

# **University of Wolverhampton Business School**

## **Assessing the influence of fashion clothing advertising on women's consumer behaviour in Finland; a case study of H&M**

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This dissertation is part of Bachelor of Arts (Hons) degree in International Business  
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## **Abstract**

This study will provide a framework for analysing the current advertising and marketing patterns in women's consumer behaviour in Finland. Swedish clothing retailer Hennes&Mauritz (H&M) was chosen as a case study since it is considered to be well-known in Finland; in 2010 average sales were astonishingly around 243million euros (H&M 2012). As this research is considered to be a broad topic, this study will focus on women in Finland aged 16-35 and above. This study will use various research methods such as case study, interview and a survey to analyse the dissertation topic. The researcher is confident that using these methods, the study will successfully contribute to the current literature on ‘‘ Assessing the influence of fashion clothing advertising on women's consumer behaviour in Finland; case study of H&M.

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# Chapter One

## 1. Introduction

They say that we are what we wear. Clothing reveals personalities, culture, backgrounds, age and many other personal things. In Finland people are individualists, therefore people are seen to carry out their individual styles (Tienari et al. 2009). Fashion trends however change by time and according to the season; in order to find the right target audience, it is important that marketers advertise according to this. Fashion clothing advertising varies in different countries, therefore advertising companies need to be self-regulated; in Finland the government has set standard rules for advertising so that companies will promote ethical and respectful adverts (Consumer Agency 2011).

Fashion industry is a billion-dollar industry which employs millions of people around the world. According to Barletta (2006) the role of women has changed a lot in the past decade; no longer are women at home cleaning and cooking and waiting for the men to come from home; it seems like the roles have reversed. Women are more independent and self-conscious and seem to be the most powerful consumers, therefore it is important that companies have the appropriate adverts for the right target audience. Fashion clothing seems to bring confidence and warmth to an individual, however consumer needs and wants vary and it is difficult to discover what they want. The purpose of advertising is to reveal conscious and unconscious needs of consumers (Evans et al. 1996). It could be claimed that advertising aim is to get people to buy products.

This study aims to identify the demographical factors that influence consumer behaviour and also identify the relationship between advertising and consumer behaviour. A case study of H&M is used to help analysing this relationship. H&M was chosen for the topic as it has around 43 stores in Finland; therefore it is considered to be familiar amongst the Finnish women (Appendix A). The purpose is also to observe female consumer's attitudes towards H&M whether the reasons behind shopping at H&M differ from reasons shopping in general, however the main focus of this study is to explore how advertising impacts on female consumers and what triggers them to buy. The next chapter will entail the basics of marketing, advertising and the basics of consumer behaviour.

Keywords: consumer behaviour, advertising, women, fashion, trends, H&M.

## 1.1 Research Questions

What is the influence of fashion clothing advertising on women's consumer behaviour in Finland?

- As the main research question of this study, this study will examine what would be most effective advertising channel to promote clothing products to women from different age groups and also whether people buy because of advertising or are there other factors that may increase women's buying power. As the topic can be analysed in a broad scale, this study will focus on Hennes&Mauritz and their consumers. A survey and interview will be conducted to explore reasons behind consumers buying from H&M in relation to factors influencing buying decision.

Do demographic factors influence buying behaviour?

- This study will explore whether there is a relationship between demographic factors such as age and social status in buying behaviour. This research aims to explore the reasons affecting female consumer behaviour in Finland.

## Chapter Two: Literature review

### 2. What is marketing?

It is important to understand the basics of marketing so that we will understand the logic behind companies and consumers.

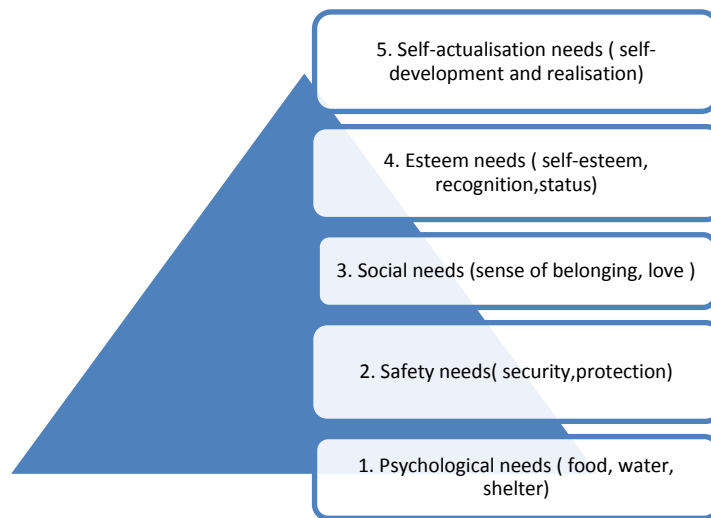
Marketing is all around us. Even when people share their shopping experiences, they indirectly market the product or service. For the most part, marketing deals with customers which are an important element in the system; the customers decide what they want or need. Through marketing, companies aim to attract new customers by promising superior value and to maintain current ones and further develop one's clientele by delivering customer satisfaction (Kotler et al. 2008).

The objective of any company is to satisfy the needs, wants and demands of its customers. These needs can be created by culture or individual personalities. Demand is created when people want to consume and want products or services that will bring value for their money (Kotler et al., 2008 p.8-9). Fashion marketing, however is considered to be different since the fashion trends changes by season, therefore companies need to be able to answer the needs of consumers quickly and regardless the time constraints; the movement from catwalk to high street stores needs to be fast (Bohdanowicz and Clamp 1994).

Marketplaces vary; therefore it is not possible to attract all consumers the same way. By segmenting the markets, (companies separate large markets into smaller segments,) they can more easily identify the needs of their target customers (Kotler et al., 2008 p.410). Targeting allows the company to identify its target groups that share common needs or characteristics which the company decides to serve (Kotler et al.2008 p.424). Fashion clothing industries seem to be more female target, however due to increasing amount of men consumers, companies are trying to target products more unisex( Rigby 2011). Positioning however demonstrates how customers establish brands within the market. It differentiates the company or brand from the competitors so that the target group will see its value. Positioning defines the image and brand of a company so that consumers in the target segment will recognise where the company stands among its competitors (Evans et al., 1996).



People have conscious and unconscious needs which advertising might bring out. Consumption of a good or service can help satisfy cognitive needs, by re-enforcing values and personal goals (Evans et al., 1996). The diagram below is known as *Maslow's hierarchy of needs* which demonstrates that human needs are arranged in a hierarchy from most to least influencing need. People will try to satisfy the most important need first from bottom to top (Bohdanowicz and Clamp, 1994).



### 3. The media in Finland

According to Jyrkiainen(2008) there are around 5.3million people of living in Finland and around 2.46million households. The country has two official languages Finnish and Swedish, where Swedish speaking are around 5.4% of the population. The share of mass media of GDP is around 2.5per cent, which is affected by the things mentioned above along with social, political and economic factors. According to Statistics Finland(2007) the value of mass media grew by five per cent in 2007 , internet and television being the main drivers, however traditional media still remains as main interest of public. Traditional media, which is considered to be print media, radio, television, cinema and telecommunications, is very popular in Finland. The studies show that newspapers bring the biggest media created economic volume to the country. Finland has a few nationwide newspapers and many local and regional daily published. The newspaper industry is very

big in Finland, and the advertising revenues and mass media turnover seems to enhance the Finnish economy. According to Jyrkiäinen (2008) 80 per cent subscribe to magazines rather than buy an individual newspaper. Online newspapers and social media are also becoming more popular, and survey about the use of internet show that people search for information about goods and services online, and purchase them there. The Ministry of transport and communication and also Finnish Communications Regulatory Authority (FICORA) monitors that the content of the media is appropriate and not offensive (Jyrkiäinen 2008).

### **3.1 Advertising**

Advertising is considered to be a non-personal tool to inform the mass group of people about a product or service. There are different kind of media types such as newspapers, television, radio, magazines direct mail, outdoor advertising, directories and the internet. Newspaper, television, radio and magazines are seemed to have the high-impact on consumers. The use of internet and social media is growing all the time; thereby it is seen as the fastest developing premium. The advertising- effectiveness can be measured directly by observing sales volumes during campaigns or indirectly by conducting surveys (Rix 2007). In Finland the newspapers, TV and magazines are studied to have the biggest influence on consumer buying behaviour (Anon.2008). Studies show that consumers are more enthusiastic to buy products which are ethically manufactured. States have their regulatory systems and advertising companies should try to enhance the ethical, positive and truthful image of a product or service (Snyder 2011). Over the years there have been accusations towards fashion clothing companies and the way editing their adverts. They seem to use more and more programs to make the already skinny models to look even thinner. They may give an unrealistic image for the female consumers, therefore consumers should be informed about airbrushing of images to avoid delivering wrong kind of message to young consumers. Children should not be exposed to this and the advertising companies are expected to follow codes of conduct (Topping 2010).

### **3.2 Marketing mix**

Companies create marketing strategies to find the right customers and to best way to create value for them. The “four Ps”, product, price, place and promotion are considered to be the main marketing mix tools to implement marketing strategies.

Companies must first create a product or service and then determine the required sale price in order to gain profit. They must then find the most effective method of communicating this information to reach their desired market so that the offering is available for purchase in a specific place. Advertising is usually used by companies to inform a larger audience about the product or service (Kotler et al. 2010).

