FASHION BLOGGERS AS HUMAN BRANDS:

EXPLORING BRAND PERSONALITY

WITHIN THE BLOGOSPHERE

by

Leslie M. Cuevas, B. B. A.

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Committee Members:

Rodney C. Runyan, Chair

Edna Alfaro

Cindy Royal

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DEDICATION

"Educating the mind without educating the heart is no education at all"
-Aristotle

This thesis is dedicated to my mother and father, who came to this country in hope for a better life for their children.

To my younger sisters, Ashley and Edith, for being my motivations to setting a good example and therefore enabling me to pursue a master's degree.

adventures in Austin always brought me peace. Thank you for introducing me to a world full of art, music, and big words; it most certainly contributed to expanding my horizons.

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ABSTRACT

As the fashion industry increasingly implements fashion bloggers into its marketing and branding strategies, the degree to which bloggers influence consumer engagement is questioned. Thus, this study drew on Aaker's five brand personality framework (human-like attributes of a brand) to analyze fashion bloggers as human brands. While the concept of brand personality has been applied to diverse domains such as news media, professional athleticism, and book publishing, little research has focused on fashion bloggers in the fashion industry and how their brand personalities affect consumer engagement.

A content analysis method was pursued to analyze fashion bloggers' blog posts and the number of consumer comments elicited per blog post. The usable sample comprised five female bloggers, age ranges from 23 to 31 years old who based their blogs from 3 major cities in the United States (i.e. New York, Los Angeles, and San Francisco). In particular, chi-square test for independence allowed examination of fashion bloggers' brand personality across individual posts and the corresponding frequency of comments. Additionally, simple correlation enabled investigation of bloggers' comprehensive brand personality and the number of comments elicited per post.

The results suggested an insignificant relationship between brand personality and frequency of comments. Consequently, both hypotheses were rejected: (1) consumer engagement is dependent upon consistent messaging of blogger's personality and (2) increased levels of consumer engagement is dependent upon frequency of messaging

aligned with blogger personality. A post hoc analysis was then administered utilizing TagCrowd, a web application used to evaluate bloggers' blog posts and identify frequently stated words outside of Aaker's five brand personality dimensions.

The findings aligned with existing literature identifying the brand personality concept as a suitable avenue for investigating product categories. Specifically, bloggers describe the details of fashion ensembles in blog posts and as consumers associate particular brand personalities to tangible products, brand experts may uncover novel findings within the fashion blogosphere. Though word frequencies did not lend to a personality, the results revealed the common theme of attention to detail, therefore, indicating the possibility of an additional brand personality for the fashion industry such as uniqueness. This study provided insights for communication experts and brand and marketing managers who aim to build relationships with fashion bloggers in order to create brand equity and long lasting connections with consumers. In addition, fashion bloggers' online presence lends to strategic brand messaging guidelines for fashion industry professionals.

CHAPTER I

INTRODUCTION

Traditionally, consumers accessed fashion-related information through

magazines, television, or if privileged enough, by attending fashion week in one of the

four fashion capitals of the world (Crewe, 2013). Print media such as *Vogue*,

Cosmopolitan, and *Harper's* provided the fashion industry the platform to strategically

build brands and place products in the eye of the consumer. Today, the latest trends are

accessed with a simple click of a camera or a tap on a smartphone. As fashion firms

realize the opportunities new media presents for better communication with consumers,

many integrate these resources into their branding strategies (Go & You, 2015). Living in

the digital era, new media technologies such as blogs and social media are at the forefront

of consumer communication.

Within the fashion industry, bloggers are now a critical marketing strategy for

brands. According to Uzunoğlu & Kip (2014), bloggers are digital influencers who

impact the digital community through the dissemination of brand messages and have the

capacity of reaching a vast audience. Functioning as human brands, fashion bloggers'

power rests on their strategy of simultaneously promoting designer brands and sharing

personal styling habits (Duffy, 2013). Through providing a glimpse of their fashionable

lifestyle, yet accessible clothing, fashion bloggers gain consumers' trust more

successfully than retailers (McQuarrie, Miller, & Phillips, 2012). However, as usage for

social media outlets such as Instagram and Pinterest has doubled since 2012 (Mohr, 2013;

Duggan, 2015), it is important to consider the influence social media platforms may have

on consumers. Pew Research reports 59% of users on Instagram are highly engaged,

accessing the social media site on a daily basis (Duggan, 2015). As a result, fashion brands recognized the potential to reach a larger audience through social media sites and therefore, assimilated new media platforms into branding strategies. For instance, fashion designer *Marc Jacobs* is well known for his presence on the internet, building his relationship with his consumers through engaging and remaining relevant on social media channels such as Twitter (Sedeke & Arora, 2013). Nonetheless, fashion industry professionals recognize the impact fashion bloggers' have in the fashion media and thus, continue to develop relationships, utilizing fashion bloggers as insightful sources (Pham, 2011).

While prior research sought to define motivations for utilizing blogs among consumers and firms (e.g. Armstrong & McAdams, 2011; Reed, 2005; Verma 2014), classifying the blogosphere as a platform for information seeking, strategic self-presentation, and consumer engagement tactics, few studies have investigated fashion bloggers' as human brands and their engagement with consumers. Further, extant literature on social media (e.g. Kim & Ko, 2012; Mohr, 2014; Shen & Bissell, 2013) define networks as marketing or branding strategies to enhance consumer relationships and expand purchase intentions. Yet, these studies do not provide insight on fashion bloggers' social media presence and the impact it may have on consumer engagement. Sedeke and Arora (2013) focus their study on fashion bloggers, the blogosphere, and social media platforms such as Twitter and Facebook, in order to better comprehend new media. However, their research was conducted before fashion brands accepted fashion bloggers as a branding strategy component, therefore forming a gap in the literature regarding the fashion bloggers' present influence in the fashion industry.

With the continuous usage of new media channels, a distinctive brand is essential to build competitive advantage in an industry filled with numerous fashion bloggers (Kim, Baek, & Martin, 2010; Crewe, 2013; Sedeke & Aurora, 2013). Nonetheless, identifying fashion bloggers' symbolic elements used to create points of differentiation is important for fashion industry professionals in order to determine suitable human brands (or fashion bloggers) to disseminate their brand message consistently (Kim et al., 2010; Thomson, 2006). Therefore, the purpose of this thesis was to analyze fashion bloggers as human brands in order to determine their influence on consumer engagement, specifically examining fashion blogs and Instagram. As fashion bloggers achieve well-known status in the blogging community through sharing experiences regarding the consumption and evaluation of products (Thomson, 2006), somewhere through the process they become their own personal brands. Therefore, to analyze fashion bloggers and their personal brands, Aaker's (1997) "Big Five" brand personality dimensions was implemented to determine if a particular brand personality leads to consumer engagement and whether a consistently communicated brand personality leads to an increase in consumer engagement.

CHAPTER II

LITERATURE REVIEW

Fashion Dissemination

Traditional media involves communication channels such as television and print media, including magazines and newspapers, utilized to provide information to consumers through a linear approach (Bezjian-Avery, Calder, & Iacobucci, 1998). By linear approach, Bezjian-Avery et al. (1998) refer to a consumer's inability to participate in the selection of information given, suggesting traditional media to be a passive and disengaged method of communication. For instance, the distribution of fashion ideas, whether through fashion shows or magazines, was planned by expert individuals, typically involving fashion editors, designers, stylists, photographers, and journalists, all occupying influential credentials and affiliated associations among exclusive fashion houses (Crewe, 2013). As a result, traditional media provided consumers with images of sophistication, which in turn inspired consumers' personal fashion styles (Crewe, 2013; Goffman, 1976). While television and print media have the potential to reach large audiences, these two mediums require lead times and provide consumers limited accessibility; television ads contribute to information clutter and monthly magazines provide outdated fashion information (Ayyad, 2011; Crew, 2013; Hameide, 2011). Fashion industry professionals realized traditional media, presented *frozen in time* fashion trends as digital media gave a continuous stream of fashion related information and introduced a two-way platform for communication (Crewe, 2013).

The current state of the fashion industry revolves around digital media as fashion professionals such as designers and fashion editors, find themselves turning to social

media platforms in order to observe consumer style preferences and individual lifestyles (La Ferla, 2013). While traditional media maintained creative influence in the hands of the fashion industry elite, social media channels such as Instagram as well as user-generated content such as blogs have relinquished that power to consumers as designers now find inspiration from consumers' experiences shared online (Crewe, 2013; La Ferla, 2013). Further, the two-way communication channel that digital media platforms provide allows brands to foster relationships with consumers and has transformed the way consumers receive, utilize, and distribute fashion information (Schneier, 2014). In particular, selective consumers achieve the role of influential fashion bloggers, eliciting amateur-expert standing through their personal and interactive communication approaches, which in turn helps acquire a wide audience and ultimately influence the fashion industry (Sedeke & Arora, 2013). Therefore, digital media has increased the pace of fashion as fashion bloggers become the arbiters of fashion dissemination, removing space and time between reader and author through blogging (Crewe, 2013).

Blogging and Technology

Blogging is an online method used to publish information, allowing consumers and firms to communicate messages on the internet and thus, establish a foundation for individuals to be formed into groups of similar interests (Hameide, 2011). People who follow blogs are variously referred to as readers, followers, users, and consumers. For the purpose of consistency, this thesis refers to these people as consumers. Furthermore, blogs provide consumers with product and brand information through texts, photos, links, and videos (Pham, 2011). Due to the blogosphere's consumer-driven environment, marketers seek blogs for consumer perceptions and interactions (Wang, Hsu, Huang, &

Chen, 2015). Also, research considers blogs to be more influential than social media networks, as bloggers play significant roles in forming consumer consumption through methodical blog publishing (Wang et al., 2015).

Fashion plays a major role in consumer lives, allowing self-expression through particular clothing style choices (Simmers, Parker, & Schaefer, 2014). Presently, the search for information in regards to the latest fashion trends takes place on the internet (Mohr, 2013). For instance, the credibility presented in a fashion blog encourages consumers to engage in interaction and helps develop style viewpoints (Mohr, 2013). Fashion blogs are seen as firsthand experience by individuals providing personal viewpoints, thus creating an information platform more trustworthy than corporate branding (Duffy, 2013). Consequently, fashion bloggers become fashion marketers, receiving the newest trends from brands and sharing them with their followers (Mohr, 2013).

Although extant literature elaborates on the influence bloggers have on consumers, a disconnect exists among fashion blogs, social media, and the consumer. Studies have explored the concept of style among blogs linking brand communities (Pihl, 2014), the fashion bloggers' taste as a means of generating capital (McQuarrie et al., 2013), and fashion bloggers as human brands influencing the relationship between bloggers and consumers in respect to self-congruity and functional congruity (Wang et al., 2015). While studies provide insights on fashion bloggers' influential role in the fashion industry, few emphasize fashion bloggers' brand personality in order to identify consumers' needs and wants regarding fashion branding.

Fashion Blogging Culture: From Amateurs to Experts

Duffy (2013) refers to fashion bloggers as amateur individuals producing fashion media through images and textual information. Without professional titles, bloggers' publications on fashion trends are mere observations. However, with consumer preference for simplicity and personalization, amateur fashion bloggers became ideal branding avenues for fashion brands (Duffy, 2013; Sedeke & Arora, 2013). In this manner they created a shift among the fashion industry as fashion designers began to supply fashion collections to mass market retailers in order to meet larger audiences (Duffy, 2013).

