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| **SAMPLE: Dissertation on creation of a model to understand influence of fashion blogs on consumer behavior** Conclusion and recommendations chapter:5.1 Overview of the chapter **The aim of this dissertation was to investigate the influence of fashion blogs on the pre-purchase decision-making of consumption of Scottish fashion consumers**. **The related objectives to achieve this aim were to: identify the antecedents of pre-purchase information search; critically evaluate the extent to which social media influences Scottish fashion consumers’ decision-making and ultimately the extent to which fashion blogs influence Scottish fashion consumers’ pre-purchase decision-making. The final objective of this research was to establish a model to determine the influence of Scottish fashion blogs on consumer pre-purchase decision-making behaviour.** This chapter offers conclusions on each of these objectives and considers where these fit into current literature.. It then discusses the limitations of the study, followed by suggestions for future research 5.2 To identify the antecedents of pre-purchase information search **Using the findings from the first objective as analysed in the previous chapter, it can be concluded that attitude is the most profound antecedent of predicting consumer purchase decision-making, which reinforces the Theory of Planned (TPB) in that it is one of the crucial antecedents in predicting behaviour (Ajzen, 1991).** Shim et al. (2001) emphasise the importance of search behaviour in purchasing behaviour, also finding attitude and its various attributes to be key factors in predicting such behaviour. In order of salience, consumer attitudes towards the product or brand, prior knowledge of the product, and the perceived risk of purchasing a product were found to be the most influential antecedents of consumers engaging in pre-purchase information-search behaviour. Figure X below portrays these findings in the first stage of the model developed from this research.  Figure X: Antecedents of Pre-Purchase Information Search  Pre-Purchase Information Search  Perceived Risk  Social Influenceability  Attitude  Product Knowledge  Uncertainty Avoidance  Purchase Importance  Trust  Seen on Others  WOM  Personal Desires  Personal Values 5.3 To critically evaluate the extent to which social media influences pre-purchase decision-making From the research results it can be further concluded that community and word of mouth (WOM) are the key influencing factors emerging from social media, **as focus group participants agreed** they trust information from other consumers and community members more than brands or opinion leaders**. This reinforces** Bruce & Solomon (2013) who indicated that consumers trust each other as a source of information and seek knowledge from other consumers thus empowering consumer comments online and ultimately demonstrating the power of WOM. Furthermore, information obtained from online fashion community members was held in a higher regard than WOM from individuals outside of the community, **supporting research by** Boyd et al. (2010) which concluded that community members feel connected to each other and experience a sense of belonging.  Figure Y: Influencing Factors of Social Media  Social Media Influence  eWOM  Online Communities  Trust  Trust  Group Consciousness  Responsibility to Group  Trust  Social Influenceability  Valuable Information  Brand Scepticism  Online Uncertainty  Social Influenceability 5.4 To critically evaluate the extent to which Scottish fashion blogs influence pre-purchase decision-making In relation to the findings how Scottish fashion blogs influence pre-purchase decision-making, it is concluded that establishing a relationship with a blogger is the fundamental influencing factor on pre-purchase decision-making. This variable is comprised of various concepts including relatable content on the blog; building trust in the blogger and finding the blog entertaining. Opinion leader status was not found to influence consumer behaviour in any substantial way, contrary to the existing literature on opinion leadership which suggests they have high levels of influence on consumers (Rogers & Cartano, 1962). However, Solomon and Rabolt (2004) suggested fashion opinion leaders are valued as they limit any risk of future purchases for consumers, which could be an antecedent of consumer motivation to search on fashion blogs and an area for future study. Instead, trust was found to be the key variable in determining the influence of fashion blogs on pre-purchase decision-making, with higher trust levels typically resulting in higher purchase levels of products. This supports Cheng & Fang (2015) who concluded this to be the most influential factor in considering bloggers’ opinions. These conclusions are demonstrated below in figure Z as the third and final stage of the proposed model from this research.  