

INVESTIGACIÓN/RESEARCH

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THE INFLUENCE OF BLOGS IN FASHION IN CONSUMER BEHAVIOR: AN EXPLORATORY APPROACH

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ABSTRACT

It is a fact that fashion is a social and cultural phenomenon with significant impact on the economy. The fashion market has been greatly influenced by the introduction of new forms of consumption as a result of the technological boom that took place in recent years and it has changed how to buy and the mindset of consumers so much. The present piece of research focuses on studying how the appearance of fashion blogs has influenced consumer behavior trends and, particularly, whether the decision process of buying fashion products has changed and the variables of consumer behavior that have been most influenced by the use of this new tool and how. The methodological approach taken in this research piece of is based on an exploratory and qualitative approach. Through individual interviews and group meetings, the views of consumers of fashion in relation to the object of study have been studied in depth.

KEY WORDS

Fashion - Blogs - Purchase Decision Process - Consumer Behavior - Influence - Influencers.

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LA INFLUENCIA DE LOS BLOGS DE MODA EN EL COMPORTAMIENTO DEL CONSUMIDOR: UN ENFOQUE EXPLORATORIO

RESUMEN

Es una realidad que la moda es un fenómeno social y cultural con importante repercusión en la economía. El mercado de la moda se ha visto enormemente afectado por la introducción de nuevas formas de consumo a raíz del boom tecnológico acontecido en los últimos años y que ha cambiado tanto, la forma de comprar, como la forma de pensar de los consumidores. El presente trabajo de investigación se centra en estudiar cómo ha influido la aparición de los blogs de moda en el comportamiento del consumidor de moda y en concreto, si el proceso de decisión de compra de los productos de moda se ha visto alterado y cuáles han sido las variables del comportamiento del consumidor que se han visto más influenciadas por el uso de esta nueva herramienta y de qué forma. El planteamiento metodológico seguido en esta investigación está basado en un enfoque exploratorio o cualitativo. A través de entrevistas individuales y reuniones de grupo, se ha estudiado en profundidad la opinión de consumidoras de moda en relación al objeto de estudio.

PALABRAS CLAVE

Moda - Blogs - Proceso de Decisión de Compra - Comportamiento del Consumidor - Influencia - Influenciadores.

1. INTRODUCTION

The fashion industry has historically been an element present in the evolution of man. Since ancient times, fashion has been linked to the needs of man. "Fashion has been born to be old fashioned" is undoubtedly the most famous phrase of the fashion designer Coco Chanel (1883).

In the fashion industry, it is absolutely necessary to keep abreast of new trends both at the product level and at the level of retailing and communication. So the changing and unpredictable consumer expectations can be exceeded, allowing the company to make a profit and benefit society and all parties involved in the activities it develops. (Martinez Caballero, 2006). Based on this new interpretation, the philosophy of fashion marketing is set up as a way of understanding the relationship of exchange between companies and the market, which starts with an innovation by the former and the changing response of the market, in order to meet the flexible and changing needs of people.

The fashion industry is an important engine of growth in the economy of a country. In Spain, the textile industry has begun to recover after breaking in 2014 a seven-year-lasting negative dynamic in turnover to string together a cumulative drop in sales of 30%. In particular, the textile industry closed 2014 with a turnover of 3.93% more than the previous year and the progression is very positive as can be seen in the data presented below (Acotex, 2014). As data to understand the importance of the

sector, noting that about thirty million Spaniards have bought some clothing, footwear, accessories and home textiles between January and June this year, 0.8% more than in the same period last year. All in all, fashion consumption has increased 0.7% in the first half of the year, and turnover in the sector increased 1.1%, according to data from market research firm Kantar Worldpanel.

1.1. New technologies and fashion consumption

At present, we live immersed in a digital world with lots of media and display screens to suit the tastes and needs of all users. The fashion industry has had to adapt to this new technological scenario, adjusting its contents to this new environment. For example, with the advent of blogs, the fashion industry has changed the way it communicates and interacts with the public. According to Carolina Guerrero, President of the Spanish Association of Fashion Blogs, if we look for the words "fashion blogs" in a search engine like Google, some 246 million entries appear.

The new information and communication technologies are letting the receiver, not the issuer, control communication, which will determine both the time and mode of use. At the same time, it may modify its role and acquire the function of message transmitter. This interactivity, as Bettetini (1995) points out, is characterized by three basic facts: the multi-directionality of slides of information, the active role of the user in selecting required information and real-time communication.

