

IMPROVEMENT OF SOCIAL MEDIA COMMUNICATION FOR “APRANGA” GROUP
BRAND MOSKITO IN LATVIAN MARKET

A Thesis

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By

Gintarė Sutkauskaitė

Advised by

Dr. Indrė Pikturnienė

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Abstract

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The importance of social media not only for individuals but for businesses as well, keeps increasing constantly. It prompts that companies have to revise their communication strategies and consider the dominance of social media platforms in order to increase brand awareness and involvement. Therefore, the thesis is based on „Apranga“ Group brand „Moskito“. The aim to develop communication plan through social media and identify steps that would result in improvement of communication with current and potential customers of „Moskito“ in Latvia on 2015. Quantitative empirical research was employed in order to reveal factors that affect „Moskito“ target customer's involvement in communication through social media with a brand. Survey was provided in online questionnaire form, distributing it for Riga's and it's region residents that fits in age range of 25-34. Based on overview of academical literature and results of conducted quantitative research, thesis delivers managerial solutions for „Moskito“ social media communication plan improvement. The most important findings suggest that „Moskito“ has to engage more with local Latvian social networking platforms and communication has to be orientated more towards educational and entertaining activities. Moreover as vast majority of respondents falls into critics and joiners/spectators behavioral types, content has to provide opportunity to share reviews and encourage discussions.

Keywords: social media plan, communication improvement, clothing retail business, retail in Baltic States region, brand awareness and involvement.

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Introduction

Relevance of the topic. Companies of all kinds, starting from consumer product manufacturers to banks and non-profit organizations – all have to use marketing and communication strategies in order to understand their customer and grow their business. Even the giant companies like ZARA or BMW can not afford to relax their marketing effort if they want to defend their leading positions within a market. (Kotler, 2009, p. 4)

In today's environment old marketing methods, like interruption marketing is in permanent decline, while new waves of communication techniques are booming. Social media grow across different environments resulting fundamental changes in society, technology and business practices. Social spaces provide opportunity for business not only to spread their message, but to get a feedback on it while communicating their brand directly and personally.

Lithuanian based joint-stock company APB “Apranga” is a distinct leader of clothing industry in Baltic States. Currently, company is holding approximately 35% of total market share within local - Lithuanian market and about 20% in Latvia. As company is mostly operating through franchising system, APB “Apranga” is not making many marketing decisions itself for brands under franchising agreements. However, company pays particular attention in developing their own brands like Apranga, Aprangos Galerija, Moskitas, City, Nude and Mados Linija.

Therefore, “Apranga” continuously invests money and resources in order to improve customer's involvement with their own trademarks. They apply many traditional marketing strategies however digital platforms are not company's forte so far. Even though both “Apranga” Group brands that are orientated towards youth segment – “Aprangos Galerija” in Lithuania and “Moskitas” in Latvia are already using social media platforms, it is still hard to assess positive impact on company's performance. Noticeable difference between these two

is that “Aprangos Galerija” today has approximately 34.500 followers on their Facebook page, while alternative brand for youth segment in Latvia – “Moskito” has only 1202 followers. Therefore, this final Bachelor Thesis will be based on improvement of communication through social media for youth brand “Moskito”, which would help to strengthen customer relationships and increase brand awareness as well.

Consequently, the **research problem** of the paper is the following: What actions should be taken to improve communication through social media for APB “Apranga” brand - “Moskito”, in order to increase brand awareness and involvement?

The **aim of the thesis** is to develop communication plan through social media and identify actions that would result in improvement of communication with current and potential customers of “Moskito” in Latvia on 2015.

In order to reach the aim, following **objectives** of the thesis have been raised:

Make internal and external analysis of “Apranga” Group and particularly their brand “Moskito” in Latvian market;

To accomplish quantitative empirical research in order to identify what would encourage engagement with “Moskito” brand among age group of 25-34 in social media?

To provide managerial solutions for improvement of communication plan through social media of brand “Moskito” for 2015.

Research methods. Analysis and interpretation of academic literature, quantitative empirical research collected in questionnaires form, interpretation of secondary data, collection of internal company’s data.

Practical value of the thesis. Results of empirical research showed what activities are the most attractive and relevant for “Moskito” target market within social media platform. Managerial solutions suggests how to attract more target market to “Moskito” social media channels and make communication more interactive, while increasing brand awareness too.

Logical sequence of the thesis. Thesis is structured in the following way:

- *Introduction* which provides formulated problem and the overall objectives of thesis;
- *Situational analysis.* General information of the Company is provided together with internal and external environmental analysis;
- *Empirical research.* In this part research method is selected and process of research is described in detail. Later on results are systemized and conclusions are made;
- *Managerial solutions.* The solutions of the raised problem are provided, suggesting what steps should be done in order to improve “Moskito” communication through social media overall performance;
- *Conclusions* of the thesis.

Current Situation Analysis

This part of Thesis is aimed at presenting current situation of “Apranga” Group brand “Moskito” which is company’s trademark representing youth segment in Latvian market. Internal analysis is made using marketing communications mix tool and having deeper look into “Moskito” marketing strategies within Latvian market. While external company’s analysis is explained through PESTEL model and by analyzing overall industry situation in Latvia. Current situation analysis is conducted in order to identify problem and prove its importance for “Apranga” Group.

Internal Analysis

Today APB “Apranga” group is leading clothing retailer in Baltic States. Nevertheless it took 69 years to build an empire that today holds 158 stores in 3 countries, works with 33 well known brands and serves 5 totally different market segments. Company mainly operates under the franchising agreements and is a representative in Baltic States of globally known brands such as Zara, Massimo Dutti, Bershka, Emporio Armani, Hugo Boss to mention just a few. Moreover, “Apranga” group steers 5 trademarks established on their own – “Apranga” stores chain, “Aprangos Galerija” in Lithuania, “Moskito” in Latvia, chain “City”, “Mados Linija” in Lithuania and “Nude” in Latvia. Company’s brands today are manufactured in Lithuania, Poland, the Far East and Italy.

Company is segmenting their market to 5 very different segments. “Apranga” divides their target market to economic segment (targeting families), youth segment, business segment, luxury segment, ZARA shops and outlet stores.

Now there are 96 stores in Lithuania, 44 – in Latvia and 18 – in Estonia. One of the core missions within a company is to not accept compromises while selecting best locations

for store operations. So all the stores are located in the best places, assuring that the highest European standards and technologies are applied.

This bachelor Thesis will be concentrated on particular “Apranga” Group brand – “Moskito”. As these stores are orientated towards youth segment, it is important to mention that so far it is the most profitable segment for “Apranga” Group, which brings approximately 33.7% of overall “Apranga” Group profits. (See Appendix No 1.) “Moskito” is “Apranga” Group’s trademark offering clothes and accessories for man and women of famous brands like Diesel, Miss Sixty, Energy, Broadway, Morgan or Jack&Jones. First “Moskito” store was opened in Riga on 2005 and today there are already 2 stores opened.

“Moskito” stores were created in Latvian market as substitute for “Aprangos Galerija” in Lithuania and it was expected to replicate last-mentioned success. Unfortunately, process of entering market was not as successful as expected therefore it took 9 years to open doors of second “Moskito” store in Riga. Today both stores are located in one of the biggest shopping centers of Riga: Riga Plaza and Galleria Riga.

There were several reasons explaining why the same concept did not work in neighbor countries. First of all, as “Aprangos Galerija” brand name contained the name of the company itself, which was well known within Lithuanian market for 69 years and through the whole years of experience had earned trust and appreciation, it was a lot easier to build strong “Aprangos Galerija” brand for youth segment afterwards. While “Moskito” brand name did not have any previous associations within Latvian market, so back then on 2005 it was totally new brand, which needed lots of investments in marketing and communications in order to build trust and status. Moreover when “Moskito” was established as a brand, “Apranga” Group were focused on gaining and strengthening market position within Lithuania, while other Baltic States were on secondary focus. Especially when on 2007 sales stopped increasing in Latvian market and it was hard to forecast future situation, company was not

adapting any aggressive expansion strategies within this market. Therefore, “Moskito” did not expand till 1st quarter of 2014.

Marketing communications mix of „Moskito“ brand. Marketing communications mix is a tool providing menu of communication methods that are most ideally used blended. Marketing communications mix usually comprises advertising, public relations, direct marketing, sales and promotional activities. (Dahlen, Lange and Smith, 2010, p. 277). Today one more very important distinct area is added to marketing communication mix – digital marketing and e-commerce.

Advertising. One of the major missions of “Apranga” Group is to be first in the market. Consequently “Apranga” adapts its advertising campaigns in the way to be positioned on customer’s minds as “first”. Significant amount of whole marketing budget falls to advertising function. Whole marketing budget for “Apranga” Group, according to consolidated annual report (2013, p. 24) last year was equal to 5 668 000 LTL (1 642 898 EUR), what is approximately 472 333 LTL/month (136 908 EUR/month). Budget is divided within advertising forms by professional agencies in order to achieve very best outcome.

Overall print media consumption today in Latvia is at a very high level. Advertisements of “Moskito” are placed within most popular magazines like „Cosmopolitan“, “Privata Dzive”, “Klubs” and “Ieva”, as well as in specialized shopping centers magazines. TV advertising was not used so far for this particular brand, as it is not the best tool to reach youth audience today. Moreover as there are only 2 stores opened, not so much resources are invested in promoting this brand.

Direct marketing. As one of the biggest advantages of this method, Bhattacharya, C. (2006, p.310) mentioned customer loyalty building being more effective through the initiation of a dialogue with customers rather than reaching them by mass media monologues.

„Moskito“ applies this method by collecting questionnaires containing customer's name, surname, phone number and email in stores. Forms are usually filled in when the purchase is already made. Sales persons are required to ask every customer, if they would like to get all information on store sales straight to their emails. This is how permission marketing technique is applied by “Moskito” and many other brands that belongs to „Apranga“ Group. Eventually, all filled in forms with target audience's personal data are archived and later used for more individualized marketing messages and building stronger ties with loyal customers.

Public relations. Even though, according to Moss, Warnaby and Thame (1996, p. 73) it is strongly suggested to separate public relations function from marketing within a company - “Apranga” Group practices public relations within the same marketing department. In order to strengthen public relations, company is organizing events to create strong fashion community and to communicate brand message. On April 21 of 2014, company organized “Moskito” public relations event in one of the busiest night clubs in Riga city – Mai Tai. The party idea was to bring all fashion youth and present “Moskito” new collection in this way increasing brand awareness. Event was successful as it gathered a lot of fashion involved Latvian youth. Club was decorated with “Moskito” logos and promotional girls were hired in order to embody brand's persona.

Sales promotions. Discounts and promotions are essential part of clothing industry. All big sales are usually promoted through paid communication and by changing stores displays to call customer attention towards discounts. On the last month of every season, “Moskito” stores are calling customers to check discounts within store, while placing huge displays with discounts that usually counts up to 70%. This form of communication is aimed to increase revenues, at the same time attracting new customers and clearing out inventory.

Digital marketing and e-commerce. “Moskito” do not practice selling their own brands via digital channels so far, however company is already trying to communicate with

target audience employing social media spaces. It is inevitable as today's youth simply grew up with social media and feel with it as comfortable as older generation with traditional marketing forms such as television. (Sweeney, Craig, 2011, p.13) Although "Moskito" social media communication is only at its early phase so far, as Facebook page of this brand was created on 2011 and today has only 1120 followers. Moreover brand has its fan page on local – draugiem.lv social network, although "Moskito" has not started any activities in there yet.

Major "Moskito" activities on social media spaces are posts with clothes from new collections pictures, showing how they actually look like while wearing by casual person rather than on advertisement. Moreover, fan page accommodates some promotional videos and motivational quotes. Important fact to mention is that page is not very hectic, as interest to all page's activities is relatively low and followers are not engaged with any discussions or sharing.

Moreover, on the digital area "Apranga" placed official company's website (www.apranga.lv). Website is available in 3 languages and contains information forwarded to customers, investors and press. Moreover the site was restored in 2014 and now is providing more options than before. For example site's visitors can check on a map all "Moskito" stores or to get information on gift cards.

One of the major goals for offline business when it comes to advertising is to entice the customer to visit the store. (Augustino, 2007, p.10) Social media can be used as a free tool to reach your target customers and send them a message that would encourage to get off the computer and go straight into the store.

External Analysis

External analysis is aimed to ascertain portrait of target customers, evaluate competitive landscape and identify certain trends that impact business activities.

Market Segmentation. According to Gunter and Furnham (1992) one of key elements in modern marketing is market division, based on demographical, geographical, psychological and behavioral factors. When we are talking about clothing industry, markets are usually segmented according to demographical factors, such as gender, age and most importantly income. Alike it is important to consider behavioral factors while segmenting market in a clothing industry. As for goods like clothes people tend to make purchasing decisions impulsively rather than rationally.

“Moskito” brand particularly is orientated towards youth segment and their slogan states „Moskito – for youth who has their own lifestyle“. This particular market segment is referred to a “fashionable youth” and more precisely for the ones who get higher than average income. As according to Household budget survey compiled by Central Statistical Bureau of Latvia (2014), despite the fact that household consumption expenditure has grown by 6.7% last year, Latvians on average spend 17.41EUR/month on clothing and footwear. Therefore stores are orientated towards customers getting average (815Eur in Riga) or higher income. (Latvijas Statistika, 2014)

“Moskito” market segment characteristics:

- Age range 24- 35 years, as other “Apranga” Group segments are orientated towards audience of 18-25 years old;
- Riga and its region citizens;
- Having average and higher income, as price range fluctuates from 40 – 170Eur for a dress;

- Value more brand name than functionality of clothes itself;
- Express their personality through clothing style;
- Fashion involved, sensible for trends. (Company's internal sources)

“Moskito” stores are not focusing on women apparel only, as part of the store is dedicated for masculine collections. What is specific about youth segment, it is a generation that could be easily affected by social media or saying in other words – by instinct “to follow the mass”. Consequently their decision making can be influenced by highlighting huge sales in stores or spreading out the marketing message through social media platforms.

To sum everything up, one of the most important questions for every company remains how to reach their audience and translate their message most effectively. While young people today are victims of digital generation, they are exploring the world without leaving home. According to Eurostat (2009 p. 138-160) 61% of Latvian residents aged 25-34, what is „Moskito“ target audience, use internet every day. Moreover, biggest percentage – 86% of this age group are using internet access for finding information about goods and services. (See Appendix No 2 for internet activities by age group) Therefore, digital platforms are probably the best area for spreading out marketing message forwarded for youth segment. There are over 1 million users of social media networks in Latvia, moreover country with (55%) occupies second place in Europe according to use of social media. Involvement is so high that even Latvian government uses social media as a communication strategy with citizens.

Competitor's Analysis. “Apranga” Group since entering Latvian market with “Moskito” brand for youth was dealing with genuine competition in there. Even though this brand was created copying successful “Aprangos galerija” phenomena, to develop brand awareness in Latvia was a lot harder.

Number of poor quality and low price goods provided by foreign trademarks especially for youth segment increased significantly in Latvia during last 3-5 years. (Brand for Baltic, 2010, 36psl) Even if theoretically it should not affect “Moskito” sales, as this brand is not considering low price and poor quality providers as their direct competitors, new giant entrant – H&M could not be ignored.

Hennes & Mauritz entered Latvian markets on 2013 while it is considered to be one of the harshest competitors in retail clothing as a whole. Even though the CEO of Apranga Group, Rimantas Perveneckas in the interview was assuring that H&M appearance will not make any negative impact on company's turnover, the competitive situation changed a lot. (Grinkevičius P., 2013). Even on social media platforms H&M is gathering big masses of fashion lovers. Today H&M facebook fan page counts 21.656.972 of followers. Even before this giant entered the market, company RetailBaltics managed to create fan page called “Bring H&M to Latvia”, which today counts to more than 2.700 followers and is one of the most popular Latvian Facebook pages. (Cormack consultancy, 2012) Their strategy is to answer to millions of fans within couple minutes as they share with their ideas and opinions, moreover they used to link their platforms with third-party blog posts that provide wider range of information on fashion industry activities. Brand's engagement with its customers is really spectacular as posts on Facebook appear several times a day. Major “Moskito” competitor's activities on social media platforms are provided within a table below (See Table 1 for competitor's social media activities).

Table 1.

Competitor's analysis considering their social media networking activities

Company	Amount of followers	Social media platforms used	Average frequency of engagement	Most common content
H&M	21.656.972	Facebook (international)	Twice a day	Clothes combinations; Events promotion; Answers to followers

				questions; Contests; Customized content according to country.
	2 700	Facebook (Latvia)	2 times a week	Information on H&M activities; Surveys; Clothes combinations posted by followers
	~2.500.000	Google+ (International)	Updates on daily basis	The same information as on Facebook; Eye-catching imagery
	6 565	Twitter (International)	Several times a day	Responding to mentions (although response rate is relatively poor); Q&A campaign with David Beckham;
LPP S.A. Reserved	430	Draugiem.lv (Latvian)	Once a month	Links to official web page; New collections; Customer's reviews; Information on sales/promotions
	1.632.356	Facebook (International)	2 times a day	Information on events; New collections; Sales/discounts; Answers to followers problems, ideas; Motivational quotes.
	1060	Twitter	Several times a day	Pictures; Answers to mentions; Discussions
LPP S.A. Mohito	292	Draugiem.lv (Latvia)	Once a day	Discounts; Visual information;
	585.322	Facebook (International)	Twice a day	Discounts; Clothes combinations; Contests

	21 300	Instagram (International)	Once a day	Pictures of celebrities wearing brand's clothes; Discussions with followers behind pictures
AS Poldma Kaubanduse Denim Dream	4.239	Facebook (Latvia)	4 times a week	Links to online store; Contests that encourages to invite your friends to join the page; Local celebrities advertisement; Ads on discounts that are available only for 1 day;
	29	Twitter (Latvia)	Not active anymore	Links with bloggers;
Stockmann PLC Seppala	110.757	Facebook (International)	4 times a week	Discounts; Links to bloggers pages that put ads of Seppala; Answers to customer's queries.
	347	Draugiem.lv	Twice a month	Surveys; Discounts; Clothing combinations
	135	Twitter (Latvia)	Not active anymore	Discounts;

Despite H&M entrance in Latvian market and social media spaces as well, “Moskito” is dealing with other strong competitors like AS Pöldma Kaubanduse, Stockmann PLC, LPP S.A. Besides, it is important to mention that Latvian's are developing strong local textile and clothing industry too. As an example in Riga city there are 15 local origin chains of clothing and footwear, number is higher than in any other Lithuanian or Latvian region. (Brand for Baltic, 2012)

Strong competitor working in Latvian market is LPP S.A. which is working with well known brands for economy and youth segments like Mohito, Reserved, House, Cropp and Sinsay. Company's annual revenue on 2013 was EUR 10.45 million, though they are occupying just 5.22% of whole market share. (Consolidated annual report, 2013) The intensity of social media communication within LPP S.A. brands are provided on a Table above (See Table 1 for competitor's social media activities). While analyzing LPP S.A. performance on social media spaces, interesting notice was that differently from retail giant H&M, LPP S.A. brands for youth have their fan pages on Latvia's local social media networking platform.

Another internationally popular "multibrand" competitor is "Denim dream". The concept of this brand, which is owned by "AS Poldma Kaubanduse" company is very similar to what "Moskito" offers for its customers. The target is audience with higher income, as clothes provided in the stores are famous designers like Tommy Hilfiger or Calvin Klein or Tom Tailor. As company is rapidly growing, they are investing more and more resources for media communication with customers. They had opened online store, which is available in three languages and despite of ability to order clothes online, they apply permission marketing techniques by allowing to subscribe promotional messages and get them directly to e-mail. More information about their activities on SNS are provided within Table above (See Table 1 for competitor's social media activities).