### **3.3 Promotional mix**

According to Kotler et al.(2010) advertising is part of promotional mix which also consists of public relations, direct marketing, sales promotion and personal selling. Advertising and public relations are mass-promotion tools which are used by companies to inform consumers about a new product or service whereas others mentioned have a more personal and direct way of communicating. Companies use paid media to inform, persuade and remind consumers. When firms create their promotional mix they can choose from two strategies: push or pull strategy. Through push strategy the companies are ‘pushing’ their product forward through distribution channels towards e.g. wholesalers and retailers. The main emphasis on the promotional mix is usually sales promotion and personal selling. Pull strategy tries to influence the consumers and thereby increase the demand. Advertising and sales promotion have greater emphasis on the pull strategy. According to the standards of Finnish Consumer Agency, advert should clearly demonstrate who the advertiser is and also follow the codes of good practice (Consumer Agency 2011).

## **4. Advertising in the fashion industry**

Consumers are following fashion trends and the media delivers the message. Studies show that perception and image enhances the female buying behaviour. The impact of fashion clothing advertising has been directed to women, however women feel pressured by the ‘size six’ image advertisers put forth. As men are becoming more and more effeminate, and therefore more and more out from their traditional market, an increasing amount of adverts are directed towards men. Due to the changes in culture and attitudes, the media is promoting more metrosexual image which aims to satisfy both the need of men and women. There have been debates about whether the media plays a role in the spreading of fashion and the acceptance of current trends, however studies show that consumers adopt the image that the media provides. It has been stated that female consumers read more fashion magazines than men and are more likely to do ‘window shopping’ and buy from

the same place they originally found satisfactorily fitted clothing. Research shows that many consumers are more likely to be loyal to brands and retailers that provide the 'perfect fit' (Peageyi 2011). Colour in adverts is also considered to attract consumers; fashion trends and seasons might have specific colour references, therefore some colours attract consumers in different season than others( Solomon et al. 2002).

Branding helps to identify the product and can also help to distinguish it from other products such as designer labels. Companies find it easier to manage their market with branding since the consumer is more likely to recognise the product when it has been advertised. Advertising promotes the brand name (Rix 2007 p.272). Brands help to identify our culture, social status and also shape our lives. Studies show that brands can bring an emotional connection between people (Kornberger 2010). Consumers may choose a specific brand because its image or to enhance their own image( Solomon at al. 2002). Celebrity endorsement has been noticed to be a successful tool to promote brands. A consumer wants to copy the role of a celebrity and therefore by purchasing more expensive brands, the meaning of the product increases (Carroll 2008).

Especially in the fashion industry, it is extremely important to acknowledge how people process information and how they act upon it. Memory plays a vital role in consumer behaviour, therefore marketing and advertising are used as tools to tell the consumer what they want and need. For example, by exposing consumers to repetition and to images of products, it increases the likelihood of buying (Jansson- Boyd 2010). Cultural gatekeepers such as the editors in women's magazines play a huge rule since they decide what will be presented (Solomon et al. 2002). It is also possible that advertising pushes the economy forward. It helps to sustain the economy and create employment since it increases demand and encourages people to buy. The economic situation of a country influences the amount companies invest in advertising and how much money people are willing to spend (Frith and Mueller 2010).

Sutherland(2008) states that that television adverts usually tend to have more of consumers attention since not only we hear what the advertiser has to say, we also see what we can get. The more aware we are of a need, the more focused we are. People are more likely to look through magazines if they are looking for something. However Rigby (2011) argues that the environment of advertising is changing through digital retailing. People tend to use the internet more and purchase online. Digital retailing seems to be convenient and

therefore it can almost jeopardise the future of retail shops. Companies however can try to attract customers directly through coupons and discounts whereas advertising is used mainly to attract the mass-market.

#### **4.1 Fashion and the female consumer**

Fashion can be clothing, art, music or anything which is popular among a large group of people. It means that new styles and visions are being accepted by reference groups which share the positive feeling about it. Fashion trends move quickly across the world and therefore it has been noticed to carry a collective behaviour. Consumers can adopt fashion changes through similar people, which are known as opinion leaders, or, for example, through mass-communication channels such as music television which highlights current trends. Companies are pushing their brands forward by inserting their brand name on all products (Solomon et al., 2002). Finnish youngsters are more and more becoming fashion conscious and they create their own styles by travelling and adapting influences from different cultures (Kaskinen 2008).

Women's fashion is a global industry with \$47 billion in annual sales. Female consumers act as the gatekeepers and have strong purchasing power, especially when studies show that women need clothes for different situations which increase demand. The clothes reflect many personal issues such as age and style. The untruthful message the advertisers give about female body's and the idea that everyone should be thin, affect women's behaviour and therefore due to the pressure of looking like the models in adverts, women today take more care of themselves. Women go shopping for something they need or shop without any particular product in mind (Silverstein and Sayer 2009a p .164-165), Silverstein and Sayer (2009b) criticise that many marketers still do not recognise the importance of targeting women. Many companies are not making adequate market research on the female market and they are targeting women based on assumptions of what they think they want. Companies often market small sized clothing for women based on the assumption that is what women want.

## **5. What is Consumer Behaviour?**

Consumers do not always know what they want. They have unconscious needs therefore the advertisers are trying to make them want something they don't necessarily need (Graves 2010). Consumer behaviour studies the processes when individuals or groups select, purchase, use or dispose of products, services, ideas or experiences to satisfy needs and desires. Consumers vary from different age groups, therefore it is important to have a wide range of products or services to satisfy various needs of consumers (Solomon et al. 2002). Things such as store music and mood have impact on buying behaviour. The price is also seen to demonstrate the value of products; the belief of price-quality relationship states that high price means better quality. Consumers might consider price as the only determining factor influencing their buying decision (Solomon et al. 2002). Studies show that consumer buying behaviour is emotional or even irrational; however people seem to think that what we possess shows our personalities (Anon.2011). Consumer behaviour seems to be affected by three different kinds of factors: social, cultural and personal. There are many factors that work under these three categories which will be discussed in this section (Kotler et al. 2009, p.160).

### **5.1 Cultural factors**

Culture widely affects consumer behaviour, therefore it is very important to understand the meaning of it. According to Solomon et al. (2002 p.442) culture is defined as a shared memory of society with a combination of mutual meanings, rituals, norms and traditions. Another definition for culture is that it is learned beliefs and values, things that people have learned rather than been born with. Music, art, literature and clothing are examples of things that differentiate cultures from one another. Fashion is a very important aspect of culture and is shaped by religion, ethnicity and occupation which thereby affect consumer behaviour and the way people dress (Bohdanowicz and Clamp 1996 p. 23-24). Cultures are different since some are more collectivist and others individualist. This means that some people are more enthusiastic about following a mass-group of people, whereas individualists tend to have their own personal goals (Solomon et al. 2002). Studies show that Finland is seen to be individualistic and egalitarian since it gives freedom to its citizens and does not pressure them to act in certain way. The free market economy can be seen on the Finnish culture which allows multinational enterprises to enter the markets more easily (Tienari et al. 2009).

## 5.2 Social Factors

In addition to cultural influences, families, statuses and our social roles impact on consumer behaviour. According to Kotler et al. (2009) these reference groups have either a direct or indirect influence on the individuals' decisions. Family has the biggest influence on consumer behaviour, therefore it is the most important primary reference group. Statutes and social roles also tend to influence buying behaviour as there is an assumption that one will behave in a way that conforms to one's *role*. These roles carry a *status* which reflects e.g. a job title; a director is more likely to spend more than an assistant. People choose products which might enhance their roles and statuses; therefore this also drives the fashion (Solomon et al. 2002 p.490).

According to Kotler et al. (2009 p.162) the reference groups that have a direct influence on an individual are called *membership groups*. These can be categorised into primary and secondary groups where the primary groups are people that the person interacts with on a regular basis and the secondary groups include religious and professional groups. These reference groups can influence consumers in three ways: by exposing the individual into new styles and behaviours, affecting attitudes and self-image, or they create pressure which might affect product or brand choices.

Widing et al. (2003 p.223) however argues that reference groups can differ through the *formality* or *informality*. In formal groups the 'member' is expected to act in a specific way whereas in informal groups a person has more freedom and is not guided too much by the group. The influence of reference groups does not influence on consumer behaviour as much as the actual need. People buy things because of need, but occasionally the reference groups might have impact on what to buy.

## 5.3 Personal factors

### Age

Age often determines our preferences regarding fashion clothes. The differences of fashion clothing attachment vary and therefore younger people are more likely to buy than older (O'Cass 2000). As people grow old their needs and preferences change. This means that companies advertise differently to various age groups. An elderly woman might not want to buy the same styled clothes as teenagers. Teenagers tend to show their personality more, therefore the needs vary (Solomon 2002). The future decision makers, the so called Generation X which are people in their twenties are more focused on fashion and popular

culture. These people are more likely to know what brand or product they want before entering the shop (Parks 1997). The baby boomers (people born after the Second World War) spend more money on food, clothes and household products than people born before them. The marketers are however more focused on Generation X since they are more likely to spend more money on products (Solomon et al.2002 p. 415). A study made about women at the age of 30-59 shows that women are more attracted on adverts where models are closer to their own age. Studies show that consumer identity however is considered to evolve with age since young people; aged 16-19 are seen to have different meaning of money than older people (Autio 2004).