According to Miller (1990), interactive technologies have great advantages such as reduced time, reduced cost of learning, self-control of learning, increased retention, easy accessibility, increased motivation... The fashion, meanwhile, is closely linked to the world of communication in which digitization has played an important role in recent years. The rules of the game have changed considerably in online marketing related to the world of fashion. Having a presence on the network is essential, like having a proper strategy to manage it well, have online sales and a very active clientele. The emergence of new networks and mobile access has generated this daily life. In this new social and business context, it becomes clear that the mass media lose effectiveness and social media, blogs first and then social networks, take over (Aced, 2013). With the success of email, managing new platforms to carry out online marketing campaigns, the appearance of influencers such as blogs and social networks or the new fashion advertising formats in the network are indispensable tools today for a company in the fashion industry. The new technologies are offering new opportunities and challenges to the fashion market in particular and they must be seized.

Fashion companies are facing many challenges such as the need for innovation; to anticipate the trends for what cool hunter networks or trend hunters and trendsetters, anonymous or popular people, trendsetters, whose style guides are used; to address the heterogeneity of market segments (age, sex, size); to invest in technology and, finally, the appearance of fashion blogs that are configured as the large trendsetting platforms.

Online shopping in Spain has been advancing as legislation and companies guaranteed security and customer gained confidence. First airline tickets and tickets were bought on the Internet; then came books and disks, next shoes and recently with fashion, in the opinion of Borja Oria, an expert in e-Commerce. In 2014, the

online channel in the textile trade accounted for 4% of total turnover. (Acotex Report, 2014). Out of online textile buyers, 50% are aged from 35 to 54 years, 34% ranging from 15 to 34 years; and 12% from 55 to 64 years. Out of online buyers, 53% are women and 47% are men. Of the sectors where most consumers buy through the online channel, the third place is occupied by the textile sector with 26%, preceded by the holiday industry (57%) and tickets (44%).

1.2. The Spanish fashion consumer.

Fashion consumer behavior is changing very rapidly. There are several factors that are causing this evolution:

- Customers are increasingly egocentric and prioritize obtaining a good social image achieved through their purchases.
- Today's consumers are hyperlinked, they are able to get much information about brands and products that interest them. Although sometimes this wealth of information is already excessive, since there is a great advertising saturation on the network.
- There is growing number of boutique shops offering products that can only be bought in them, which makes a difference in relation to traditional shopping centers like El Corte Ingles, forcing them to change their strategy.
- Online sale is assuming a major change in the pattern of consumption of fashion in Spain. More and more firms offer certain exclusive designs only through electronic purchase, or newly created firms.
- Men have begun to show interest in fashion and show greater sensitivity they lacked in the past. This has made men increasingly worry more about their physical appearance, and today they are major consumers of fashion.

1.3. Fashion blogs and the buying process

The relationship between the sale process and blogging is very close. Blogs are a usual means of reading that decisively influence purchases. The relevance of blogging in the buying process is particularly evident among buyers under 35, who regard these platforms as their primary source of information when purchasing. The new habits and trends of consumers make them increasingly consult Internet about the views of other users on a product or service before purchasing. And this is where blogs become more important in the process. Social networks and blogs operate in a flexible and efficient manner, facilitating the transmission of content (Ruiz, 2012). The fashion industry is where this revolution has taken place more rapidly. Blogs that write about fashion often hog more importance than many editors and journalists from fashion magazines (sociological study of Fashion and Beauty Blogs Spain, 2012). As Ivan Rodriguez, managing partner of Truendy.com, points out in this report, bloggers are the ultimate expression of the prescription. They can successfully push a product or sink it in failure, and in most cases they are not aware of it.

The decision process of buying fashion products follows, a priori, a typical decisional process typical of any other similar product (Rivera and Garcillán, 2012) and is

characterized by taking the following steps:

a. Recognition of the need. It is when an individual feels a difference between what he perceives as the ideal, in relation to the real situation. On numerous occasions, the consumer himself discovers that he needs something by consulting at a fashion blog and realizing that he does not have that product that might come in handy. The blog thus helps to identify needs and desires.

b. Search for information. Consumers begin to look for information and solutions to meet their unmet needs.

The search can be: internal, retrieving knowledge from memory or perhaps genetic trends, or external, gathering information from their peers, from their family or the market. In this case, on numerous occasions young people turn to blogs for information.