With a market share of 11.5% in Latvia, company Stockmann PLC operates within two market segments. "Lindex" stores are orientated more towards economic segment and families, while "Seppala" stores intend to attract similar market audience as "Moskito". (Euromonitor International, 2014) "Seppala" stores provides wide assortment of goods with great balance between price and quality. Customer reviews prompt that customers appreciate wide assortment within stores and mostly are complaining about lack of sales and discounts.

(Yell reviews, 2010). Although on social media networks, “Seppala” team gathers hundreds of thousands of followers and mostly discount ads are placed within their official Facebook fan page. For more detailed social media communication analysis of “Seppala” (See Table 1 for competitor’s social media activities).

PESTEL Analysis. Political. The fact that Latvia joined EU on 1 May 2004, makes the idea of investing into this country even more attractive. Doing business in EU country is more secure as all laws and regulations are applicable equally to all member countries. Therefore, business environment of local - Lithuanian „Apranga“ Group market and Latvian one, do not differ much, so company can easily centralize its activities and in this way save up a lot of money.

Moreover, with the score of 126, Latvia is most corrupted Baltic country (Transparency International, 2009). It can result in difficulties doing transparent business, especially while competing with other local companies for best store locations in the country.

Economical. According to Latvia’s statistics, average monthly salary in Riga’s region (where “Moskito” stores are opened) is highest comparing to other Latvia’s regions. 815 Eur per month was announced as average monthly salary in Riga city and its region on 2013. (Latvijas Statistika, 2014) It means that people getting average or higher income in Riga could be perceived as potential customers of “Moskito”,

Today Latvians have free market economy, what means everything is regulated by appropriate laws and commercial rights are well protected.

Comparing retail growth rate in Baltic States with other Europe regions, rates grow at a relatively high level. Within last year, 2014, retail trade (except motor vehicles) in Latvia grew at a rate of 4%, while average retail trade growth rate within European Union countries on 2014 was only 2%. (Interim Consolidated Financial Statements, September 30, 2014)

Social. First of all, language difference is very important indicator. As an example for Latvians, “Apranga” as brand name does not make any sense, so it is more difficult to remember or distinguish. Thus “Aprangos Galerija” brand name was changed to “Moskito” and was adapted to Latvian market.

Moreover, it is essential to consider that it is multi-lingual country and 37.5% of Latvia’s residents are speaking only in Russian. (Juzefovics J., 2011) This factor should be strongly considered in order to improve customer’s service. Employers should seek for employees speaking in both – Latvian and Russian languages in order to assure high quality service within company’s stores. Latvian people are very keen to preserve their cultural identity and language, so in terms of social media communication, the best bet is to speak to audience in their local language (even though many speak English). (Cormack Consultancy, 2011)

While considering demographical characteristics of Latvian residents, statistics showed that on 2014 were counted 54 141 Riga’s residents that fits into age range of 25-29 and 50 450 people within age of 30-34. In summing up these two age groups, exact size of „Moskito“ target audience in Riga is revealed. (Latvijas Statistika, 2014)

While overlooking media trend in Latvia during the past several years, there was noticed a decline of public media audience, what may be a consequence of factors such as poor content quality and TV digitalization. (Rozukalne A., n.d.) At the same time decrease in traditional media usage increased popularity of social media networking and Internet consumption. While analyzing social media patterns in Latvia, interesting observation was made as one of their most popular local social network platform has more than 2.6million registered users, what considering Latvia’s population is incredibly huge rate. Draugiem.lv gathers huge local community and is usually used for business purposes as well.

Most concentrated and most developed Latvian city is Riga. With the population of 658 640 it strongly outpaces other Latvian cities. It explains the reason why so far, „Apranga“ Group expands only in Riga city.

Not less important indicator is aging population in Latvia. In the future it may have negative effect on revenues of youth segment, which is one of key company's drivers now.

Technological. Latvia has very well developed infrastructure. Riga city is the most relevant concentration point while we are talking about “Apranga” Group activities, therefore it is important to mention that Riga is a key hub of railway infrastructure. Moreover, this particular city has biggest airport in Baltic States.

Comparing Riga city with Vilnius, the supply of commercial space in Riga is 1.4 times greater, although commercial space is the most expensive, in comparison with Vilnius its 1.6 times more expensive. (Brand 4 Baltic, 2010) However for any company settling down in Riga, it is very important to assure that commercial space is used the most efficiently.

Moreover, according to the 2013 trends of clothing purchasing online, Latvia was the last country among Baltic States, as only 15% of clothes were purchased online on 2013. This indicator may show that people tend to buy clothes more in store than online, what may count as an advantage for “Apranga” Group, as they do not promote e-shops of their own brands at all. (Consumer barometer, 2013)

Environmental. The most important environmental aspect for clothing industry is climate, in the country where business operates. Here Latvia brings huge advantage against for example south Europe countries. Climate zone in here brings 4 very different seasons while each requires different kind of clothing, consequently people spend more in here comparing to people living in the South Europe.

Legal. Since the year of 2004, when Latvia joined EU, consumer rights protection in the country developed significantly. Therefore, it stimulated clothing retailers, including

“Apranga” Group, to raise a bar assuring that all operations are meeting all the quality standards.

Another important legal factor is that Latvians have very strict advertising laws in a country, what makes marketing centralization process within “Apranga” group more complicated. (Saeima, 1999)

SWOT analysis. In this part the whole situational analysis, considering internal “Moskito” situation and external factors, will be systemized by employing SWOT analysis (See Table 2 for summary of situational analysis provided in SWOT).

Table 2.

“Moskito” SWOT analysis

<p>Strengths</p> <ul style="list-style-type: none"> • Sells globally well know and appreciated brands; • Belongs to “Apranga” Group which has huge financial and human resources, therefore more money could be dedicated to communications and marketing; • “Apranga” Group franchisee agreements with biggest luxury and youth brands would allow to increase assortment within “Moskito” stores, or according to customer’s needs adapt it more easily • As “Apranga” Group is franchisor of Zara, which is perceived as social media networking queen with more than 23 million followers, this connection could be used for gathering audience on “Moskito” fan pages. • Good strategic locations of the stores; • “Moskito” targets relatively huge market segment 	<p>Weaknesses</p> <ul style="list-style-type: none"> • “Moskito” ignores local Latvian social networks, such as Draugiem.lv while competitors are already engaging with their customers in there; • Poor management of social media networking as posts are updated approx 4 times a month; • Internet platforms capabilities not used properly; • Very slow brand expansion as during 9 years only 2 stores were opened. • Lots of money for “Moskito” advertising are invested into traditional media channels which popularity is decreasing at huge rates, not excluding Latvian market as well.
<p>Opportunities</p> <ul style="list-style-type: none"> • To employ social media communication in this way increasing brand involvement what at the end may result in increase of sales; 	<p>Threats</p> <ul style="list-style-type: none"> • Competition with giant retailers such as H&M which occupies not only market shares but social media spaces as well;

<ul style="list-style-type: none"> • Collaboration with other “Apranga” Group owned brands on social media platforms that targets the same target audience; • Overall living quality in Latvia increases year by year what would lead in bigger expenditure on higher quality and branded clothing. 	<ul style="list-style-type: none"> • Tendency of audience to switch towards markets, more customized boutiques or internet stores rather than choose stores on supermarkets • Aging population trends in Latvia further could result in decrease of “Moskito” target audience • Because of high level of corruption in a country, it could be hard to maintain and develop transparent business.
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Theoretical Aspects of the Problem. Published research on communication through social media and other digital channels has grown significantly in recent years as its power and importance for business is no longer debated. Social networks are used by more than 70% of internet population. (Waddington, S., 2012). Researchers found out that there are plenty of benefits that marketers claim to achieve through social media channels: increase exposure, increase traffic, develop loyal fans, reduce marketing expenses, improve sales and many others. (Stelzner, 2013 May) Before starting brand’s life within social media, company has to figure it out what content is most attractive and relevant for their target audience. Social media communication purpose can be: collaboration, education, communication or entertainment. (Safko, Brake, 2009, p.7) According to Scott, D. (2011) to decide on which social media platforms to enter should be very last decision. Social media is all about enabling conversations among your target audience. (Safko, Brake, 2009, p. 681) Company life within social media begins with fan base creation. While Facebook and Google offers ad campaigns with so called pay-per click advertising it can perfectly be used as one of the options to gather more target audience to Company’s social media page. (Sweeney, Craig, 2011, p.17) However this way is more useful for new companies, while for ones with reputed brand the buzz can be created by offering discount codes on pre-orders of the product. According to Tuten and Solomon (2013, p. 106) top three reasons why people share and

spread content “socially” are because they find it interesting/entertaining, helpful to others or just to get laugh. When target audience is collected it is important to keep them entertained and involved. Not less important is schedule social media content for the months, weeks and individual days. Golden rule according to Augostino (2007, p.11) is to make updates once a week, it would make social media account "live", without being overbearing. Scott, D.(2011) in his book “The New Rules of Marketing & PR” emphasized that it is essential thing to participate within forums and actively use social media platforms by appearing on discussions with followers and answering them all the questions. Some recent studies found out that brand- centric communities often fail because they tend to focus more on company’s needs than on needs of community. (Safko, Brake, 2009, p 684) In such communities people tend to divide in certain groups according to their type of behavior. Some community members tend to share experiences more than others, while biggest part of community members stick towards non-interactive behavior, such as just reading comments of others. According to Park and Cho (2012) this is one of the major reasons why people join social media communities, that is, to learn about previous product experience. (Tsimonis G., Dimitriadis S., 2014, p. 330). According to social technographic ladder created by Forrester (Tuten, Solomon, 2013, p. 75) there are six types of people on social media: creators, conversationalists, critics, collectors, joiners, spectators and inactives. Type should be identified in order to apply social media communications tactics and to connect with company’s intended customers. According to research made by Tsimonis, Dimitriadis (2014, p. 334) most important and interactive activities within social media are competitions with prizes and daily communication with users.

Empirical Research

This part of the thesis is aimed to execute market research which will help to get deeper understanding of what factors affect “Moskito” target customers involvement in communication through social media. In this section quantitative research will be conducted and results will be analyzed applying methodical approach. Empirical research will consist of three parts: description of research methods, data collection process and interpretation of the results.

Aim and Objectives of the Research. Main purpose of empirical research is to figure it out what factors affects “Moskito” target audience involvement in communication through social media. The insights will be used in improving “Moskito” brand communication techniques on social media spaces. Therefore, objectives of research comprise of:

- Identifying target market’s overall social media involvement;
- Investigating major social media purpose: educational, entertainment, collaboration, communication (Safko, Brake, 2009, p.7)
- Identification of “Moskito” target audience behavioral characteristics and preferences within social media platforms by revealing which type of users they are (creators, conversationalists, critics, collectors, joiners, spectators, inactives);
- Revealing target audience’s engagement with fan pages and major “Moskito” competitors on social media spaces;
- Investigating most effective techniques and channels that would encourage target audience to actively participate in communication with “Moskito” brand on social media;
- Identifying target customers overall involvement with fashion;

- Ascertain respondent's current engagement with "Moskito" brand on social media

Theoretical Foundations of the research

In order to assure precision of each variable related with research question and observe the correlations between them, some theoretical models were used.

Social Media Involvement Model. One of the core variables of this research was overall social media involvement. The previous studies examined what factors make impact for intensity of social media use. According to Mantsumitrchai and Park & Chiu (2012) gender and age can be used in explaining factors which determine social networking systems adoption. (Choo-Hui Park & Yong June Kim, 2013, p.24) Moreover, customer's involvement into any process, product or brand, according to Bloch and Richins (1983) can be classified into three categories: personal, physical and situational (Zaichkowsky, 1985, p.342). Therefore while identifying factors affecting intensity of social media usage the essence of these three involvement categories can be considered.

Personal involvement. According to hypothesis provided within Choo-Hui Park & Yong June Kim (2013) article, personal aspect affects people's involvement into social media platforms when individual feels that certain system could be useful for him. The perceived usefulness and value could vary, as one may benefit from provided ability to communicate with friends through social media platforms, while another may found it more useful for gathering information or expressing themselves.

Physical involvement. Zaichkowsky (1985) described it as characteristics of the object that may differ in increasing interest. While analyzing aspects of social media physical involvement, trust and reliability of social media were considered as major factors that tend to increase usage of these systems. (Choo-Hui Park & Yong June Kim, 2013, p.25) If people

find social networks trustworthy and secure, they probably will use it more intensively.

Situational involvement. It is a temporary increase of interest towards certain object.

(Zaichkowsky, 1985) In social media it is all about revealing personal information on certain circumstances.

Social Technographic Ladder Model. The theory introduced by Forrester research explaining types of people based on their interaction within social media, was employed to the research explaining what factors affects “Moskito” target customers involvement to social media communication. (Tuten, T., & Solomon, M., 2013 p.76) Types are created based on activities that occur within social media spaces. Therefore, theorists admitted that some people may fit to several categories. This theory was used within a survey in order to better understand what activities attracts people the most, which social technographic type is most common and how it can be employed for better communication. Characteristics of each type are provided in a table below (See Table 3 for social technographical characteristics):

Table 3.

Social Technographic Ladder

Social Technographic Types	Characteristics
Creators	<ul style="list-style-type: none"> • Create content; • Add value to the site; • Contribute content to be shared.
Conversationalists	<ul style="list-style-type: none"> • Maintain discussions
Critics	<ul style="list-style-type: none"> • Reactors to the content rather than creators; • Do not create original content, but their contributions are highly valued within community.
Collectors	<ul style="list-style-type: none"> • Efficient users of social content; • They tend to follow and keep updated on information they want • Help communities to which they belong by sorting and rating the content.
Joiners	<ul style="list-style-type: none"> • Maintain a profile on social networks, doing it for fun.
Spectators	<ul style="list-style-type: none"> • Consume content of others, while do not create or share content

	themselves.
Inactives	<ul style="list-style-type: none"> • Avoid social communities; • Are online but do <u>not</u> participate.

Note. From „Social media marketing“ by Tuten, T., & Solomon, M., 2013.

Uses & Gratifications theory. This is very old theory explaining the tendencies of media usage. Moreover, theory provides insights about how media tools are adopted by mass audiences. As social media nowadays is booming and replacing the traditional media sources, many researchers were trying to adapt this theory for social media spaces. Therefore in answering the question what factors have impact on media usage tendencies and choices, U&G theory assumes that individuals tend to match media usage patterns with their goals. Basically, theory suggests that user seeks out for a media platform, where he could best fulfill his needs. Model of the theory is provided on a figure below (See Figure 1 for conceptual model of U&G). Further in a research, the major purposes of social media usage between “Moskito” target audience will be revealed.

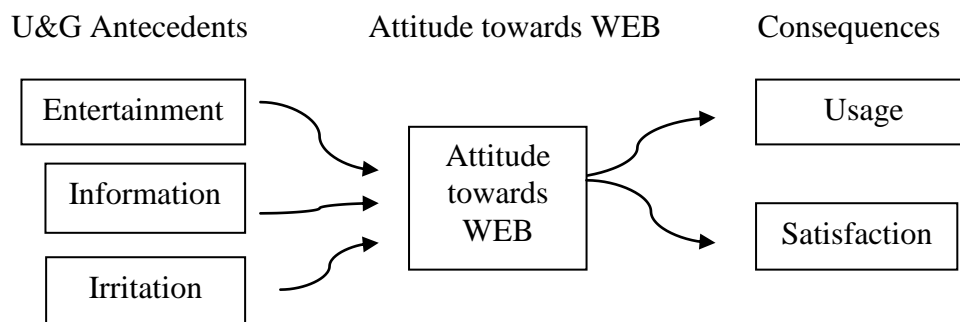


Figure 1. Conceptual model of uses and gratification. From „Uses and Gratifications Theory and E-Consumer Behaviors“, Journal of Interactive Advertising, by Luo, X. (n.d.), p. 34-41

Starting from the beginning, U&G theory suggests that main goals which media consumers try to achieve are entertainment and education (information). (Luo, X. (n.d.), p.34-41) Last mentioned objective within a survey will clarify what form of information, social media users found more useful and interesting. Do they prefer more user-generated content or to have higher authority to control it. How important opinion leaders are for them or it is

more interesting to be involved into conversations with other fans rather than professionals of the industry. Survey respondents will be asked what kind of information is most relevant for them and how many fashion leaders are they following at the moment. While entertainment ascendant will be revealed by providing questions within a survey about contests that respondents will most likely to take place and ascertaining what other forms of activities would be entertaining for this particular audience. On the further research, based on Safko and Brake (2009) other two goals of social media consumption would be added: collaboration and communication.

Moving towards factors that according to conceptual model (See Figure 1 for model of U&G theory) formulate attitude towards Web and later leads to its consumption, there is an irritation factor. This factor provides negative effect to usage of social media. Within a survey it is revealed by asking what post frequency in respondent's opinion is most optimal in order to better understand where is a line between irritation and high involvement. Moreover, respondent's attitude towards interruption and permission marketing techniques will be revealed, considering that some marketing tools that are used within social media spaces could be perceived as irritating and in this way reduce overall involvement with a page.

All these ascendants would formulate attitude towards WEB what consequently would increase or decrease usage and satisfaction of fan page. (Luo, X. (n.d.)

The final stage of theory is usage section, which indicates consequences. It includes types of social media target group employ and frequency of those tools to be used. As well as another consequence provided within this model is satisfaction, which in this particular case would result in satisfaction and involvement with a brand as well.

Research methods

As there are no previous researches made on social media involvement and “Moskito” brand particularly, the empirical research was made by collecting primary data.

Quantitative research method was chosen due to several arguments:

1. Wider range of respondents could be reached, considering time and geographical restrictions;
2. Language barrier existence as respondents are Latvian residents;
3. Collected data could be easily interpreted in numerical terms in order to better understand trends;

The purpose of the research was to get the insights about “Moskito” target group’s preferences and needs for social media communication. Data was collected by Solid Data Research Company for Baltic Countries. Survey was provided on local Latvian internet platform VisiDati.lv. 205 respondents filled in the questionnaire during 7 work days, starting from November 11, 2014. (for quality procedure of “Solid Data” activities and company’s registration certificate see Appendix No 3 and No 4) Research was drawn up into Latvian language in order to assure representativeness of results. Survey was distributed to specific target audience for completion. Appropriate target respondents were people living in Riga city and in the regional areas and fitting to the age group of 25-34.

All results can be found on manoapklausu.lv platform (user name: g.sutkauskait@gmail.com; password: ZDV971BT)

Research instrument

Questionnaire consists of 23 questions which will help to better understand what factors affects “Moskito” target customers involvement in social media communication.

Research instrument which is provided in table below (See Table 4), was prepared by using some previously made academic research papers, which were constructed to reveal social media involvement, fashion involvement, motives to follow fan pages and involvement into blogging.

Table 4.