### **Family life cycle**

In addition to age, Kotler et al. (2009) note that the consumption is formed through the family life cycle. Different kind of meaningful life events such as marriage, divorce and childbirth and illness may affect consumer behaviour. Widing et al ( 2003 p. 117) however critics the fact that it does not take into account the changing factors which might occur e.g divorces yet it has seemed to be useful for marketers.

### **Gender and stereotypes**

Many people confuse the meaning of 'sex' and gender. Sex is biologically determined and gender is culturally determined; one can be either masculine or feminine (Frith and Mueller 2010).

According to Barletta (2006) women are the most powerful and biggest consumers today. The concept of women has changed over time. Today's women are educated, powerful and sometimes earning even more than men and marketers are starting to see this. According to Statistics Finland(2010) the income levels of women and men is very similar(Appendix B). Word of mouth is a powerful tool since ladies tend to exchange information about their lives more frequently than men. Women share information where as men tend to keep it to themselves. The word-of mouth marketing has become a big tool amongst this target group.

According to Frith and Mueller(2010) over the years there have been critics and studies about the images of women in advertising. Criticism falls into three main categories which are: the stereotyping of women into passive and less powerful players in society, the portrayal of women as sexual objects in ads, and the cumulative effect of these portrayals



on women's self-esteem. Stereotyping starts from very early age; girls wear bright colours and boys darker. In commercials men are the wilder ones riding bikes and cars whereas the women are made to look that they only perceive the beauty. The media might give unrealistic self-images to young girls, and it seems like nowadays media is forcing children to grow quicker than they should. Advertisers are using women's bodies to sell almost anything which means that the most women are used as sexual objects. As mentioned before, there are organisations which restrict and regulate the acceptance of nudity in commercials. The acceptance of nudity however varies by culture, and occasionally the Europeans and Americans are more tolerant and easy going towards it (Frith and Mueller, 2010). Camphorn (2011) also seems to think that there are differences between women and men from the early ages, however he states that around 80 % of adverts are targeted to both female and male consumer. Studies however show that women have better memory and therefore register brands better.

### **Social class**

Social class can be determined by income, education and occupational levels of a country. These variables have a great meaning on consumer behaviour especially when income levels vary which effect on the level of consumption. People also show their social class and status through apparel. People with a higher job title are more likely to consume more and purchase branded items (Widing et al 2003 p. 234). Social class is considered to affect taste, lifestyles and consumption, therefore people in the same social class are considered to have same preferences and equal role in the society (Solomon et al.2002).

### **6. Perception**

Perception is a process by which consumers interpret the meaning (subconsciously) of their sensations. This means that their sensations are derived from our five senses. Solomon et al.(2002 p.36-51) have explored this more detailed and explored that consumers trust their senses, however different people interpret stimuli's differently therefore the meaning varies as well. The overview of the perceptual process help to identify how the perception process works and it is quiet straightforward (Appendix C). The awareness of perception process can help implementing store, brand and product images and positioning (Bohdanowicz and Clamp 1994).

## 7. Consumer Decision making

Consumers purchase products or services which they necessarily do not need. However when the actual need arises, the consumer goes through a process before making the buying decision. Problem recognition, information search, evaluation of alternatives and product choice are steps recognised for this process (Solomon et al.2002). Studies show that the clothes increase the feeling of belonging to a society and impacts purchasing behaviour. The bigger the fashion involvement in a society is the more people buy clothes (O’Cass 2000).

### 7.1 Problem recognition

This occurs when a consumer notice that a need has become dissatisfied. Problem can arise either through *need recognition* or *opportunity recognition*; when a person is for example running out of something needed or a need is dissatisfied, the consumers *actual state* moves downward, however when a consumer sees the possible *opportunity* to purchase something new or better the *ideal state* moves upward. Marketers use either primary demand, which encourages a consumer to buy any brand, or secondary demand where consumers are to purchase a specific brand. Companies try to differentiate their products and services over competitors (Solomon et al. 2002 p. 239-240).

### 7.2 Information search

This is the process when a consumer starts to look information about the product or service. This can be identified as the *pre-purchase search* since the consumers has already identified to problem which is tries to resolve. The consumers’ on-going search helps marketers to capture their attention. Consumers are exposed to advertising incidentally or deliberately, depending on the motivation to search information (Solomon et al.2002 p. 241).

### 7.3 Evaluation of alternatives

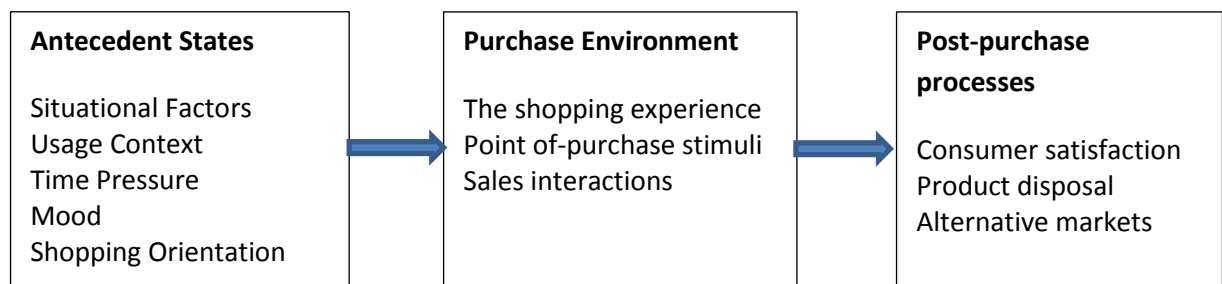
Consumers must choose which product or service they decide to purchase. The evaluation of alternatives is processed through identifying the *evoked set* which are products our memory has registered, *inert set* which are the alternatives consumer are aware of but for some reason do not consider buying which can be characterised as *inert set*; product that are not considered to be purchased at all ( Solomon et al 2002).

### 7.4 Product Choice

Consumers have to consider and evaluate which satisfies their need the best. The market beliefs of consumers are that they might get better value for their money from certain shops or brands. Choosing the product requires usually evaluating the alternatives, however this can be influenced by previous shopping experiences, beliefs of the product that advertisers have put forth and information given about it. People tend to think that higher price means better value and quality (Solomon et al.2002).

### 7.5 Purchase decision

Factors such as mood, behavioural and perceptual affect consumer state of mind the volume of buying. The shopping experience influences on consumer satisfaction and how we use the product. A satisfied client is more likely to purchase again. The below shows the issues related to purchase and post-purchase activities ( Solomon et al. p.269 figure 9.1)



## Chapter Three

### 8. Research Methodology

This dissertation consists of theories of marketing, advertising and consumer behaviour. The studies have been carried out by using a wide range of academic resources such as articles, books, journals and websites to gain an insight of the topic which will help when analysing the collected data. In chapter two we have revealed what we already know about fashion clothing advertising and consumer behaviour in Finland, therefore the next phase is to explore the research methodology. Research methods are important for researchers, thus knowing how to use them is equally as important as knowing when to use them (Moore 2000). This research aims provide understanding for consumer behaviour, therefore study can be considered to be explanatory (Collis and Hussey 2003).

#### 8.1 Research methods and strategy

In this study, both primary and secondary research will be used. Primary research is an efficient way to find directly information about the research topic and can be considered to be reliable since it is possible to collect responses from the wanted target group. It offers new data and is specifically collected to achieve the aims and objectives of the research topic. Secondary research is also considered to be valuable as they give a better insight what is already known about the topic and also helps to explore the subject more in depth (Walliman 2001). Primary research includes correspondence with H&M Kamp Galleria Sales Advisor, Salina Tyynela, as well as descriptive online survey, where the key is to find out H&Ms customers opinions about advertising and factors influencing buying decision.

#### *Online survey*

It seems that primary research has not been administrated in Finland about the topic chosen which makes the nature of this research important and fairly difficult, therefore both quantitative and qualitative research will be used. The aim of quantitative research is to observe variables and to test hypotheses; therefore a survey will be implemented. Surveys are good in evaluating effectiveness and also influences on consumers behaviour. Online survey is considered to be the best way to collect data for this study, since the sample to be

studied is in Finland, therefore online surveys are easy to administer and not affected by geographical matters such as location of the researcher (Moore 2000).

Sampling is an important feature for all research. It makes the task possible and produces more accurate results. It is easier to study a sampler rather than the whole population, therefore this study is limited to research Finnish women at the age of 16 to 35 and above. In order to receive accurate answers it is crucial that the research has been administrated to more than thirty people, otherwise the results would be limited (Bouma and Atkinson 1995). As time and location is considered to be one of the limitations to conduct this research, the main tool to gather data will be an online survey by purposive sampling, which is a type of non-probability sampling. Purposive sampling is used when working with a smaller sample size and when samples want to fit into specific characteristics. Purposive sampling can provide a reliable cross- section of age groups, however there is a chance that when selecting the sample subconsciously bias might occur (Gray 2009).