Sometimes consumers look for in a passive way where they are simply more receptive to information around them and some other times they do it actively, investigating consumer publications, noting ads, searching the internet or blogs.

c. Evaluation of alternatives before buying. At this stage, consumers seek answers to questions like: What are my options? What is the best?, when comparing, contrasting and selecting from among various products and services. Through fashion blogs, they get to evaluate much easier and faster and rely on assessments made by other persons.

d. Purchase decision. This stage is where the purchasing choices of whether to buy or not the product materialize. Many times, and once arrived at this stage, the consumer paralyzes the buying process and he can resume it later at any of the previous stages.

e. Consumption. The time when consumers use the product. It can occur immediately or be postponed. The way consumers use their products also affects how satisfied they are with their purchases.

f. Post consumption evaluation. At this stage, consumers experience an expression of satisfaction or lack thereof. Satisfaction occurs when consumer expectations match the perceived performance. On the other hand, lack of satisfaction occurs when the experiences and performance fall short as compared with expectations. Through blogs they can also leave their opinions, both positive and negative, about the particular product they have bought and used.

1.4. Fashion blogs and their influence on fashion consumer behavior

Markets are increasingly competitive and globalized in this sector, so the future of trade is closely linked to the online medium. Fashion stores are committing themselves more with online sale and consider it another distribution channel. It is fashionable to buy only with a click and the current consumers increasingly trust online sale portals for their purchases. Among the fashionable shopping platforms we can find different formats. Like online multibrand stores, brands with an online store, second-hand portals, websites with their own style, social networking and fashion blogs.

Fashion blogs will be the platform chosen to be discussed in this article.

The success of fashion blogs and the phenomenon of bloggers have been enormous in recent years. IT people or it girls, women very interested in trendsetting fashion,

have become very influential to their thousands of followers. They collaborate with brands and designers in advertising, star fashion campaigns and become large prescribers of fashion brands. They are people with a personal brand, with a definite and innate style whose influence is unquestionable.

Blogs have become the reporting format that has revolutionized the world of communication in the network. Blogs allow real-time connection among different agents at the same time as well as information and opinion to flow without objection. They allow direct access to readers to post their comments and maintain interaction with editors. Blogs give rise to new forms of conversation, expression and knowledge. They achieve popularity, since they embrace interactivity and provide readers with a sense of participation (Technorati, 2012).

Do not forget that the concept of communication through blog format aims at creating communities that share statements and increases to the extent that users are able to gestate messages that arouse the attention of more people. Users are bestowed the responsibility of making the virtual community to which they belong increasingly grow (Llorca, 2012).

According to the sociological study of fashion and beauty blogs of 2014 carried out by Truendy.com and the Spanish Association of Fashion Blogs, we know that: fashion blogs are performed mostly by women, the predominant age is 20 to 30 years mainly, only 1 out of 5 fashion bloggers is professionally related to this sector, and 40% of fashion blogs in Spain are more than two years old.

In the fashion industry, a major transformation is occurring in how to look for trends, in the perception of design, and in the location of the end customer (Ruiz, 2013). Although there are totally psychological and individual factors, they interact with the external ones (social and economic) and, in turn, this dynamic influences the buying process or troubleshooting pattern. Then they analyze the main variables that influence the purchase decision process in order to better understand these relationships and how they influence in the case of fashion products.

Need. Marketing acts on desire to create products that can satisfy them. People have the need and get dressed. Today fashion blogs are one of the main sources of information about what is a trend in fashion, the people turn to them for information and companies in the sector are not alien to this new phenomenon. Therefore they use them to disclose contents of their brand more directly, quickly and effectively, creating a very strong desire on the consumer.

Perception. Perception is considered to be "the mental image formed by using experience and needs; It is the result of a process of selection, interpretation and correction of sensations ". Through fashion blogs, you can see a lot of stimuli that get the attention of the user: color, shapes, pictures with high resolution and wide appeal, physically attractive people ... all this will contribute for the blog to call attention to the consumer and the information to be interpreted correctly.

Attitude. The attitude defines an emotionally charged idea that predisposes a type of action when facing a specific situation. Bagozzi (1992) characterizes attitudes as global reactions of a one-dimensional character, of an affectionate nature and with strong direct influence on consumer intentions. Through fashion blogs, attitudes towards brands can be modified. Blogs can help create a very positive attitude in consumers as regards brands.

Learning. Learning is a relatively permanent change in behavior. It is a gradual process, not a sudden one. All marketing activities of the company are aimed at developing learning in markets. Consumers spend much of their time to read, get informed, express opinions and buy in fashion blogs and this will remarkably contribute to increase their learning about brands, trends Blogs have become a platform that contributes greatly to increasing the degree of learning of the consumer.

Personality. Individual readiness influencing their tendency to feel and act. It is a way to adapt to the environment. Personality determines behavior patterns, including moods, attitudes, motives and methods, so that each person responds differently to the same situations. Through blogs people express their identity superficially. Appearance, image, dressing, tastes, their lifestyle can be expressed without limits or restrictions. Fashion has acquired an even more aspirational foundation. The expression of identity through fashion is only part of our person, it is not everything.