McQuarrie et al.'s study demonstrates the evolution of the fashion blogger, particularly clarifying blogging styles shifting from informal journals to displays of taste, interactive communities to mere audiences, creating ideas to modeling ideas, and the sharing of snapshots to professional photography (2013). As the culture of fashion blogging progressed from street style to haute couture, bloggers established the aesthetic standards required to remain relevant among the fashion industry and consumers (Duffy, 2013; McQuarrie et al., 2013). With fashion bloggers offering consumers authentic reviews through qualified images, the fashion blogger became an influential fashion leader (Duffy, 2013). Thus, as the fashion blogging culture propelled toward *high-fashion imagery*, the social network of Instagram is essential to consider once exploring consumer engagement.

Instagram. Instagram is a social media platform first presented to the public in 2010, enabling people to share interests to a larger community online (Lenhart, 2015). Instagram, alike other social networks, generates interactions between individuals and

offers a platform for self-expression (Mohr, 2013). However, Instagram allows users to uniquely incorporate personal inspirations into visual images, creating and sharing intriguing stories (Visual Creatives, 2014). Users on the photo sharing network have access to multiple features, including editing and sharing options, enabling high speed and high quality photo stories (Lee, Lee, Moon, & Sung, 2015). As a visually appealing platform, Instagram has surpassed the number of users compared to other social networks such as Twitter and Tumblr (Lee et al., 2015).

According to Pew Research Center reports, 28% of internet users are active consumers of Instagram, the percentage having doubled since 2012 (Duggan, 2015). While the percentage appears low, Instagram users engage on the site multiple times daily (Duggan, 2015). The constant access to information create a highly engaging environment for users. Research reports also indicate the strong presence of women on Instagram, surpassing the percentages of men on the site (Duggan, 2015). Drawing from this information, this study focused on the female fashion blogger presence on new media outlets. Though Instagram has become a prevalent social media network for visual sharing, the literature lacks recognition regarding fashion and consumer engagement.

Branding in today's Industry

Branding is defined as a multipurpose process that focuses on strategically presenting product appeal as well as transforming a tangible product into an authentic consumption experience (Hameide, 2011). Through presentation of attributes and characteristics, a brand communicates a particular mission in order to remain in consumer minds (Heaton, 2011). The process of branding a product may entail marketing channels such as magazines, television, and the internet. Traditionally, the fashion industry

promoted fashion related information through fashion shows and print publications; specifically, reaching consumers through semiannual fashion week runway shows and Vogue magazine spreads published worldwide (Entwistle, 2009). However, the world of branding experienced a paradigm shift and print media is becoming archaic, as digital media takes the forefront of communication in the fashion industry. As digital media provides a platform for consumers to express themselves, brand communities emerge and create a consumer-driven marketing platform (Pihl, 2014). Campbell (2005) recognized the development of the *crafting consumer*, an individual motivated by self-expression through consumption; he particularly proposed consumers as producers of ideas such as assembling an outfit demonstrating personal style. With the increased consumption of new media, the crafting consumer is able to express ideas online, reaching a mass audience through self-branding practices and are recognized as bloggers through their constant sharing of brand experiences (Uzunoğlu & Kip, 2014).

The concept of self-branding plays an important role for the marketing industry as it provides innovation and adaptability, enabling firms to survive among a constantly changing environment (Hearn, 2008). More specifically, self-branding is comprised of images and descriptions of the self, which are consumer perceptions obtained from mainstream culture (Hearn, 2008). However, individuals who successfully carry out self-branding practices pursue a narrative style of communication to avoid common advertising approaches, which are often perceived negatively due to consumer perceived lack of sincerity regarding the information shared (Hearn, 2008; Sedeke & Aurora, 2013). Fashion bloggers are a perfect example of individuals who have mastered the art of self-branding, reaching consumers through strategic online branding.

Hearn's (2008) research on the concept of self-branding focused mainly on the reality television industry and its translation to social media networks. Thie current study concentrates on examining the self-branding of fashion bloggers through blogs and Instagram. Given that fashion blogs are the foundation of branding communities and the evolution of branding through mobile applications continues to increase (Reyneke, Pitt, & Berthon, 2010), examining consumer engagement (e.g. frequency of comments) on prevalent media platforms can provide emerging information about the consumer. The incessant developments in culture are often reflected in consumers' character, taking on self-branding practices that reflect cultural norms of that time (Hearn, 2008; Susman, 1984). Therefore, as the fashion industry experiences continuous change, extant literature lacks background regarding consumer engagement among the world of fashion blogging and social media networks such as Instagram.

Human brands. Before mass production and media proliferation, consumers bought products and services through human transactions (Malone & Fiske, 2013). Consumers purchased goods from familiar faces, associating the individual with the product being sold and as a result cultivated trust (Malone & Fiske, 2013). For this reason, consumers continue to be captivated by brands that offer a relatable personality; consumers receive reliability and credibility and ultimately help develop positive perceptions toward brands (Malone & Fiske, 2013; Uzunoğlu & Kip, 2014).

According to Thomson (2006), a human brand refers to a recognized personality whose image is utilized in marketing strategies. Thomson specifically focuses on the celebrity as a human brand, as he claims celebrities possess brand characteristics and are professionally managed. The human brand concept has also been applied to professional

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athletes as they contribute to retail sales of merchandise associated with their brand image due to their attained popularity among fans (Carlson & Donovan, 2013). Similarly, fashion bloggers build personas that help them obtain celebrity status in the fashion blogger community (Trammell & Keshelashvili, 2005). Through providing realistic lifestyles and relevant outlooks, fashion bloggers create a world seemingly attainable by consumers, which in turn captures consumers' attention (McQuarrie et al., 2013). In maintaining consumer interest, fashion bloggers gain a high profile and ultimately gain access to the fashion system (McQuarrie et al., 2013; Trammell & Keshelashvili, 2005). While research has investigated celebrities and professional athletes as human brands, little is known about the fashion bloggers' role as human brands in the fashion industry. Drawing from Aaker's (1997) work on the dimensions of brand personality, fashion bloggers display human characteristics and may contribute to stronger relationships between fashion brands and consumers.

Consistency of Brand Message. Marketing experts suggest that communicating a clear, direct, and consistent brand to consumers helps develop a strong identity and generate a loyal following in an industry filled with endless brands (Fazekas, 2013; Wardell, 2015).

> "Your brand is a living essence found in the overall impression that your audience has of your business. It's what people expect of your business as a result of what you actually deliver vs. what you say you deliver." (Wardell, 2015, para. 3)

The consistency of a brand message represents the ability to cohesively communicate brand significance across numerous methods of communication and therefore elicit positive responses from consumers as well as strengthen the placement of

a brand in consumers' minds (Navarro-Bailon, 2012; Shapiro, 1985; Wyner, 2015). In respect to fashion bloggers, their blogs are presented in a customer-oriented manner, generating interest through literary styles and messages relevant to consumers (Verma, 2014). Nonetheless, the need for consistency in symbolic characteristics defining a brand is necessary to develop a strong and effective brand personality (Changjo, Hae-Kyong, & Youngchan, 2009). As blogs provide a platform for fashion bloggers to communicate their outlooks and ideas through texts, graphics, videos, and links to other webpages or social media channels, consistent strategic messaging of brand personality is crucial (Reyneke, Pitt, & Berthon, 2010; Navarro-Bailon, 2012). In communicating a well-defined brand message, consumers are positively influenced to opinion-forming experiences (Wardell, 2015) and therefore, may continue on to sharing those experiences/opinions through online engagement (e.g. comments).

Theoretical Background

The brand personality framework refers to a series of human attributes linked to a brand (Aaker, 1997); the main idea focusing on associating objects such as brands with personality traits through discovery and experience, ultimately allowing consumers to fulfill self-expressive purposes (Kim et al., 2010). Particularly, Aaker's (1997) framework identifies five dimensions of brand personalities utilized by consumers (e.g. sincerity, excitement, competence, sophistication, ruggedness) in order to determine brand value (Valette-Florence, Guizani, Merunka, 2009). As a brand provides a consistent image over an extended time frame, consumers are able to identify themselves with the brand (Aaker 1996; 1997). A brand personality holds implicit personality traits

enabling consumers to develop their own perception of a brand shaped by personal experience (Plummer 1985; Shank & Langmeyer, 1994; Sung & Tinkham, 2005).

Further, Aaker's (1997) work provides a basis for interpreting fashion bloggers' as human brands among blogs and Instagram presence as well as provide clarity on consumer engagement regarding fashion bloggers' brand image. Human personalities, unlike brand personalities, are deduced from individual's behavior, physical characteristics, as well as attitudes and beliefs. (Sung & Tinkham, 2005). Accordingly, fashion bloggers who embrace well-defined brand personality appeal to consumers that share consistent self-images and personalities (Kim et al., 2010; Sung & Tinkham, 2005). As fashion bloggers become human personalities through entertaining audiences with implicit and objective personality traits (Sung & Tinkham, 2005), it is important to determine if a particular brand personality generates higher consumer engagement online.

Drawing from the previously mentioned theory, the following hypotheses are explored:

H1: Consumer engagement is dependent upon consistent messaging of blogger's personality.

H2: Increased levels of consumer engagement is dependent upon frequency of messaging aligned with blogger personality.

Aaker's Five Brand Dimensions

Aaker's (1997) framework explores brand personality traits and how they are organized in the mind of the consumer (Kim et al., 2010). Research has shown that personality characteristics encourage profound connections between brands and consumers, as humanized attributes helps give brands meaning (Fournier, 1998; Kim et

al., 2010). This is significant to note since fashion bloggers function as brand endorsers who create a bond with consumers through their developed personal brand message and ultimately establish brand equity (Aaker 1997; Anggraeni, 2015). The following touches base on Aaker's dimensions of personality:

Sincerity

The dimension of sincerity is defined by traits such as down-to-earth, honest, wholesome, and cheerful (Aaker, 1997). Consumers identify a brand as sincere when their expectations for positive experiences are met (Maehle, Otnes, & Supphellen, 2011). For instance, a brand that provides a consumer with personal selling and guarantees such as positive service encounters and promotional incentives, both contribute to the perceived sincerity of a brand (Maehle et al., 2011). Sincerity is also established through personalization and passion, traits which are often presented by human brands such as bestselling authors and fashion bloggers (McQuarrie, Miller, & Phillips, 2012; Opoku, Pitt, & Abratt, 2007). Specifically, fashion bloggers are able to document and share their fervent appreciation for consumption online, providing insights and ultimately generating credibility through personality traits (Holt, 1998; Kim et al., 2010; Opoku et al., 2007). The personalization of information shared by fashion bloggers provides honesty and therefore, enables the development of consumer-brand relationships as information delivered is relatable and not entirely promotional. Consequently, brand sincerity is a potent factor in determining consumer engagement as trustworthiness drives consumers to willingly communicate their own opinions through comments or evaluations online (Aaker, 1997; N'Goala & Morrongiello, 2014).