Survey will include closed ended as well as open ended questions in order to receive more data. Close ended questions are easiest to answer, since the respondent is been given an opportunity to choose between different alternatives. Close ended questions are easy to analyse, however open ended questions provide wider information about the attitudes and beliefs of respondents (Moore 2000). Surveys can be repeated in the future and they contribute and may ease further research (Baxter et al.2006). Unfortunately surveys have disadvantages such as the data only provides a brief insight to the topic; if observed samples for a longer period of time the data would be more reliable and changes in consumer behaviour would be better observed. Also as the survey is in English, language is considered to be one of the limitations; a risk that people do not understand the questions as planned, therefore in the designing process such matters must be considered. Surveys must be easy to understand and objective. Another disadvantage of surveys is that people tend to fill them quickly, therefore bias might occur. Researcher needs to keep in mind that response rate bias might as well occur since the researcher needs to rely on people to complete the survey. The aim for a response rate is 70%. A good research design reduces the risk of bias and making assumptions.(Moore 2000).

Respondents will be asked about their age, income, social status and what influences mainly what they choose to buy, and their opinions about advertising effectiveness and H&M.

### ***Case Study***

Qualitative research is usually the best way to observe individual attitudes and views (Moore 2000). This study consists of a case study of Hennes&Mauritz (H&M), a Swedish clothing retailer and a semi structured interview. According to Gray (2009) a case study can be defined as empirical study that observes relationships; this study observes the relationship between H&M and its consumers. A case study can provide a good guideline for further analysis and it is seen to provide a good insight of the business operations (Moore 2000). This study uses explanatory case study since it uses the theoretical framework from chapter two to explain the current situation. Since this study uses only one case study to observe the company, the examination is holistic (Collis and Hussey 2003). This study can be considered to contribute on previous research, however further research of the company is recommended. The case study will be analysed among the online survey results to observe the company's objectives and consumers' opinion about H&M.

### ***Semi-structured telephone interview***

Interviews are a good way to find more in depth information about attitudes and processes (Gray 2009 p.370). In order to answer the research questions, a case study will be elaborated with an interview of a member of H&M staff to explore whether the advertising strategies affect consumer behaviour. As time is constraint, a semi structured telephone interview is being used to gather structured information about the company as well as information about attitudes and views to answer the research question. The interview is made through telephone to assure that the interviewee interprets the questions as they were planned. The issues faced with interviews are usually things such as confidentiality and the expectations of the interview which might influence on interviewees answers (Collis and Hussey 2003 p.168-167).

This study is considered to be reliable since the research results can be assumed to be the same if the same research would be carried out more than once. The validity of this research is significant since it discovers the current consumer behaviour patterns and also current attitudes towards H&M(Collis and Hussey 2003 p.58).

As mentioned, there are numerous limitations for this dissertation such as time and geographical issues. Further research will be required due to the level of complexity of the study. This study can be considered to be used as secondary research.

## 8.2 Data Analysis

Analysing quantitative data is different from analysing qualitative data as quantitative is mainly analysed with computers, however both of them needs to be processed and analysed to be converted into meaningful information. The main reasons to study data are to test hypotheses, examine relationships and make comparisons of the questions asked and to draw conclusions and to make recommendations (Walliman 2001). Survey data will be processed by using Excel spread sheet using statistical graphs which are implemented by using pivot tables to illustrate relationship between variables. Excel makes analysing easy, however according to Moore(2000) this involves a few stages. First needs to be checked that the responses have come through. As Bouma and Atkinson(1995) mentioned a minimum of thirty responses are considered to be necessary to make adequate comparisons. It is important to go through the survey and check that all questions have been answered, otherwise bias might be occurred. Open ended question respondents needs to be coded. Observing all the answers and identifying any similarities in answering will also help analysing the data. Survey will be analysed by Excel, therefore data needs to be input. Each response requires its own number or code in the planning phase already. Data must be cleaned; check that surveys are filled correctly and observe the frequencies. Frequencies will tell how many people gave different answers and therefore it will help to analyse better the types of people who have answered the survey, whether. Through cross-tabulations researcher will breakdown respondents by age, and socio-economic class. Through multivariate analysis it should be able to observe which individual variables affect each other (Moore 2000).

The semi-structured interview will be analysed using the theoretical framework as a basis. Depending on the results, the study might be able to show some statistical significance or patterns that consumers follow in their buying behaviour. It is possible to look at characteristics of sample and then evaluate the whole population. However as stated by Tienari et al. (2009) Finnish people are egalitarian and individualistic, therefore that statistical significance cannot be 100% accurate and is very difficult to demonstrate if the sample size is not large enough. The next chapter will explain the research results and observe similarities and differences for patterns in consumer behaviour and demographical characteristics. Advertising influence will be observed as well, however due to the limitations, a wider and more centralised research is recommend. The hypotheses are aiming to answer whether there is any relationship between variables.

## Chapter Four

### 9. A Case Study of H&M

Hennes and Mauritz AB( operating as H&M) is a Swedish retail company founded by Erling Persson in 1947. The company has a range of clothing, cosmetics, footwear and accessories for women, men, teenagers and children and currently also has its own home textile collection. The company has around 2500 stores in 43countries employing around 80 000 people and is planning to expand around the world. The stores are located in central locations to be more convenient for consumers and also to help enhance the brand image (H&M 2012).

H&M is one of the fastest growing and largest clothing retailers in the world. The core value of H&M is to *offer fashion and quality at affordable price*; therefore it reaches a wider clientele by attracting customers from different social classes. The collections vary from modern trends to cut edge styled clothing and also offer everything from every day to maternity clothes. The company can quickly answer to the needs of its clients due to its capability to answer to fast fashion needs; they deliver quickly and affordably most recent fashion trends from catwalk to stores. H&M does not own any of its factories or stores and the production has been outsourced to Asia and East Europe. There have been many questions about the working conditions in the factories, however H&M assures in its Code of Conduct that things such as health and safety, ban in child labour and good working conditions in factories are being expected to be followed by the suppliers (Hickman 2010).H&M is involved with numerous charity projects such as fashion against aid and Water Aid. H&M is adding value to quality through sustainability strategy and environmentally appropriate lines (H&M 2012).

#### **H&M advertising**

In their advertising policy, H&M states that it aims to provide a healthy and positive image in adverts and it is essential that the models put forth this image. The company however admits airbrushing and computer generating their models to make the clothes more attractive (Eriksson 2011)( Appendix D). The company has many advertising campaigns and recently they cooperated with the fashion icon Versace. By this the company is reinforcing the brand and image and also keeping customers satisfied by giving them an exclusive opportunity to buy expensive designer clothes for less.



The advertising campaigns are implemented in Sweden, however they are accommodated to suit local and regional requirements. All adverts show the price of the product and they show the current trends (H&M 2012).

### **H&M in Finland**

H&M expanded into the Finnish market in 1997 and currently it has 43 stores in the country. In 2010 sales in Finland was approximately 243 million. As well as for the Finnish customers H&M offers online shopping to Sweden, Finland, Norway, Denmark, Germany, Austria, Netherlands and the UK. Finnish customers are able to buy H&M's products from stores, catalogues and online. The company is also well established in social media such as Facebook, Twitter and Youtube (H&M 2012).

## **10. Data Presentation**

### **10.1 Interview Analysis**

An interview with H&M Sales Advisor, Ms. Salina Tynnela, was conducted on the 30<sup>th</sup> March 2012 (Appendix E). The interviewee has been working for the company over three years, therefore is an experienced employee. The findings of the interview were that H&M puts high value on advertising. Even though the company uses all possible channels to promote its products, television is considered to be the most effective advertising tool. Tram stops and magazines are also considered to attract new and existing clients for H&M; this view has been also supported by Rix (2007) who also suspects that TV, radio and magazines influence notably on consumer behaviour. As in most companies, also in Hennes&Mauritz advertising effectiveness is being measured directly by observing sales daily, this however seems to mean that advertising campaigns are measured the same way as normal sales.

As Bohdanowicz and Clamp (1994) suspects that instead of normal marketing, clothing companies use fashion marketing to promote its products since it needs to answer consumer needs quickly and by season. It can be analysed from the interview with Ms. Tynnela that H&M uses this approach. Both the case study as well as interview with Tynnela (2012) states that the company also tries to satisfy the needs and wants of its customers by offering an exclusive opportunity to purchase designer clothes more

affordably, therefore in the past the company has cooperated with celebrities such as Versace to provide this opportunity. According to Tyynela(2012) the influence of advertising has been successful and occasionally consumers even wait outside for stores to open; campaigns are being advertised before the products come to store to increase demand. This supports the findings of Solomon et al.(2002) that when consumers recognise an opportunity to purchase a product, they start to search for information about the product which can be seen as a pre-purchase decision. The interviewee also thinks that anyone living in big cities cannot avoid seeing H&M adverts, which also supports Solomon et al.(2002 p.241) argument that consumers are exposed to advertising deliberately.

H&M have had to limit the products in advertising campaigns that one client can purchase one size per item; by this the company aims to assure that it can satisfy as many needs of consumers as possible. Tyynela also states that during new launches, celebrity endorsement is been used to attract more clients. Carroll( 2008) demonstrates that consumers want to imitate the celebrity, therefore the product has a greater meaning for the consumer.

As Bohdanowicz and Clamp(1994) demonstrate that Maslow's hierarchy of need demonstrates the levels of satisfaction, it can be generalised that consumers shopping from these H&M campaigns aim to satisfy their social needs as well as esteem needs.

## **10.2 Online Survey Analysis**

The online survey was carried out through surveymonkey.com and administrated through Facebook on the 4<sup>th</sup> of April 2012. The survey consisted of ten questions which were aimed to examine things such as the main factors influencing on women's buying behaviour and main reasons shopping at H&M( Appendix F). The figures aim to answer overall the research topic and also a research question.