Culture. Culture is the set of ways of thinking, doing and being that frame human behavior, thinking and action (Paramo, 1999). The consumer buying culture has begun to change; on the one hand consumers rely more on the opinions of other consumers and, secondly, the companies must build trust and help clients to share content (Domingo, 2013); and, on the other hand, there is an increasing number of people who come to the network to see fashion trends or the opinions of others before buying or to find the best deals (Ruiz, 2013). Fashion blogs have become decisive factors making it possible to disseminate trends and styles, to publicize the products of fashion brands and to promote online shopping.

Social class. It is true that, at this time, dressing no longer seeks primarily to flaunt membership in a social class, but a taste, a lifestyle. And fashion brands ultimately must know these external and internal variables that influence consumers when buying in order to adequately meet their needs. And, through fashion blogs, they are able to do it.

Social groups. A group of people who share a characteristic and relate in order to achieve common goals and share the same interests and who therefore share ideas and feelings and behaviors of purchase. Social groups are grouped into two types: (i) of membership, those with whose members the individual identifies himself and interacts directly (family, friends, work groups, etc.). The feeling of belonging to a group is a distinctive feature of the human being projected onto different realities within which fashion is. (ii) Of reference, which are those to which a particular individual wants to belong, they are groups of aspiration. It can be defined as a person (opinion leader) or a group of people who influence activities, values, behaviors and can condition the purchase of a product and / or brand choice. It is a symbolic group to which the individual does not belong, but from which he takes on values and attitudes. Bloggers have become opinion leaders thanks to their number of followers both on their own blogs and on social networks. Many fashion blogs have achieved more notoriety and influence than many fashion magazines. They have become a very important channel for disseminating their products and brand values.

2. OBJECTIVES

The general objective of the approach of this study is to know the influence of fashion blogs on consumer buying behavior. To this end, it has followed an exploratory or qualitative methodological approach, which allows us to understand the key behaviors and attitudes of consumers when using fashion blogs and to know what variables of consumer behavior are more influenced and how by the use of these tools.

To address this study in an orderly fashion, we have established the following specific objectives of research that we have attempted to respond and they are as follows:

- Delineate the general concept of "fashion blogs" for the investigated subjects.
- Identify the most valued characteristics required for a fashion blog to be considered a tool in the purchase decision process of fashion products
- Know how fashion blogs influence the purchase decision process in order to conclude to what extent they have altered or not the stages of purchase decision.
- Analyze which variables of fashion consumer behavior have been most influenced by the use of blogs and how.

3. METHODOLOGY

In order to approach the issues raised above, we have conducted an exploratory methodology that has been developed in two phases:

- In the first phase, we made a documentary study allowing a first review of the various existing secondary sources (books, articles, reports and pieces of research, which showed that, although it is a topic of current interest, there are no pieces of research that further the effect of fashion blogs on the purchase decision process nor are there any that analyze purchase behavior variables that are most influenced by the emergence of this new tool.
- In the second phase of research, we have conducted a field study in which we have implemented two of the techniques used in exploratory research such as the semi-structured interview and the group meeting. Personal interviews were conducted to deepen on the object of study because they are a tool for obtaining information that makes it possible to flexibly and intimately delve into the interviewed subject, seeking to understand their motives and attitudes deeply through a comprehensive analysis of their speech. Meanwhile, the group meeting is the most widely used technique to record in-depth qualitative information on opinions and / or attitudes (Baez and Perez de Tudela, 2007, p.129). Therefore, the combination of both techniques offers many advantages considering the nature of the information to be obtained to meet the goals outlined in this piece of research.

The field study was developed in the Community of Madrid from November 1 to December 1, 2015. In total, there were ten personal interviews and three group meetings. Personal interviews were conducted with women aged 18 to 55 years, residents in the Community of Madrid, they all being consumers of fashion, with different levels of income and lifestyles, and with the profiles of studies and

occupation described in the following table.

		NUMBER OF PARTICIPANTS Total: 10
AGE	18-29years	4
	30-40 years	3
	41-55 years	3
OCCUPATION	Working	7
	Unemployed	3
SCHOOLING	College Studies	8
	No college studies	2

Table 1: Profile of the interviewees through a personal interview

With respect to group meetings, there have been a total of three group meetings and eight people participated in each, so the total sample was twenty-four people. The selection of participants in the discussion groups was made deliberately to nurture groups involving individuals of different age from 18 to 55 years, occupations, schooling, income levels and lifestyles, all with one thing in common, attraction and interest in the world of fashion. As can be seen in the following table.

