	5.391	53.269	1.901	6.790	48.067
7	1.352	4.829	58.098	1.352	4.829	58.098	1.799	6.426	54.493
8	1.187	4.239	62.337	1.187	4.239	62.337	1.707	6.096	60.589
9	1.114	3.980	66.316	1.114	3.980	66.316	1.604	5.727	66.316
10	0.979	3.497	69.814						
11	0.875	3.126	72.940						
12	0.792	2.830	75.770						
13	0.745	2.661	78.432						
14	0.665	2.376	80.807						
15	0.577	2.060	82.867						
16	0.563	2.012	84.879						
17	0.529	1.889	86.768						
18	0.528	1.885	88.652						
19	0.498	1.780	90.432						
20	0.404	1.444	91.877						
21	0.378	1.350	93.227						
22	0.346	1.235	94.462						
23	0.319	1.140	95.602						
24	0.286	1.023	96.625						
25	0.275	0.982	97.607						
26	0.232	0.829	98.436						
27	0.230	0.820	99.257						
28	0.208	0.743	100.000						

Extraction Method: Principal Component Analysis

Appendix 5.

Table 1 – Pearson correlation's analysis

Items		Motivations	Personality
Motivations	Pearson	1	.227**
	Sig. (2-tailed)		0.000
	N	250	250
Personality	Pearson	.227**	1
	Sig. (2-tailed)	0.000	
	N	250	250

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

Appendix 6.

Table 1 – Brand Affiliation Dimension of Motivations Scale (Descriptives and Reliability)

Motivations

Brand Affiliation				
Item	Mean	Standard Deviation	Cronbach's *Alpha*	Mean of Aggregate Dimension
Follow Zara because it is congruent with my lifestyle	5.60	1.308	0.509	4.98
Follow Zara on SM because is a brand I fancy to buy in the future	4.21	1.873		
Follow Zara because I consume or purchase often	6.34	1.220		
My involvement with Zara on SM influence my network	3.78	1.839		

Table 2 – Opportunity Seeking Dimension of Motivations Scale (Descriptives and Reliability)

Motivations

Opportunity Seeking				
Item	Mean	Standard Deviation	Cronbach's *Alpha*	Mean of Aggregate Dimension
Promotions and campaigns offered by Zara generate benefits	5.54	1.591	0.646	5.64
Following Zara make me informed about promotions without going to the store	5.30	1.729		
By following Zara I can get info about new offerings	6.09	1.139		

Table 3 – Conversation Dimension of Motivations Scale (Descriptives and Reliability)

| Motivations | | | | |
| Conversation | | | | |
Item	Mean	Standard Deviation	Cronbach's *Alpha*	Mean of Aggregate Dimension
It is possible to communicate with Zara without boundaries	4.44	1.433	0.814	9.42
It is easy to communicate with Zara because is simple and free	4.98	1.448		

Table 4 – Entertainment & Investigation Dimension of Motivations Scale (Descriptives and Reliability)

| Motivations | | | | |
| Entertainment & Investigation | | | | |
Item	Mean	Standard Deviation	Cronbach *Alpha*	Mean of Aggregate Dimension
Like creative content generated by Zara on SM	5.84	1.000	0.784	5.55
Videos/conteste created by Zara give the opportunity to have fun	4.48	1.233		
Photos/videos positively influences consumers and Zara's image	5.86	1.061		
Product related information about Zara is reliable	5.78	1.118		
Zara's SN are a reliable source of information due to transparency	5.79	1.160		

Table 5 – Extraversion Dimension of Personality Scale (Descriptives and Reliability)

Personality

Extraversion				
Item	Mean	Standard Deviation	Cronbach *Alpha*	Mean of Aggregate Dimension
At a party I feel that I am the "soul" of the event	3.80	1.571	0.747	4.42
I usually talk a lot	5.30	1.495		
At a party I usually talk with a lot of people	5.09	1.394		
I am usually the focus of attentions	3.48	1.601		

Table 6 – Agreeableness Dimension of Personality Scale (Descriptives and Reliability)

Personality

Agreeableness				
Item	Mean	Standard Deviation	Cronbach *Alpha*	Mean of Aggregate Dimension
I worry with others' feelings	6.10	1.070	0.778	6.15
Normally I care about others' feelings	6.26	1.026		
I get worried about others	6.08	0.928		

Table 7 – Conscientiousness Dimension of Personality Scale (Descriptives and Reliability)

Personality

Conscientiousness				
Item	Mean	Standard Deviation	Cronbach *Alpha*	Mean of Aggregate Dimension
I remember to put back things on the place that I took them	5.20	1.537	0.743	5.41
I like order	5.79	1.195		
I leave my stuff organized	5.23	1.626		