Research instrument framework

Aim of examination	Factors	Questions	Source
Demographic characteristics	Age, gender, income, place of living	1;23	Developed by author
Social media usage patterns	Frequency	2	
	SNS platforms used	3	Okdie, B. (2011)
	Personal blogging involvement	4	
	Blogging preferences	5	Developed by author
Social media involvement	Personal involvement	6 (from 1 to 4;9)	Choo-Hui Park & Yong June Kim (2013)
	Physical involvement	6 (5;6)	
	Situational involvement	6 (7;8)	
Customer's involvement with fan pages within social media platforms	Goals	7 (1;4)	Malciute J. (2012)
	Resources	7 (2)	
	Perceived cost/benefit	7 (3)	
	Amount of competitive fashion brand's followed on social media	20	Developed by author
Motives for social media usage	Learning about products, participation in contests, belonging to community, discounts, information gathering, involvement to decision making, customer service	8	Developed by author
	Motives for community feeling	12	Developed by author
	Stimulus for participation in contests	13	Developed by author
Marketing techniques	Interruption marketing (tools, frequency)	10 (4;5)	Developed by author

	Permission marketing (tools, frequency)	10 (1;2;3)	
Content relevance	Main message of the page	11	Developed by author
	Everyday message	16	
	Data presentation techniques	9	Developed by author
	Frequency of posts	15	Developed by author
Social technographics (6 types of people based on how they interact with social media)	Creators	14a	Developed by author, but based on Tuten, T., & Solomon, M. (2013 p.76) analysis
	Conversationalists	14c	
	Critics	14b	
	Collectors	14d	
	Joiners	14e	
	Spectators	14e	
	Inactives	14f	
Fashion involvement	Product involvement	17(1)	Cass, A (n.d.)
	Purchase decision involvement	17(2;3)	
	Social approval motives	17(4;5)	
	Sensory pleasure motives	17(6)	
	Functional motives	17(7)	
	Fashion awareness	18	McFatter D. R.,2005
	Amount of opinion leaders followed	19	Developed by author
Involvement with “Moskito” brand on social media, evaluation of “Moskito” facebook platform	Current involvement with “Moskito” facebook page, involving factors	21;22	Developed by author

Note. Full Questionnaire is provided on Appendix 5

Construct measuring social media involvement, which was based on theory of involvement and designed by Choo-Hui Park & Yong June Kim (2013), was slightly changed because previously made research was focused particularly on SNS involvement, while this research is based on overall social media communication. Therefore, considering time restrictions and topic amplitude, not all attributes were used. Leaving 5 statements to measure personal involvement 2 for psychical and 2 for situational.

Question 7 was included into research, as according to van Doorn et al. (2010) variables such as goals, resources and perceived cost/benefit of interaction with a brand in

social media are expected to influence how customers engage with brands. (Malciute J., 2012) Applying this construct for research, amount of statements was reduced leaving one for each variable, because of time restrictions. Moreover, construct was developed by author adding one more statement “I browse on social media fan pages because I am interested in the brands they are dedicated to” in order to better understand what is major goal of joining fan pages: belonging to community or brand involvement itself.

Based on Cass, A. (n.d.) analysis to measure motives for fashion clothing involvement, construct within question 17 was generated. Determining factors such as materialism acquisition centrality, materialism possession defining success, materialism acquisition as the pursuit of happiness and self monitoring sensitivity were excluded, as these attributes have been determined by original author as personality traits rather than motives for fashion clothing.

Additionally to question on fashion involvement, variable of fashion clothing awareness, which according to Tigert, Ring and King (1976) was part of five dimensions fashion involvement index was reversed in the coding procedure and provided as question 18. (McFatter D. R., 2005)

Three types of measurement scales were used in a questionnaire:

- 5-point Likert scale was used while developing constructs within questions 5-8;10;12;16;17;22.
- 10-point Likert scale was employed in analysis of content relevance within social media platforms (Question 11)
- Nominal scale was used to define demographic characteristics, such as gender, age and while asking respondents are they currently engaged with “Moskito” brand on social media, as well as in questions 1-4;9;13-15;18-21;23

By using reliable and valid scales, measurement error was controlled.

Research population and sample

Probability sampling technique was used within this particular research, because population was clear and defined. Random sampling method was employed, which assures that each member of population has equal possibility to fill in the survey and participate in research. General characteristics of research population was determined to be residents of Riga city and regional areas as “Moskito” stores are located only within this particular city and people that fits within age group of 25-34. Age range was defined by “Apranga” Group itself. Even though stores itself are orientated towards people having average and higher income, this factor was not taken into account while determining population. Such approach had been employed considering major aim of this research, as aim of research is not orientated towards increasing sales within “Moskito” stores. Moreover, considering statistics that women tend to be involved into fashion a lot more than man, in order to get more representative results, panel service was asked to distribute survey for target market that fits the requirements and additionally assure that 70% of respondents are females.

Sample was obtained by using discrete variables formula (Folz, D. H., 1996 p. 50):

$$n = \frac{z^2_{\alpha/2} \times [\pi \times (1-\pi)]}{\varepsilon^2};$$

Where n stands for sample size;

$z^2_{\alpha/2}$ = the standard normal distribution α -level critical value, which with 95% confidence level is equal to = 1,959

π = proportion of parameter in selective sample;

ε = sampling error, which is equal to 5%; $\varepsilon = 0,05$

From all the Latvian citizens 2 039 000, 34% are Riga and regional city areas residents, what is equal to 693 064. While from all people living in Riga and its region,

targeted are only residents fitting within age group of 25-34 what based on Latvian statistics database is equal to 15% of total Riga population:

$$693\,064 (15\%) = 104\,591$$

So proportion (π) from all Latvian population is counted as follows:

$$\frac{104\,591}{693\,064} \approx 0.151$$

Though sample size is equal to:

$$n = \frac{1.959^2 (0.151(1 - 0.151))}{0.05^2} = \frac{3.838 \times 0.128}{0.0025} = 196.5 \approx 197$$

Data Analysis Methods

When all data was gathered, SPSS (Statistical Package for Social Science) program was used for further analysis.

As a preliminary assessment tool descriptive statistics method was employed. Frequency of choices, demographical characteristics and percentage distributions of social media usage patterns were utilized for descriptive purposes. While in further steps correlations between variables were evaluated in order to assess experimental comparison.

In order to get deeper evaluation on how participant's preferences differ according social technographical types they belong to, independent sample t-test will be employed.

Interpretation of independent sample t-test prompts that if the sig (2-tailed) value is less than or equal to 0.05, conclusion that there is statistically significant difference between two means could be made.

Spearman correlation method was adapted in order to examine statistical dependence between variables. The assumption of Spearman correlation is that value of both tested variables increase or decrease at the same time, what is called monotonic relationship.

Interpretation of method states that strength of correlation between variables is evaluated assuming that:

- .00 - .19 – correlation is very weak;
- .20 - .39 – weak;
- .40 - .59 – moderate;
- .60 - .79 – strong;
- .80 – 1.0 – very strong (Statstutor, n.d.)

Therefore this method was chosen to test relationships between dependent variables such as social media involvement and fashion involvement together with independent ones like:

- Involvement to fan pages;
- Most beneficial information on social media;
- Motives to join fan page;
- Preferences of information receiving;
- Motives for community feeling.

Other variables will be evaluated by finding most frequent answer or calculating and comparing means in order to systemize construct questions.

Validation of scales measurement. Before starting evaluation of results, The Cronbach's α coefficient tool was employed in order to check the reliability of questionnaire and degree of internal consistency in a survey. Commonly accepted rule while interpreting Cronbach's α coefficient is as follows:

$\alpha \geq 0.9$ – Excellent internal consistency;

$0.7 \leq \alpha < 0.9$ – Good;

$0.6 \leq \alpha < 0.7$ – Acceptable;

$0.5 \leq \alpha < 0.6$ – Poor;

$\alpha < 0.5$ – Unacceptable. (George, D., & Mallery, P., 2003)

Therefore, internal consistency was examined separately for every construct used within questionnaire (See Table 5 for internal consistency evaluation):

Table 5.

Cronbach's α coefficient and internal consistency of constructs within a survey

Variable	Questions	Number of Items	α coefficient	Internal consistency
Social media involvement	6	9	.689	Acceptable
Customer's engagement with fan pages	7	4	.886	Good
Fashion involvement	17	7	.881	Good

The constructs measuring customer's engagement with fan pages and fashion involvement have coefficients between .881 - .882 what shows good internal consistency. While internal consistency within construct measuring social media involvement was indicated only as acceptable. Although, summing up the results, that test scores are solid and reliable enough for the further analysis.

Results of Analysis

Demographic characteristics. Total number of surveys collected was 205 (what is higher than calculated sample). Higher number of respondents participated in the research, in order to assure representativeness of results, taking into account that some participants may claim not using social media at all. While answering question 2, 3 respondents out of 205 chose answer "I am not using social media at all" what means their responses could not be considered in further analysis. All in all, 143 women (~70%) and 62 (~30%) men filled in the survey. Bigger percentage of women was selected taking into account that according to O'Cass (2001), females have much stronger involvement in both purchase decision and

fashion involvement. Also compared to men, women are more likely to seek information on fashion. (Magie, A.,2008, p.55).

Geographical factor showed that 154 (75.1%) respondents were Riga residents, while 51 (24.9%) stated that they are living in Riga region (Pieriga), within 50km radius from the capital of Latvia.

Further results showed that there are no extreme distribution according to income. 73 respondents stated that their monthly income is ≥ 501 EUR, these respondents are assumed to be potential consumers of “Moskito” assortment. Moreover, respecting respondent’s privacy, this question was generated as optional (with an option to refuse to answer). Results are provided in following figure (See Figure 2 for demographical characteristics):

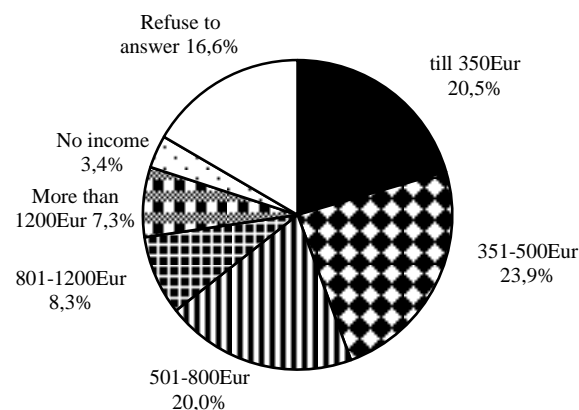


Figure 2. Demographical characteristics. Personal monthly income
Social media usage patterns. Moving on, in order to get picture about the patterns

of social media usage within our target market, respondents were asked about average time spent on social media per day and on the second question they had to name the platforms they are already using for more than three months (See Figure 3 for social media usage frequency):

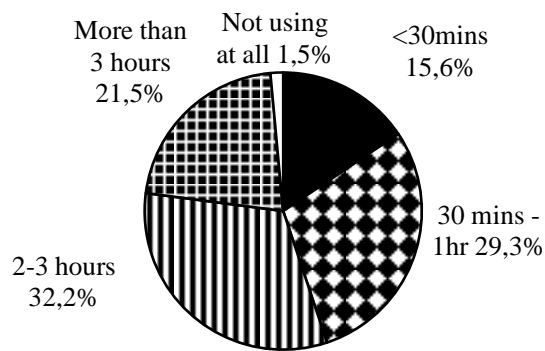


Figure 3. Social media usage patterns. Frequency

Distribution of social media usage frequency has been relatively equal. Survey revealed that respondents which are not very involved into social media activities and claimed to spend less than 30mins/day remains minority - 15,6%. All in all, results shows that majority of target audience spends great portion of time on social media platforms every day.

Regarding social networking platforms used, as it was expected after situational analysis in Latvian market, most popular and useful social media network in Latvia is – Draugiem.lv, as majority 32,2% of respondents claimed using it for more than 3 months. Facebook platform not surprisingly is second most popular within this market, having 30,5% of our target market as users. Among other platforms mentioned, respondents distribution was not extreme, but target market involvement into them is relatively low. Results of SNS platforms used are provided on the graph below (See Figure 4 for social media platforms used):

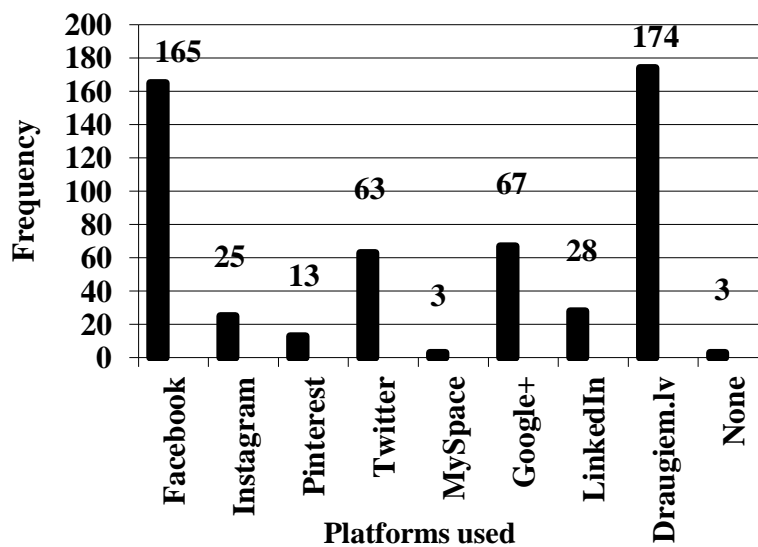


Figure 4. Social media usage patterns. SNS platforms used

As social media do not confine only to social networks, respondents involvement to overall social media activities were examined by asking about their blogging experience as well. Results showed, that „Moskito“ target audience's engagement with blogging is very unlike. Even though majority 97 (47,3%) said that they are familiar with „blog“ concept, but they neither read nor write them, 78 participants (38%) claimed reading other people's blogs and 7.3% stated writing and reading blogs as well. What shows that roughly half of respondents are engaged and interested into that, while another half is not so much involved. Results are provided in a pie chart below (See Figure 5 for blogging involvement):

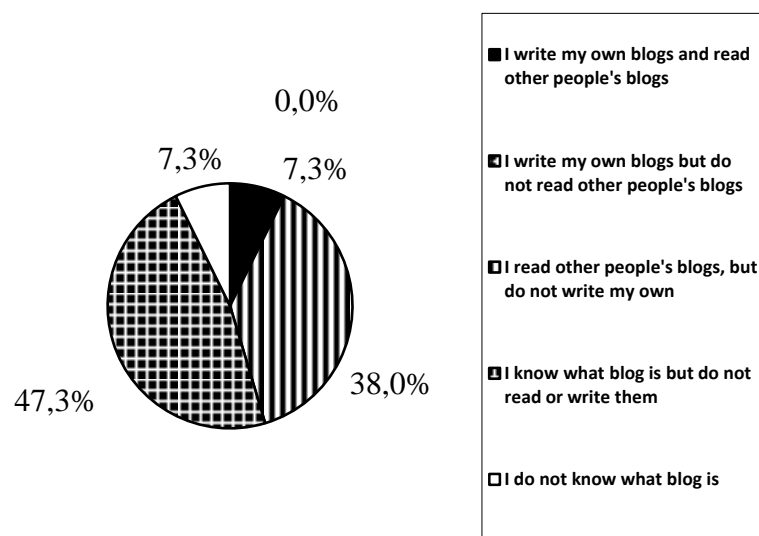


Figure 5. Personal blogging involvement

Before starting with statistical analysis and examining correlations between variables, descriptive statistics were employed. Table describing importance of factors which was assessed by calculating means of the variables and variability measures is provided in Appendixes. (See Appendix No 6 for descriptive statistics of variables)

Moving on the questionnaire, respondents were asked what manners to receive information are the most acceptable for them when it comes to social media. Output is provided within a figure below (See Figure 6 for means showing manners to receive information):

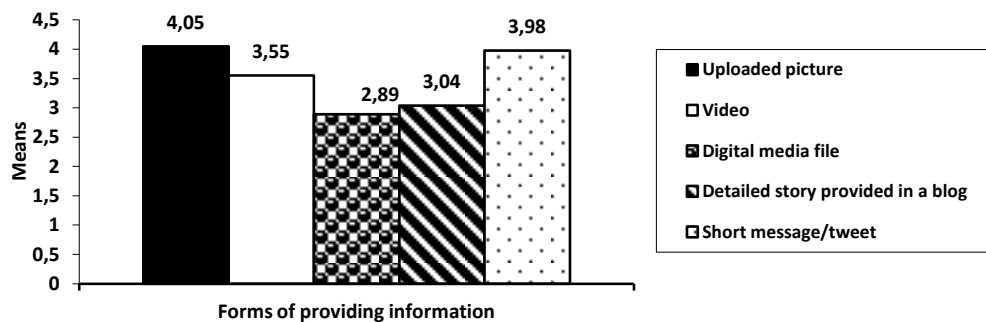


Figure 6. Means of manners to receive information on social media

Descriptive statistics revealed that the most acceptable way to receive information within social media platforms is in a form of pictures (mean 4,05). Therefore, by providing visualized information, “Moskito” target audience could be engaged the most. While talking about other social media spheres (excluding social networks) visualized information could be employed by involving “Moskito” brand with Phlogging experience.

Social media involvement. Moving on with overall social media involvement measure, where construct composed by Choo-Hui Park & Yong June Kim (2013) was taken, descriptive statistics revealed that when it goes to social media, personal involvement and situational involvement are the dominant factors. Figure 7, demonstrates the means of 3 types of social media involvements. (See Figure 7 for means of social media involvement)

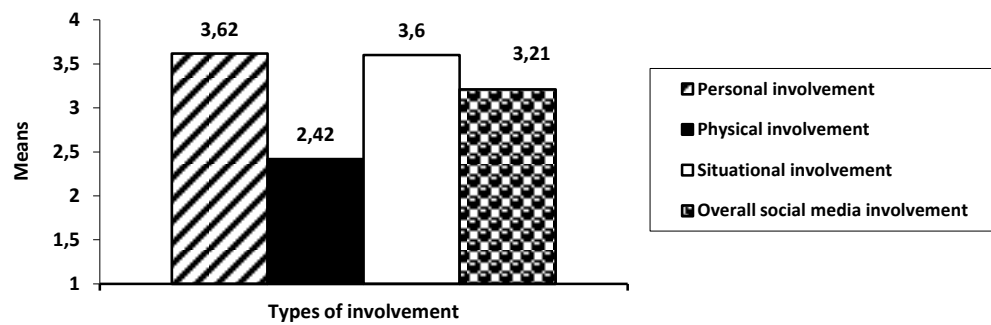


Figure 7. Means of social media involvement

Highest score of personal involvement, suggested that usefulness and usage of social networking sites are most important factors explaining intensity of social networks use. However, trust factor (physical involvement) as this research showed was evaluated at a lowest rate, what demonstrates that people not always feel safe and secure sharing their personal information on social networks. Low performance on physical involvement has to be taken into account, as it may reduce target audience involvement in social media activities related with a brand. This research confirmed the results of previously made analysis by Choo-Hui Park & Yong June Kim (2013), where the same sequence of factors was revealed. To sum up, all these factors indicated overall social media involvement of “Moskito” target audience, which with a mean of 3,21 is evaluated as average.