		NUMBER OF PARTICIPANTS Total: 24
AGE	18-29 years	10
	30-40 years	8
	41-55 years	9
OCCUPATION	Working	19
	Unemployed	5
SCHOOLING	College Studies	18
	No college studies	6

Table 2: Profile of the interviewees through group meetings

To gather in-depth information that allows us to conduct an analysis of findings, we made a script of personal interview and a script for dynamic or group meeting. Both guides were intended to get fresh and spontaneous information from the interviews. To process them, we followed the funnel technique that begins by considering more general questions to end with more concrete issues related to the researched problem. In the case of this piece of research, the guide for the interview and the focus group was organized in a semi-structured way to let the conversation be flexible, and it was composed of four blocks of five questions each. The first block of questions was related to knowledge of the interviewees, their interests and personality, the second was about fashion in general (impressions, tastes, importance in their life, ...), the third block delved into issues related to fashion blogs (use, importance, interest, ...) and the last block of questions focused on getting information on how it had changed their way of buying following the emergence of this new tool.

4. DISCUSSION

Research findings are the result of thorough analysis of the information collected via the two techniques, personal interviews and group meetings. The information was analyzed according to three phases. In the first, we made a vertical analysis of each individual interview and each discussion group, subsequently we carried out a horizontal analysis of the interview on the one hand and group meetings on the other hand with the aim of extracting key findings obtained with each type of technique in order to, thirdly, analyze jointly the results globally.

After the analysis of information, we have obtained the following results in relation to the four main objectives of research.

4.1. General concept of fashion blogs

First it should be noted that all respondents defined themselves as independent individuals interested in today and in what happens around them, with an active lifestyle in which the main activities are work, activities with friends and especially to enjoy free time. Therefore, a similar lifestyle and interests are observed.

Regarding fashion, they defined it primarily as a way to express their mood and personality. They consider it important in their life as it is part of what they are and what they want to express:

- "It's a way to express how you feel each day, I get dressed according to my mood"

- "I think fashion is a reflection of what I am, it makes me feel safe, it allows me to give a picture of how I feel."-

They also say that fashion interests them in general, both to follow new trends and to go shopping. Fashion is an important element of their daily life, part of their free time available is spent in performing some recreational activity that has to do with fashion; browse through magazines, visit blogs, fashion websites visit or go

shopping:

- "When I finally call it a day, I love just to browse through the blogs, see there, what styles are being worn, browse, gossiping ...".

- "I like to come home and unwind, I love to sit quietly and take a look at fashion magazines or blogs, that's my favorite moment, I unwind, I relax, it's my time."

Regarding fashion blogs, interviewees state that the idea they have of them is that they are an element that has become vital and they use them almost daily since they help them mainly to learn about latest trends, certain brands and they are very interesting to "copy" ideas of possible looks or sets:

- "Fashion blogs help me translate the style of runways into a more streetlike style, they are an important reference for me.– They help me a lot, they are a reference of style for day to day "

They note that since their inception, they have ended up being incorporated into their daily lives as if they were another activity:

- "I consulted them daily, sometimes, if I have time, two or three times a day, I see if they have posted new looks or if there is something that inspires me and, often, just to be entertained, I like it".

- "Fashion blogs relax me, they make me dream, it's my time."–

They declare that the main role they see for fashion blogs is related to information and entertainment. They highlight their usefulness that allows them to keep abreast of trends very comfortably and in a very timely manner. Overall, they really enjoy flipping through fashion blogs and prefer those blogs that have a wide variety of combinations and brands and content:

- "They are very useful, you can know what is worn at all times and do it quietly from your couch, I think that, together with internet and WhatsApp, they have been the best invention of recent years"

- "I really appreciate their comfort and the fact that they are always up to date, show you the latest, the most current".–

- "I regard them as very useful to have information but I think that, overall, we like to take a look at them, they are part of our leisure time."

4.2. Most valued features of fashion blogs

Initially, the respondents state that what they value most in a fashion blog is the kind of information it contains. They said they prefer the "complete" fashion blogs, ie those that offer information on trends, seasonal garments, recommendations to keep abreast not only as regards fashion but also concerning trends in general such as travel, entertainment, cosmetics, ... :

But then they said that it is interesting to them that, in addition to informing, fashion blogs also guide and give advice on how to combine garments or where to buy them:

- "I like them 'cause they tell me things, what is worn, that is not worn and all that but also, if they give me recommendations of how to combine clothes they surely get

me"

On the other hand, they highlight that although, initially, they always start reading fashion blogs, then they end up having more interest in those blogs that, even being fashionable and having fashion as the main topic, also give them other options. They note that they enjoy a lot with fashion blogs. Hence they see a clear difference between fashion blogs and any web of a fashion brand:

- "First I look for fashion blog as such but the truth is that I'm also suggested much by those blogs that, in addition to fashion, also talk about other things: events, travel, health, ... a little of everything because in the end we seek a lifestyle".