Table 8 – Neuroticism Dimension of Personality Scale (Descriptives and Reliability)

| Personality | | | | |
| Neuroticism | | | | |
Item	Mean	Standard Deviation	Cronbach *Alpha*	Mean of Aggregate Dimension
I am usually nervous	4.80	1.539	0.824	4.71
I am an anxious person	4.62	1.675		

Table 9 – Openness Dimension of Personality Scale (Descriptives and Reliability)

| Personality | | | | |
| Openness | | | | |
Item	Mean	Standard Deviation	Cronbach *Alpha*	Mean of Aggregate Dimension
I have a good imagination	5.36	1.218	0.830	5.35
I am creative	5.34	1.372		

Appendix 7.

Figure 1 – Model Summary and Cluster Quality

Model Summary

Algorithm	TwoStep
Inputs	4
Clusters	2

Cluster Quality

Poor   Fair   Good

-1.0   -0.5   0.0   0.5   1.0

Silhouette measure of cohesion and separation

Figure 2 – Cluster sizes and Ratio of Sizes

Cluster Sizes
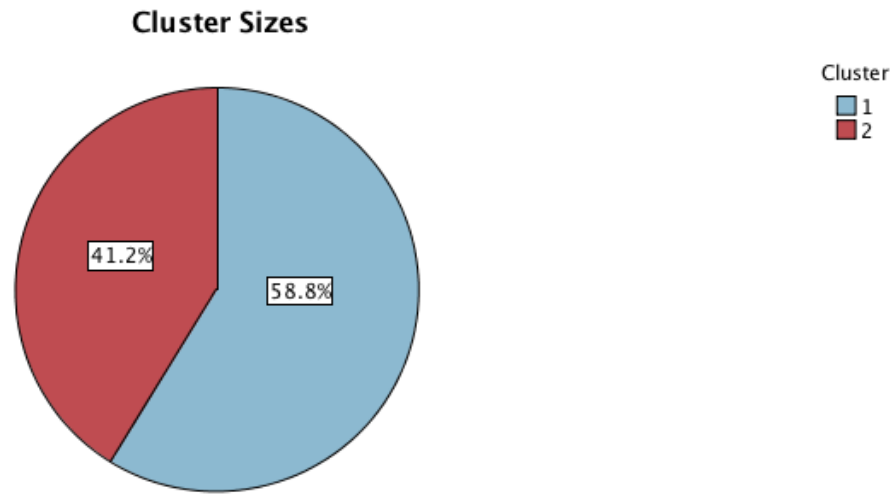
Cluster
- 1
- 2

Size of Smallest Cluster	103 (41.2%)
Size of Largest Cluster	147 (58.8%)
Ratio of Sizes: Largest Cluster to Smallest Cluster	1.43

Appendix 8.

Table 1 – Gender and TwoStep Cluster Number Crosstabulation (Descriptives)

| Socio-Demographic variable | | | TwoStep Cluster Number | | Total |
			Opportunity Seeking Motivated	Entertainment/Investigation Motivated	
Gender	Masculine	Count	13	3	16
		% within TwoStep Cluster Nr	8.8%	2.9%	6.4%
	Feminine	Count	134	100	234
		% within TwoStep Cluster Nr	91.2%	97.1%	93.6%
Total		Count	147	103	250
		% within TwoStep Cluster Nr	100.0%	100.0%	100.0%

Table 2 – Age and TwoStep Cluster Number Crosstabulation (Descriptives)

Socio-Demographic variable			TwoStep Cluster Number		Total
			Opportunity Seeking Motivated	Entertainment/Investigation Motivated	
Age	12-17 years	Count	2	0	2
		% within TwoStep Cluster Nr	1.4%	0.0%	0.8%
	18-24 years	Count	95	68	163
		% within TwoStep Cluster Nr	64.6%	66.0%	65.2%
	25-34 years	Count	16	17	33
		% within TwoStep Cluster Nr	10.9%	16.5%	13.2%
	34-44 years	Count	12	9	21
		% within TwoStep Cluster Nr	8.2%	8.7%	8.4%
	Mais de 44 years	Count	22	9	31
		% within TwoStep Cluster Nr	15.0%	8.7%	12.4%
Total		Count	147	103	250
		% within TwoStep Cluster Nr	100.0%	100.0%	100.0%

Table 3 – Occupation and TwoStep Cluster Number Crosstabulation (Descriptives)