Customer’ engagement with fan pages on social media platforms. Construct revealing participant’s engagement with fan pages on social media platforms showed that “Moskito” target audience’s current involvement is relatively high, as a mean is equal to 3,06 (considering that mean of overall social media involvement of “Moskito” target audience was equal to 3,21). Results are provided within a figure below (See Figure 8 for means showing engagement to fan pages factors):

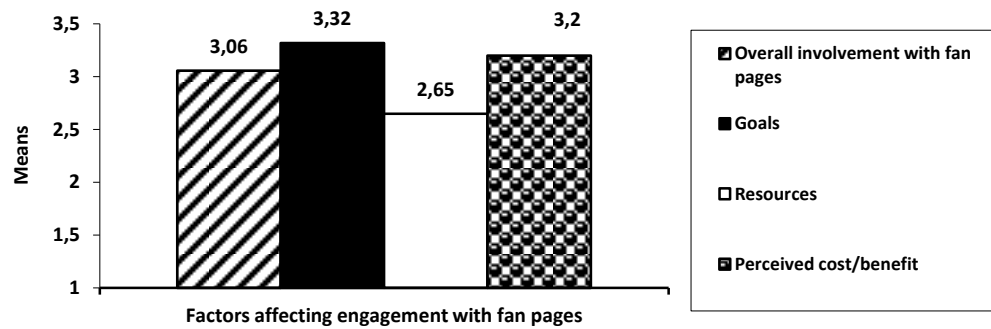


Figure 8. Means of factors affecting engagement with fan pages on social media
Results revealed that goals factor is determinant one (mean = 3,32). While there were

two statements provided while ascertaining possible goals to join any fan page. First one was the interest to become a part of brand community (relational goal) and another one was interest to a brand that a page was dedicated to (consumption goal). Mean of last mentioned was equal to 3,23. Herewith, survey indicated that dominant stimuli to join any fan page, is goal to belong to brand community. The mean of this factor was equal to 3,4. (See Appendix No 6 for descriptive statistics) While interpreting this outcome, it means that goals of browsing on social networking platforms effects the involvement to fan pages the most. Moreover, as respondents claimed willing to be part of brand community, it should be the major aim for a brand, so strengthen community feeling within social media.

While answering what factors according to “Moskito” target audience, increases community feeling, most frequent answer option was “ability to share problems/photos/questions within social media” (mean = 3,75). Results disclosing motives for community feeling are provided within a graph below (See Figure 9 for means showing motives for “community feeling”):

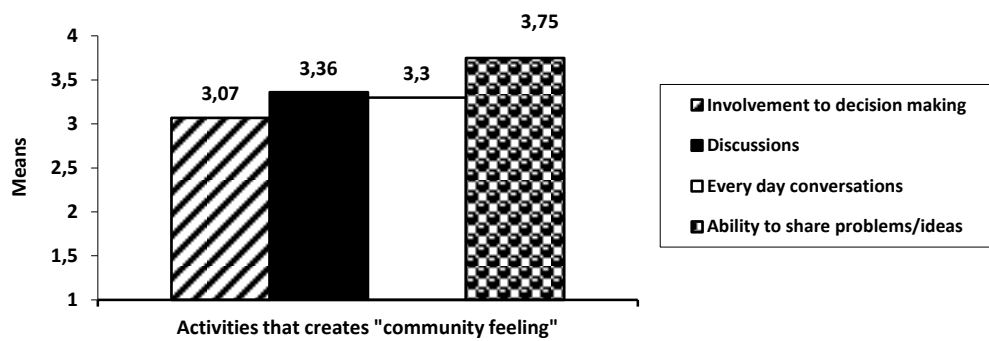


Figure 9. Means of motives for “community feeling”

Answers basically explain that the best way to create strong community within fan pages is to enable user-generated-content. Therefore by discussing on relevant topics, sharing the problems they face or ideas related with fashion, audience would create strong community ties itself.

Continuing with involvement to fan pages, respondents answered on which fashion brands they are currently following on social media. At the same time, harshest competitors of fashion brands within social media spaces were revealed. Results are provided within a graph below (See Figure 10 for involvement with fan pages):

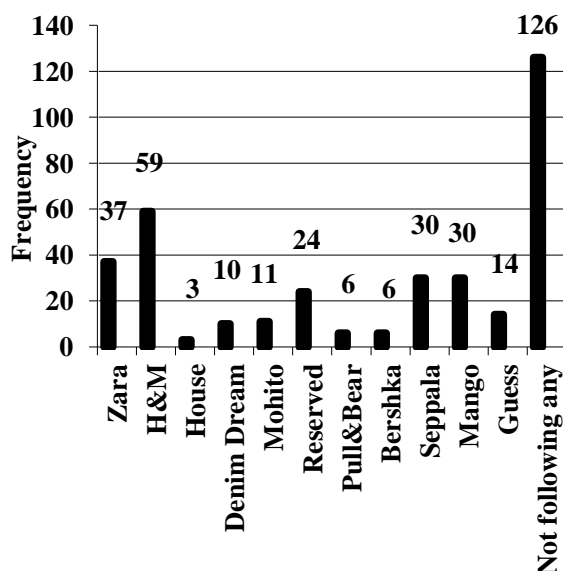


Figure 10. Fashion fan pages followed

Results shows that mostly frequently followed brands of target audience are H&M (16.6%), Zara (10,4%), Seppala (8,4%) and Mango (8.4%). Considering that Zara and

Mango are brands belonging to “Apranga” Group, revealed competitors remains only Seppala and H&M.

Motives for social media usage. In order to identify the major purpose of social media communication, respondents were asked to reveal the factors that motivates them the most to follow any fan page. As it was revealed in literature review, purposes can be: collaboration, education, communication or entertainment. (Safko, Brake, 2009, p.7) Figure 9 concludes all the answers (See Figure 11):

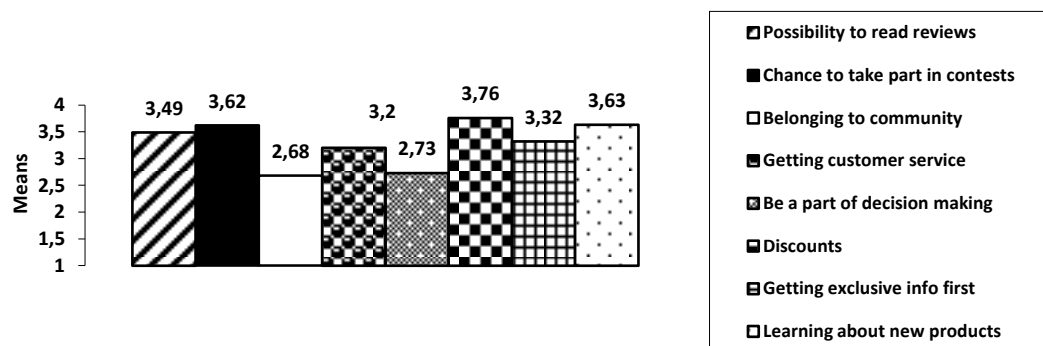


Figure 11. Means of activities that motivates to follow brand’s fan page on social media platforms

Most dominant answers were discounts (mean = 3,76), learning about new products (mean= 3,63) and chance to participate in contests (mean= 3,62). By adapting Safko and Brake (2009) model, it was clear that respondents are mostly attached to education and entertainment purposes.

As it was predicted before, participation on contests was revealed as one of the strongest motives, later on a survey respondents were asked in which contest they most likely would take place. Question was generated in order to discover what kind of contests are most interactive for particular “Moskito” target audience. 63 respondents (30,7%) stated that they would not participate on any contest within social media, while remaining 142 participants of a survey chose a certain contest to participate in. Results detecting respondent’s willingness

to participate in a contest within a social media are provided on a figure below. (See Figure 12 for contests types):

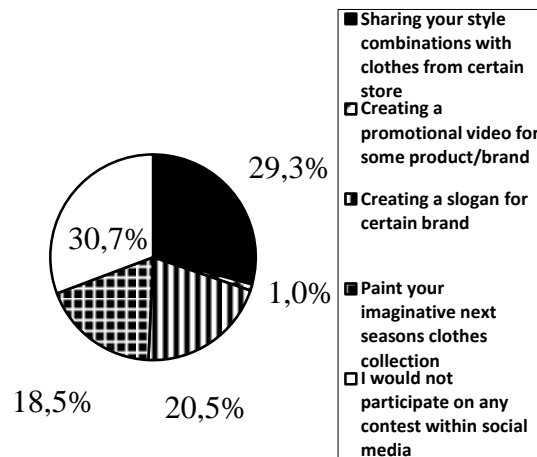


Figure 12. Types of contests that target audience would be willing to participate in
In summing up these results it is clear that majority of target audience would be

willing to participate what means they belong to creators type, while others could be interpreted as representatives of some other social technographic type, which are more consumers of a content than creators. Further on the analysis, social technographic types of respondents will be revealed.

Social technographics. As it is very important to identify and understand target audience within social media spaces, Forrester Research concept on social technographics was employed. (Tuten, T., & Solomon, M., 2013 p.76) In order to reveal types that our target audience belongs to and to ascertain what type is leading among „Moskito“ audience, contest example of Pepsi was used. (Tuten, T., & Solomon, M., 2013 p.78). Results showed that vast majority of respondents (75 respondents), what counts to 36,6%, belongs to inactive users type, what means that these social media users are online but tend to avoid social communities. While results revealed that there are two other quite common types, so called joiners and spectators (42 respondents) what counts to 20,5% and critics – 43 participants (21%). This particular question was coded, therefore the meanings of each answer are provided within appendixes. When social media user's dominant behavioral types are

revealed, company can apply certain tactics that fits the best for their audience. Results of social technographics are provided in a graph below (See Figure 13 for social technographics):

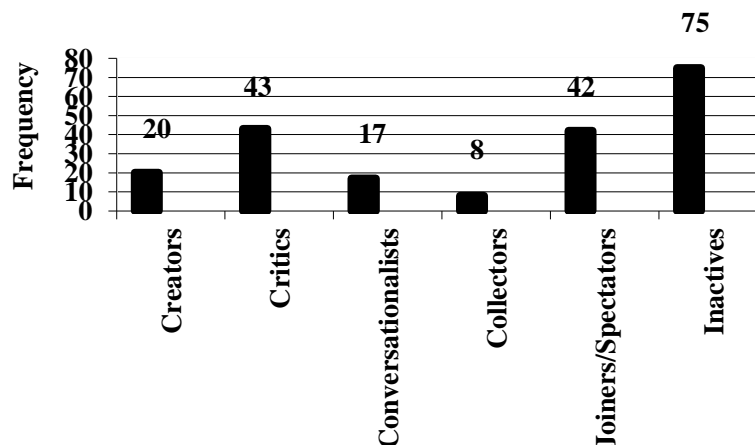


Figure 13. Social media types of interaction. Social technographics

Marketing techniques. Social media provides opportunity to employ permission marketing techniques, what means that customers choose themselves if they want to get certain advertisements, therefore marketing process in this way is more customize and brings better results. Within this survey the construct disclosing respondent's attitude towards permission and interruption marketing techniques was generated. Results of descriptive statistics, confirmed that permission marketing is way more acceptable (mean = 4,02), while interruption marketing was evaluated as annoying and usually ignored, as a mean of measurement statements was counted to 2,92. (For the descriptive statistics see Appendix No 6)

Content within social media. As descriptive statistics showed, one of the major motives for social media usage (mean = 3,62) is possibility to learn about new products, respondents were asked what tool works the best for them in learning. The results indicated

that 92 respondents (44,9%) best learn about new products by collecting opinion of others about product/brand. It could be interpreted as a motive, explaining why people join fan pages as well. Distribution of results is provided in a chart below (See Figure 14 for learning tools):

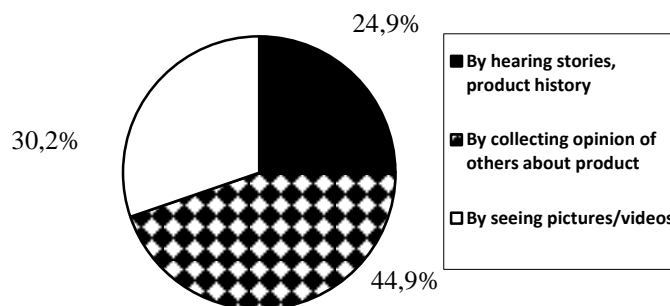


Figure 14. Tools preferred while learning about product/brand

Another very important aspect was to assess the content of message provided. As it was already determined in previous constructs, educational content is very important within social media spaces. On further research, descriptive statistics revealed that for respondents most relevant information is on discounts and sales. In a 10 point scale this statement had a mean of 7,59. Results prompt that any fan page has to be updated constantly in order to keep audience involved. All new collections and any discounts have to be provided within a page, what would increase engagement and later it may bring positive impact on sales as well.

As literature review revealed, the most interactive activity within social media was announced to be communication with users. Therefore question about daily communication within fan pages was designed. Respondents were asked what form of message would be most attractive if it would be posted daily. Statement “Message with a funny content” was evaluated the best (mean= 3,53), while the uncertainty about everyday message relevance, still remained relatively high. (For results of descriptive statistics see Appendix No 6)

Further on within a questionnaire respondents were asked, what in their opinion is optimal frequency for new post/tweet within any fan page. Answers distribution was pretty much equal, still the majority stick to the answer that the most optimal post frequency is 1-2 times/week (63 respondents (30,7%)). However, it is hard to make any assumptions so far, as second most frequent answer was – once a day (57 participants (27,8%)).

Fashion involvement. As overall fashion involvement was one of the most important factors to measure within this survey, construct was made up in parallel with previously made research on involvement to fashion clothing.

One more variable was added to this construct, showing overall fashion awareness of respondents. This measure was employed to show how important for “Moskito” target audience is to be up to date with fashion trends, how this information would be valuable if provided within social media platforms.

Descriptive statistics showed that overall fashion involvement is equal to the mean of 3,03. Dominant measure in a construct was functional motives, with a mean of 4,22, what is considered as very high evaluation. While second most important involvement factor was purchase decision involvement (mean = 3,27). Last mentioned prompts that respondents tend to think a lot before making purchase decision, therefore it could be a good sign for social media communication as very often customers look for information on social media spaces before purchasing process. Results identifying means of factors are provided in a figure below. (See Figure 15 for means identifying fashion involvement)

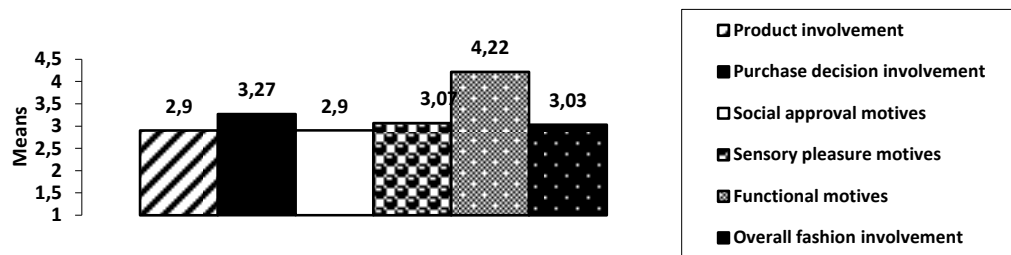


Figure 15. Means of factors identifying overall fashion involvement

While analyzing the results ascertaining respondents awareness with fashion trends, it was observed that equal percentage of target audience 66 respondents (32.2%) is always keeping on date with fashion trends (but it does not necessarily mean that they could be switched to potential customers), while equal amount of participants stated not being interested to fashion trends unless major change takes place. Results are provided within a pie chart below (See Figure 16 for fashion awareness):

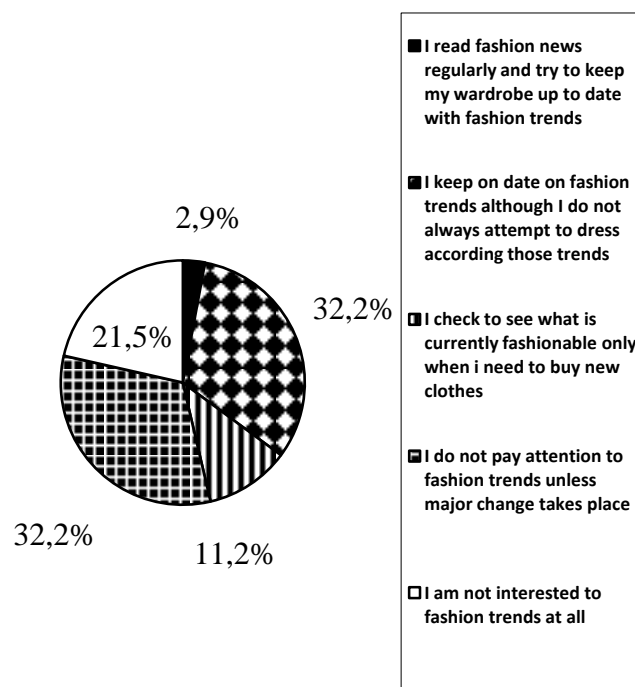


Figure 16. Respondent's awareness with fashion trends

Another variable measuring fashion involvement was examined by checking how many fashion opinion leaders, respondents are currently following. During literature analysis,

Beaudoin, Moore, & Goldsmith (1998) stated that fashion leaders have influential effect on followers. Therefore question 19 was aimed to verify “Moskito” target audience’s dependence on opinion leaders. Results demonstrated that 59% of respondents (121) are not currently following any opinion leaders, while 72 participants (35.1%) are following 1-5 fashion opinion leaders. Results of this particular question are provided within a pie chart below (See Figure 17 for opinion leaders followed):

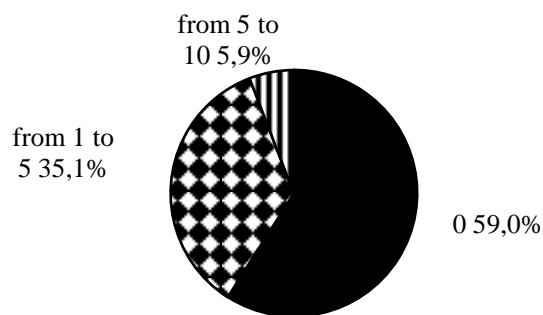


Figure 17. Opinion leaders followed

“Moskito” brand involvement. At the end of the survey respondent’s involvement with “Moskito” brand particularly was examined. As it was expected vast majority of respondents stated not being engaged with “Moskito” brand on social media spaces and not having intentions to do that (130 respondents (63,4%)), what clearly shows that brand itself needs to improve its image. Other 43 respondents (21%) claimed be willing to join this page on social media. However, 3 respondents indicated being already engaged with “Moskito” on social media platforms, so they were diverted to another question and asked to evaluate “Moskito” facebook platform according to several factors. Results on “Moskito” social media page current engagement are provided in a figure below (See Figure 18 for engagement with “Moskito”):

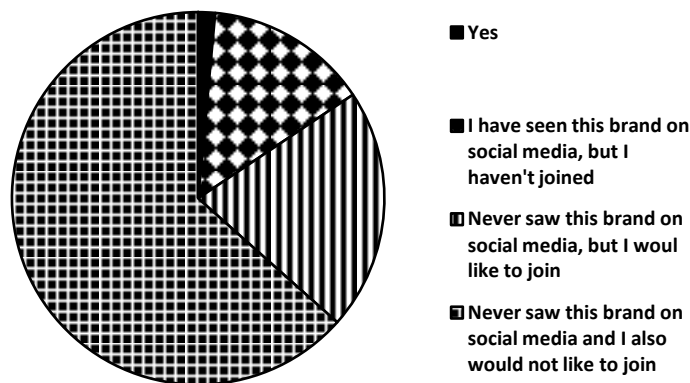


Figure 18. Current engagement with “Moskito” brand on social media

Although as the question was answered only by 3 respondents, responses could not be considered as reliable enough and this question was eliminated from the further analysis.

Factors importance in categories

Further on within a research, respondent’s behavioral characteristics will be revealed distributing them into categories. Question 14 on a questionnaire helped to reveal social technographical types of target audience, dividing them to 6 categories: creators, conversationalists, critics, collectors, joiners/spectators and inactives. Results identified that majority of “Moskito” target audience (not considering inactive users) fall into critics and joiners/spectators. Therefore, further research will examine if those two groups have statistically significant differences regarding motives and social media preferences. This would be helpful while providing managerial solutions, as by knowing who exactly our target audience is, and if they should be treated differently, more customized tactics could be applied. Consequently, by knowing differences between groups, likelihood to connect with intended customers will be maximized.