- "A blog cannot be like a web, if what I want is just see little models I get into the web of Zara but when I look at a blog what I look for is orientation, to tell me things, to know about events, trends etc...".

Another aspect that they really value is frequency. All interviewees consult fashion blogs daily or every other day so they consider it essential that blogs must be updated on a daily basis, must contain new information since the frequency of use is very high:

- "I cannot stand blogs that do not get updated, you enter them and the last post was ten days ago."

- "I go every day and always hope to find something new, that they have posted new looks or talk about new things, because what happened yesterday I already know."

Another important attribute a fashion blog is that the blog allows them to acquire new knowledge, learn new things, discover things they did not know:

- "I like more those blogs in which I discover new things that allow me to learn."

- "I prefer those blogs that, in addition to showing outfits or clothes combinations, bring me something else. They tell me things, I learn with them. "

A final aspect they highlight is related to the aesthetics of the fashion blog. They consider it important the aspects of how to present the images, the text, the possibility to post their opinions or quality and the place where pictures are made. They insist much in the fact that one has to take care of aesthetics and presentation. They should be visually appealing, friendly and easy to navigate:

- "A fashion blog should be visually appealing, beautiful and suggestive. The quality of the photos must be super good, and also the environment where they are taken, that is nice. "

- "A fashion blog must be well mounted. It must be friendly, easy to navigate, with cool photos with well-organized windows. "

Overall, they value and enjoy more with fashion blogs that cover aspects that help them create a positive mood such as originality, creativity and good taste. Since they want to find a glamorous, sophisticated and somehow "ideal" life style:

- "When I leaf through a blog I like it to transport me to a somehow Ideal world that makes me dream, that shows me pretty things."

- "It must be original, as to what it tells and how it tells. I don't like it to be more of the same. That bores me".

4.3. Influence of fashion blogs in the purchase decision process

The influence of fashion blogs in the way of consuming these products is very important. Interviewees state that there is really a before and after in the way of buying since the advent of blogging.

These changes are mainly related to the early stages of the purchase decision process, specifically to the recognition of the need, information search and evaluation of alternatives.

As for the recognition of the need, respondents state that the use of fashion blogs arouses in them a much higher desire for purchase. Since they consult fashion blogs almost daily, they recognize that they are exposed to many more stimuli, see many more brands, garments or combinations of supplements and that significantly influences their desire to purchase:

- "I recognize that now, when seeing fashion blogs almost every day, I always feel like buying something. I see things I like and want to buy them. Before, I was not so aware of fashion.

- "It's much harder to resist now with the existence of fashion blogs.– You see so many things, all nice, and have more desire to buy. I have to control my spending more, it makes me want to buy much more. "

The phase of searching for information has changed more since the emergence of fashion blogs, according to respondents. The information search process has changed. They note that now the search for information is done at home or at work, from mobile, tablet or computer. And that starts with the consultation of fashion blogs in most cases. They describe a process of finding information that has the following stages: first leafing through the fashion blog, this generates an interest in certain brands or products, which in turn leads them to be interested in them. They recognize that, in many cases, the process ends with a visit to the store or online shopping:

- "I think it has completely changed the way we know about fashion brands.– Now we look for information in blogs and I think that is the beginning of everything. "

- "Fashion blogs have totally changed my way of buying fashion.– I used to visit the store first to see what I saw, now what I do is first visit blogs and from there go or not to the store or get informed on how to acquire the product. "

Finally, regarding the evaluation of alternatives, they indicate that this stage has also been influenced by the emergence of blogs. They consider that the products shown on blogs are more desired and arouse much interest, giving rise to a desire for greater purchase than those products that do not appear in the blogs:

- "I've really bought many concrete things because I've seen them in fashion blogs. If they had not been there I think I wouldn't have felt like buying them. "

– "If I have several options to choose from, the truth is that I remember more what I've seen on blogs and get more interested about it. Fashion blogs help me decide. "

On the other hand, steps like buying or not buying the end product have also been influenced by the appearance of fashion blogs, as stated by the interviewees. They

emphasize that it has especially changed the way they purchase the product in relation to the time elapsing from the evaluation of alternatives to the decision to purchase the product, they said that this time has been reduced. Fashion blogs allow them to access the products they show easily and immediately. They recognize that the final purchase decision has been accelerated:

- "After skimming a blog, the next step is to buy, and they will make it easy, they tell you how to do it comfortably, no need to move from home many times."