There were in total 58 female respondents of which the figure 1.1 shows that majority of respondents (45%) belonged to the age class of 21-25 which hold 26 responses. 21% of the respondents were at the age group of 26-30, 17% belonged to the age class of 31-35 and 12% to the age group 16-20 and only 5% responses of the age of 35+. These results were expected considering that purposive sample was used.

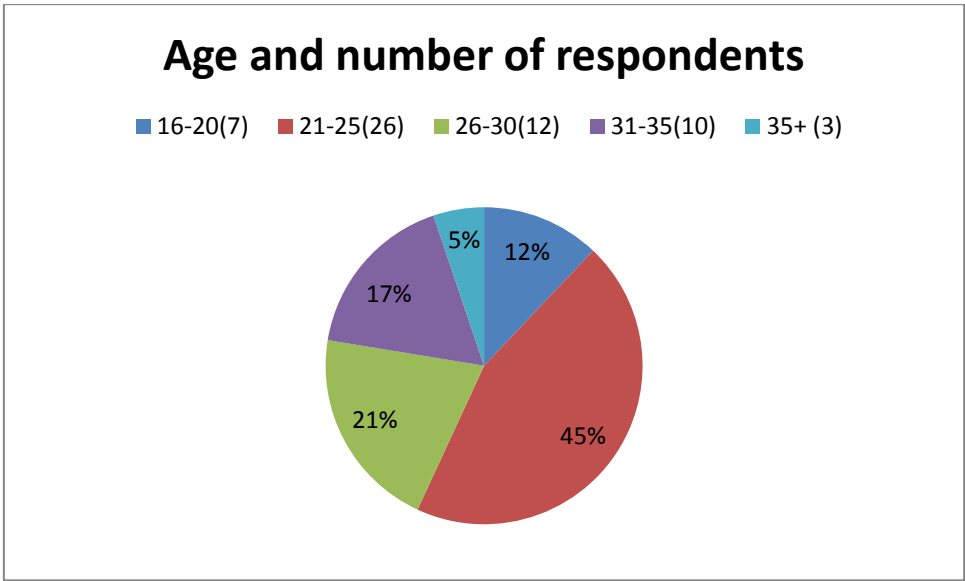


Figure 1.1 Age and number of respondents

*Hypothesis: demographic factors such as age and occupation influence consumer behaviour.*

The figure 1.2 Age and Occupation demonstrates that all of the 16-20 year-old-women are students and also most (73.10%) in the age group of 21-25. As we can see from the figure, most of the people over 26years are more likely to be in full-time work rather than students. This supports the research made by Barletta( 2006) that the role between women and men have changed and that women are more career oriented than before. This can be generalised as people in their late thirties are more likely to be in full-time work than students.

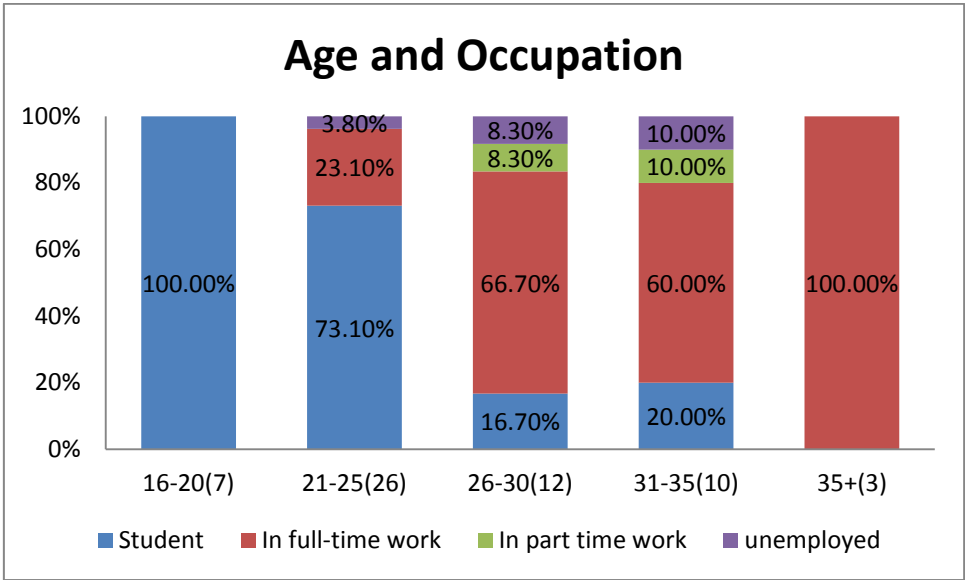
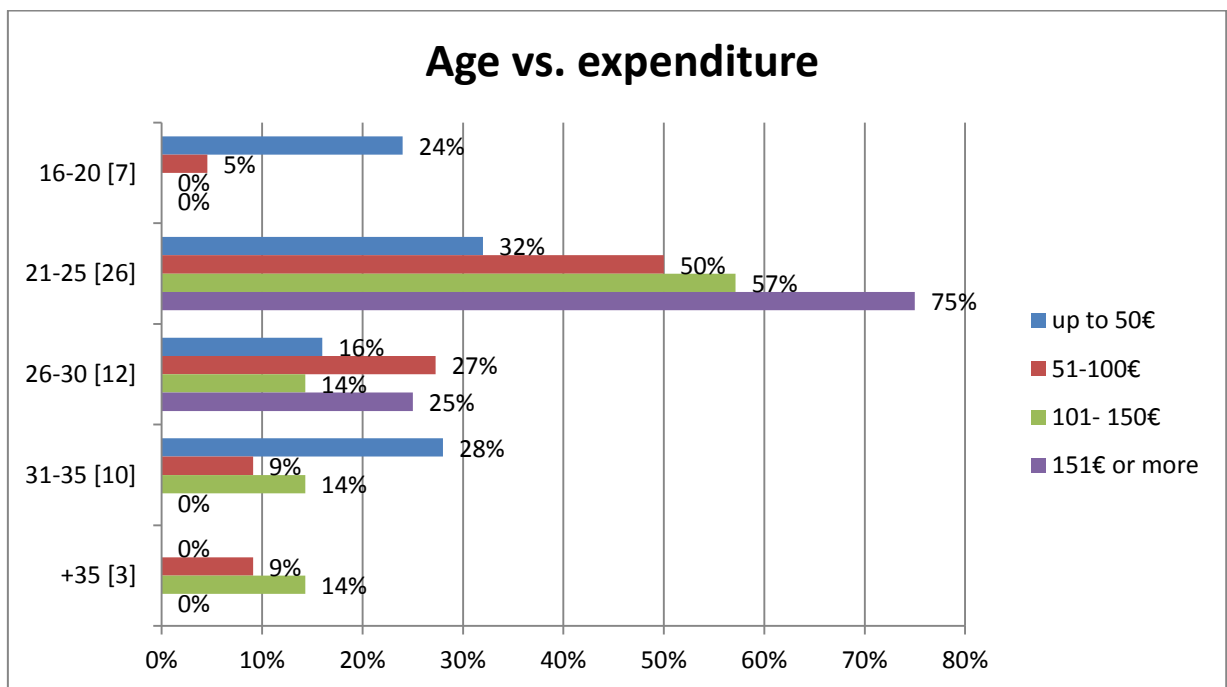


Figure 1.2 Age and Occupation

The figure *1.3 Age vs. expenditure* is interesting since it can be immediately noticed that even though most of the women that belong to the age group of 21-25 are students 75% of them spend 151€ or more in clothes per month, whereas most of 31-35-year-old spend up to 50€ despite their occupation. It could be assumed that the younger people pay more attention on their appearance, therefore the argument of Kotler et al.(2009) that states and social roles influence consumer behaviour which leads that people higher in job status spend more cannot be supported due these findings. It can be generalised that younger women follow mass group of people, therefore the consumption is higher. The theory of Auto(2004) that younger people between the ages 16-19 have different meaning of money can be supported as well.

Earlier research by Parks(1997) shows that people in their twenties are fashion oriented, it can be implied that the results demonstrate that people in ages between 16-26 have strong buying power. It can be agreed that demographic factors such as age and occupation influence buying behaviour.



*Figure 1.3 Age vs. expenditure*

When asked about shopping at H&M, all of the respondents had shopped at H&M. As the figure 1.4 columns reflect consumers views about H&M , 90% of respondents agree that the company offers low price. It can be agreed with Evans et al.(1996) that the positioning of the company has been successful since the consumers sees how the company differentiates itself from competitors by price. Over 50% of the respondents had a neutral opinion about H&M advertising giving a positive image where as 40% consider that the adverts are attracting/appealing. 30% of respondents agree that store display influence their buying decision, therefore to certain extent what consumers see and how they are displayed influence consumers as well.