Excitement

The excitement dimension in the brand personality framework is defined by such traits as daring, spirited, imaginative, and up-to-date (Aaker, 1997). Particularly, consumers view a brand as exciting when exposed to aesthetically pleasing material such as constant new clothing styles or the communication of excitement through ads involving exciting experiences (Maehle et al., 2011). For instance, Coca Cola presents itself as a socially engaged brand, offering consumers with vivid images of friends drinking Coca Cola amid festivities (Maehle et al., 2011). In regards to human brands, methods of excitement include bestselling authors' delivering plot twists to captivate readers (Opoku et al., 2007). Similarly, fashion bloggers share a visual acumen in the domain of apparel, a daring liveliness essential to capturing consumer interest online (Bourdieu, 1984; McQuarrie et al., 2012, p. 145). Research demonstrates that emotions such as excitement, play a critical role in consumer experience, influencing perceptions and ultimately consumer engagement (Hwang & Lim, 2015; Verma, 2014).

Competence

Competence embodies personality traits such as intelligent, reliable, secure, and confident (Aaker, 1997). For consumers, a brand with market leading positions and an extensive number of achievements is considered to be highly competent (Maehle et al., 2011). Bestselling authors, for example, are considered competent individuals through experience and recognition, years of writing and numerous publications as well as bestseller awards (Opoku et al., 2007). In relation to fashion bloggers, expertise on particular subjects, a developed strategy for opinion sharing, and insider connections to the fashion industry all indicate factors of competence (McQuarrie et al., 2012; Sedeke &

Arora, 2013; Uzunoğlu & Kip, 2014). Therefore, fashion bloggers' success is related to their competency in communicating effortless taste in fashion and in turn, maintain consumers interest (McQuarrie et al., 2012). As bloggers display expertise through professional experience, knowledge, and personal observations, they create a platform for an engaged audience (Uzunoğlu & Kip, 2014).

Sophistication

Sophistication is characterized as an aspirational attribute, involving qualities such as glamour, upper-class, good looking, and charming, as individuals seek to acquire such personality traits (Aaker, 1997). Brands often regarded as sophisticated embrace high quality, elegance, and unique associations. For instance, *Mercedes Benz*, a luxury automobile manufacturer, focuses on communicating superiority to their consumers through the exclusivity and refined standard of their brand (Aaker, 1997). However, brands often utilize celebrities in order to link sophistication, utilizing individuals such as *James Bond* to drive consumers to regard an *Ashton Martin* vehicle as sophisticated (Maehle et al., 2011). Relatively, human brands' (e.g. fashion bloggers) sophistication can be linked to their personalities through the blogging of brands perceived as sophisticated. Previous research has shown that a brand perceived as sophisticated leads to brand affect, achieving a highly positive and emotional response from consumers (Chaudhuri & Holbrook, 2001; Sung & Kim, 2010). Therefore, consumers' emotional responses or developed perceptions toward a brand may generate behavioral engagement such as commenting on blog posts to illustrate their opinions and experiences (Brodie, Ilic, Juric, & Hollebeek, 2013).

Ruggedness

The brand personality attribute of ruggedness is associated with western

ambiances, strength and masculinity, often traits regarded as American principles (Aaker,

1997). Brands such as *Harley Davidson*, *Land Rover*, and *Gillette* are all brands

consumers associate with the outdoors, masculinity, and toughness (Maehle et al., 2011).

Specifically, rugged brands such as the Oakley brand, exert ruggedness through its

sporty, yet fashionable products ranging from eyewear to active wear utilized for sporting

activities; functionality and style being effective qualities for attracting consumers

(Hayes, Alford, Silver, & York, 2006). Further, researchers have applied the dimensions

of brand personality to the media marketplace and the industry of bestselling authors,

addressing ruggedness as a projection of a confident and aggressive persona (Kim et al.,

2010; Opoku et al., 2007). As research has established positive consumer perceptions

toward a brand embodying both functionality and fashionable aspects (Hayes et al.,

2006), the display of a rugged personality by a fashion blogger should encourage

consumers to engage online.

Fashion Bloggers as Human Brands and the Effect of Consumer Engagement

As consumers become more informed and educated, their needs and wants change

as well as their preferences for receiving information (Uzunoğlu & Kip, 2014). Research

shows that consumers positively respond to brands that introduce a brand personality or

lifestyle branding method as consumers are able to connect with the brand on a personal

level (Chernev, Hamilton, & Gal, 2011; Mishra, Roy, & Bailey, 2015). As a result,

marketers and brand managers seek celebrities or fashion bloggers in order to reach their

ideal consumer through a more genuine approach (Mishra et al., 2015). The endorsers of

today's marketing industry primarily consist of fashion bloggers, also referred to as digital influencers, considering their ability to mediate brand/product messages and interact within online communities such as blogs and social media (Uzunoğlu & Kip, 2014). However, as fashion bloggers take on the role of fashion mediators, they pursue blogging methods that ultimately engender their own image (Pham, 2010). Through the process of fashion blogging, bloggers' personality traits are inculcated in their blog content, regardless of the particular brand being endorsed (Chen, Shang, & Li, 2014; Mishra et al., 2015; Pham, 2010). Therefore, fashion bloggers' dual role as brand endorsements and interactive human beings classify them as human brands (Thomson, 2006). The interpersonal messages fashion style blogs present generate loyal attachments between human brands and consumers and fundamentally lead to consumer engagement (Thomson, 2006; Uzunoğlu & Kip, 2014). For example, fashion brands' branding and marketing investments through social media platforms such as Instagram entail fashion bloggers as mediators; the documentation of personal experiences and style suggestions while on luxury vacations funded by fashion brands foster consumer engagement through the usage of hashtags and ultimately develop brand equity (Indvik, 2016). Hashtags refer to searchable links created by the use of the pound sign, followed by any word or words (e.g. #FashionBlogger), allowing social media users to search topics and join conversations; thus, enabling consumers to engage online (Hiscott, 2013).

Consumer Engagement

Various researchers view consumer engagement from different perspectives. For example, Brodie et al. (2013) discuss their view of consumer engagement as "a multidimensional concept comprising cognitive, emotional, and/or behavioral

dimensions, [which] plays a central role in the process of relational exchange where other relational concepts are engagement antecedents and/or consequences in iterative engagement processes within the brand community" (p. 107). Van Doorn et al. (2010) discuss consumer engagement as behaviors that extend outside of mere transactions, as consumers express brand focused interactions that stem from motivational forces. For instance, the act of blogging positive brand messages or executing negative actions such as forming community movements against a company are both actions that arise from consumer experience (Van Doorn et al., 2010). For Calder et al. (2009), engagement is discussed as "a second-order construct manifested in various types of first-order experience constructs, with experience defined as consumer's beliefs about how a site fits into his/her life" (p. 322). The information encountered by consumers online vary in content, ranging from useful information to enjoyable information which contributes to a collection of experiences, formally known as consumer engagement (Calder et al., 2009). For example, in relation to this thesis, fashion bloggers feature fashion products in their posts which contribute to the many experiences consumers may encounter and therefore, engage in utilizing the information acquired for different purposes such as utilitarian or mere entertainment needs.

Inclusively, the concept of consumer engagement has been applied to diverse domains such as consumer self-congruity with a brand online (Calder, Malthouse, & Schaedel, 2009) consumer motivations to interact within a brand community (Algesheimer, Dolakia, & Hermann, 2005) and the act of "liking" a brand on social networking sites (Wallace, Buil, & Chernatory, 2014). While the extensive literature on consumer engagement provide unique insights, three important themes remain;

engagement embodies consumers' perceptive, affective, and interactive functions across different entities such as brands and organizations (Hollebeek 2011a, b, 2013; Hollebeek, Glynn, & Brodie, 2014). Specifically, cognitive tendencies involve a consumer's level of attention and/or captivation with a brand, emotional interests denotes a consumer's level of inspiration and/or enthusiasm, while behavioral activity characterizes consumers' level of energy when interacting with a brand (Patterson et al., 2006; Schaufeli, Martínez et al., 2002; Schaufeli, Salanova et al., 2002).

However, it is important to distinguish the need for both interaction and involvement as they are significant elements of consumer engagement (Mollen & Wilson, 2010; Verma, 2014). Mollen and Wilson (2010) argue that consumer engagement requires more than involvement with a brand as cognitive and affective connections cultivate an active relationship. To be an engaged consumer, the use of cognitive values as well as experiential values (e.g. experience contributing to emotional senses) and instrumental values (e.g. goal-directed behaviors such as purchase decisions) are necessary (Fiore et al., 2005; Mollen & Wilson, 2010). Further, Van Doorn et al. (2010) propose that consumer engagement includes the exit and voice elements of Hirschman's (1970) model, as consumers communicate their experiences through voicing positive or negative recommendations and opinions or exercise exit behaviors such as limiting relationship with a brand through decreasing consumption. As social networking sites and blogs contribute to active consumer engagement including voice and exit dynamics, engaged consumers play a significant role for the marketing of brands online (Brodie et al., 2011; Verma, 2014). The internet provides a platform for communication, enabling consumers to share opinions and experiences and therefore, contributing to consumer

engagement as well as the branding of an engaging object (e.g. brand, product, or organization) (Henning-Thurau et al., 2004; Van Doorn et al., 2010).

Researchers such as Brodie et al. (2013), Calder et al. (2009), and Van Doorn et al. (2010) provide distinctive definitions for consumer engagement. For this thesis, however, consumer engagement relates to the amount of comments elicited by fashion bloggers' posts on their blog and Instagram platforms. Previous research on the frequency of engagement online identifies the amount of reviews/comments to be an indication of brand post popularity which in turn influences purchase behavior or consumer perceptions toward the information shared (De Vries, Gensler, & Leeflang, 2012; Park & Kim, 2009). While comments published by consumers on fashion bloggers' social media posts were not individually analyzed, it is important to note that both positive and negative comments enhance interest in the brand post shared and contribute to further consumer commenting (De Vries et al., 2012). Nonetheless, consumer comments are elicited by brand posts with highly interactive characteristics (De Vries, et al., 2012). Therefore, the amount of comments published by consumers on fashion bloggers' posts provide an indication of what brand personality characteristics are particularly more engaging.

CHAPTER III

METHODOLOGY

Blog sample

According to Mohr (2013), the effectiveness of a blog is defined by its strong

individual, personal, and popular characteristics. Taking into account Mohr's viewpoint,

this paper focused on top ranked fashion bloggers. Fashion bloggers were chosen through

a ranking list provided by Fashionista.com, *The 20 most influential personal style*

bloggers right now, a featured article composed by Lauren Sherman, editorial strategist

and Fashionista's former editor. Through several channels of investigation such as blog

and social media account traffic, brand collaborations, and google searches, the ranking

of the top leading fashion bloggers was created (Sherman, 2015). Further, the blog

sampling for this paper included five of the twenty fashion bloggers featured in the

ranking list for 2015. The purpose behind choosing to analyze influential fashion

bloggers is to identify their ability to influence consumer engagement online and further

investigate their most effective brand personality traits. The initial sample included the

top five bloggers of the twenty ranked for 2015. However, blogs with intricate layouts

(e.g. disarranged and ambiguous blog categories) as well as infrequent blog postings were

eliminated and led to analyzing the next ranked blogger featured on the list. Nonetheless,

a total of five bloggers were observed.