Therefore, statistical significance will be examined between dominant behavioral types: critics and joiners/ spectators. Hypotheses raised are:

H1: There are mean differences between “Critics” and “joiners/spectators” regarding their motives to join fan pages.

H2: There are mean differences between “Critics” and “joiners/spectators” regarding information they are interested to on fan pages.

T-test was employed in order to examine differences of means among variables and results are provided on appendixes section. (See Appendix 7 for test on statistically significant differences between critics and joiners/spectators)

Results revealed that there are no statistically significant difference between these two variables, therefore all previously made hypotheses were rejected. It prompts that there is no need to provide different kind of information or set different social media goals for these two groups.

Relationships between dependent variables and independent ones

After descriptive statistics were done, correlations will be checked among variables in order to find which ones are interrelated. Spearman correlation method was employed while testing relationships between social media involvement and fashion involvement together with: involvement to fan pages (Question 6), motives to join fan page (Question 8), most beneficial information within fan pages (Question 11), preferences on information receiving (Question 5) and motives for community feeling (Question 12).

In order to evaluate what correlation between variables exists, constructs measuring social media involvement and fashion involvement were transformed to new variables. All values of statements that shows social media involvement or fashion involvement were added up and mean was calculated what simplified further calculations (See Table 7 for results of correlation analysis):

Table 6.

Correlations between dependent variables and independent ones

Correlations		
	SocialMediaI nvovement	FashionInvol vement

Spearman's rho	FanPagesInvolvement	Correlation Coefficient	,385 ^{**}	,430 ^{**}
		Sig. (2-tailed)	,000	,000
		N	205	205
	Uploaded picture	Correlation Coefficient	,366 ^{**}	,217 ^{**}
		Sig. (2-tailed)	,000	,002
		N	205	205
	Video	Correlation Coefficient	,323 ^{**}	,106
		Sig. (2-tailed)	,000	,129
		N	205	205
	Digital media file (audio)	Correlation Coefficient	,180 ^{**}	,120
		Sig. (2-tailed)	,010	,086
		N	205	205
	Detailed story provided in a blog	Correlation Coefficient	,256 ^{**}	,186 ^{**}
		Sig. (2-tailed)	,000	,008
		N	205	205
	Short message/tweet	Correlation Coefficient	,148 [*]	,190 ^{**}
		Sig. (2-tailed)	,034	,006
		N	205	205
	Motives Reviews	Correlation Coefficient	,383 ^{**}	,316 ^{**}
		Sig. (2-tailed)	,000	,000
		N	205	205
	Motives contests	Correlation Coefficient	,348 ^{**}	,209 ^{**}
		Sig. (2-tailed)	,000	,003
		N	205	205
	Motives community	Correlation Coefficient	,352 ^{**}	,327 ^{**}
		Sig. (2-tailed)	,000	,000
		N	205	205
	Motives customer service	Correlation Coefficient	,372 ^{**}	,360 ^{**}
		Sig. (2-tailed)	,000	,000
		N	205	205
	Motives submit ideas	Correlation Coefficient	,276 ^{**}	,394 ^{**}
		Sig. (2-tailed)	,000	,000
		N	205	205

Motives discounts	Correlation Coefficient	,347**	,286**
	Sig. (2-tailed)	,000	,000
	N	205	205
Motives Excl info	Correlation Coefficient	,290**	,350**
	Sig. (2-tailed)	,000	,000
	N	205	205
Motives learning	Correlation Coefficient	,395**	,323**
	Sig. (2-tailed)	,000	,000
	N	205	205
Information on sales and discounts	Correlation Coefficient	,426**	,313**
	Sig. (2-tailed)	,000	,000
	N	205	205
Experts ideas	Correlation Coefficient	,337**	,329**
	Sig. (2-tailed)	,000	,000
	N	205	205
new products	Correlation Coefficient	,429**	,378**
	Sig. (2-tailed)	,000	,000
	N	205	205
behind scenes	Correlation Coefficient	,340**	,416**
	Sig. (2-tailed)	,000	,000
	N	205	205
problems	Correlation Coefficient	,394**	,269**
	Sig. (2-tailed)	,000	,000
	N	205	205
involv decision making	Correlation Coefficient	,240**	,228**
	Sig. (2-tailed)	,001	,001
	N	205	205
Community motives discusions	Correlation Coefficient	,306**	,232**
	Sig. (2-tailed)	,000	,001
	N	205	205
Everyday conversations	Correlation Coefficient	,285**	,205**
	Sig. (2-tailed)	,000	,003
	N	205	205

Share problems	Correlation Coefficient	,337**	,418**
	Sig. (2-tailed)	,000	,000
	N	205	205

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

* . Correlation is significant at the 0.05 level (2-tailed).

Social media involvement. Correlation between two dependent variables: fashion involvement and overall social media involvement was assumed to be statistically significant ($r = +.255$), although relationship is evaluated as “weak”. (For correlation results between two dependent variables, See Appendix 8) Moreover “weak” relationship was noticed between social media involvement and involvement to fan pages ($r = +.506$), what shows that people that are highly involved with social media, tend to be involved with fan pages on social media platforms as well. As well as it is important to mention that social media involvement relates with respondent’s willingness to get information on sales and discounts ($r = +.426$) and information on new products ($r = +.429$) what is evaluated as “moderate” relationship among these variables. Mostly “weak” relationships were revealed while checking how social media involvement relates with independent variables of this research. Even though there were no coefficients showing strong correlations between other variables and social media involvement, all of them are assumed to show statistical significance. Moreover as all coefficients are positive, we could assume that as one variable increases, another one increase in value as well.

Fashion involvement. Results of other dependent variable relationships, did not show any “strong” correlations, although “moderate” relationships were noticed between fashion involvement and behind the scenes information ($r = +.416$), what expectedly shows that as fashion involvement indicators increases, person’s interest to exclusive information on fashion increases as well. Moreover, favorable relationship was found out between fashion involvement and involvement to fan pages, which was assumed to be “moderate” as $r = +.430$.

Although assumption that the more involved with fashion person gets, the more fan pages on social media spaces he is most likely to be engaged in. While another “moderate” correlation was identified between fashion involvement and importance of sharing problems, ideas with other page members, what is perceived as a motive to strengthen community feeling ($r = +.418$). Many other independent variables had statistically significant correlations with fashion involvement, although they were relatively weak.

Summary of empirical research analysis

During the research 205 respondents were surveyed, while only 202 of them were used for further analysis. Because of time and geographical limitations, results were collected by employing research company “Solid Data” and providing survey via internet platform.

Aims of empirical research were achieved, by portraying a picture of how “Moskito” target audience use social media platforms, how much they are involved and for what purposes they tend to use it the most. Moreover behavioral characteristics and types of users were revealed. Analysis was made by employing descriptive statistics, ascertaining correlations between variables and looking for differences between behavioral types.

Summing up the results, statistically significant relationship was found between fashion involvement and social media involvement. Interpreting this result, precondition that as person gets more involved into fashion, his social media involvement increases as well - could be made. For a brand, which is orientated towards fashionable youth it could be perceived as opportunity to gather fashion community around their brand by using social media spaces.

Moreover it was revealed that local Latvian social networking platform – Draugiem.lv is even more popular than Facebook, what means that in order to achieve very best outcome, both platforms has to be employed. Equally it is important to mention that social media does

not confine with social networking only. Approximately half of participants claimed being interested in blogging, therefore an option to engage with blogging activities should be considered.

Moving on, survey detected that “Moskito” target audience is mostly engaged in educational and entertaining activities within social media. As huge importance for educational information was revealed, later on analysis showed that there is a “moderate” statistical dependence between fashion involvement and interest on “behind the scenes” information. What means that by providing this information on “Moskito” brand social media page, there is a possibility that more fashion involved people could be attracted.

The dominant behavioral types were identified to be critics and joiners/spectators. As there was not found any statistical significant differences between these two, there is no need to provide different kind of information in order to involve both behavioral types.

Moreover, as it was predicted, major competitor on social media spaces for “Moskito” are H&M. As second most commonly followed fashion fan page is Zara, which belongs to the same “Apranga” company, “Moskito” brand could replicate some successful strategies used by globally popular fashion giant.

Data gathered from empirical research, will be used for creating social media communication plan for 2015.

Managerial Solutions

In general, all indicators prove relatively poor “Moskito” brand’s current performance on social media spaces. So far there is only one social media network – Facebook employed for communication purposes. Moreover, as respondents were asked during the research, if they are already engaged with this particular brand on social media platforms or would they intend to do that, results revealed quite negative target audience’s attitude. It means that brand image has to be improved and stronger ties with current and potential customers has to be created by using social media communication tools. Moreover while overlooking company’s situational analysis it was revealed that digital marketing and e-commerce is the weakest and at the same time most promising marketing communications mix piece for “Moskito” brand. Therefore, in this part of thesis managerial solutions for improvement of communication plan within social media spaces will be provided. Schedule for communications on social media platforms will be developed for 2015 year.

The proposed solutions would not change brand’s image itself or current strategy drastically. Moreover communication plan would not require huge financial investments or other resources that would not be possible considering current “Apranga” Group position and their annual marketing budget. What is more, communication plan will be based on social media success plan model provided by Brown, E. (2012, p.16-39). Book prompts that there are two major stages in communication plan creation: good strategy generation and implementation plan/budgeting. Although before starting plan development, major goals to achieve were raised invoking S.M.A.R.T. principle.

Goals

First of all the goals has to be set, in order to ascertain the outcome that is intended to be achieved by social media communication plan generated for “Moskito” brand. Therefore

George T. Doran's framework for management goals and objectives setting will be employed. Major goals of social media communication plan improvement are: 1) Increase "Moskito" brand awareness through social media platforms by building fan base. 2) Increase "Moskito" target audience's involvement with a brand on social media platforms by engaging with followers and providing relevant and attractive content;

First of all it is important to get attention and awareness. As framework prompts, goal has to be *Specific*: 1) To reach approximately 300-400 views on each blog post. Brown E. (2012, p.21) estimated it to be achievable number during one year. *Measurable*: 1) Google Analytics is a free tool providing detailed information not only on amount of visitors in the blog, but as well to track total pageviews in a visit (Sauer, J., 2013, September 23); *Attainable*: 1) First of all current customers will be informed about "Moskito" blogging activities through e-mails and later on, potential audience will be gathered through contests, cross-promotions with partners or collaboration with other bloggers. *Relevant*: 1) To generate traffic to the blog is important, as it encourages more active discussions, it stimulates word of mouth about a brand and its products and therefore it can positively influence target audience's purchasing decisions. *Time bound*: 1) During one year (2015).

Another goal is orientated towards fan base creation on social networking platforms. Applying S.M.A.R.T. principle, this goal would be phrased as *Specific*: 2) To gather 10 000 followers within "Moskito" fan page on Facebook. Number is realistic as it was already proved by example of "Aprangos Galerija" Facebook page *Measurable*: 2) Number of fan reach can be tracked within Facebook page statistics interface in "Lifetime post reach by people who like your page" section. (Ernoul, E., 2013, March 18) Fan reach is more reliable measure than estimation based on number of followers/fans. Reasoning is simple, fan reach metric indicates appeal of content provided to your audience, while number of followers which are visible for everybody on every Facebook fan page includes the ones who may be

hiding your posts from their news feed, so they do not really count as actual followers.

Attainable: 2) “Moskito” Facebook page already has more than 1000 followers. Moreover, fan base can be collected by generating contests that would encourage to “share”; applying cross-channel communication; collaborating with other “Apranga” Group brand’s Facebook pages. *Relevant:* Content provided will not have sense and effect if there will not be content consumers. It is important for inducing discussions, sharing and participation in contests.

Time bound: 2) During year of 2015.

Although it was considered that not all social networking platforms have possibility to see “fan reach” number. *Specific:* 3) 3 000 followers on Draugiem.lv platform. Number on followers was estimated according to competitive brands performance on Draugiem.lv platform. *Measurable:* 3) It can be tracked on front page. *Attainable:* It is dominating platform among “Moskito” target audience; information provided in there will be specific in this way expecting word-of-mouth; current customers of “Moskito” will be informed through emails about activities in this platform. *Relevant:* 3) Relatively big fan base is necessary for discussions, survey collections, interactive contests; *Time bound:* 3) During year of 2015.

Therefore it is aimed not only to gather huge fan base, but also to involve followers with conversations and activities within fan pages and blog. Follower’s engagement is measured by amount of people who clicked anywhere on the post. This factor may not be that reliable as audience’s engagement differs a lot on a content provided. Another solution is to use estimation of page success tools, and one of the most popular is Klout tool which puts all determining success factors into one algorithm. Although it is best suitable for Facebook or Twitter so far. Goal measuring follower’s engagement is phrased as: *Specific:* 4) Reach Klout score of 60. *Measurable:* 4) It is a free tool, that recalculates score of the page several times a day. *Attainable:* 4) Average Klout Score is equal to 40, but providing content that is valuable for followers, engaging with them regularly and investing some money to build a fan base, it

is possible to reach 60 during one year. (Banfield, J., 2013, October 28) *Relevant: 4)* This score shows how influential your pages on social media spaces are, so the higher the number gets, the more involving your content is. Basically this measurement gives indication of how many people are giving attention to content provided. (Banfield, J., 2013, October 28); *Time bound: 4)* During year of 2015.

Strategical and tactical decisions

One of the most essential and primary steps before engaging with customers is preparation of the overall strategy. During this stage it is important to ascertain several things:

- Characteristics of target audience;
- Places where audience could be reached and informed about brand's page;
- Decision on social media platforms to enter;
- Intensity of communication;
- Page content development;

Strategy on defining target audience. Characteristics of target audience in this place do not confine on demographical characteristics of a potential customer. Before engaging with social media spaces it is equally important to reveal social technographic types of users, what would let us reveal page's online advocates and key connectors.

By summing up all findings it was revealed that majority of target audience falls into critics and joiners/spectators categories. However it was revealed that these two groups do not differ regarding preferences of information provided. It is still important to consider "creators" as they are most active layer of social technographical ladder.

Strategy on audience attraction. It is obvious that even an outstanding page without followers and participants is worthless. Therefore second step after target audience is defined, would be to develop a strategy on how to reach that audience. It is important to reveal the most dynamic places where relevant audience is usually gathering and to identify major influencers that would induce our target users to join brand's fan page. Therefore here are provided some tactics that would help to collect relevant audience faster:

1. First of all current databases has to be used. As it was revealed during situational analysis, one of permission marketing techniques that "Apranga" Group currently practice is collection of customer surveys after the purchase, which states that customer is willing to get promotional information through his email. In this way all current customers can be reached and invited to join fan pages on social media platforms what would enable more qualitative communication. Moreover, empirical research proved permission marketing for "Moskito" target audience is way more acceptable than interruption marketing methods.

2. Later on, while sending promotional messages to current customers, links to social media communication platforms could be attached as an auto-signature together with every letter.

3. Commenting on other blogs where fashion lovers communities are gathering, it would grab audience's attention and will lead viewers of other blogs to visit "Moskito" blog. Moreover during research it was revealed that majority of target audience is always up to date with newest fashion trends. Therefore it prompts that local fashion bloggers, which usually share information on latest trends on their sites, could be relatively influential tie with "Moskito" target listeners. Therefore it was revealed that most popular Latvian fashion bloggers today are Agnese Kleina and Karina De Jesus. Summing up all the findings, optimal strategy would be first of all to

actively participate within discussions on those blogs under “Moskito” name and deliberate upon opportunity to collaborate with those bloggers. As both of the bloggers falls into “Moskito” target segment and on their blogs they often tend to share and discuss on their personal outfit decisions, the opportunity to make barter agreement could be discussed. “Moskito” could impose gift cards worth 200Eur for each blogger, so they could choose outfit from “Moskito” stores and later promote it on their blogs with a links to “Moskito” social media accounts provided. Barter agreements with bloggers could be made twice a year, on beginning of every fashion season, therefore it could be good advertisement campaign of new collection as well.

4. Another way of audience attraction would be provided as a consequence of involvement type revealed during the research. It was identified that social media involvement of this particular target audience, depends a lot on situational factor. According to Zaichkowsky (1985) it proves that people’s interest tend to increase just temporary depending on certain situation. Even though theory suggests that involvement is temporary, once you have huge amount of people following your page it is a lot easier to grab their attention and create a buzz. Social media advisers prompts that one of the most effective ways to build huge fan base is to employ so called cross-channel strategy. (Indvik L., 2011) Therefore this strategy could be applied for “Moskito” brand particularly as despite of decreased popularity of traditional marketing methods, “Apranga” Group still invests into traditional media campaigns. Consequently those findings where summed up to the solution of releasing an ad on the magazine that would encourage viewers to sign in to “Moskito” Facebook or Draugiem.Lv fan page and withdraw branded souvenir from a “Moskito” store. Cross – channel strategy like this was used several times before by brands like “Covergirl” and “Oscar de la Renta” while in both cases, amount of Facebook

followers during the first day of campaign jumped up in a number of more than 5000. As “Moskito” is already promoting their collections on local Latvian Privata Dzive and Ieva LV. The solution to place an ad in Privata Dzive magazine was made as good ratio between relevant audience reached and costs was considered. With a circulation of 46 600 and cost/full page 1260Eur this magazine was more suitable option than Ieva LV. (Internal Company’s sources) As the ad is planned to be $\frac{1}{4}$ of the page, approximate price should be 315Eur. Another advantage achieved in particular “Moskito” case is that promotional campaign would encourage target segment not only to engage with fan pages on social media, but to get off of computer and visit stores as well.

5. Most social networking platforms allows for fan page moderator to show up on the account what other fan pages he is currently following. As an example on Latvian networking site Dragiem.lv there is section called “partners” revealing connections that company/brand maintains. This is usually perceived as another promotion strategy which provides opportunity to be visible on other related content fan pages and in this way target audience is attracted with minimum efforts and costs. “Apranga” Group has huge competitive advantage as company is working with globally well known brands such as Zara, Tommy Hilfiger or Mango. Considering the reason that on Facebook platform neither of these brands has specific account created for Latvian market, Draugiem.lv network will be used.

6. It is planed that for first two months audience’s attraction will be dedicated only on marketers and communicators efforts, while before the beginning of March (because it will be a beginning of new fashion season as well) the campaigns and contests will be employed which will encourage current followers to invite their friends and promote the page by sharing, so basically the audience of page

will grow organically on its own. Although this opportunity would be available not in all of the platforms. As sharing activity is not valid on local Latvian site Draugiem.lv or Blogs.

It is a common mistake that most businesses do while engaging with social media, as they expect huge masses of followers and communicators very suddenly, while in real life audience grows gradually. Even if at very beginning company chooses to invest in advertisements on AdWords or Facebook what are really promising, usually it takes more time to convert followers to communicators.

Strategy on social media platforms to enter. According to Willey (2012) to decide on which social media platforms to enter should be very last decision. Therefore in this particular case it is necessary to do it before generating strategy on content, as platform capabilities has to be considered before planning every message. Moreover, during literature review, interesting fact was found out about social media preferences within Latvian market. It was identified that differently from social media preferences in Lithuania or Estonia, Latvians have their local social networking website, which today counts for more than 2.6 million registered users and by far it is third most visited website in Latvia (after Google.com and Google.lv). (Cormack Consultancy, 2011) This is exactly what empirical research results proved. It prompts that many international businesses while entering Latvian market and communicating their brand on social media goes for traditional and globally popular platforms like Facebook or Twitter. While in Latvian market Facebook is only at #5 place and Twitter only #16. Therefore important lesson to learn is to not ignore opportunities that local social media offers.