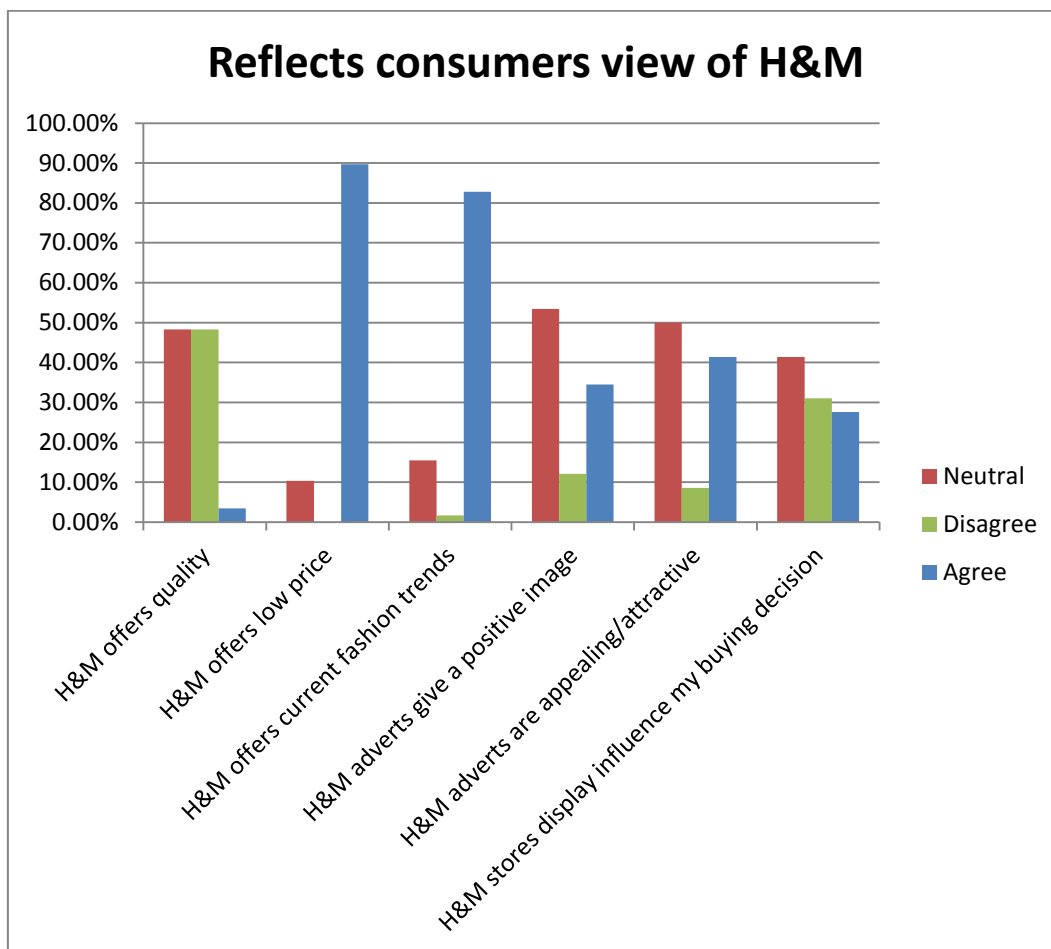
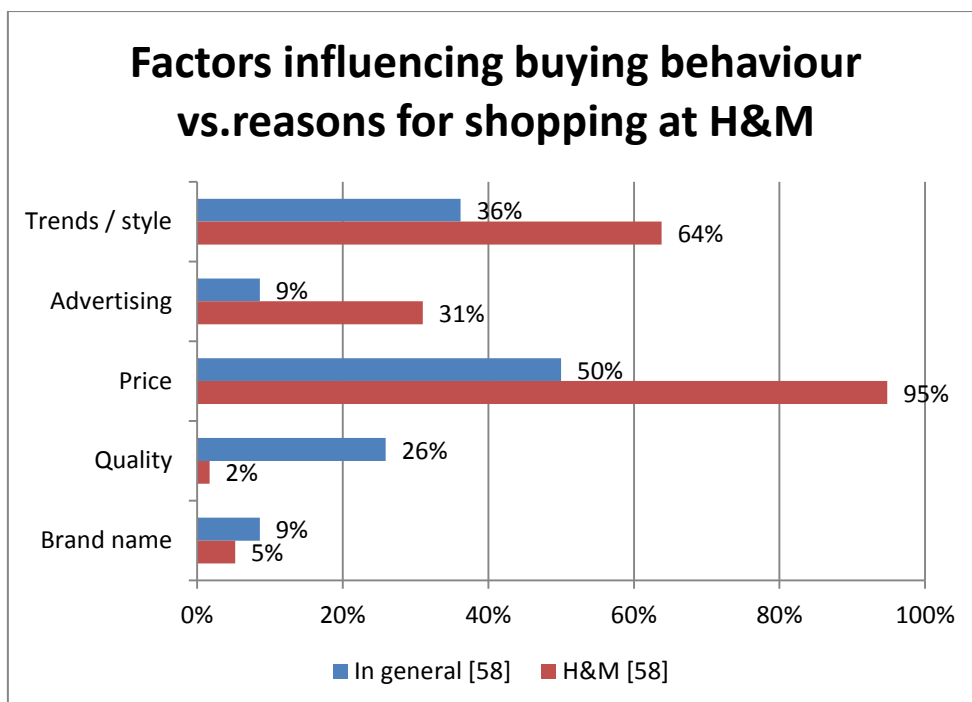


Figure 1.4 Reflects consumer views about Hennes&Mauritz

*Hypothesis: Price is the determining factor for shopping at H&M.*

The figure 1.5 factors influencing buying decision in relation to buying at H&M shows that for 50% of respondents' price is considered to be in general the most effective factor influencing buying decision and also 95% say that price is the determining factor in shopping at H&M. As stated earlier in the case study that the core value of H&M is "fashion and quality at the best price" ; in relation to price this statement seems to be fulfilled, however only 2% of the respondents have said that they have shopped at H&M because of quality. 26% say that quality influences their buying decision.

64% say that they have shopped at H&M for trends and style and 36% in general shop because of trend and style. Salina Tyynela( Appendix E) states that the company's advertising is very effective, and it seems that in relation to general advertising, H&M advertising seems to catch consumers attention, which was recognised by 31% of respondents. Branding is considered to persuade consumers to buy products, however only 9% of the respondents mentioned that brands were influencing buying behaviour. Jansson-Boyed(2010)view that through advertising companies expose consumer to repetition which raise the possibility of buying products can be supported since in general 9% say that advertising influence their buying behaviour, and 31% that advertising is a reason for shopping at H&M.



*Figure 1.5 Factors influencing buying behaviour vs. reasons for shopping at H&M.*

*Hypothesis: Online advertising is most effective advertising medium for 16-20year-old women*

When asked about what advertising channel would be the best to sell clothing products, according to the figure 1.6 the age group of 16-20 TV seems to be most effective; therefore the hypothesis cannot be supported. For 26-30 year-old magazines(31%) and TV(27%) would be most efficient way to advertise. The statement by Statistics Finland(2007) that traditional media is popular in Finland can be supported by the findings of the survey and also statement(Anon.2008) that TV and magazines have biggest influence on Finns. As most of the 35+ women were in full-time work, it can be suspected that the reason that 67% respondent thought outdoor advertising being most effective advertising medium is because often whilst travelling to work people have time to pay more attention to outdoor advertising. Ms. Tyynela stated in the interview that H&M advertises through radio, however none of the respondents considered radio being effective to advertise products. As mentioned in the case study, Finnish consumers have the opportunity to purchase H&M products online and through catalogues. The results show that 19% of 21-25year-old women and 30% of 31-35year-old consider online advertising a way to target them. It could be generalised that pull-strategy would be most effective advertising method for women of the age 16 to 35+ since it influences consumer and creates demand ( Kotler et. al 2010).