- "Before blogs, more time could elapse from the moment I saw something I liked to the moment I bought it. Now, I do everything in 15 minutes. Something like I see it, I want it, I buy it. "

4.4. Variables of consumer behavior more influenced by the appearance and use of fashion blogs

For the analysis of this point, we have separated internal variables that influence consumer behavior from external variables. On the one hand, in relation to internal variables, and after analyzing the information, what is more influenced by the appearance and use of fashion blogs is desire, attitude and personality. And, as regards external variables, we can highlight the social class and the reference groups, mainly aspiration groups.

As for the Desire variable, it is noted that fashion blogs have managed to greatly stimulate the desire for consumer purchase. As noted above, the interviewees point out that after their appearance, and because of their use, they are aware that their willingness to buy has increased. They recognize that fashion blogs are an extraordinary showcase that they can have at home, this makes them be exposed to many more stimuli from brands, they have more knowledge and this triggers a process of greater desire:

- "Sometimes I don't want to admit it, but seeing so many things in blogs influences me a lot. Seeing them, often I feel a desire to buy. Previously, anything was more unnoticed to me. "

- "Before the existence of blogs, I went shopping more frequently to see new things, now I see them on blogs and it makes clear that seeing so many things also makes me want more things."

As regards the Attitude variable, as defined above, it has to do with the willingness to buy, the respondents believe that blogs influence them a lot and help them have a positive or negative opinion of the brand. They also emphasize that this attitude, more or less favorable, depends largely on who the blogger who wears the garment or gives advice on styling is.

- "If I like the blogger, almost certainly I'll take into accounts the brands she recommends "

They also point out that blogs have influenced their change of attitude. Predisposition to a brand can change after visiting the blog, both for good and for bad. Blogs allow them to change their mind about a brand as they are a source of information, create emotional bonds with brands (through their bloggers on many

occasions) and they may experience with others how the garments look or how they can be combined.

- "It wouldn't be the first time I change my idea of a brand when I saw it on a blog that I follow. Watching it put on someone and if it is recommended by someone I admire or who I like that has a lot of influence on me. "

Regarding Personality, respondents are fairly unanimous in their conclusions. It is observed that there is a strong relationship between the self concept they have of themselves and the type of blogs that they follow. Hence their influence on the purchase is higher or lower. Generally, the interviewees emphasize that they follow those blogs of people or brands considered similar to them in relation to the aspects of physical appearance and lifestyle they transmit.

- "I follow blogs of girls who, though not being well known, are experts or fashion enthusiasts, especially I need to see that we have something in common. For example, the same style of clothing. "

- "I look for blogs in which that I identify myself with the one who creates them. That we have the same lifestyle, similar tastes... "

In relation to external variables the social class is relevant but only in some respects. While there are no differences in the opinions of respondents by income level (all expressed very similar ideas regarding the use and influence of fashion blogs), it is noteworthy that when choosing the blog to be followed, they pay much attention to the socioeconomic status of the one who is leading. Therefore, it is observed that the blogs of celebrities (Hollywood stars or ringside models) do not usually have much influence on their purchasing decisions because the brands and lifestyle they represent are not easily affordable to consumers , they consider those blogs away from their own reality. Those blogs are consulted, but more sporadically, and mainly with the aim of knowing what is in fashion or not and of trying to get something in low cost format. But they recognize that they do not consider them influential as such.

They emphasize that they prefer more "normal" blogs, ie blogs of people whom they consider closer, more real, more like them. Although it should be noted that they sometimes prefer blogs of more "wealthy" people because they like to "transport themselves" to that dream world and see how they live, what they eat and in what they spend time and money.

- "Blogs of mega stars don't attract me, I don't see them real and don't think they can inspire me a lot.- I'll never buy those brands, I can't afford it. "

- "Sometimes I consult blogs of most famous bloggers with more money but only for gossiping, that's what they do, how they live or where they've gone. See their looks and little else. They don't usually have a direct influence on what I can buy. "

Opinions on the social class are linked to the conclusions drawn in relation to the social groups variable. Interviewees highlight the influence of the opinion of others on their decisions to purchase fashion products. Mainly aspiration groups, ie those groups where they would like to belong because they admire them or because they are attracted by their lifestyle. They said the main influencers are fashion-specialized

bloggers and famous bloggers. They again stressed the importance of being reflected in fashion through them, of being identified. For example, characters like Paris Hilton or Kim Kardashian do not attract them because they are far from reality.