During the further communication plan it was decided to work on developing both platforms: Facebook and Draugiem.lv.

Although social media is not limited to social networks only so in order to generate trustworthy and engaging social media communication, other options has to be considered as well. As 45,3% of “Moskito” target audience claimed to be reading blogs and 41% stated to be currently following at least one fashion opinion leader on social media spaces it indicates that audience is willing to read blogs and have an opinion leader to follow. Mostly recommended point to start blogging journey is website blogger.com which provides opportunity to create blog for free and as account will be linked with Google+ platform it will be easier to create fan base around faster.

Strategy on intensity of interaction. There is very tiny line between information on social media being involving to annoying. Herewith, it requires deep analysis and understanding of audience in order to find a right timing and frequency of providing a content. Brown, E. (2012, p.17) suggests that moderators of fan pages have to maintain a regular pattern in communications. Golden rule according to Augostino (2007, p.11) is to make updates once a week, it would make social media account "live", without being overbearing.

In order to verify or deny previously made researches, respondents during the survey where asked what in their opinion is optimal frequency of a new post/tweet and results detected that distribution between answer “1-2 times a week” and “once a day” was pretty much equal. Before deciding which strategy should be adapted, observation of most successful and most intensively followed fashion fan pages on social networking platforms was made.

Taking ZARA as example of outstanding and effective marketing campaigns within social media spaces, observation was made by following actions within their Facebook page. ZARA started social media era on 2002m and their engagement in there is outstanding. Frequency of updates within this platform is on average 3 posts a week.

Moreover it is important to consider negative antecedent that was presented together with U&G theory – irritation. In order to avoid this factor that would result in decrease of page usage and satisfaction the solution to update posts within social networking platforms 1-2 times a week, was made.

Deciding on post frequency within blog, Brown E. (2012, p. 20) suggests to orientate towards 100 blog posts a year, what would be appropriate number in order to create and maintain certain audience viewing and commenting on a blog. It would result to approximately 2-3 posts a week. Frequency of new blog update should be planned considering that more gripping and encouraging news within fashion business are available before every new fashion season. Consequently, as more information at that time would be available to share, frequency of blogging should systematically increase.

Strategy on content development. The first goal is to set up a content that would be valuable for readers. Most of businesses especially the ones that operates within fashion industry, makes a major mistake by overflowing their social media pages with hundreds of posts containing sales, offers or presenting new collections of clothes. This is exactly the content you expect to see on every clothing retailer's Facebook page. While Augustino (2007, p.11) is explaining that more effective way to grab customer's attention is by concentrating on qualitative and unique content of message. The lesson is simple – overdoing social media networking will turn off potential consumers instead of attracting new ones.

During empirical research U&G theory antecedents, prompting that entertainment and educational aspects of social media page/site leads to its usage and overall satisfaction, were proved. Majority of respondents claimed that biggest motivators to join any fan page are contests, information on discounts and ability to learn about new products. The solutions for entertaining and educational content are provided in a table below. (See Table 8 for content on considering platforms capabilities and reasoning):

Table 7.

Content regarding platforms with reasoning provided for each

Platform	Content	Reasoning
Facebook	<i>Entertainment.</i> Pictures with 2 different style clothing combinations (with clothes from “Moskito” stores) asking to judge and pick the better one.	<ul style="list-style-type: none"> • Orientation to critics, who want to be judges of content and express their opinion. • It was revealed that audience learn about new products the best from opinions of others.
	<i>Entertainment.</i> Contest called “Clothes challenge” encouraging followers to share most original ways of wearing/ adjusting clothes bought from “Moskito” stores. Winner is selected according to amount of likes and will be awarded with a gift card of “Apranga” net stores.	<ul style="list-style-type: none"> • Strongest fashion involvement motive was revealed to be - functional what means customers are ready to pay for quality of product and variety of functions performed. • Contests – second biggest motivator to join fan page • Orientated towards critics and creators.
	<i>Informational.</i> Behind the scenes information and sneak-peaks from fashion shows and new collections of brands that are usually sold in “Moskito” stores as well (Diesel, Miss Sixty, Fornarina) Providing short videos from fashion shows or backstage pictures presenting new season campaigns. Share a content that is not available anywhere else	<ul style="list-style-type: none"> • Fashion involvement has positive correlation with behind the scenes information; • As information which is beneficial for fashion involved people is provided, it is important to consider that there was positive correlation between fashion involvement and involvement to fan pages
Draugiem.lv	<i>Entertainment</i> Start the discussion on follower’s everyday style encouraging them to share pictures of what they wear or what kind of style they like. During this discussion, “Moskito” brand persona would participate as well embodying experts role and providing advices for participants. On further stages expert role could be taken by local celebrities or influential local fashion	<ul style="list-style-type: none"> • During research respondents revealed their concerns about social media being insecure and unsafe, therefore this platform was picked for more personal engagement because in order to register to this local platform you need insider invitation • critics and creators types

	bloggers.	<ul style="list-style-type: none"> • It was identified during empirical research that factor increasing community feeling the most, is ability to share ideas, thoughts and problems. • Brand pages on Draugiem.lv platform is mostly dedicated for discussions
	<i>Informative</i> Providing a survey on most favorable brands sold within “Moskito” stores	<ul style="list-style-type: none"> • Benefit for company; • This platform provides opportunities for surveys; • It can be used while organizing further activities on a page
	<i>Informative</i> Promoting that it is a platform where discounts are announced first.	<ul style="list-style-type: none"> • Providing reason to follow; • During research biggest motive to follow fan page was revealed to be information on discounts;
	<i>Informative</i> Make FAQ alive and respond quickly	<ul style="list-style-type: none"> • Motive strengthening community feeling the most – ability to share problems/ideas • Increase brand image and trust
Blog	<i>Informative and entertaining</i> Section called “Celebrity look with “Moskito” Providing outfit of locally/ internationally influential celebrity together with similar combination or style of clothing that is currently available in “Moskito”	<ul style="list-style-type: none"> • Survey revealed that most appropriate way to receive information is the one provided in picture format, what would result to Phlogging rather than Blogging. • Would encourage buying; • Youth target audience is more easily affected by celebrity phenomena. • Research revealed that majority of audience is willing to be up to date with fashion trends

	<i>Informative</i> Providing stories of each famous brand that is sold within “Moskito” stores development and history	<ul style="list-style-type: none"> • Would be encouraging for fashion involved people;
	<i>Entertainment</i> Announce contest encouraging to create and rhyme a slogan about summer with “Moskito” and to place it in the comments section. Winner will be awarded with “Moskito” gift cards worth of 100Eur.	<ul style="list-style-type: none"> • During the research “create a slogan” contest was revealed as second most attractive one • One of the most famous Latvian blogger Agnese Kleina organized contest of similar concept on her blog before Christmas, which was linked with H&M and attained around 50 participants.

First of all the capabilities of platforms used has to be considered.

Despite of various kinds of information provided within fan pages, one of the key activities leading to success is moderator’s participation on discussions within a page. As empirical research revealed, discussions is a second strongest factor building community within fan pages.

Implementation plan

When the strategy is generated next step is to put every step in a timescale and to calculate preliminary budget needed for plan implementation.

Equally important is to dedicate a person that would be suitable the best for this responsibility. Major work is not to set up the accounts, but to make them live. It takes lots of time and courage to continually communicate with audience, to find out what they need or answer to their queries. So it is clear that strategy, which “Apranga” group was employing so far will not work. So far the one responsible for social media communication of “Moskito” was stores administrator, who knows the message that “Moskito” wants to transmit, who is

aware with fashion trends and goods provided within the stores and is really good at developing the content so far. Most importantly this is a person familiar with a local language and culture. Although major problem in here was that current social media communicator clearly did not have any professional experience related with social media platforms and certain knowledge on that. Therefore as “Apranga” Group empowers marketing agencies to set up traditional marketing activities, social media communication specialists should not be as exception as well. Major aspects while considering good adviser for social media communication according to Brown E. (2012 p.18) are first of all to make sure the advisor is not advocate of only one popular solution such as for example only Facebook communication. Another advice is to measure experience in this niche by amount of time he/she spent on social media. As third very important aspect to consider is that voice, personality and manners of the person which is responsible for company’s social media communication, will be perceived as brand persona by target audience. This is why the most appropriate solution is to employ social media management specialist that could work in collaboration with “Moskito” brand’s representatives. In this way company would assure that content is set up, distributed and managed by industry professionals. It was decided to hire local Latvian specialists, therefore Cormack Consultancy was picked as the best option for price and value ratio. For the first year it was decided to take “premium” package, which will include features such as active building of audience and content creation as well. Price for this kind of service will range from 570Eur/month. (Cormack Consultancy.,(n.d.))

When instruments for communication plan are discovered, next stage is to provide timescale and prepare financial outline for those activities to happen. Considering thesis limitations, only approximate numbers will be provided, although current company’s budgeting will be taken into account. Consolidated company’s report (Consolidated annual report, 2013, p.24) reveals that for all Group’s marketing activities approximately 5 668 000

LTL (1 642 898 EUR) are dedicated on annually basis. Considering that company works with 33 brands, we would assume that more or less the same amount of money to each brand's advertising and communications are allocated, what would result to 171 757 LTL (49 784 EUR) per brand. This number would be assumed as "Moskito" yearly marketing budget. Statistically in 2013 an average amount that businesses dedicated to digital marketing purposes was 35% of their marketing budgeting. (McCleary, J., 2014, June 6) Therefore preliminary budgeting for one year social media communication plan would count to 17 424 Eur. In the following table all activities are presented graphically, considering that they would be implemented from the beginning of 2015 (See Table 9 for Timescale and budgeting plan of social media communication activities):

Table 8.

Implementation plan with timescale and budgeting

Social media communication instruments \ year divided into months and fashion seasons	2015												Budget (Eur)
			Spring/Summer						Autumn/winter				
	January	February	March	April	May	June	July	August	September	October	November	December	
Human resources													
Social media management specialists													570Eur/month = 6840Eur
Audience attraction													
Current customer's attraction to fan pages within social media through e-mails													0
Attaching links of social media fan pages with letters													0
Promotion on other "Apranga" group fan pages													0
Audience growing itself (contests engaging to share)													
Barter agreement with influential bloggers			Beginning of month						Beginning of month				800Eur
Cross channel strategy (ad on "Privata Dzive" magazine)		End of month											315Eur
Facebook													
Contest "Moskito" clothes challenge													100Eur
Clothes combinations "wars"	Once a week - ~4 times/month												0
Behind the scenes (sneak-peaks from fashion shows		Diesel (February						Fornarina, Miss Sixty (New					2320Eur**

and backstage pictures from promotional campaigns)		12-19)*						collection campaign) 25-30 of Aug					
Draugiem.lv													
Discussions on everyday style with expert advisor	Encourage to engage with discussions every month presenting new expert which will be commenting on looks (Once a month)												~ 1200Eur** *
FAQ section	Respond to customers queries as soon as possible												0
Surveys		One survey/quarter											0
Exclusive discounts for followers		End of season											0
Blogs													
"Celebrity look" section	Once a week - ~4 times/month												0
History of brands that "Moskito" works with	One story a week - ~4 stories/month												0
Contest on creating slogan "Summer with "Moskito"						Beginning of month							100Eur
Total:													11 575

*New York Mercedes-Benz Fashion week (n/d); **DIESEL BLACK GOLD (VIP OFF-SITE SHOW): \$1,650 per person; **Including flight tickets and other necessary expenses; ***Imposing 100Eur for expert every month

Total budget, including participation in fashion shows (what is sponsored every by a company and usually is not counted as marketing department expense) and cross-channel media marketing is equal to 11 575Eur, what counts to 23% of overall annual marketing budget of brand “Moskito”.

Conclusions

1. During situational analysis part it was revealed that “Moskito” brand considering “Apranga” Group current resources and position on Latvian market has huge opportunities to grow and expand. Company invests great portion of resources to traditional marketing solutions, therefore while considering “Moskito” target market, growing internet and social platforms popularity in Latvia, it is equally important to engage with social media activities as well. Moreover, “Moskito” major competitors are already one step further. As an example Denim Dream today counts 4 239 followers on their Latvian Facebook page, Mohito – 585 322 while Moskito remains with 1 140 followers on Facebook and are not engaged with any other social networking platform.
2. It was ascertained that “Moskito” target audience is mostly engaged with educational and entertaining content on brand pages. Therefore it was suggested to generate contests that would encourage followers to share ideas – create a slogan upon “Moskito” summer collection or share with ideas to use “Moskito” clothes in the most original way. As for educational activities it was decided to share stories about brands that “Moskito” sells or discuss on celebrity looks together with “Moskito” experts.
3. Deeper analysis of current situation helped to investigate the opportunity of cross-channel communication for faster social media communication expansion. Data from collected customer surveys in stores can be used for informing current customers about social media activities through emails, while “Moskito” ads on magazines can include links of fan pages on social networks as well. Alike information on brand’s public relation activities could be placed and shared within blogs or other social network platforms in this way increasing engagement with the event and quality of brand’s social media communication.

4. One of the most important findings assuming competitors analysis and results of empirical research was that so far “Moskito” was putting all efforts towards Facebook platform development, while most active social network site in Latvia – Draugiem.lv, which gathers a lot more target audience than Facebook. Therefore in order to get the best outcome from social media communication “Moskito” has to assure their presence in this platform on the first place.

5. Empirical research was conducted in order to reveal which social technographical types are dominant among “Moskito” audience. It was identified that most of audience falls into critics and joiners/spectators social technographic types. During further research it was revealed that there are no statistically significant differences between these two types regarding content consumed or preferences on information within social media spaces. Assumption, that these two dominating types can be treated in the same way was made.

6. As it was revealed that target audience’s fashion involvement is relatively high and it correlates positively with overall involvement to social media spaces, it was concluded that exclusive information on fashion trends, behind the scenes information from fashion shows has to be provided on fan pages. Approximate cost of providing behind the scenes information from fashion weeks was assumed to be 2320Eur.

7. Research that was conducted prompted that for “Moskito” target audience biggest motive to join any fan page is willingness to become part of community. Therefore all activities on social media spaces has to encourage user-generated content, provide sections where followers can discuss, share their ideas and problems. Most importantly in order to not repeat one of the biggest competitor’s on social media spaces – H&M mistakes, it is crucial for brand to be there, to engage with customers and to provide experts opinion when needed.

8. Considering all findings it was decided to employ social media management specialists in order to assure qualitative administration of social media activities. For the first year three most suitable social media platforms were picked to enter: Facebook, Draugiem.lv and Blogs. While taking into consideration negative antecedent of U&G theory – irritation, it was decided to start engagement with updating posts on SNS only 1-2 times a week and posting new blog 2-3 times a week.

9. Empirical research revealed that target audience is engaged with blog reading, moreover behavioral characteristics of youth audience prompt that this group is more easily affected by opinion leaders. Decided to make barter agreements with most influential Latvian bloggers was made. In this way “Moskito” will be visible on places where target audience is gathering and approximate costs of this kind of promotion campaign are estimated to be 800Eur/year.

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Appendixes

Appendix 1. Retail turnover of Group's stores by chains (EUR)

Chain	2013 (EUR)	Procentage
Economy	16.7 million	9.87%
Youth	57.2 million	33.7%
Business	24.6 million	14.5%
Luxury	20.22 million	11.9%
Zara	44.28 million	26.1%
Outlets	6.2 million	3.67%
Total	169.25 million	~100%

Resource: Consolidated annual report of APB “Apranga” (2013, December 31)

Appendix 2. Internet activities (as a % of individuals by age group)

	16-24	25-34	35-44	45-54
Communication	94	91	87	85
Sending / receiving emails	89	88	84	82
Advanced communication services	83	65	49	43
Information search and online services	95	96	93	91
Finding information about goods and services	74	86	84	82
Training and education	72	57	51	47
Downloading software	42	36	27	23
Using services related to travel and accommodation	41	57	55	55
Reading / downloading online newspapers / news magazines	40	46	41	39
Banking, the selling of goods or services	37	60	56	51
Seeking health information on injury, disease or nutrition	33	49	48	48
Looking for a job or sending a job application	28	30	20	15
Leisure activities related to obtaining and sharing audiovisual content	84	69	55	47
Downloading / listening to / watching / playing music, films and/or games	78	58	43	35
Peer-to-peer file sharing for exchanging movies, music, video files	24	15	7	5
Using podcast service to automatically receive audio or video files of interest	10	8	5	3
Interaction with public authorities	33	51	50	49
Obtaining information from public authorities web sites	28	46	46	45
Downloading official forms	17	30	29	28
Sending filled forms	12	22	21	21

Resource: Eurostat. *Youth in Europe: A statistical portrait* (2009 ed.). (2009), pp. 138-160
 Luxembourg: Publications Office of the European Union.

Appendix 3. „Solid Data“ Registration approval



LATVIJAS REPUBLIKAS UZŅĒMUMU REĢISTRS

**KOMERSANTA
REĢISTRĀCIJAS APLIECĪBA**

Nosaukums:
SIA "Solid Data"

Veids: Sabiedrība ar ierobežotu atbildību

Vienotais reģistrācijas numurs: 40003653787

Reģistrācijas datums komercreģistrā: 19.11.2003

Reģistrācijas vieta: Rīgā

Apliecības izdošanas datums: 19.11.2009

Latvijas Republikas Uzņēmumu reģistra

Valsts notāre

Markovska Anete

Latvijas Republikas Uzņēmumu reģistrs. Pēteris iela 2, Rīga, LV-1011, Latvija. Reģ.Nr.90000270634. Tālr. (371) 67031703, fakss (371) 67031793, e-pasts: rija@ur.gov.lv, internets: http://www.ur.gov.lv

K062360



- » SolidData online panel is actively-managed and built from scratch. Panel is research-only, wholly owned and built in a consistent manner to ensure that the panel is responsive, balanced and reliable – the foundations for a quality research. Panel management is compliant with all relevant market research industry standards, data protection and privacy laws.

SolidData panels are proprietary panels. We are not a panel aggregator. SolidData proprietary online access panels are managed exclusively for SolidData researchers, providing greater control over the type and frequency of surveys delivered to individual panellists.

SolidData client list includes marketing and research agencies as well as international research companies that don't have their own panels in the Baltic States. Delivering to clients with specific needs for technical programming and a demand for high quality standards, SolidData has gained an excellent experience in implementing various research projects during past 6 years.

- » Price for a sample is calculated based on 3 main criteria:



- » Samples for online studies are drawn from the panel according to client's specification (either demographically representative, or targeted) and randomly selected within the data base, according to the quotas set in the questionnaire.

SolidData can target the respondents based on various criteria:

- If the required criteria are based on already known socio-demographic profile within our data base, we can target directly those respondents that correspond to these criteria.
- If the required criteria is very narrow (e.g. users of Fructis shampoo), we usually add a filter question at the beginning of the survey.