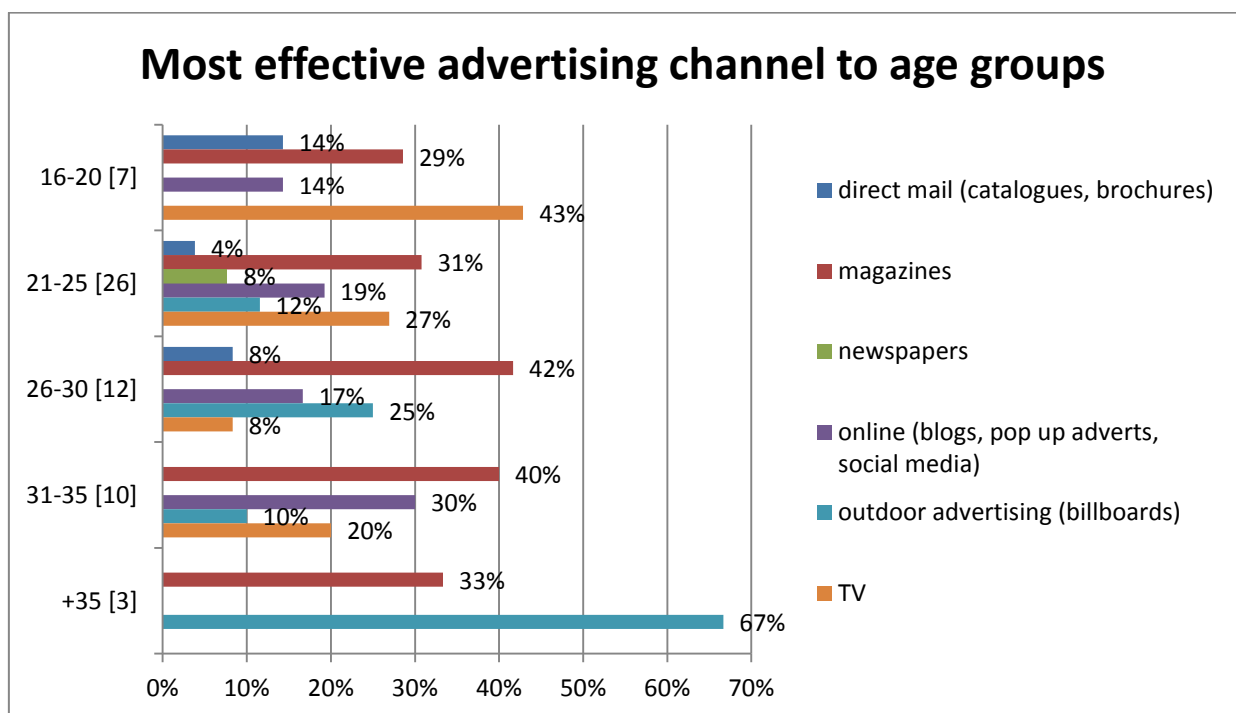
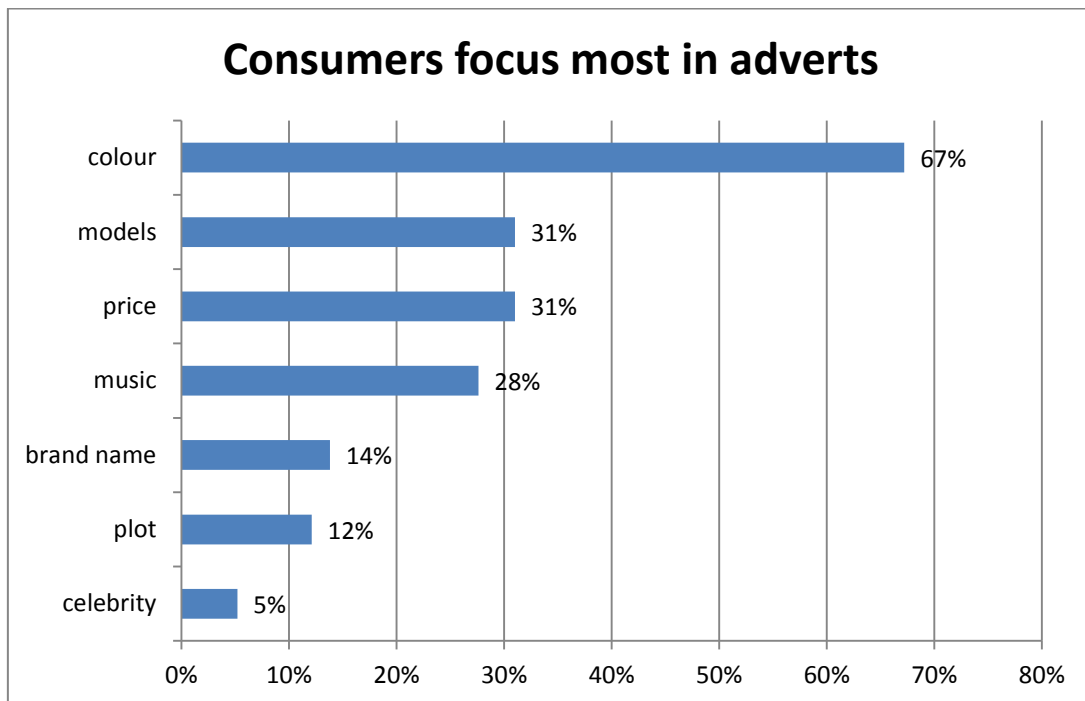


Figure 1.6 Most effective advertising channel to age groups

As the bar chart *1.7 Consumers focus most in adverts* below demonstrates that 67% of Finnish female consumers focus most in colour in adverts. Models(31%) and Price(31%) seems also to catch female consumers attention. Since 31% focus on models in adverts it is important that ethical advertising is supported, otherwise unrealistic image of female body is given to younger consumers who are fashion oriented (Snyder 2011). Solomon et al( 2002) have observed the influence of perception to consumers, therefore the studies support the vision that stimuli's such as sight and sound catches consumers attention, however further research is needed to observe the response of this.



*Figure 1.7 Consumers focus most on adverts*



## Chapter five

### 11. Conclusion

This study shows that factors such as trends, style, price and advertising influence Finnish women's consumer behaviour. Age and occupation seem as well influence on women's decision to buy. Based on the research results, women in the age class of 21-25 are, even though most of them were students, spending most on clothing products per month and are therefore considered to be conscious about their appearance. These young female consumers can therefore be considered to have strong buying power. Although, as people grow old, their needs and the meaning of money and products vary; people may prioritise things differently which might result as spending more money on household goods rather than clothes as argued by Solomon et al.(2002). Based on the observation of the H&M case study, it can be argued that the target group for H&M is women between the age group of 16 to 35+, since they offer different collections for different life situations such from modern and classic outfits to maternity clothing (H&M 2012).

Consumers are exposed to thousands of adverts daily. It seems almost inevitable to avoid seeing or hearing any promotional marketing of a product or service. Based on the theory and research of this study, it can be analysed that advertising influences consumer behaviour by making people buy more. The findings from the interview with H&M representative were that advertising creates a want for products. Women have recognised that advertising channels such as TV, magazines and outdoor advertising are good ways to promote new or existing products and also catch the attention of the consumer. Respondents do see value as well on online advertising. Study supports Solomon et al. (2002) statement that consumers seek for information which makes marketing products easier and successful. Thus, people that recognise adverts and brand might consider purchasing a product more than a person that is being unconsciously exposed to advertising.

As the survey results states that things such as colour, models and music catches the most women's attention in adverts. One may argue that women focus on models on adverts because they want to perceive the same beauty as they see. It could be recommended that companies such as H&M should focus on visual advertising rather than radio advertising. The famous saying;'' what you see is what you get'', is not always correct when it comes

to advertising, however this assumption may help consumers to be more decisive on their purchasing decision.

It would be recommended for companies to overview the perception process to understand how people adopt information from their stimuli's (Appendix C). As research results showed that 31% of respondents thought that H&M advertising encourages shopping. This can be analysed as advertising being successful since all of the survey respondents were familiar of Hennes&Mauritz and have shopped there. In the case study of H&M only 2% respondent that quality is a reason for shopping at H&M. However as 95% shop at H&M because of price, it could be questioned whether quality is important for consumers after all.

This research project was chosen by the author because of personal interest in consumer behaviour and advertising. Fashion was chosen as a subject area as it changes very quickly and it is interesting to observe how the fashion patterns move rapidly across nations. This study has influenced the author's life personally and helped to look fashion and consumer behaviour from different aspects and also given more confidence in writing and analysing. Comparing the different variables during the research analysis process was very interesting and despite that excel was used and no statistical significances were discover, the author believes that this study has given a quite wide and detail insight of current consumer patterns. Consumer behaviour is however a very complex study since most part it is about evaluating psychological meaning of products for consumers, which may change by age.

The research topic can be considered to be a very wide subject area as it includes major research areas; advertising, consumer behaviour, fashion and women. The decision to narrow the topic down and focus on Finland was because it was author's home country and therefore the author considered to already have a vision of the consumer patterns in this cultural society. This study can be implemented again and it would be recommended to choose a bigger size of sample and analyse it, and if possible, with computer programmes that may choose relationship between two or more variables more clearly. SPSS is recommended.

Considering the geographical limitation which was due to the location of the author, the online survey resulted to be quite useful tool to analyse the consumer behaviour of women and surprisingly many responses were received in a short period of time.

### **Recommendations for further research**

As the sample size was not large enough and no exact numerical data was used, it was not possible to do any statistical significance. It would be recommended to collect a larger size of sample to observe more accurately the correlation between different variables. There will always be a demand for further studies about consumer behaviour and advertising, since people's attitudes, views and opinions change as they grow old. It would also be very interesting to observe a group of people from different age groups for a long period of time, to see whether advertising influence them the same way as ageing or do the values stay the same as they might be created by a society.

For further study it could be useful to observe also the whether positive or negative advertising has different influence on consumer behaviour. Since the topic is quite broad, it could be recommended to make further surveys and group interviews as well to make a comprehensive analysis of the topic. In general, the author believes that this study has contributed on analysing the influence of advertising on female consumer behaviour and can be used as secondary research in further studies.

To conclude this study, factors such as age and occupation seem to have a significant influence on buying behaviour. The media is seen to have an impact on consumer behaviour and trigger female consumers to buy and also influences where they decide to buy. Fashion will always be interesting topic amongst women, especially when fashion trends change quite often and people's attitudes towards trends and style change within. Therefore the future of H&M looks promising and the company recognises this as well in its expansion strategy (H&M 2012).

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## 13. Appendices

### Appendix A

The below shows the number of Hennes&Mauritz stores around the world in 2011.

## STORES AROUND THE WORLD

Romania, Croatia, Singapore, Morocco\* and Jordan\* new markets in 2011.

Country	Stores**	Country	Stores**	Country	Stores**
Germany	377	Denmark	87	Franchise***	50
France	151	Italy	72	Czech Republic	22
USA	208	Belgium	64	Greece	18
UK	192	Canada	55	Slovenia	11
Sweden	168	Poland	76	Ireland	12
Netherlands	112	Finland	43	Luxembourg	10
Switzerland	75	China	47	Hungary	15
Spain	122	Japan	10	South Korea	2
Norway	101	Portugal	21	Slovakia	7
Austria	66	Russia	11	Turkey	1

\* Morocco and Jordan through franchise.