Among those who are more followed are Lovely Pepa, Eugenia Silva, Maria Leon, Sara Carbonero and Paula Echevarría. Interviewees recognize they are strongly influenced by what they say in their blogs, the brands they wear or the advice they give regarding travel, fashion or restaurants. We should note that the influence can be seen in the fact that, once they consult their blogs, then they often visit the pages of the recommended brands, buy online or visit the places or stores of the brands. They declare that this process takes place almost in 80% of cases:

- "I like to follow blogs of well known people, but people who are real, that is, who, although being famous, I don't see a big distance between their lifestyle and mine."

- "My favorite blogs are those of actresses, models or fashion-specialized bloggers, more or less well known people but very stylish. However, they should not be from another planet because, otherwise, they don't attract me so much, I don't see it real, I don't identify myself and I'm not interested in their proposals of brands. "

5. CONCLUSION - RESULTS

Once the research results have been presented and analyzed, we present below the main conclusions of the study, the conclusions being grouped according to the four main objectives of the piece of research:

- In relation to the general concept about fashion blogs of the research subjects, the following conclusions stand out:

- Fashion arouses general interest in all respondents and is considered a way to express one's mood and personality.

- Fashion is an important element in their daily lives and part of their leisure time is devoted to any activity related to it.

- They recognize that there is a before and after in the way they relate to fashion brands since the advent of fashion blogs. They consider fashion blogs to be a key element and consult them almost daily.

- The use of fashion blogs is aimed primarily at obtaining information on trends, styling and innovations. And the entertainment, fashion blogs allow them to devote time to themselves since this tool is associated with the personal enjoyment it gives them.

- They consider fashion blogs to be one of the best inventions of the last years. They compare fashion blogs with the Internet or WhatsApp. Given their usefulness (be aware of all trends with minimal effort, among others).

- Regarding the most valued characteristics of fashion blogs, the following conclusions stand out:

- What is most valued is related to the type of information they contain. They prefer those blogs the call "complete", ie those blogs that, in addition to providing information on fashion brands, provide information on lifestyle, travel, restoration or trends in general.

- An aspect that stands out as very interesting is related to the frequency of blogs. They highly value that blogs are updated and contribute content daily.

- The possibility to learn new things through blogging is another feature most valued by respondents.

- They value much the aesthetics of the blog. To look after details and quality of the photos and their location, to be friendly, easy to access content and with well-organized information.

- They highlight as positive that blogs help them improve their mood, they look to find comments, photos or recommendations that go in line with what is positive, glamorous or "ideal".

• In relation to the third objective, the influence of fashion blogs in the purchase decision process, were obtained the following conclusions:

- Interviewees unanimously recognized that fashion blogs have influenced considerably their process of deciding to purchase fashion products.

- They relate these changes mainly to three stages of the purchase decision process: recognizing the need, finding information and evaluating alternatives.

- They emphasize that the use of fashion blogs arouses in them a greater desire to purchase as they are exposed to many more stimuli.

- As regards the influence when seeking information, they recognize that the search process has changed much. Now the first step is to browse the blog.

- In connection with the evaluation of alternatives, they consider that it has been greatly influenced by the emergence of blogs since they indicate that the end products and brands displayed on blogs just inspire them with a greater desire to purchase.

- The time between desire and buying has been accelerated since the advent of blogging. Now they can access products faster and easier, they recognize that this stimulates the buying action.

• Finally, in relation to the fourth and final goal of the research related to what kind of consumer behavior variables have been more influenced by the appearance of fashion blogs, we have obtained the following conclusions:

- The internal variables they consider to have been more influenced are: desire, attitude and personality.

- Regarding external variables, they include social class and social groups, particularly aspiration groups.

- They consider desire to be one of the variables that has been more stimulated by the appearance of fashion blogs since they are consulted very frequently and always show desirable things.

- They believe that the influence of blogs on their willingness to brands really has a direct relationship. Sometimes their perception of a brand may vary after visiting the blog.

- The personality variable appears closely linked to preference when choosing the fashion blog to visit. Interviewees prefer blogs in which they are reflected. This is closely related to who the blogger is both physically (it is important that they feel identified in terms of physical appearance) and in relation to the lifestyle or values transmitted to them.

- It is noted that what the bloggers wear or recommend strongly influences both their attitude toward the brand and their purchase decision.

- The process they describe is as follows: consulting a fashion blog - visiting the pages of brands - being interested in buying the product (either online or by going to the store). Significantly, they state that this sequence takes place in 80% of cases.

Following the presentation of the main findings of this piece of research, it would be interesting, as future research lines, to advance the topic and explore what happens in the case of men. This study was conducted only with the testimony of female consumers of fashion, and it would be interesting to analyze whether fashion blogs have the same effect in the case of males. Another aspect to explore could be focused on studying what happens to the influence of fashion blogs in older people, since our study was conducted with women aged 55 years at most.

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