Procedure

A content analysis method was employed to examine verbal and visual

communication posts among new media channels by fashion bloggers and consumers in

order to investigate the relationship between fashion bloggers' brand personality and

consumer engagement. Specifically, content analysis refers to the categorization of text or other content such as words, pictures, themes or any type of message that is shared (Neuman, 2003; Weber 1988). In analyzing text through content analysis research techniques, objective and systematic significances are identified, as words communicated hold both audiences' beliefs and the narrator's outlooks and interests (Stone, Dunphy, Smith, & Ogilvie, 1966). Essentially, content analysis is a research approach to compare texts in order to make inferences and ultimately reach theoretically supported conclusions (Stone et al., 1966). The gathering and analyzing of content was implemented in order to identify characteristics of the communicator (i.e. fashion bloggers) and describe attitudinal responses to communications such as consumers' actions toward fashion bloggers' brand personality online (Berelson, 1952; Weber, 1985).

For reliability, Kassarjian's (1977) general guidelines for content analysis were followed. Specifically, focusing on the three fundamental characteristics of content analysis (i.e. objectivity, systemization, and quantification), this thesis investigated fashion bloggers' brand personality online (Kassarjian, 1977). While reviewing a random sampling of fashion bloggers' posts, the dictionary term categories implemented by Opoku et al. (2007) provided clarity on the definition of each brand personality characteristic, allowing a systemized method to objectively conduct research. Lastly, adhering to Kassarjian's (1997) concepts regarding quantitative examination, the frequencies of brand personality synonyms and consumer comments per blog posts were recorded to administer statistical analysis.

Further, in utilizing Opoku et al.'s (2007) dictionary term list of synonyms for Aaker's five brand personality dimensions, validity was established and upheld during

the coding process. While Opoku et al.'s (2007) study applied these dictionary terms through a computer-aided content analysis process, this study applied categories to sampled material manually (i.e. by the author), and recorded evaluations in Excel.

Blog analysis

Fashion blogs were accessed through the Bloglovin website that houses all blogs available on any platform, allowing quick access to information shared (Bloglovin, 2016). This allowed easy retrieval of blogger statistics such as number of followers and the direct access to their individual websites. Different blog layouts are used by fashion bloggers, therefore, in-depth exploration was pursued in order to identify blog formats and establish the final sample of fashion bloggers to analyze. Rules were implemented to identify a suitable data set. For example, fashion bloggers with outfit categories, October posts, and more than 7 posts for the month of October were selected. The reasoning behind selecting blog posts from October was to allow accumulation of comments. Once fashion bloggers met these requirements, a random number generator was used to determine which posts to code. For examining blog posts, there was a requirement for 12 words or more on the post. Failure to meet criteria disqualified the post, and further exploration was conducted onto the following post or until subsequent posts met the requirement. While the rules implemented were not statistically derived, the data collection process guided the number of posts and words needed in order to apply the brand personality dimensions. Two main attributes of selected blog posts were analyzed and recorded: (1) quotes were investigated utilizing Opoku et al.'s brand personality synonyms and (2) frequencies of comments by blog consumers.

Blog Post Coding

To uncover blogger brand personality, Aaker's (1997) Five dimensions are coded from the gathered blog posts. Each selected blog post, consisting of all text for each selected blogger on the selected day, were entered into a Word document via "copy and paste" controls within MS Word, for further analysis. The Word document included the synonyms tables in order to identify the usage of brand personality dimensions within blogger's text using library search results. This allowed for thorough exploration as the library search results locates and calculates the number of times a word is mentioned in text. Once reviewing the text and recognizing the brand personality elicited, frequencies were recorded in an Excel document. This process was implemented on five blog posts per blogger. The five dimensions that functioned as dictionary categories and their particular characteristics are as follows: (1) sincerity (e.g. down-to-earth, honest, sincere, cheerful), (2) excitement (e.g. daring, trendy, imaginative, fashionable), (3) competence (e.g. reliable, intelligent, successful, confident), (4) sophistication (e.g. glamorous, charming, feminine), (5) ruggedness (e.g. outdoorsy, tough). For extensive list of brand personality synonyms refer to Appendix B.

While coding blogger's blog posts for brand personality synonyms, words which were mentioned out of context were not included. For example, in one instance, blogger one wrote about her experience when first spotting the denim dress she wore in the visuals shared in her blog post. Although she utilized synonyms from Appendix B; Table 1 and Appendix B; Table 5, the words did not accurately depict brand personality dimensions. For example, blogger one's post illustrated, "it just seemed too boxy, too long, and out of shape." The word *just* is meant to display the brand personality of

sincerity, however, the blogger used the word as a description of how unshapely the dress appeared to her. The word *out* was also used out of context as it is supposed to describe the brand personality trait of ruggedness and instead described the garment's shape. Another example was use of the word *well*. It is an indicator of being wholesome and thus displays the brand personality of sincerity. Nonetheless, this particular blogger used the word as a transition and to further explicate a topic. She wrote, "Well, I'm adding this one to the list!" in which she explained her love for the Dior show she had attended for the first time. She continued to describe her experience by telling her blog consumers about her respect for a particular designer, "…this time was especially special because it's one of Raf Simon's last collection as well as my favorite collection so far."

The coding for blogger two's blog posts did not involve many exclusions for out of context word usage. The only two instances she used words out of context are as follows. Before taking a trip, she shared on her blog, "I'm heading to NYC for a few days and just wanted to share my travel outfit before taking off." In this example, she utilized the word *just* to express her objective, sharing her outfit details with her blog consumers before becoming occupied. As a result, the word was not coded as it lacked association with the brand personality of sincerity. The second example of incorrect word usage was when blogger two was describing her habits while on a flight, "Not to be super obvious, I keep my head still and only look with my eyes. Even creepier right?!" In this example, she explained her habit of observing others when taking a break from doing work on a flight. The word *even* was not coded since it lacked association with the brand personality of sophistication and the word *only* was also not coded as it did not relate to sincerity nor excitement.

The blog posts for blogger three manifested the brand personality of ruggedness. Though several words were excluded due to out of context references, her blog posts included lengthy text and thus enabled the coding for a sufficient amount of brand personality frequencies. A few examples of this blogger's out of context synonym usage include Appendix B; Table 1, Appendix B; Table 2, Appendix B; Table 3, and Appendix B; Table 5. Particularly, in one of her blog posts she mentioned, "Thomas and I are constantly up the hill searching for inspiration and shooting in this gorgeous neighborhood that fits my classic style so well." While her utilization of the word *well* addressed good style, and good is also a synonym mentioned in the list of dictionary terms for brand personalities, it does not necessarily display the trait of being wholesome. Subsequently, her use of the word *present* was also out of context as she informed her blog consumers about her latest purchase rather than describing a contemporary purchase associating her with the brand personality of excitement: "They were an early birthday present to myself." For her usage of the brand personality synonym *head*, she did not utilized the word as a significance of competence and instead described the mere thoughts she was excited to share with her consumers, "This may be a little unrelated to this post, but I wanted to communicate this message that kept popping up in my head yesterday!" Finally, her mention of the word *out* was mentioned as a revelation of her season-appropriate shoe versus the actual outdoors associated with the brand persoanlity of ruggedness. She went on and described her seasonal routine, "Right around this time of year is when I bring out my over the knee boots." Though she mentioned various brand personality synonyms that were not coded, those that were utilized within context and coded presented her distinct brand personality.

In the case of blogger four, her blog posts contained minimal text, yet still expressed a clear brand personality of excitement. While she used brand personality synonyms from Appendix B; Table 1 and Appendix B; Table 4, they were not associated with the brand personality dimensions of sincerity or sophistication. For example, to describe the degree of casual her outfit resembled, she explained, "An even more casual but cool accessory choice is sneakers – like pictured above here." While the word *even* can also be described as a *level*, her usage of the term did not associate with the brand personality of sophistication in this example. Also, her use of the word *just* illustrated the process of searching for vintage deals in flea markets and eventually finding that utterly perfect find. She described the requirements a person must have as they hunt for deals, "You have to be willing to get down and dirty, sift through smells that you aren't used to, find a bunch of misses just to get one incredible hit." This example did not particularly depict an honest or sincere trait through the usage of the word *just*, and thus was not coded as a frequency for brand personality.

Blogger five aligned with the brand personality of excitement, like fashion blogger four. These two bloggers both communicated similar fashion styles through the visuals and text shared on their blogs, often exhibiting bold and creative characters as well as utilizing comparable words to describe their experiences. Like the rest of the fashion bloggers coded, blogger five also used brand personality synonyms out of context. She mostly used synonyms from Tables 1, 2, and 5, which appear in Appendix B, which did not associate with brand personality dimensions and thus were not coded. For instance, her usage of the word *just* did not reflect a sense of honesty or sincerity and instead provided an explanation of her opinion of Parisian women. She distinctly

mentioned, "Everything from their minimal makeup to their effortless style, Parisian women are just mesmerizing!" In regards to her use of the word *out*, she expressed her tendency to reveal a different side of her styling preferences during a particular time of year. She stated, "But something about Fashion Week brings out the colorful side of me!" Therefore, the term was not necessarily related to the brand personality of ruggedness, as the word *out* refers to outdoorsy behaviors. The final example of her out of context word usage includes the word *only*. Essentially, the word *only* relates to the brand personality dimensions of either sincerity or excitement. However, as she described her affection for a particular brand, she merely defined the brand's many abilities. "That's why I love Ralph Lauren, not only do they have their finger on the pulse of the everyday woman, but they keep true to their history."

Blog Consumers Comments' Coding

Through each blog post investigation, consumers' comments were located once reaching the end of information shared. Whether information incorporated a stream of visuals, text, or a combination of both, consumers' comments were web-generated and frequencies noticeably displayed once blog entry concluded. The comment frequencies each blog post revealed were then recorded in Excel for all five blog posts per blogger. Further, the text included in consumers' comments was displayed once scrolling past the stated frequencies elicited by a blog entry. Nonetheless, comments were not individually examined during analysis to verify web-generated frequencies stated.

Analytical Plan

To examine the proposed hypotheses, chi-square test for independence and correlation were employed. Specifically, the chi-square test was conducted in order to

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identify the degree of relationship between well-defined fashion bloggers' brand personalities and consumer engagement levels online. Correlation analysis was used to determine the particular brand personality characteristics that elicit higher levels of consumer engagement.

CHAPTER IV

RESULTS

The usable sample comprised five female bloggers, age ranges from 23 to 31 years old, who based their blogs from 3 major cities in the United States (New York, Los Angeles, and San Francisco). Their additional expertise patterns included interior design, YouTube sensations, design experience with known brands such as Topshop, and brand collaborations with brands like Coach and Banana Republic.