Norādiet informāciju par sevi:

Dzimums 
Vecums 

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1. Jūsu dzīvesvieta:

- ☐ Rīga
- ☐ Pierīga
- ☐ Daugavpils
- ☐ Jelgava
- ☐ Jēkabpils
- ☐ Jūrmala
- ☐ Liepāja
- ☐ Rēzekne
- ☐ Valmiera
- ☐ Ventspils
- ☐ Cita pilsēta vai mazpilsēta
- ☐ Lauki

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4%

2. Apmēram, cik daudz laika dienā Jūs pavadāt sociālajos tīklos?

- ☐ Mazāk kā 30 minūtes
- ☐ 30 minūtes līdz vienai stundai
- ☐ 2-3 stundas
- ☐ Vairāk kā 3 stundas
- ☐ Nelietoju sociālos tīklus

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9%

3. Kurus sociālos tīklus Jūs lietojat? Lūdzu atzīmējiet tos, kuros Jūs esat reģistrējies ilgāk par 3 mēnešiem. (vairākas atbildes iespējamas)

- ☐ Facebook
- ☐ Instagram
- ☐ Pinterest
- ☐ Twitter
- ☐ MySpace
- ☐ Google+
- ☐ LinkedIn
- ☐ Draugiem.lv
- ☐ Nevienu

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13%

4. Lūdzu, atzīmējiet, kurš no šiem apgalvojumiem par blogiem attiecas uz Jums:

- ☐ Es rakstu savu blogu un lasu arī citus blogus
- ☐ Es rakstu savu blogu, bet nolasu citus blogus
- ☐ Es lasu blogus, taču nerakstu pats savējo
- ☐ Es zinu kas ir blogi, taču es tos nolasu un arī pats nerakstu
- ☐ Es nezinu kas ir blogs

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17%

5. Cik lielā mērā Jums patīk sociālajos tīklos pasniegtā informācija sekojošos veidos:

	1 - Nepatīk	2	3	4	5 - Ļoti patīk
Bildes, fotogrāfijas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Video	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Audio faili	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Raksts blogā	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Īsa, kodolīga ziņa	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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22%

6. Lūdzu, novērtējiet, cik lielā mērā Jūs piekrītat šiem apgalvojumiem:

	1 - Nepiekrītu	2	3	4	5 - Piekrītu
Izmantot sociālos tīklus ir izklaidējoši	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Soc. tīkli ir labs veids, kā kontaktēties ar draugiem	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ir interesanti skatīties citu cilvēku statusu un informāciju, kas izvietota viņu soc. tīklu lapās	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Soc. tīkli ir noderīgi	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Esmu atvērts dalīties ar savu personīgu informāciju soc. tīklos	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Soc. tīklu izmantošana ir droša un uzticama	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Soc. tīklu izmantošana var kaitēt attiecībām	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dodu priekšroku komunikācijai klātienē, nekā komunikācijai caur soc. tīkliem	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Man patīk publicēt un dalīties ar fotogrāfijām/bildēm soc. tīklos	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Turpināt

26%

7. Lūdzu, novērtējiet, cik lielā mērā Jūs piekrītat šiem apgalvojumiem:

	1 - Nepiekrītu	2	3	4	5 - Piekrītu
Mani interesē un es apmeklēju dažādas soc. tīklu uzņēmumu un zīmolu veidotās lapas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Man ir pietiekami daudz laika, lai skatītos uzņēmumu publicēto informāciju sociālajos tīklos	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Man patīk iegūt/uzzināt uzņēmumu publicēto informāciju sociālajos tīklos	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Es apmeklēju uzņēmumu sociālo tīklu lapas, jo man interesē vairāk uzzināt par šo uzņēmumu/zīmolu	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Turpināt

30%

8. Kas Jūs motivē sekot/pierakstīties uzņēmumu sociālo tīklu lapām?

	1 - NEmotivē	2	3	4	5 - Motivē
Iespēja lasīt uzņēmuma jaunumus / informāciju	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Iespēja piedalīties uzņēmuma veidotajās izlozēs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sajūta, ka esmu piederīgs šim zīmolam un citiem šī zīmola sekotājiem	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Iespēja saņemt klientu atbalstu, kad tas nepieciešams	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Iespēja iesniegt savas idejas un piedalīties jaunu produktu attīstībā	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Iespēja iegūt atlaides	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Būt vienam no pirmajiem, kas uzzina uzņēmuma jaunumus / informāciju	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Uzzināt vairāk informāciju par uzņēmuma produktiem / pakalpojumiem	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Turpināt

35%

9. Kāds Jums ir pieņemamākais veids kā iegūt informāciju par uzņēmumu / zīmolu sociālajos tīklos?

- ☐ Lasīt ziņas un vēsturi par uzņēmumu un produktiem
- ☐ Lasīt citu cilvēku teikto par šo uzņēmumu un produktiem
- ☐ Skatīties bildes un video par šo uzņēmumu un produktiem

Turpināt

39%

10. Kāda veida reklāmas Jums ir vairāk pieņemamas, kas izvietotas sociālajos tīklos?

	1 - NEpiekrītu	2	3	4	5 - Piekrītu
Man patīk, ka man vispirms pajautā, vai vēlēšos saņemt uzņēmuma izvietoto informāciju un reklāmas soc. tīklos	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Man patīk saņemt personalizētu, man aktuālu informāciju un reklāmas, ja tas nav biežāk kā reizi nedēļā	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Es nekad nepiekrītu saņemt informāciju vai reklāmas no uzņēmumiem, ja man ir iespēja izvēlēties	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reklāmas, kas tiek rādītas TV - dažādu filmu un pārraižu vidū, ir kaitinošas un es parasti tās ignorēju	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
No TV un žurnālu reklāmām, es parasti uzzinu ko jaunu par reklamēto produktu	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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43%

11. Kāda veida informācija no uzņēmumiem sociālajos tīklos Jums ir noderīga visvairāk?

	1 - Nav noderīga	2	3	4	5	6	7	8	9	10 - Ļoti noderīga
Paziņojumi par atlaidēm un izpārdošanām	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ziņas no konkrētās jomas ekspertiem / profesionāļiem	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Informācija par jauniem produktiem / veikaljiem	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ekskluzīvu informāciju par zīmoliem / produktiem	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Citu cilvēku izvietoto informāciju vai viedokli par šo zīmolu / produktiem	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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48%

12. Jūsprāt, kas visvairāk veicina cilvēku piederību konkrētam zīmolam un citiem šī zīmola sekotājiem sociālajos tīklos?

	1 - Pilnīgi NEpiekrītu	2	3	4	5 - Pilnīgi piekrītu
Dalība lēmumu pieņemšanā	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Diskusijas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ikdienišķas sarunas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Iespēja dalīties ar savu pieredzi par šo zīmolu	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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52%

13. Kādās izlozēs Jūs gribētu piedalīties? Iespēja vinnēt balvas, ja...

- ☐ ... dalos ar sevis izvēlēto apģērbu salikumu no konkrētā apģērbu veikala
- ☐ ... izveidoju promo video par kādu reklāmu / uzņēmumu
- ☐ ... izdomāju uzņēmuma vai produkta saukli / nosaukumu
- ☐ ... izveidot krāsu kombiāciju jaunās sezonas apģērbiem no konkrētā apģērbu veikala
- ☐ Es negribētu piedalīties uzņēmumu veidotajās izlozēs

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57%

14. Ko Jūs darītu, ja zināms zīmols izsludinātu konkursu un iespēju vinnēt balvas? Dalība konkursā ir tiem, kas izveido savu video par šo zīmolu un publicē to sociālajā tīklā?

- ☐ Es izveidotu savu video un publicētu to savā soc. tīkla lapā
- ☐ Es balsotu un vērtētu citu video, taču par savu video neveidotu
- ☐ Es izteiktu viedokli un komentētu citu izveidotos video
- ☐ Es dalītos ar citu veidotajiem video
- ☐ Es apskatītu šos video, taču neveiktu nekādas citas darbības
- ☐ Šāds konkurss manu uzmanību vispār nepievērstu

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61%

15. Jūsprāt, kāds ir optimāls biežums jaunu ierakstu publicēšanai sociālajos tīklos?

- ☐ 2 reizes dienā
- ☐ Reizi dienā
- ☐ Katru otro dienu
- ☐ 1-2 reizes nedēļā
- ☐ Retāk

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65%

16. Cik lielā mērā Jūs saistītu šādi apģērbu zīmola ieraksti soc. tīklu lapās:

	1 - Nesaistītu nemaz	2	3	4	5 - Ļoti saistītu
Diskusijas par jaunumiem modes pasaulē	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Veiksmīgākās apģērbu kombinācijas	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Labas rīta/dienas vēlējums	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Spārnoti izteicieni	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Izklaidējošs, smieklīgs ieraksts	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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70%

17. Kā Jūs vērtētu savu interesi par modi?

	1 - NEpiekrītu	2	3	4	5 - Piekrītu
Mani ļoti interesē mode un apģērbs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Es piedomāju pie tā kādu apģērbu izvēlos un valkāju. Man ir svarīgi kā izskatos	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Man ir svarīgi iegādāties modīgu apģērbu	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mans apģērbs un stils ir viens no veidiem, kā demonstrēt sevi / savu būtību	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Man ir svarīgs tēls, ko par cilvēku rada modīgs apģērbs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Man sagādā prieku, valkājot modīgu apģērbu	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Izvēloties apģērbu, man ir svarīgi, ka varēšu šo apģērbu valkāt ilgu laiku	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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/4%

18. Cik lielā mērā Jūs sekojat līdzī modes tendencēm?

- ☐ Es sekoju līdzī modes tendencēm un arī atbilstoši atjaunoju / papildinu savu garderobi
- ☐ Es sekoju līdzī modes tendencēm, taču ne vienmēr izvēlos atgērbu atbilstoši šīm tendencēm
- ☐ Es apskatos ka šobrīd ir modē tikai tad, kad iegādājos jaunu apģērbu
- ☐ Kopumā es nesekoju līdzī modes tendencēm, izņemot gadījumus, kad tendences mainās būtiski
- ☐ Mani vispār neinteresē modes tendences

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78%

19. Cik modes ekspertu lapām sociālajos medijos Jūs sekojat?

- ☐ 0
- ☐ 1-5
- ☐ 5-10
- ☐ Vairāk kā 10

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83%

20. Kuru apģērbu zīmolu lapām sociālajos medijos Jūs sekojat? (vairākas atbildes iespējamas)

- ☐ Zara
- ☐ H&M
- ☐ House
- ☐ Denim Dream
- ☐ Mohito
- ☐ Reserved
- ☐ Pull&Bear
- ☐ Bershka
- ☐ Seppala
- ☐ Mango
- ☐ Guess
- ☐ Nesekoju nevienam

Turpināt

87%

21. Vai Jūs šobrīd sekojat Moskito zīmolu lapai sociālajos tīklos?

- ☐ Jā
- ☐ Esmu redzējis šī zīmola aktivitātes soc. tīklos, taču nesekoju
- ☐ Neesmu redzējis šī zīmola aktivitātes soc. tīklos, taču man būtu interese sekot
- ☐ Neesmu redzējis šī zīmola aktivitātes soc. tīklos un man nebūtu interese sekot

Turpināt

96%

23. Jūsu ienākumu līmenis (mēnesī, pēc nodokļu nomaksas):

☐ Līdz 350 EUR
☐ 351-500 EUR
☐ 501-800 EUR
☐ 801-1200 EUR
☐ Vairāk kā 1200 EUR
☐ Nav ienākumu
☐ Nevēlos norādīt

Turpināt

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Survey

Gender (highlight):

Male

Female

Age (highlight):

< 25;

25-34

over 35.

1. Place of living:

- | | |
|-------------------------------------|------------------------------------|
| <input type="checkbox"/> Riga | <input type="checkbox"/> Rezekne |
| <input type="checkbox"/> Pierīga | <input type="checkbox"/> Valmiera |
| <input type="checkbox"/> Daugavpils | <input type="checkbox"/> Ventspils |
| <input type="checkbox"/> Jelgava | <input type="checkbox"/> Lauki |
| <input type="checkbox"/> Jekabpils | |
| <input type="checkbox"/> Jūrmala | |
| <input type="checkbox"/> Liepāja | |

2. How much time do you spend on social media per day on average?

- ☐ < 30 mins
☐ 30mins – 1hour
☐ 2-3 hours
☐ More than 3 hours
☐ I do not use social media at all

3. Which social media networking platforms are you using not less than 3months, if any? You may select more than one answer.

- | | |
|------------------------------------|--------------------------------------|
| <input type="checkbox"/> Facebook | <input type="checkbox"/> LinkedIn |
| <input type="checkbox"/> Instagram | <input type="checkbox"/> Draugiem.lv |
| <input type="checkbox"/> Pinterest | <input type="checkbox"/> None |
| <input type="checkbox"/> Twitter | |
| <input type="checkbox"/> MySpace | |
| <input type="checkbox"/> Google+ | |

4. Which statement best describes you?

- ☐ I write my own blogs and read other people's blogs;
☐ I write my own blogs but do not read other people's blogs;
☐ I read other people's blogs, but do not write my own;
☐ I know what blog is, but do not read or write them
☐ I do not know what blog is.

5. How these ways of presenting information within social media are attractive for you?

	Not attractive 1	2	3	4	Very attractive 5
Uploaded picture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Video	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Digital media file (audio)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Detailed story provided in a Blog form	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Short message/ tweet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6. Evaluate how much do you agree with these statements?

	Strongly Disagree 1	2	3	4	Strongly Agree 5
Using social media is entertaining	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Social media it is a good way to keep in touch with friends	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It is interesting to check others status and information through social media	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Social networking is useful	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am willing to share personal information on social media	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Using social media is safe and secure	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Social networking can harm relationships	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I prefer face-to-face communication rather than using the	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Internet					
I like sharing photos through social networking systems	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

7. How much do you agree with the following statements?

	Strongly Disagree 1	2	3	4	Strongly Agree 5
I browse on fan pages within social media because I am interested in being part of brand community	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I have enough time to browse on social media fan pages	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I enjoy browsing on social media fan pages	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I browse on social media fan pages because I am interested in the brands they are dedicated to	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

8. Evaluate how strongly it motivates you to follow brand's/ company's page on social media platforms?

	Do not motivates at all 1	2	3	4	Motivates very much 5
Possibility to read reviews	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Chance to take part in contests	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Belonging to certain community	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Getting customer service when needed	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Chance to submit ideas for new product or brand's development	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Discounts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Getting exclusive information first	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Learning about new products	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9. What is the most acceptable way for you to learn about product/brand in social media?

- ☐ By hearing stories, product history
- ☐ By collecting opinion of others about product/brand
- ☐ By seeing pictures, videos of product/ brand

10. Which kind of advertising is more acceptable for you?

	Strongly disagree 1	2	3	4	Strongly agree 5
I like when I am asked if I want to receive information on products and to see certain adds on social media	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Behind the scenes information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Problems and questions that other face with the same product/service you like	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

12. What in your opinion strengthens “community” feeling within social spaces the most?

	Strongly disagree 1	2	3	4	Strongly agree 5
Involvement to decision making	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Discussions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Every day conversations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ability to share your problems, photos, questions within social media page	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

13. In which contest you will most likely take place?

- ☐ Sharing your style combinations with clothes from certain store
- ☐ Creating a promotional video for some product/brand
- ☐ Creating a slogan for certain brand
- ☐ Paint your imaginative next seasons clothes collection
- ☐ I would not participate on any contest within social media

14. What would be your actions if your favorite brand will publish a contest within social media page, where you have to create video and post it in order to participate?

- ☐ You will participate in contest by creating a video and will share your link in order to win competition
- ☐ You will rate and vote on videos created, but do not participate yourself
- ☐ You will express your opinion by commenting on posted videos
- ☐ You will share the video that you like/dislike the most, so others can see/laugh

- ☐ You will take a look what is going on, but do not participate, comment or vote
- ☐ It will not grab your attention at all

15. What in your opinion is optimal frequency for new post/tweet?

- ☐ 2 times a day
- ☐ Once a day
- ☐ Every second day
- ☐ 1-2 times a week
- ☐ Rarely

16. If clothing brand page on social media would post once a day, how you would evaluate engagement with post?

	Not likely to engage 1	2	3	4	Very likely to engage 5
Discussion about day's news within fashion business	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Clothes combination for a day	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Good morning message	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Motivational quotation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Message with funny content	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

17. How would you evaluate your involvement to fashion?

	Strongly disagree 1	2	3	4	Strongly agree 5
I am very interested in fashion clothing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I think a lot about my choices when it comes to fashion	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

clothing					
Purchasing fashion clothing is significant to me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fashion clothing helps me to express who I really am	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My main concern is the image that fashion clothes has	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wearing fashion clothing gives me a lot of pleasure	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
All what matters to me when wearing fashion clothing is durability	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

18. Which one of the statements describes the best your reaction to changing fashions in clothes?

- ☐ I read fashion news regularly and try to keep my wardrobe up to date with the fashion trends
- ☐ I keep to date on all the fashion trends although I do not always attempt to dress according those trends
- ☐ I check to see what is currently fashionable only when I need to buy some new clothes
- ☐ I do not pay much attention to fashion trends unless major change takes place
- ☐ I am not interested to fashion trends at all

19. How many fashion opinion leaders are you following/ subscribing within social media platforms?

- ☐ 0
- ☐ 1-5
- ☐ 5-10
- ☐ more than 10

20. Which other clothing brands are you following on social media platforms?

- | | |
|--------------------------------------|---|
| <input type="checkbox"/> Zara | <input type="checkbox"/> Bershka |
| <input type="checkbox"/> H&M | <input type="checkbox"/> Seppala |
| <input type="checkbox"/> House | <input type="checkbox"/> Mango |
| <input type="checkbox"/> Denim Dream | <input type="checkbox"/> Guess |
| <input type="checkbox"/> Mohito | <input type="checkbox"/> I am not following any |
| <input type="checkbox"/> Reserved | |
| <input type="checkbox"/> Pull&Bear | |

21. Are you currently engaged with “Moskito” clothing brand on social media platforms?

- ☐ Yes
☐ I have seen this brand on social media platforms but I haven't joined
☐ Never saw this brand on social media platforms, but I would like to join
☐ Never saw this brand on social media platforms and I also do not want to join

22. For the ones who answered YES (Question 21) Could you please evaluate engagement of “Moskito” Facebook page:

	Strongly disagree 1	2	3	4	Strongly agree 5
I like that new collections are presented by wearing clothes on “Moskito” stores	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I would like to see prices together with every picture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Stories told within “Moskito” social media page are not encouraging	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Page would be more interactive if people could share how clothes bought in this store looks on them	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

“Moskito” social media page has strong social community	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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23. Personal monthly income, after taxes:

- ☐ Till 350Eur
- ☐ 351-500Eur
- ☐ 501-800Eur
- ☐ 801-1200Eur
- ☐ More than 1200Eur
- ☐ No income
- ☐ Do not know/ refuse to answer

Appendix 6. Descriptive statistics

Question 5. Blogging preferences

<i>Phlogging</i>		<i>Vlogging</i>		<i>Podcasts</i>		<i>Social blogs</i>		<i>Microblogging</i>	
Mean	4,05	Mean	3,55	Mean	2,89	Mean	3,04	Mean	3,98
Standard Error	0,06	Standard Error	0,07	Standard Error	0,08	Standard Error	0,07	Standard Error	0,07
Median	4,00	Median	4,00	Median	3,00	Median	3,00	Median	4,00
Mode	4,00	Mode	4,00	Mode	3,00	Mode	3,00	Mode	4,00
Standard Deviation	0,89	Standard Deviation	0,93	Standard Deviation	1,08	Standard Deviation	1,06	Standard Deviation	0,96
Sample Variance	0,79	Sample Variance	0,87	Sample Variance	1,17	Sample Variance	1,12	Sample Variance	0,92
Kurtosis	0,45	Kurtosis	0,22	Kurtosis	-0,55	Kurtosis	-0,71	Kurtosis	-0,13
Skewness	-0,81	Skewness	-0,46	Skewness	0,06	Skewness	-0,05	Skewness	-0,70
Range	4,00	Range	4,00	Range	4,00	Range	4,00	Range	4,00
Minimum	1,00	Minimum	1,00	Minimum	1,00	Minimum	1,00	Minimum	1,00
Maximum	5,00	Maximum	5,00	Maximum	5,00	Maximum	5,00	Maximum	5,00
Sum	830,00	Sum	728,00	Sum	592,00	Sum	623,00	Sum	816,00
Count	205,00	Count	205,00	Count	205,00	Count	205,00	Count	205,00