Socio-Demographic variable			TwoStep Cluster Number		Total
			Opportunity Seeking Motivated	Entertainment/Investigation Motivated	
Occupation	Student	Count	70	51	121
		% within TwoStep Cluster Nr	47.6%	49.5%	48.4%
	Employed by third parties	Count	46	29	75
		% within TwoStep Cluster Nr	31.3%	28.2%	30.0%
	Self-employed	Count	10	8	18
		% within TwoStep Cluster Nr	6.8%	7.8%	7.2%
	Unemployed	Count	2	2	4
		% within TwoStep Cluster Nr	1.4%	1.9%	1.6%
	Working student	Count	14	8	22
		% within TwoStep Cluster Nr	9.5%	7.8%	8.8%
	Retired	Count	0	1	1
		% within TwoStep Cluster Nr	0.0%	1.0%	0.4%
	Other	Count	5	4	9
		% within TwoStep Cluster Nr	3.4%	3.9%	3.6%
Total		Count	147	103	250
		% within TwoStep Cluster Nr	100.0%	100.0%	100.0%

Table 4 – Education and TwoStep Cluster Number Crosstabulation (Descriptives)

Socio-Demographic variable			TwoStep Cluster Number		Total
			Opportunity Seeking Motivated	Entertainment/ Investigation Motivated	
Educational level	High school (9th grade)	Count	0	1	1
		% within TwoStep Cluster Nr	0.0%	1.0%	0.4%
	Secundary school (12th grade)	Count	25	8	33
		% within TwoStep Cluster Nr	17.0%	7.8%	13.2%
	Bachelor	Count	84	66	150
		% within TwoStep Cluster Nr	57.1%	64.1%	60.0%
	Master	Count	37	27	64
		% within TwoStep Cluster Nr	25.2%	26.2%	25.6%
	PhD	Count	1	1	2
		% within TwoStep Cluster Nr	0.7%	1.0%	0.8%
Total		Count	147	103	250
		% within TwoStep Cluster Nr	100.0%	100.0%	100.0%

Table 5 – Monthly net income and TwoStep Cluster Number Crosstabulation (Descriptives)

Socio-Demographic variable			TwoStep Cluster Number		Total
			Opportunity Seeking Motivated	Entertainment/Investigation Motivated	
Monthly net income	Less than 500€	Count	8	8	16
		% within TwoStep Cluster Nr	5.4%	7.8%	6.4%
	501-1000€	Count	4	3	7
		% within TwoStep Cluster Nr	2.7%	2.9%	2.8%
	1001-1500€	Count	15	16	31
		% within TwoStep Cluster Nr	10.2%	15.5%	12.4%
	1501-2000€	Count	25	17	42
		% within TwoStep Cluster Nr	17.0%	16.5%	16.8%
	2001-2500€	Count	16	9	25
		% within TwoStep Cluster Nr	10.9%	8.7%	10.0%
	2501-3000€	Count	23	14	37
		% within TwoStep Cluster Nr	15.6%	13.6%	14.8%
	3001-4000€	Count	21	12	33
		% within TwoStep Cluster Nr	14.3%	11.7%	13.2%
	More than 4000€	Count	35	24	59
		% within TwoStep Cluster Nr	23.8%	23.3%	23.6%
Total		Count	147	103	250
		% within TwoStep Cluster Nr	100.0%	100.0%	100.0%

Appendix 9.

Table 1 - Personality Factors and TwoStep Cluster number crosstabulation (Descriptives)

Personality Factors	TwoStep Cluster Number	
	Opportunity Seeking Motivated	Entertainment/Investigation Motivated
	Mean	Mean
Extraversion	4.46	4.36
Agreeableness	**6.27**	**5.97**
Conversion	5.48	**5.30**
Neuroticism	4.73	4.68
Openness	**5.50**	5.14

Appendix 10.

Table 1 – Frequency of shopping at Zara and TwoStep Cluster number crosstabulation (Descriptives)

Frequency variable			TwoStep Cluster Number		Total
			Opportunity Seeking Motivated	Entertainment/ Investigation Motivated	
FQ1 - How frequently do you shop at Zara?	Few times (1-2 times per month)	Count	49	41	90
		% within TwoStep Cluster Nr	33.3%	39.8%	36.0%
	Occasionally (3 times per month)	Count	56	34	90
		% within TwoStep Cluster Nr	38.1%	33.0%	36.0%
	Regularly (4-5 times per month)	Count	31	17	48
		% within TwoStep Cluster Nr	21.1%	16.5%	19.2%
	A lot of times (6 or more times)	Count	11	11	22
		% within TwoStep Cluster Nr	7.5%	10.7%	8.8%
Total		Count	147	103	250
		% within TwoStep Cluster Nr	100.0%	100.0%	100.0%

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