Blogger Characteristics

As bloggers were coded for brand personality, their level of prominence (based on ranking) was recorded as well. Specifically, Aimee Song, referred to as blogger one for this paper, is a Los Angeles-based blogger who ranked second on the list of the 20 influential style bloggers. Her presence in the blogosphere involves eight years of style blogging and she acquired a substantial following on both her fashion blog and Instagram account which allowed her to become a popular choice among brands for brand collaborations (Sherman, 2015). Wendy Nguyen is referred to as blogger two for this paper, is also a Los Angeles-based blogger and ranked third. Her blog launched five years ago and follows behind blogger one in regards to holding a sizeable following on her blog. Julia Engel, referred to as blogger three for this paper, is a San Francisco-based blogger who ranked ninth on the top bloggers list. Her simple blog layout and content format enables consumers to explore her blog with ease as well as other social media links provided. Blogger four, Danielle Bernstein, is a New York-based blogger who ranked sixteenth on Fashionista's top blogger list. Her style is communicated clearly through her blog and most likely contributed to her involvement in designing product

lines for Topshop. Finally, Chriselle Lim, referred to as blogger five for this study, is a

Los Angeles-based blogger ranked nineteenth on the top 20 influential bloggers list; her

distinctive style fostered a significant following on her blog as well as procured

collaborations with brands such as Banana Republic. Further characteristics presented in

Table 4.1 reveal blogger's exact date of blog launch and the number of followers each

blogger has on blog and Instagram platforms.

Table 4.1: Fashion Blogger Characteristics

Blogger/Blog Name	Age	Rank	Date Started	Following	
				Blog	Instagram
1 – Aimee Song **Song of Style**	28	#2	October 2008	296,293	3.6 million
2- Wendy Nguyen **Wendy's LookBook**	31	#3	March 2011	132,800	972k
3- Julia Engel **Gal Meets Glam**	23	#9	April 2011	50,201	907k
4- Danielle Bernstein **WE WORE WHAT**	23	#16	December 2011	17,311	1.5 million
5- Chriselle Lim **The Chriselle Factor**	29	#19	February 2011	73,528	653k

Note: Blogger ranks recorded from top 20 list of influential bloggers
published by fashionista.com

Chi-square test and brand personality frequencies

In examining the first hypothesis, a chi-square test for independence, using cross-

tabulation was performed to determine the relationship between brand personality

dimensions, and number of elicited comments per post. The chi-square test revealed that

for each blogger, the two variables were not significantly related. This demonstrates that

the number of comments elicited is not dependent upon the blogger's brand personality,

therefore hypothesis one is rejected. Specifically, the chi-square test for each blogger

revealed the following statistics results (See Tables 4.2 to 4.6).

Table 4.2: Chi-square results for Aimee Song

Variable	Chi-square	DF*	p
Ruggedness	24.00	20	0.242
Sincerity	18.00	15	0.263
Sophistication	12.00	10	0.285
Competence	12.00	10	0.285
Excitement	30.00	25	0.224

Note: N = 5

Table 4.3: Chi-square results for Wendy Nguyen

Variable	Chi-square	DF*	P
Ruggedness	20.00	16	0.220
Sincerity	15.00	12	0.241
Sophistication	10.00	8	0.265
Competence	5.00	4	0.287
Excitement	10.00	8	0.265
Note: N = 5			

Table 4.4: Chi-square results for Julia Engel

Variable	Chi-square	DF*	P
Ruggedness	15.00	12	0.241
Sincerity	15.00	12	0.241
Sophistication	10.00	8.00	0.265
Competence	5.00	4	0.287
Excitement	10.00	8	0.265

Note: N = 5

Table 4.5: Chi-square results for Danielle Bernstein

Variable	Chi-square	DF*	p
Ruggedness	10.00	8	0.265
Sincerity	5.00	4	0.287
Sophistication	5.00	4	0.287
Competence	5.00	4	0.287
Excitement	20.00	16	0.220
Note: N = 5			

Table 4.6: Chi-square results for Chriselle Lim

Variable	Chi-square	DF*	p
Ruggedness	10.00	8	0.265
Sincerity	15.00	12	0.241
Sophistication	20.00	16	0.220
Competence	5.00	4	0.287
Excitement	15.00	12	0.241
Note: N = 5			

Brand personality dimension frequencies can be seen in Table 4.7. Specifically, based on synonym counts, fashion blogger one exhibited similar frequencies across brand personality dimensions and thus categorized as having no particular brand personality. Similarly, fashion blogger two also presented no particular brand personality due to like frequencies across brand personality dimensions. Further, fashion blogger three communicated a distinctive brand personality, displaying 24 synonyms for ruggedness; whereas fashion blogger four exhibited 18 synonyms for excitement. Finally, fashion blogger five displayed 24 synonyms associated with the excitement dimension.

Table 4.7: Brand Personality Dimensions and Frequencies

Blogger	1	2	3	4	5	Total Comments
Aimee Song						
Blog post #6	0	2	2	1	2	149
Blog post #3	0	2	1	1	0	177
Blog post #7	0	3	4	4	0	255
Blog post #5	1	1	2	0	0	160
Blog post #4	0	0	0	1	2	209
Total Synonyms	**1**	**8**	**9**	**7**	**4**	**29**
Wendy Nguyen						
Blog post #5	0	2	4	3	0	97
Blog post #9	0	0	2	2	0	83
Blog post #10	0	1	0	2	2	81
Blog post #8	1	0	6	5	2	75
Blog post #6	0	1	3	6	3	92
Total Synonyms	**1**	**4**	**15**	**18**	**7**	**45**
Julia Engel						
Blog post #4	1	14	3	5	4	116
Blog post #6	0	1	7	1	1	86
Blog post #3	0	1	7	1	1	128
Blog post #5	1	0	1	8	4	123
Blog post #1	0	1	6	2	3	122
Total Synonyms	**2**	**17**	**24**	**17**	**13**	**73**
Danielle Bernstein						
Blog post #12	0	3	2	0	1	30
Blog post #10	0	8	1	0	0	16
Blog post #1	1	4	1	2	0	25
Blog post #9	1	2	1	0	0	28
Blog post #4	0	1	3	0	0	23
Total Synonyms	**2**	**18**	**8**	**2**	**1**	**31**
Chriselle Lim						
Blog post #4	0	3	4	1	6	63
Blog post #3	1	6	2	2	0	57
Blog post # 13	0	4	2	4	2	93
Blog post #10	1	8	1	7	4	66
Blog post #1	0	3	1	1	1	41
Total Synonyms	**2**	**24**	**10**	**15**	**13**	**64**

Note: 1 = Competence; 2 = Excitement; 3 = Ruggedness; 4 = Sincerity; 5 = Sophistication

Simple Correlation analysis

In line with the second hypothesis, simple correlation analysis showed that there was no significance between the overall frequency of brand personality synonyms and comments elicited by blog posts. The output for the correlation analysis appears in the following tables (4.8 to 4.10)

Table 4.8: Correlation for Excitement and Comments for Chriselle Lim

Variable	R	Sig.
Excitement	0.11	p = .860
Comments		

Note: N = 5.

Table 4.9: Correlation for Ruggedness and Comments for Julia Engel

Variable	R	Sig.
Ruggedness	-0.328	p = .590
Comments		

Note: N = 5.

Table 4.10: Correlation for Excitement and Comments for Danielle Bernstein

Variable	R	Sig.
Ruggedness	-0.721	p = .169
Comments		

Note: N = 5.

Effect size

Though the results concluded an insignificant relationship between brand personality and number of comments elicited per post, effect size was explored to

determine the strength of the relationship between the two variables. In regards to the chi-square test, the effect size was likely not meaningful due to small cell-sizes in many of the contingency tables, contributing to inconsistent patterns across bloggers. For correlation results, the effect size varied. Particularly, a small effect size was established for blogger five as $d = .11$. While a large effect size relates to a high statistical power, the small sample size for this study affected the statistical significance. For blogger three and four, $d = -.328$ indicated a small-to-moderate effect size and $d = -.721$ revealed a large effect size. Interestingly for bloggers three and four there was a negative relationship between brand personality and consumer engagement. That is in these cases, when a blogger exhibited a clearer brand personality, there was a reduction in the number of comments elicited from followers. In general however, a larger sample is needed in order to make any statistical inferences.

Post Hoc analysis

After chi-square tests and simple correlation results revealed a non-significant relationship between variables (e.g. brand personality and consumer comments), a post hoc analysis for word frequencies was administered. The web application of TagCrowd was utilized in order to evaluate bloggers' blog posts and identify frequently used words outside of Aaker's five brand personality dimensions. The results elicited words chiefly relating to fashion objects such as bags, accessories, and sunglasses. While fashion objects did not reflect high frequencies across all bloggers' blog posts, the common theme of descriptive product elements was present. For example, blogger one elicited more frequencies for words such as affordable, bag, dress, similar, and Dior. Frequent words elicited by blogger two included accessories, dress, jacket, outfit, and happy.

Conversely, blogger three presented higher frequencies for words such as bag, black, dress, jacket, and coat. Blogger four filled her blog posts with words such as bold, color, faux, fur, and shop. Lastly, blogger five elicited higher frequencies for words such as similar, outfit, love, wear, and Ralph Lauren. The complete list of word frequencies from the TagCrowd output can be seen in Appendix C.

The elimination of Instagram analysis

Although the initial aim for this thesis was to look at the brand personality consistency across platforms (e.g. blogs and Instagram), the coding technique did not allow for Instagram to be included. The information shared by bloggers on Instagram incorporated an insignificant amount of text and thus prevented the ability to code brand personality with dictionary synonyms. Though several Instagram posts regarding the same blog post content were treated as one for coding, they presented vastly low frequencies, if any. The format inconsistencies are seen in the following figures:

Figure 4.1: Screenshot of blogger Wendy Nguyen's Instagram post, including minimal text and emoji.

Figure 4.2: Screenshot of blogger Danielle Bernstein's Instagram post, including limited text.

Figure 4.3a: Screenshot of Aimee Song's Instagram post, including text with no brand personality synonyms

Figure 4.3b: Screenshot of Aimee Song's Instagram post, including text with no brand personality synonyms for the same blog post.

Figures 4.1-4.3b show the different ways information is shared from a blog post via Instagram. Bloggers shared minimal information about the visual image and instead provided the blog post title, brand featured, and the link for ease of exploration. This lack of text meant including Instagram in analyses could be meaningless when applying a text-based coding scheme. Therefore, this chapter focuses solely on the text featured in bloggers' blog posts.

CHAPTER V

DISCUSSION AND CONCLUSION

The main objective of this thesis was to identify fashion bloggers' brand personalities in order to determine the potential influence they may have on consumer engagement (frequencies of comments). As prior research has established the importance of possessing a sizable following, links to several social networks, and search engine ranking in order to be regarded as an influential blogger (Uzunoğlu & Kip, 2014), this thesis focused on searching within those characteristics to distinguish brand personality specifics. The major findings suggested that brand personality dimensions exhibited by bloggers do not have an impact on the number of comments elicited by consumers. The consistent messaging of a blogger's personality (H1) and increased levels of consumer engagement upon aligned brand personality messaging (H2) did not reflect a significant relationship. The findings also revealed that two out of the five bloggers coded exhibited no brand personality. This is because brand personality synonyms were scarcely used and those that were did not exhibit consistency. The three bloggers that did present a distinctive brand personality also used a low frequencies of brand personality synonyms, however, they did achieve some level of brand consistency.