Social media involvement Question 6

Personal		Personal		personal		Personal		Physical		Physical		Situational		Situational		Personal	
Mean	3,94	Mean	4	Mean	3,46	Mean	3,90	Mean	2,54	Mean	2,29	Mean	3,30	Mean	3,88	Mean	2,83
Standard Error	0,06	Standard Error	0,06810968	Standard Error	0,08	Standard Error	0,06	Standard Error	0,08	Standard Error	0,07	Standard Error	0,07	Standard Error	0,07	Standard Error	0,09
Median	4,00	Median	4	Median	3,00	Median	4,00	Median	2,00	Median	2,00	Median	3,00	Median	4,00	Median	3,00
Mode	5,00	Mode	5	Mode	3,00	Mode	4,00	Mode	3,00	Mode	2,00	Mode	4,00	Mode	5,00	Mode	3,00
Standard Deviation	0,92	Standard Deviation	0,97518224	Standard Deviation	1,09	Standard Deviation	0,87	Standard Deviation	1,14	Standard Deviation	1,05	Standard Deviation	1,06	Standard Deviation	1,03	Standard Deviation	1,24
Sample Variance	0,85	Sample Variance	0,95098039	Sample Variance	1,18	Sample Variance	0,76	Sample Variance	1,30	Sample Variance	1,10	Sample Variance	1,12	Sample Variance	1,06	Sample Variance	1,54
Kurtosis	-0,37	Kurtosis	-0,0181101	Kurtosis	-0,47	Kurtosis	-0,44	Kurtosis	-0,53	Kurtosis	-0,15	Kurtosis	-0,51	Kurtosis	-0,41	Kurtosis	-0,95
Skewness	-0,45	Skewness	-0,73663	Skewness	-0,32	Skewness	-0,34	Skewness	0,38	Skewness	0,60	Skewness	-0,28	Skewness	-0,54	Skewness	0,07
Range	4,00	Range	4	Range	4,00	Range	4,00	Range	4,00	Range	4,00	Range	4,00	Range	4,00	Range	4,00
Minimum	1,00	Minimum	1	Minimum	1,00	Minimum	1,00	Minimum	1,00	Minimum	1,00	Minimum	1,00	Minimum	1,00	Minimum	1,00
Maximum	5,00	Maximum	5	Maximum	5,00	Maximum	5,00	Maximum	5,00	Maximum	5,00	Maximum	5,00	Maximum	5,00	Maximum	5,00
Sum	808,00	Sum	820	Sum	709,00	Sum	799,00	Sum	520,00	Sum	470,00	Sum	677,00	Sum	795,00	Sum	580,00
Count	205,00	Count	205	Count	205,00	Count	205,00	Count	205,00	Count	205,00	Count	205,00	Count	205,00	Count	205,00

Motives for usage Question 8

Reviews		Contests		Community		Customer service		Submit ideas		Discounts		Exclusive information		Learning about products	
Mean	3,4926829	Mean	3,6243902	Mean	2,6829268	Mean	3,195122	Mean	2,7317073	Mean	3,7609756	Mean	3,3170732	Mean	3,6341463
Standard Error	0,0834512	Standard Error	0,0872117	Standard Error	0,0821737	Standard Error	0,0838737	Standard Error	0,0806839	Standard Error	0,0834582	Standard Error	0,0807056	Standard Error	0,0760014
Median	4	Median	4	Median	3	Median	3	Median	3	Median	4	Median	3	Median	4
Mode	4	Mode	5	Mode	3	Mode	3	Mode	3	Mode	5	Mode	3	Mode	4
Standard Deviation	1,1948399	Standard Deviation	1,2486818	Standard Deviation	1,1765483	Standard Deviation	1,2008884	Standard Deviation	1,1552181	Standard Deviation	1,1949399	Standard Deviation	1,1555286	Standard Deviation	1,0881739
Sample Variance	1,4276423	Sample Variance	1,5592061	Sample Variance	1,3842659	Sample Variance	1,442133	Sample Variance	1,3345289	Sample Variance	1,4278814	Sample Variance	1,3352463	Sample Variance	1,1841224
Kurtosis	-0,7056388	Kurtosis	-0,711498	Kurtosis	-0,7091515	Kurtosis	-0,6235541	Kurtosis	-0,6838884	Kurtosis	-0,1191667	Kurtosis	-0,5558855	Kurtosis	-0,0639758
Skewness	-0,4352485	Skewness	-0,5383045	Skewness	0,2010609	Skewness	-0,2450622	Skewness	0,1929215	Skewness	-0,8162046	Skewness	-0,3549677	Skewness	-0,6601466
Range	4	Range	4	Range	4	Range	4	Range	4	Range	4	Range	4	Range	4
Minimum	1	Minimum	1	Minimum	1	Minimum	1	Minimum	1	Minimum	1	Minimum	1	Minimum	1
Maximum	5	Maximum	5	Maximum	5	Maximum	5	Maximum	5	Maximum	5	Maximum	5	Maximum	5
Sum	716	Sum	743	Sum	550	Sum	655	Sum	560	Sum	771	Sum	680	Sum	745
Count	205	Count	205	Count	205	Count	205	Count	205	Count	205	Count	205	Count	205

Customer brand engagement on social media platforms. Question 7.

Goals		Resources		Perceived cost/benefit		Goals	
Mean	3,40	Mean	2,65	Mean	3,20	Mean	3,23
Standard Error	0,08	Standard Error	0,08	Standard Error	0,07	Standard Error	0,08
Median	3,00	Median	3,00	Median	3,00	Median	3,00
Mode	4,00	Mode	3,00	Mode	3,00	Mode	4,00
Standard Deviation	1,16	Standard Deviation	1,10	Standard Deviation	1,06	Standard Deviation	1,21
Sample Variance	1,35	Sample Variance	1,22	Sample Variance	1,13	Sample Variance	1,45
Kurtosis	-0,67	Kurtosis	-0,37	Kurtosis	-0,56	Kurtosis	-0,90
Skewness	-0,32	Skewness	0,34	Skewness	-0,14	Skewness	-0,18
Range	4,00	Range	4,00	Range	4,00	Range	4,00
Minimum	1,00	Minimum	1,00	Minimum	1,00	Minimum	1,00
Maximum	5,00	Maximum	5,00	Maximum	5,00	Maximum	5,00
Sum	696,00	Sum	544,00	Sum	656,00	Sum	662,00
Count	205,00	Count	205,00	Count	205,00	Count	205,00

Marketing techniques. Question 10.

Permission		Permission		Interruption		Permission		Interruption	
Mean	4,44	Mean	3,56	Mean	2,93	Mean	4,05	Mean	2,90
Standard Error	0,06	Standard Error	0,08	Standard Error	0,09	Standard Error	0,08	Standard Error	0,08
Median	5,00	Median	4,00	Median	3,00	Median	5,00	Median	3,00
Mode	5,00	Mode	4,00	Mode	3,00	Mode	5,00	Mode	3,00
Standard Dev	0,88	Standard Dev	1,14	Standard Dev	1,23	Standard Dev	1,11	Standard Dev	1,12
Sample Vari	0,77	Sample Vari	1,31	Sample Vari	1,51	Sample Vari	1,24	Sample Vari	1,26
Kurtosis	2,97	Kurtosis	-0,46	Kurtosis	-0,84	Kurtosis	-0,20	Kurtosis	-0,69
Skewness	-1,75	Skewness	-0,51	Skewness	-0,08	Skewness	-0,86	Skewness	-0,12
Range	4,00	Range	4,00	Range	4,00	Range	4,00	Range	4,00
Minimum	1,00	Minimum	1,00	Minimum	1,00	Minimum	1,00	Minimum	1,00
Maximum	5,00	Maximum	5,00	Maximum	5,00	Maximum	5,00	Maximum	5,00
Sum	911,00	Sum	730,00	Sum	601,00	Sum	831,00	Sum	595,00
Count	205,00	Count	205,00	Count	205,00	Count	205,00	Count	205,00

Content relevance. Question 11. Descriptive statistics

Sales/discounts		Experts insights		New products		Behind the scenes		Problems and questions	
Mean	7,59	Mean	6,49	Mean	6,85	Mean	5,82	Mean	6,43
Standard Error	0,18	Standard Error	0,16	Standard Error	0,16	Standard Error	0,18	Standard Error	0,18
Median	8,00	Median	7,00	Median	7,00	Median	6,00	Median	7,00
Mode	10,00	Mode	8,00	Mode	8,00	Mode	7,00	Mode	7,00
Standard Dev	2,51	Standard Dev	2,33	Standard Dev	2,28	Standard Dev	2,58	Standard Dev	2,51
Sample Vari	6,30	Sample Vari	5,41	Sample Vari	5,18	Sample Vari	6,66	Sample Vari	6,31
Kurtosis	-0,06	Kurtosis	-0,35	Kurtosis	-0,53	Kurtosis	-0,84	Kurtosis	-0,72
Skewness	-0,91	Skewness	-0,51	Skewness	-0,49	Skewness	-0,17	Skewness	-0,35
Range	9,00	Range	9,00	Range	9,00	Range	9,00	Range	9,00
Minimum	1,00	Minimum	1,00	Minimum	1,00	Minimum	1,00	Minimum	1,00
Maximum	10,00	Maximum	10,00	Maximum	10,00	Maximum	10,00	Maximum	10,00
Sum	1556,00	Sum	1330,00	Sum	1405,00	Sum	1193,00	Sum	1319,00
Count	205,00	Count	205,00	Count	205,00	Count	205,00	Count	205,00

Motives for community feeling. Question 12

Decision making		Discussions		Everyday conversations		Share ideas/problems	
Mean	3,07	Mean	3,36	Mean	3,30	Mean	3,75
Standard Error	0,08	Standard Error	0,07	Standard Error	0,07	Standard Error	0,07
Median	3,00	Median	3,00	Median	3,00	Median	4,00
Mode	3,00	Mode	3,00	Mode	3,00	Mode	4,00
Standard Dev	1,12	Standard Dev	0,98	Standard Dev	0,98	Standard Dev	1,05
Sample Vari	1,25	Sample Vari	0,97	Sample Vari	0,96	Sample Vari	1,10
Kurtosis	-0,47	Kurtosis	0,06	Kurtosis	0,03	Kurtosis	-0,13
Skewness	-0,17	Skewness	-0,26	Skewness	-0,19	Skewness	-0,59
Range	4,00	Range	4,00	Range	4,00	Range	4,00
Minimum	1,00	Minimum	1,00	Minimum	1,00	Minimum	1,00
Maximum	5,00	Maximum	5,00	Maximum	5,00	Maximum	5,00
Sum	630,00	Sum	688,00	Sum	677,00	Sum	769,00
Count	205,00	Count	205,00	Count	205,00	Count	205,00

Content relevance (everyday message). Question 16

<i>Fashion news</i>	<i>Clothes combination</i>		<i>Good morning message</i>		<i>Motivational quote</i>		<i>Funny message</i>		
Mean	2,67	Mean	3,23	Mean	3,02	Mean	3,22	Mean	3,53
Standard Error	0,09	Standard Error	0,09	Standard Error	0,09	Standard Error	0,09	Standard Error	0,08
Median	3,00	Median	3,00	Median	3,00	Median	3,00	Median	4,00
Mode	3,00	Mode	4,00	Mode	3,00	Mode	3,00	Mode	4,00
Standard Dev	1,24	Standard Dev	1,29	Standard Dev	1,28	Standard Dev	1,24	Standard Dev	1,19
Sample Vari	1,55	Sample Vari	1,67	Sample Vari	1,63	Sample Vari	1,53	Sample Vari	1,41
Kurtosis	-1,00	Kurtosis	-1,00	Kurtosis	-0,92	Kurtosis	-0,87	Kurtosis	-0,48
Skewness	0,19	Skewness	-0,31	Skewness	-0,14	Skewness	-0,22	Skewness	-0,53
Range	4,00	Range	4,00	Range	4,00	Range	4,00	Range	4,00
Minimum	1,00	Minimum	1,00	Minimum	1,00	Minimum	1,00	Minimum	1,00
Maximum	5,00	Maximum	5,00	Maximum	5,00	Maximum	5,00	Maximum	5,00
Sum	547,00	Sum	663,00	Sum	619,00	Sum	660,00	Sum	723,00
Count	205,00	Count	205,00	Count	205,00	Count	205,00	Count	205,00

Fashion involvement. Question 17

Product inv.	Purchase decision inv.			Purchase decision inv.			Social approval motives			Social approval motives			Sensory pleasure motives			Functional motives		
Mean	2,90	Mean	3,82	Mean	2,71	Mean	3,04	Mean	2,73	Mean	3,07	Mean	4,22					
Standard Err	0,09	Standard Err	0,07	Standard Err	0,08	Standard Err	0,08	Standard Err	0,07	Standard Err	0,09	Standard Err	0,07					
Median	3,00	Median	4,00	Median	3,00	Median	3,00	Median	3,00	Median	3,00	Median	4,00					
Mode	3,00	Mode	4,00	Mode	3,00	Mode	3,00	Mode	3,00	Mode	3,00	Mode	5,00					
Standard Dev	1,23	Standard Dev	1,07	Standard Dev	1,12	Standard Dev	1,21	Standard Dev	1,06	Standard Dev	1,23	Standard Dev	0,94					
Sample Vari	1,50	Sample Vari	1,14	Sample Vari	1,25	Sample Vari	1,47	Sample Vari	1,12	Sample Vari	1,51	Sample Vari	0,88					
Kurtosis	-0,84	Kurtosis	0,08	Kurtosis	-0,72	Kurtosis	-0,83	Kurtosis	-0,55	Kurtosis	-0,86	Kurtosis	1,78					
Skewness	0,08	Skewness	-0,75	Skewness	0,11	Skewness	-0,01	Skewness	0,14	Skewness	-0,08	Skewness	-1,33					
Range	4,00	Range	4,00	Range	4,00	Range	4,00	Range	4,00	Range	4,00	Range	4,00					
Minimum	1,00	Minimum	1,00	Minimum	1,00	Minimum	1,00	Minimum	1,00	Minimum	1,00	Minimum	1,00					
Maximum	5,00	Maximum	5,00	Maximum	5,00	Maximum	5,00	Maximum	5,00	Maximum	5,00	Maximum	5,00					
Sum	594,00	Sum	784,00	Sum	555,00	Sum	623,00	Sum	559,00	Sum	629,00	Sum	866,00					
Count	205,00	Count	205,00	Count	205,00	Count	205,00	Count	205,00	Count	205,00	Count	205,00					

Appendix 7. Test on statistically significant differences between “critics” and “joiners/spectators” behavioral groups

Group Statistics

	Technographics	N	Mean	Std. Deviation	Std. Error Mean
SocialMediaInvolvement	2 (Critics)	43	3,2765	,51684	,07882
	5 (Joiners/spectators)	42	3,2698	,48967	,07556
Motives Reviews	2	43	3,58	1,074	,164
	5	42	3,40	1,127	,174
Motives contests	2	43	3,88	1,051	,160
	5	42	3,57	1,192	,184
Motives community	2	43	2,77	,922	,141
	5	42	2,43	1,129	,174
Motives customer service	2	43	3,47	,984	,150
	5	42	2,95	1,268	,196
Motives submit ideas	2	43	2,88	,823	,125
	5	42	2,62	1,188	,183
Motives discounts	2	43	3,84	1,022	,156
	5	42	3,76	1,122	,173
Motives Excl info	2	43	3,42	1,096	,167

	5	42	3,29	1,088	,168
Motives learning	2	43	3,70	,887	,135
	5	42	3,71	,944	,146
Information on sales and discounts	2	43	7,72	2,004	,306
	5	42	7,43	2,520	,389
Experts ideas	2	43	6,65	2,080	,317
	5	42	6,31	2,682	,414
new products	2	43	7,12	2,038	,311
	5	42	6,81	2,422	,374
behind scenes	2	43	6,23	2,525	,385
	5	42	5,31	2,736	,422
problems	2	43	6,67	2,368	,361
	5	42	5,98	2,627	,405

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
SocialMedia Involvement	Equal variances assumed	,172	,680	,061	83	,952	,00664	,10925	-,21066	,22395
	Equal variances not assumed			,061	82,925	,952	,00664	,10918	-,21052	,22381
Motives Reviews	Equal variances assumed	,105	,747	,740	83	,462	,177	,239	-,298	,652
	Equal variances not assumed			,739	82,570	,462	,177	,239	-,299	,652
Motives contests	Equal variances assumed	,239	,626	1,282	83	,204	,312	,244	-,172	,797
	Equal variances not assumed			1,280	81,201	,204	,312	,244	-,173	,798
Motives community	Equal variances assumed	4,229	,043	1,517	83	,133	,339	,223	-,105	,783
	Equal variances not assumed			1,514	79,042	,134	,339	,224	-,107	,784

Motives customer service	Equal variances assumed	,468	,496	2,085	83	,040	,513	,246	,024	1,002
	Equal variances not assumed			2,079	77,326	,041	,513	,247	,022	1,004
Motives submit ideas	Equal variances assumed	10,218	,002	1,196	83	,235	,265	,221	-,175	,705
	Equal variances not assumed			1,191	72,790	,237	,265	,222	-,178	,707
Motives discounts	Equal variances assumed	,094	,760	,324	83	,747	,075	,233	-,387	,538
	Equal variances not assumed			,323	81,881	,747	,075	,233	-,388	,539
Motives Excl info	Equal variances assumed	,002	,969	,561	83	,576	,133	,237	-,338	,604
	Equal variances not assumed			,561	82,977	,576	,133	,237	-,338	,604
Motives learning	Equal variances assumed	,005	,944	- ,084	83	,934	-,017	,199	-,412	,379
	Equal variances not assumed			- ,084	82,390	,934	-,017	,199	-,412	,379
Information on sales and discounts	Equal variances assumed	2,548	,114	,593	83	,555	,292	,493	-,689	1,273
	Equal variances not assumed			,591	78,180	,556	,292	,495	-,692	1,277
Experts ideas	Equal variances assumed	5,457	,022	,657	83	,513	,342	,520	-,693	1,376
	Equal variances not assumed			,655	77,287	,514	,342	,521	-,697	1,380
new products	Equal variances assumed	2,049	,156	,632	83	,529	,307	,485	-,658	1,271
	Equal variances not assumed			,631	79,978	,530	,307	,486	-,660	1,274

behind scenes	Equal variances assumed	,793	,376	1,617	83	,110	,923	,571	-,212	2,058
	Equal variances not assumed			1,615	82,110	,110	,923	,571	-,214	2,060
problems	Equal variances assumed	1,137	,289	1,288	83	,201	,698	,542	-,380	1,777
	Equal variances not assumed			1,286	81,676	,202	,698	,543	-,382	1,778

Appendix 8. Correlations between two dependent variables

Correlations

			SocialMediaInvolvement	FashionInvolvement
Spearman's rho	SocialMediaInvolvement	Correlation Coefficient	1,000	,255**
		Sig. (2-tailed)	.	,000
		N	205	205
	FashionInvolvement	Correlation Coefficient	,255**	1,000
		Sig. (2-tailed)	,000	.
		N	205	205

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