Figure Z: Influencing Factors of Blogs  Scottish Fashion Blog Influence  Relationships  Opinion Leadership  Trust  Personal Beliefs  Sense of Community  Relatable Content  Interaction  Entertainment  Previous Blog Experience  Sincerity  Reliable Information 5.5 To establishing a framework to determine the influence of fashion blogs on consumer pre-purchase decision-making A key conclusion is that the results from this research can be integrated to develop a new model to show the extent of the influence that Scottish fashion blogs have on consumer pre-purchase decision-making, which can be seen in Figure Z below. This model shows the key variables identified from each objective of this research in a way that is understandable and applicable to future studies wishing to expand on this research.  **Figure Z: Proposed Framework for Influence of Consumer Fashion Blogs on Pre-Purchase Decision-Making**  Attitude  Social Influenceability  Perceived Risk  Influence of Scottish Fashion Blogs on Pre-Purchase Consumer Decision-Making  Trust  Relationships  Opinion Leadership  Trust  eWOM  Online Communities   5.6 Limitations and further research Azjen’s (1991) TPB was used as the underlying theory for this research in order to determine the extent to which Scottish fashion blogs influence consumer pre-purchase decision-making. While the findings support both the attitude and subjective norm variables of this model, the perceived behavioural control variable was not confirmed by this study. This could be because the participants were aged within a technologically comfortable range and had no problems understanding the technology involved in consulting blogs and other online sources for information. In the future, this study could be replicated using the Technology Acceptance Model (TAM) (Davis, Bagozzi and Warshaw, 1989) in order to investigate the importance of variables such as perceived usefulness and perceived ease of use and offer an alternative approach to this research.  Another limitation of the present study is that, due to the time restraints of this dissertation, a cross-sectional design was utilised, meaning that only information and attitudes as they currently stand were able to be analysed. Longitudinal research in the future would be able to study relationships between bloggers and consumers as they develop and identify variables that enable these relationships to form and establish trust, in order to advance knowledge in this area even further.  Furthermore, this research was conducted only using Scottish fashion blogs and consumers, therefore limiting the validity regarding the impact of various cultures and demographics. In order to satisfy this, a future study could be undertaken on an international level in order to determine if the variables remain the same.  Finally, the limited number of Scottish fashion bloggers restricted the number of participants available and required the research to rely heavily on the compliance of those contacted by the researcher to take part. As stated in the methodology chapter, the researcher initially wanted three Scottish fashion bloggers to interview and analyse the blog content, however due to the non-compliance of the majority of those contacted, only two bloggers were able to participate in the study. 5.7 Conclusion/Concluding comment Based on these findings, it can be concluded that trust is the overarching concept required to influence consumer behaviour. Trust in fashion bloggers was identified as a key, but not critical factor, instead it was the trust in other consumers which proved to have the most extensive influence on behaviour intention. From this, aspects such as sense of community and individual attitude were also identified, confirming that fashion blogs have differing extents of influence on consumer behaviour based on these antecedents which calls for future research to be carried out concerning alternative variables as suggested in the previous section.  Current consumer behaviour literature is limited regarding the influence of fashion blogs on pre-purchase behaviour, with virtually nothing available about Scottish fashion blogs or consumers. **This dissertation adds to existing research and theory by providing an insight into** Scottish consumers’ behaviours and the differing effects Scottish fashion blogs have on their decision making. **It is beneficial as it proposes a model for future research to investigate whether the variables** remain the same when various demographics are altered and therefore has advanced current knowledge on pre-purchase consumer behavior. | As expected in the conclusion chapter, the writer restates the **research aim and key research objectives of the study.**  The purposes and structure of the chapter are then clearly and concisely outlined.  The writer then provides a clear discussion of the key conclusions she has arrived at: based on her findings, the writer **concludes on each research objective in turn.**  She refers to other, previous research findings and concepts to provide support for her conclusions.  See below for how : the writer identifies the limitations of her research; makes recommendations and concludes on the contribution of her study. |