\*\* As per 30 November, 2010, including H&M, COS, Monki, Weekday and Cheap Monday. Markets appear in order by the size of sales including VAT.

\*\*\* United Arab Emirates, Kuwait, Qatar, Egypt, Saudi Arabia, Bahrain, Oman, Lebanon and Israel.

Source: H&M(2011) About H&M[online]. [Accessed 26<sup>th</sup> March 2012]

Available at: <<http://www.hm.com>>.

### Appendix B

The list below demonstrate income brackets in Finland in 2010. It shows the average income for women and men.

Income bracket, €	Income recipients			Income	Taxes	Taxes as % of income
	Males	Females	Total			
	1,000		%	%	%	%
– 4 999	236	238	10.5	0.8	0.1	3.5
5 000 – 9 999	225	322	12.2	3.7	1.1	6.8
10 000 – 14 999	239	398	14.1	6.9	3.1	10.0
15 000 – 19 999	218	288	11.2	7.7	5.3	15.1
20 000 – 24 999	201	264	10.3	9.1	7.0	16.9
25 000 – 29 999	207	263	10.4	11.2	9.4	18.4
30 000 – 39 999	358	317	15.0	20.2	19.8	21.5
40 000 – 49 999	209	122	7.3	12.3	14.6	25.1
50 000 – 59 999	116	52	3.7	7.3	10.1	27.8
60 000 – 79 999	97	37	3.0	7.9	10.9	30.2
80 000 – 99 999	36	12	1.1	3.7	5.6	33.2
100 000 –	42	11	1.1	8.1	12.9	35.1
<b>Total</b>	<b>2,185</b>	<b>2,324</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>21.9</b>

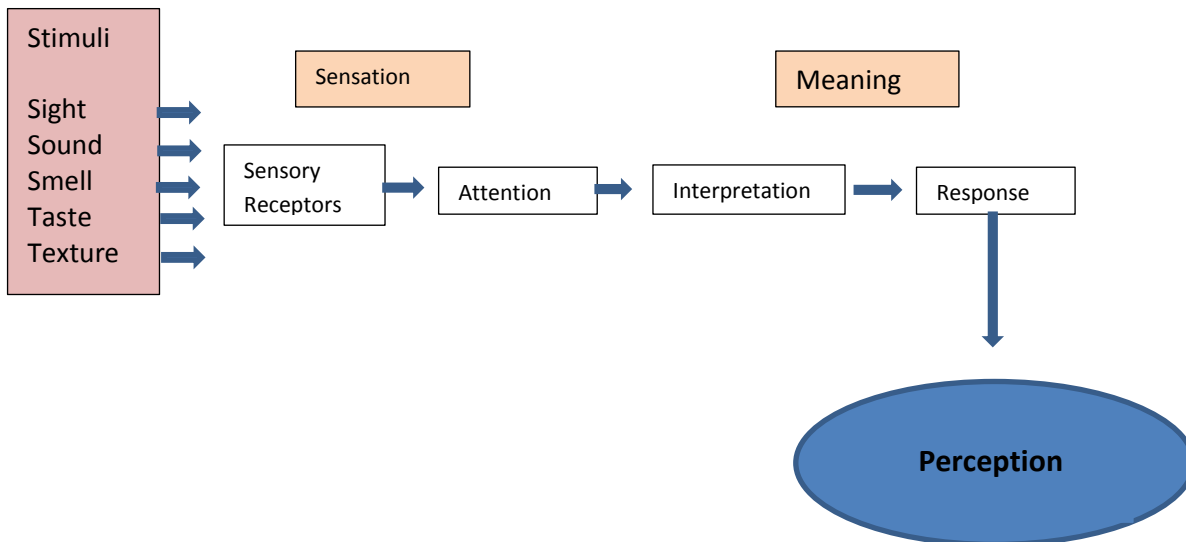
The average income in 2010 was €25 649 per income recipient, €29 711 for males and €21 837 for females. Source: Statistics Finland( STAT) (2010) Income Recipients by Income Bracket, 2010 [online].

[Accessed 10<sup>th</sup> April 2012]. Available at <[http://www.stat.fi/tup/suoluk/suoluk\\_tulot\\_en.html](http://www.stat.fi/tup/suoluk/suoluk_tulot_en.html)>.



## Appendix C

The Perceptual process observed by Solomon et al.(2002 p.36) is demonstrated below.



## Appendix D

H&M has been open about airbrushing their models to make the products more appealing. As it can be noticed, the models carry the same body with different face.



Source: Martinson J.( 2011) The fashion industry should not be allowed to sell us fake women's bodies[online]. [Accessed 29<sup>th</sup> March 2012]. Available at : <<http://www.guardian.co.uk/theguardian/shortcuts/2011/dec/07/fashion-industry-fake-women-bodies>>.

## Appendix E

### Interview with H&M staff member Salina Tyynela

Name: Ms. Salina Tyynela

Organisation: Hennes& Mauritz

Job Title: Sales Advisor

Workplace: Kamp Galleria Helsinki

Date: 30<sup>th</sup> March 2012

Time: 16:00-16.45

**1. How long have you worked at H&M?**

I have worked at H&M since 2009.

**2. Tell me something about your job?**

It is very busy and exhausting to work at the store. Even though shifts change very often, it is always busy and it is very demanding physically to leave everything unfinished, especially to a person like me who would like to see a clean store once in a while.

**3. What are H&Ms views regarding advertising?**

H&M put a lot of effort on advertising. All staff must be aware of advertising campaigns which are mainly on TV and also about all changing campaigns that are within different stores. As many companies, so does H&M follow the ethical codes of conduct in its advertising.

**4. What advertising channels does H&M use to promote its products? Why?**

H&M uses all possible channels to promote its products. There are big billboards that are the size of a shopping centre wall, TV, most popular magazines, tram stops and radio channels. I don't think that anyone living in big cities can avoid seeing our adverts. By advertising we are trying to inform our current customers and also attract new ones.

**5. Which advertising channel is considered to be the most effective? Why?**

I would say that TV. Finns are very keen TV watchers, so TV advertising through TV is considered to be effective.

**6. What sort of response does H&M get from its adverts from consumers?**

People are very interested. Advertising campaigns are administrated before the products come to stores; this way we are increasing the want for the products. There are many customers that come daily to ask whether the products have already arrived. Quite often we receive a small amount of items, which means that some people come and buy the products when we open the doors and others miss the opportunity to buy which causes resentment.

We have also increased our ethical advertising by promoting sustainability and thereby clothes made of organic cotton. We donate money to charity from some of these products and also at the till we raise money to charities.

**7. How do you measure the advertising effectiveness?**

We measure it by observing sales daily.

**8. In the past H&M has cooperated with celebrities such as Versace, how do you find consumers responding when you launch campaigns with high end fashion designers?**

It is absolutely crazy how customers react! The demand for the products has been so intense that we have limited the purchase so that one client can buy one size per item, and also have had to put some limitations for the accessories as well. On the opening gala we invite celebrities and also champagne and snacks. All employees have to dress according to the campaign. Customers also wait outside for us to open the doors so that they can come and buy the high end designer clothes.

## Appendix F

Dear Participant,

This survey is part of my dissertation for the University of Wolverhampton. This study's aim is to find out the influence of H&M's clothing advertising on women's consumer behaviour in Finland. The survey should not take more than a couple of minutes. All answers are anonymous and for academic purposes only. If you have any questions, please do not hesitate to contact me on hamed.sari@gmail.com. Thank you for your time!

**1. Please state your age.**

- 16-20    21-25    26-30    31-35    35+

**2. What is your current occupation?**

- Student     In full-time work     In part time work     Unemployed  
 Other, please specify \_\_\_\_\_

**3. What is your annual income?**

- 0- 10 000€                       10 001-20 000€                       20 001- 30 000€  
 30 001- 40 000€     40 001€ and above

**4. How much on average you spend each month on clothing items?**

- up to €50                       €51-€100                       €101-€150                       €151 euros or more

**5. Have you ever shopped at H&M stores?**

- yes     no

*If you answered yes, please go to the next question*

*If you answered no, please go to question 8*

**6. Why have you shopped at H&M stores? (Please tick two(2) )**

- price                       quality                       brand name  
 celebrity endorsement                       trends/style  
 saw something I liked in their adverts                       other, please specify \_\_\_\_\_

**7. Please tick the box that most reflects your view on H&M.**

	Agree	Neutr al	Disagre e
H&M offers quality			
H&M offers low price			
H&M offers current fashion trends/style			
H&M adverts give a positive image			
H&M adverts are appealing / attractive			
H&M stores display influence my buying decision			

**8. In your opinion, which advertising medium is the most effective to promote clothing products? (Please tick one)**

- TV                       radio                      online (blogs, pop up adverts, social media)  
 newspapers               magazines              direct mail (catalogues, brochures)  
outdoor advertising (billboards)

**9. What do you focus on most in adverts? (Please tick two (2))**

- colour   plot   models   music   price   celebrity   brand name

**10. What factors influence your buying decision? (Please tick three(3))**

- family/ friends      social status      income      price                       brand  
advertising              need/want      quality       trends/style       sale