In investigation of each blogger's blog posts, the brand personality synonyms were revealed, brand personality determined, and conclusions made. First, the exclusions of out of context synonyms resulted in low brand personality frequencies for fashion blogger one as well as a sporadic distribution of frequencies across brand personality dimensions. The usage of different brand personality dimensions in one of her blog posts elicited the least amount of comments compared to her other blog posts coded, thus, reinforcing the importance of delivering a consistent brand image. However, one of her

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blog posts that elicited the second highest comments hardly displayed any brand personality dimensions. Despite having exhibited the least amount of brand personality dimensions, fashion blogger one's blog posts elicited the most comments out of all other fashion bloggers included in the sample. This may have to do with the larger following she holds on her fashion blog compared to the other fashion bloggers coded. Also, considering her eight years of experience in the blogosphere, she accumulated a vast following as well as established a presence on social media. As determined by previous consumer research, fashion bloggers accrue a larger audience as they continue to exhibit adventurous preferences through their blogging, eventually leading to their integration into the fashion system (McQuarrie et al., 2013). In fashion blogger one's case, her vast number of followers might have placed her as one of the most influential fashion bloggers for the past two years as well as contributed to her many collaborations with fashion brands (Indvik, 2016; Sherman, 2015). Furthermore, while studying blog posts for fashion blogger one, visuals indicated her preference for pairing delicate pieces (e.g. lace) with rugged garments (e.g. leather). While the text in her blog posts did not clearly define her brand personality dimensions, her strong use of visuals was apparent.

While blogger two established a correct usage of brand personality synonyms, she displayed an inconsistent pattern of brand personality dimensions. Consequently, her blog posts did not exhibit a defined brand personality. Nonetheless, in analyzing frequencies per post, the two occasions she did exhibit a clear brand personality, posts elicited more comments compared to her other blog posts displaying indistinct frequencies across brand personality dimensions. This finding further supports the importance of communicating a consistent brand message, as a clear and defined brand stands out in the

mind of consumers (Wardell, 2015). Further observations determined blogger two as the second most followed blogger on the blogosphere of the sample coded. However, her blog posts elicited the third most comments. Specifically, blogger one and two are the top most followed fashion bloggers of the sample coded and the only two that failed to display a particular brand personality. Thus, one might conclude that the number of followers plays a role in the number of comments elicited per post. Lastly, considering both bloggers with no brand personality, blogger two's posts included roughly the same amount of text as blogger one's posts. Still, blogger two's blog utilized brand personality synonyms in the correct context and thus displayed slightly more brand personality frequencies than blogger one. However, blogger two still did not elicit as many comments per post as fashion blogger one. This led to further observations and the conclusion that the number of years a blogger has been blogging may play a role in the number of following and number of comments a blogger elicits. (See Table 3.1).

As seen in Table 3.1, blogger three is the fourth-most followed blogger of the sample coded. Though her blog posts elicited the most comments per posts after blogger one, she does not have as many followers as her counterpart. However, having aligned herself specifically to the ruggedness dimension could have influenced the number of comments her blog posts elicited. Additional analysis of this blogger showed her consistent descriptive reflections and vivid word usage as she shared her daily adventures involving the fashion outfits she wore. Having included more text in her blog posts than the rest of the bloggers sample could have also contributed to the comments elicited per post as she provided consumers with a distinctive quality. Another important finding that may have contributed to her rugged nature was her frequent mention of opting to wear

garments such as jeans and boots. Though blog posts coded were in October, it was evident her preferred fall fashion attire involved clothing that prepared her for either a trip to a coffee shop or sightseeing in a large city.

Blogger four communicated the brand personality dimension of excitement in her blog posts. Though she exhibited a consistent brand personality, her blog posts did not elicit as many comments as the other bloggers. A possible contribution to the minimal comments elicited may be the number of followers she has on her blog; compared to the remaining sample, blogger four had the least amount of followers. However, it is important to note she was the only blogger to display the least amount of frequencies for the dimension of sincerity. Previous research has established the need for trustworthiness in a blogger as consumers consider sincerity to be a key foundation of powerful bloggers (Uzunoğlu & Kip, 2014). In studying frequencies per post, her blog post with the most brand personality present elicited the least comments. An explanation for this finding may be due to the lack of pictures of her in the clothing, thus resulting in additional text to provide consumers with product information. Concluding from the most commented blog posts of the sample, consumers gravitate toward visuals of bloggers wearing the clothing they enjoy and recommend. In further analyzing her blog posts, blogger four demonstrated her excited nature through her preference of wearing bold and daring outfits. Not only did she share visuals illustrating her bold style, she also chose her words carefully to describe her respective brand personality. This observation can be seen through the blogger's usage of minimal text in her blog posts.

Though blogger five included an acceptable amount of text in her blog posts, she did not use many brand personality synonyms to describe her experiences. Nevertheless,

she exhibited a defined personality unlike bloggers one and two who both did not align with a particular dimension and still elicited a sizeable amount of comments per post. Furthermore, blogger five has been blogging since 2011 and is the third most followed blogger of the sample. However, she elicited the least amount of comments compared to the rest. The blog post that elicited the most comments for blogger five exhibited a sporadic distribution of brand personality dimensions. Still, she displayed mainly dimensions of excitement and sincerity. First, the contribution to the number of elicited comments of the post seemed to be the result of her focus on sharing visuals of herself in the clothing she wrote about. Then, further observations revealed other blog posts coded also included the same format of visuals and elicited fewer number of comments. Ultimately, the title of her blog post *Embracing my Imperfections*, exposed a sincere quality of the fashion blogger and evidently influenced consumers to comment. Previous research has determined that consumers acknowledge bloggers who are sincere and as a result trust their judgments and perceptions (Uzunoğlu & Kip, 2014).

Overall, it was important to pay attention to context when coding text for brand personality dimensions as frequencies would have reflected very different results. The mere mention of brand personality synonyms would not have accurately depicted fashion bloggers' brand personality. Moreover, the top most commented blog posts were those of fashion bloggers one, two, and three. A significant characteristic these bloggers displayed was their inclination to share photos of themselves in their outfits. While bloggers four and five did as well, they tended to incorporate visuals of products and other artifacts related to their experiences while wearing the fashion outfit addressed in the blog posts. Another observation for blogger four and five's blog posts was their brand personality

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was related with excitement due to their bold choices in style. Consequently, this set them apart from the rest of the group coded as bloggers one, two, and three exhibited a more mass-market sense of style. This is a plausible explanation for blogger four and five's small frequencies in comments as consumers may not be influenced to comment on fashion bloggers' innovative tastes. This thesis investigated selected fashion blogger's brand personality as conveyed in their blog posts, using content analysis. To a greater extent, it has helped in identifying whether fashion bloggers are communicating brand personalities distinctively. As shown by Table 4.7, some fashion bloggers exhibited a clear brand personality while others were not as well-defined.

Limitations of study

The limitations in this thesis are acknowledged in order to present suggestions for future research. Though the needed procedures were taken to evade possible bias in utilizing the dictionary of brand personality synonyms, it is recognized that the definition of context words and coding procedures may be influenced by subjective interpretations and knowledge of the single researcher for this study. However, in utilizing content analysis for coding, the possibility for generalizing is often present. In order to avoid generalization, the ranking list "The 20 most….personal style bloggers" was utilized for sampling purposes as bloggers featured provided suitable data for the purpose of this thesis.

Another limitation of this thesis involved coding only text. Previous work on digital integration established that bloggers share their ideas through numerous digital channels including microblogs and blogospheres; typically, sharing more information on blogs than their microblogs (e.g. Instagram, Facebook, etc.) (Uzunoğlu & Kip, 2014).

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However, like fashion trends, fashion blogging continues to change and have most recently gravitated toward strong visual formats. As a result, many fashion bloggers featured on the top ranked list did not meet coding requirements and those who did elicited a small amount of brand personality frequencies. Additionally, though the dictionary of brand personality synonyms provided a guide to coding, it interfered with the original purpose of the study. Specifically, the brand personality dictionary provided a measuring tool that excluded the analyzing of fashion bloggers on their Instagram platforms due to lack of words to code. This particular instrument focused on analyzing text and thus might have excluded visual elements further depicting a fashion blogger's personality.

While consumer comments are a viable source to analyze perceptions of brands and products in the realm of blogging, the continued emergence of digital media platforms creates a complex environment for the exploration of consumer engagement. In respect to behavioral aspects, consumer engagement can be measured by the number of likes, shares, retweets, and comments depending on the media outlet analyzed (Hollebeek et al., 2014; Sedeke & Arora, 2013). However, as continuous changes occur within the technological ecosystem, brand development becomes a process of interwoven methods (Crewe, 2012). This conclusion is evident as fashion bloggers' blogs provide consumers with social media icons linked to their Instagram, Facebook, Twitter, and Pinterest for ease of information dissemination. Thus, blog posts shared across a series of platforms elicit consumer engagement through frequencies of various measures (e.g. likes, shares, comments, retweets, and pins). For example, consumer engagement can overlap as consumers read fashion blog posts, 'like' blogger posts on Instagram, or retweet blogger

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posts on Twitter. Additionally, the sharing of information across platforms differs, visual images overshadowing text or vice versa. As a result, fashion bloggers' presence on the blogosphere may not capture the entirety of their brand personality as well as their potential influence on consumer engagement. Nonetheless, a valuable avenue for researchers to study the concept of brand personality and consumer engagement would involve the administrating of focus groups and open-ended questionnaires. By understanding consumer perceptions of fashion bloggers' online presence, branding and marketing experts have the opportunity to enrich consumer experiences with brands.

Finally, the blog posts analyzed were from the month of October and might have expressed brand personality synonyms relating to seasonal fashion. Consequently, as posts occurred during the fall season, the likelihood of term usage for boots and jeans might have increased and affected the entirety of a fashion blogger's brand image.

Theoretical implications

The dimensions of brand personality have been applied to athletes, authors, and celebrities in order to better understand these individuals as human brands and uncover consumer perceptions for brand equity purposes. Aaker's (1997) five brand personality dimensions were developed to study conventional, tangible brands such as Coca-Cola and Marlboro (Carlson, Donavan, & Cumiskey, 2009). Thus, in analyzing intangible brands within different environments, the need for additional or diverse dimensions that adequately measure brand personality may be necessary. Within the fashion blogosphere, a variety of brands and products are discussed; bloggers centering blog posts on the particular fashion objects they consume (Pihl, 2014). For instance, bloggers share outfits of the day as well as other fashion related apparel, often describing unique details. The

out of context word usage of brand personality synonyms revealed the dimension of ruggedness to have a different meaning when applying Aaker's original five dimensions to fashion bloggers. Particularly, ruggedness reflected the depiction of clothing or outdoorsy traits for aesthetic purposes contributing to fashion styles rather than the presentation of toughness and masculinity. Therefore, consumer perceptions are needed to help determine which traits clearly correspond to the dimension of ruggedness when analyzing fashion bloggers.

In addition, the post hoc test revealed the frequent use of words associated with fashion objects used to accessorize apparel. This is related to bloggers' tendencies of describing their style, illustrating all elements of fashion ensembles including accessories and surrounding environments that play a role in presenting personality. Though word frequencies did not lend to a personality, the results revealed the common theme of attention to detail. For instance, the description of a white t-shirt typically involves simplicity, cotton material, and perhaps a V-neck style. However, the factors that contribute to making a white t-shirt part of an exclusive style are the particular accessories used. Therefore, a larger sample and inclusion of different types of bloggers may contribute to the manifestation of attention to detail into different areas for different bloggers. Consequently, this idea may indicate the development of the brand personality of uniqueness as fashion bloggers pay attention to detail and create inimitable human brands through different categories such as color, accessories, and style.

The results from the post hoc analysis also showed the opportunity to investigate brand personality through applying dimensions to product categories. This idea further supports the work by Maehle et al. (2011), which determined consumers' perceptions of

standard brand personality associated to tangible products. In further investigating the concept of brand personality, this different approach may allow brands to better identify consumer perceptions and ultimately communicate brand messages effectively. Also, determining consumer perceptions of product categories for fashion objects may reveal a transference of brand personality from the product to the blogger or vice versa. Previous research has established that brand characteristics transfer to individuals linked with a brand (Arsena, Silvera, & Pandelaere, 2014). Therefore, the transference of brand personality may potentially help discover a new direction to measure consistent brand messaging between product and endorser.

Managerial implications

The results from this study provided insights for communication experts and brand and marketing managers who aim to build relationships with fashion bloggers in order to create brand equity and long lasting connections with their consumers. As some fashion blogger's reveal a specific brand personality, brand managers should collect enough understanding of a fashion blogger before choosing him/her as an endorser of their brand in order to provide consumers with a consistent brand message. For example, the name of a product as well as the style can help define the type of fashion blogger suitable for brand collaboration purposes. In one instance, fashion blogger one opted for wearing her "Gentle Monster Dior" sunglasses instead of her "Dior abstract" frames because of the fashion style she was aiming to present. Therefore, fashion bloggers' consistent brand messaging is an important element for brand and marketing managers to thoroughly investigate as consumers pay attention to detailed decisions. Also, brand personality can be an indicator for communication experts to adequately choose fashion bloggers as

brand endorsers for new product lines. The number of comments elicited by brand personality dimensions can also help communication experts identify successful branding techniques for online branding across platforms.

Furthermore, the observed changes in fashion blogging, shifting from text to more visually inclined layouts informs consumer preferences for dissemination of fashion information. Fashion bloggers are consumers themselves, however, their display of taste and colloquial style of communication positions them as influential opinion leaders (Kavanaugh, Zin, Carroll, Schmitz, Perez-Quinones, & Isenhour, 2006). Consequently, they set the trends in fashion as well as brand communication and thus provide a valid resource for fashion brands to market their products effectively. For instance, department store retailers would benefit immensely from implementing more visuals on their online websites incorporating fashion bloggers or adventurous illustrations to market their merchandise to younger consumers. Lastly, some fashion bloggers blog about more than clothing, with several sharing their perceptions about beauty products, interior design, and travel destinations. While blog posts about these topics are not shared as much as fashion products, the opportunity for the retail industry beyond apparel exists.

Further research directions

To comprehend communication trends entirely, future research is necessary in analyzing the brand personality of fashion bloggers in the online setting. For example, how do fashion blogs and Instagram differ in influencing consumers through brand communication messages? While the initial aim for this thesis was to explore both fashion blogs and Instagram, applying the brand personality categories limited the analysis to text and excluded visual images. Therefore, a qualitative approach

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incorporating both textual and visual information would be appropriate to guide brand professionals in determining the most effective way to collaborate with fashion bloggers as well as communicate strategically across multiple digital media platforms.

Further, this thesis focused on analyzing bloggers with an established following as well as developed experience in the fashion industry with intention to retrieve sufficient consumer engagement (frequency of comments). Alternatively, studying a sample of bloggers that include both popular and unpopular individuals may provide different insights regarding brand personality. Particularly, a varied sample of bloggers may reveal that amateur bloggers explore their brand personality and thus exhibit an inconsistent brand image, while established bloggers are able to strategically explore other dimensions as their brand personality has already been determined. Therefore, as bloggers manifest their brand personality online, a netnography approach would be ideal to analyze differences in fashion bloggers' blogging techniques and uncover possible key insights regarding popular versus unpopular blogger human brands.

Another interesting topic for future research would be the exploration of consumer perceptions regarding fashion bloggers, to determine if those opinions mirror the brand personality fashion bloggers convey online. Therefore, to obtain in-depth perceptions, analyzing actual comments to see if consumers' words match the fashion blogger's brand communication messages would be necessary. This would allow communication experts to discover valuable information regarding successful brand image messaging online. Additionally, the investigation of fashion blogger's blog posts in this study prompted many fashion brand names. Therefore, the idea to explore the presence of luxury brands versus mass market brands and how they are presented

differently by bloggers would be worthwhile research. Do they have great influence on consumer perspective regarding brand categories? And to what extent are consumers impacted by fashion blogger brand communication? Will an influential blogger have an impact on changing a consumer's point of view about a cheaper brand? These questions can be addressed by pursuing a content analysis of textual information across multiple digital media platforms such as blogs, Instagram, Facebook, Twitter, and other digitized applications. The results from this potential study would enable branding professionals to better understand consumer perceptions and therefore alter brand messages to effectively communicate consumer preferences.

Though content analysis is a popular method utilized for studying blogs, a quantitative approach would be interesting to further research branding topics. For instance, the fashion bloggers included in the sample for this study exhibited a larger following on Instagram than their fashion blogs. Thus, to identify consumer needs and wants in regards to communication channels, questionnaires would be an adequate method to pursue in order to gain additional insights. Does mobility have an influence on the reason why social media channels display a larger following? Or does the emphasis on visual images versus textual information play a role in consumers' usage of these platforms? To acquire a different standpoint on brand communication, it would be valuable to interview bloggers and learn more about their preferred social media platform as well as the reasons behind those preferences. Also, it would be interesting to study the process bloggers take to determine word usage decisions for brand messages and the selection of digital platforms to adequately communicate those messages. This potential

study would allow marketing and brand experts to gain insight on effective

communication techniques for their products across different platforms.

APPENDIX SECTION

APPENDIX A
IRB Exemption Certificate

TEXAS ★ STATE
UNIVERSITY
SAN MARCOS
The rising STAR of Texas

Institutional Review Board

Request For Exemption

Certificate of Approval

Applicant: Leslie Cuevas

Request Number : EXP2015P883372Y

Date of Approval: 10/15/15

_____
Assistant Vice President for Research
and Federal Relations

_____
Chair, Institutional Review Board

APPENDIX B
Coding Book

Table 1: Sincerity Coding Synonyms

DOWN TO EARTH	FAMILY ORIENTED	SMALL TOWN	HONEST	
ordinary	family	uninterested	truthful	trustworthy
normal	relation	content	frank	law-abiding
unpretentious	relationship	unchanging	direct	scrupulous
unassuming	relations	narrow	sincere	honourable
practical	relatives	narrow minded	candid	just
realistic	people		straightforward	respectable
down-to-earth	folks		open	honest
commonplace	kin		reliable	
usual	children		accurate	
common	ancestor		literal	
everyday	mother		faithful	
standard	father		genuine	
typical	son		earnest	
customary	daughter		heartfelt	
common	grandfather		forthright	
natural	granddaughter		guileless	
conventional	grandson		blunt	
modest	granddaughter		clear-cut	
unassuming	kinship		up-front	
self-effacing	husband			
humble	wife			
simple				

Table 1:Continued

SINCERE	REAL	WHOLESOME	ORIGINAL
honest	actual	nourishing	unique
genuine	authentic	good	only
truthful	bona fide	natural	one of its kind
straight	factual	hearty	single
straightforward	existent	decent	inimitable
earnest	valid	well	distinctive
heartfelt	true	vigorous	matchless
frank	valid	hale and hearty	irreplaceable
open	above-board	healthful	rare
authentic	legitimate	beneficial	exceptional
indisputable	truthful	enthusiastic	novel
true	accurate	energetic	inspired
unadulterated	based on fact	plentiful	extraordinary
legitimate	honest		abnormal
valid	true-life		remarkable
	well-founded		infrequent
	defensible		scarce
	accurate		
	correct		
	proper		
	existing		
	fact based		

Table 1:Continued

CHEERFUL		SENTIMENTAL		FRIENDLY	
happy	thrilled	over-romantic		welcoming	courteous
cheery	good-humoured	soppy		gracious	polite
jolly	buoyant	maudlin		forthcoming	well-mannered
smiling	sparkling	emotional		responsive	civil
joyful	vivacious	old-fashioned		sociable	affable
merry	animated	old fashioned		pleasant	approaching
positive	dynamic	behind the times		affable	helpful
jovial	bubbly	romantic		cordial	obliging
Lively	spirited			kind	cooperative
In good spirits	good-spirited			kindly	accommodating
lucky	optimistic			benevolent	approachable
blissful				generous	gregarious
delighted				benign	convivial
glad				merciful	warm
in high spirits				compassionate	companionable
blissful				lenient	nice
cheery				humane	amusing
positive				charitable	affable
fun				understanding	
bright				genial	
ebullient				congenial	

Table 2: Excitement Coding Synonyms

DARING		TRENDY	EXCITING
Bold	stout	fashionable	thrilling
brave		up-to-the-minute	exhilarating
audacious		hip	stirring
courageous		cool	stimulating
enterprising		Stylish	electrifying
intrepid		chic	moving
heroic		latest	excite
gallant		Happening	breathtaking
valiant		Modish	awe-inspiring
Bravery		designer	awesome
Nerve		the latest thing	rousing
Boldness		à la mode	exhilarating
Audacity		au courant	spine-tingling
Heroism		modern	enlivening
Courage		well-dressed	invigorating
heroic		well-groomed	lifting
fearless		elegance	bracing
plucky		fashion	rousing
risky		panache	inspiring
gutsy		state-of-the-art	moving
spirited		brand new	invigorating
plucky		the latest	refreshing
resolute			energizing

SPIRITED		COOL	YOUNG
feisty	merry	fresh	Youthful
brave	full of joie de vivre	Hip	young at heart
determined	full of brio	With it	Fresh
strong-willed		clued-in	new
vigorous		sharp	unmarked
energetic		Happening	refreshing
lively		In vogue	unpolluted
Strong-willed		Cool	crisp
Animated			Early
High-spirited			Undeveloped
aggressive			Juvenile
vigorous			
dynamic			
vital			
hearty			
brisk			
bubbly			
vibrant			
vivacious			
dynamic			
excited			
exuberant			

IMAGINATIVE	UNIQUE	UP-TO-DATE	INDEPENDENT	CONTEMPORARY
creative	sole	novel	self-governing	modern
inventive	one of a kind	modern	sovereign	current
original	single	new	autonomous	up to date
ingenious	exclusive	state-of-the-art	self-determining	fashionable
inspired	distinctive	brand new	self-regulating	present-day
artistic	matchless	the latest	free	modern-day
Productive	unmatched	advanced	self-sufficient	existing
resourceful	Irreplaceable	Up to date	Self-reliant	recent
innovative	Rare	Contemporary	Liberated	fresh
clever	Only	Current	Unconstrained	prevailing
inventive	Lone	present	Unfettered	
nifty	solitary	up-to-the-minute	autonomous	
dazzling	one and only	avant-garde	self-ruling	
inventive	individual	novel	at liberty	
arty	solo	pristine		
	specific	unused		
	separate	untouched		
	Inimitable			
	unmatched			
	incomparable			
	peerless			

Table 3: Competence Coding Synonyms

RELIABLE	HARD WORKING	SECURE
dependable	industrious	safe
consistent	diligent	protected
steadfast	assiduous	locked
unswerving	conscientious	safe and sound
unfailing	thorough	sheltered
trustworthy	hard-working	in safe hands
loyal	productive	out of harm's way
faithful	active	safe and sound
steady	painstaking	sheltered
responsible	meticulous	confined
trusty	conscientious	cosseted
staunch	thorough	
consistent	punctilious	
abiding	scrupulous	
lasting	comprehensive	
unshakable	exhaustive	
enduring	thoroughgoing	
solid		
constant		
unwavering		

INTELLIGENT	TECHNICAL	CORPORATE	
clever	technological	business	profitable
bright	scientific	company	saleable
gifted	industrial	commercial	marketable
intellectual	mechanical	communal	money-making
sharp	practical	commerce	profit
quick	procedural	trade	
able	methodological	industry	
smart	nominal	production	
knowledgeable	hi-tech	big business	
witty	systematic	conglomerate	
brainy	logical	establishment	
talented	industrialized	partnership	
dexterous	procedural	firm	
adept		multinational	
cunning		transnational	
ingenious		small business	
astute		enterprise	
adroit		venture	
crafty		concern	
wily		organization	
		business-related	
		mercantile	

SUCCESSFUL		LEADER	CONFIDENT
winning	elated	head	sure
victorious	gleeful	first place	certain
triumphant	blooming	top place	positive
unbeaten	thriving	ahead	convinced
flourishing	promising	head	secure
thriving	up-and-coming	in charge	in no doubt
doing well	profitable	on top of	self-assured
booming	lucrative		conclusive
award winning			firm
First place			assured
Top place			definite
unbeatable			certified
prize-winning			strong
award-winning			self-confident
prize-winning			self-possessed
conquering			poised
glorious			assured
dominant			sure of yourself
proud			
exultant			
celebratory			
jubilant			

Table 4: Sophistication Coding Synonyms

UPPER CLASS		GLAMOROUS	GOOD LOOKING
aristocratic	courtier	alluring	attractive
noble	superior	exciting	handsome
high-born	high-class	enchanting	beautiful
posh	genteel	stunning	nice-looking
aristocracy	classy	sensational	lovely
nobility	snobbish	fascinating	pretty
upper classes	exclusive	thrilling	gorgeous
classy	expensive	attractive	good-looking
High-brow	luxurious	beautiful	striking
Serious	upmarket	gorgeous	eye-catching
refined	nobleness	elegant	pretty
well-bred		sophisticated	appealing
patrician		prestigious	stunning
noble		high-profile	picturesque
dignified		high-status	fine
gracious		glittering	cute
fine		gorgeous	appealing
decent		stunning	sweet
righteous		celebrated	elegant
gallant		extravagant	dazzling
polite			magnificent
aristocrat			

CHARMING		FEMININE	SMOOTH
delightful	polished	female	even
amiable	enthralling	womanly	level
attractive	welcoming	gentle	soft
appealing	engaging	lady	silky
pleasant	Alluring	fragile	downy
polite		delicate	silk
charismatic			silk
fascinating			satin
enjoyable			Velvety
amusing			Shiny
enchanting			Glossy
pleasing			fluent
sociable			Glib
good-natured			Slick
agreeable			Easy
affable			velvety
cordial			
kind			
likeable			
good-humoured			
well-mannered			
courteous			

Table 5: Ruggedness Coding Synonyms

OUTDOORSY		MASCULINE	WESTERN
Outdoor	trekking	male	cowboy
Outside	trek	manly	West
Open-air	boots	mannish	Old west
Out-of-doors	hunt	Macho	Saloon
Al fresco outer surface	hunting	Manly	Open fields
exterior	wildlife	Man	Prairie
outer	safari	Men	Live stock
uncovered	animals	males	Horse
external	wild		Gun
in the open	desert		Leather
in the open air	animal		Jeans
uncovered			Rifle
out			Ride
field			Riding
fresh air			
view			
sunrise			
sunset			
field			
savannah			
jungle			
mountains			

TOUGH		RUGGED	
rough	trying	rocky	unforgiving
hard	gruelling	rough	severe
harsh	arduous	craggy	coarse
dangerous	hazardous	uneven	scratchy
hard-hitting	perilous	jagged	hardened
strong	precarious	harsh	callused
sturdy	strapping	unsteady	
Robust	beefy	trying	
Resilient	heavy-duty	irregular	
Resilient	durable	stony	
Demanding	solid	weathered	
Arduous	stout	weather-beaten	
Strenuous	extreme	bumpy	
Daunting	challenge	potholed	
Challenging		rutted	
Tricky		serrated	
Testing		pointy	
violent		toothed	
forceful		cruel	
physical		unkind	
forcible		callous	
difficult		ruthless	

TagCrowd Word Frequencies

Blogger 1 -Aimee Song

abstract (3) accessory (1) addict (1) adding (1) additional (1) **affordable** (14) ago (1) air (1) amazing (3) ankle (1) anna (1) anyone (1) anyways (2) architecture (1) around (1) asos (1) aspect (1) attempt (1) attend (2) awhile (1) backdrop (2) background (1) backtracked (1) **bag** (8) bcbgmaxazria (1) **beauty** (6) beige (1) belong (1) best (3) better (1) bit (2) black (4) block (1) blog (1) blogger (1) boe-tie (1) **boots** (5) bottle (2) bow-tie (1) box (4) boxy (1) bring (1) broad (2) brought (3) brown (1) btw (1) bunny (2) buttons (1) calculate (1) camel (1) cannes (1) chic (1) chloe (3) choose (1) clothes (1) **coat** (7) code (1) collection (4) color (1) compact (1) considered (1) constant (1) cost (2) cour (1) covering (1) crochet (1) cruise (1) currently (1) cut (1) daisy (1) dani (1) dark (1) date (1) days (3) decadence (1) deerskin (1) definitely (2) delphinium (1) denim (4) design (2) details (2) diane (1) different (2) **dior** (10) done (1) **dress** (11) dressy (1) due (1) easily (1) easy (1) ended (1) entire (1) event (1) everything (1) exaggerating (1) existing (1) expecting (1) extra (1) fashila (1) fall (3) far (1) favorite (4) filled (1) fits (1) flashy (1) flowers (2) following (1) found (2) friend (1) fringe (3) full (1) Furstenberg (1) gave (2) gentle (1) giant (1) gianvito (2) glad (1) glance (1) gloomy (1) **going** (6) grelyin (1) grey (1) greylin (1) grid (2) grove (1) hair (1) half (1) half (1) handbag (1) hanging (1) happen (1) **heels** (6) hesitated (1) honestly (1) hosted (1) hotel (1) Hudson (4) immediately (1) incase (1) Instagram (1) instead (1) interesting (1) inthefam (1) item (2) Jacobs (2) jet (1) jil (1) justice (1) kept (1) knew (2) korea (4) Korean (1) la (1) lace (4) lagged (1) lately (1) later (1) laziness (1) leather (4) leave (2) life (1) lightweight (1) liked (1) lipstick (2) list (2) literally (1) looks (2) lost (1) louvre (1) love (8) lucia (1) lucite (1) luxury (1) magazine (1) mainly (1) make-up (1) makeup (1) mango (2) marc (2) match (2) maxi (1) meeting (1) meo (1) mine (1) mini (3) minute (2) mirrored (3) mix (1) moment (2) monster (1) mules (3) museum (2) music (1) night (2) nonstop (1) nowhere (1) nude (2) oh (2) ok (1) ones (1) opening (1) option (2) Oscar (1) **outfit** (6) outside (1) pack (2) paige (3) pair (3) pants (1) paris (2) per (1) perfume (2) person (1) photo (3) pieces (2) pinch (2) plaid (1) pleats (1) point (1) portrait (3) post (2) prada (3) pretending (1) products (1) quite (1) raf (2) Rayleigh (1) re-wear (1) readers (1) really (4) red (1) remember (3) required (1) respected (1) retrosuperfuture (2) revolve (1) rossi (2) runaway (2) sale (2) sandals (1) sander (1) schutz (2) seasons (2) seeing (1) seemed (1) self (3) serum (1) set-up (1) several (1) sexy (1) shape (1) shell (1) shirt (3) shooting (1) shopbop (2) shopping (1) short (1) shot (1) **similar** (14) simon (2) simple 4) situation (1) skin (1) **skirt** (9) **sleeveless** (6) sleeves (1) sold (1) somehow (1) something (2) somewhere (1) sorta (1) south (1) special (1) splurge (2) square (2) staying (1) store

(1) strap (1) strappy (1) strips (1) style (2) suede (4) suitcases (2) **sunglasses** (6) **super** (6) surroundings (1) sweater (3) t-shirt (1) table (1) team (1) tee (1) think (3) thousands (2) throughout (1) tibi (4) tied (1) times (1) together (1) tons (2) top (3) tortoise (2) totally (1) travel (3) trimmed (1) trip (1) tucked (1) turtleneck (3) tv (1) type (1) unbuttoned (1) unfortunately (2) unique (1) vegan (1) versatile (2) **version** (7) vest (1) vince (3) visit (1) von (1) warm (1) ways (1) **wear** (7) weather (2) website (1) white (1) whole (2) wins (1) wore (3) worth (1) wrap (2) zipper (2)

Blogger 2- Wendy Nguyen

accessories (8) adore (1) air (2) airport (1) alice (3) almost (1) amato (1) appreciate (1) art (1) asos (1) asymmetric (1) aura (2) **autumn** (4) **bag** (5) banana (1) bb (1) beads (1) beautiful (1) best (2) burger (1) black (1) blank (1) blazer (3) blue (3) bodelf (1) bone (3) **booties** (5) **boots** (4) bottega (1) bottom (2) boy (1) brand (1) breaks (1) burberry (1) **burgundy** (4) burning (1) canvas (1) Carolina (1) carry-on (1) case (1) casual (1) celine (2) challenging (1) charlotte (1) citizens (1) city (1) classic (2) clutch (1) coat (1) **code** (6) cold (3) collaborating (1) color (3) comes (1) comfortable (1) comfy (1) commands (1) completely (1) consider (1) constantly (1) cool (1) coupled (1) cover (1) creeper (1) creepier (1) creeping (1) cropped (1) currently (3) Dakota (3) dark (1) days (1) Deborah (2) degrees (1) design (1) details (1) done (1) double (2) dramatic (1) draped (2) dream (2) **dress** (10) easy (1) effortless (2) embellished (2) embrace (1) **emerald** (4) energy (2) enjoy (2) enjoyable (1) enough (1) ethic (1) **everyone** (5) everything (1) extremely (1) eyes (2) fade (1) fall (2) faux (1) **favorite** (4) feather (1) feel (2) Ferrari (1) festive (1) fiery (2) flare (1) flight (2) flying (1) franco (1) front (1) fun (1) fur (2) getting (1) give (1) given (1) glad (1) gloves (1) going (2) grey (3) habit (1) halogen (1) **happy** (7) hard (2) head (2) hearts (1) heat (2) hodne (1) holiday (1) home (1) honest (1) hope (2) humanity (1) hunting (2) incorporate (1) inspires (2) **inthefam** (6) introducing (1) investment (1) items (3) **jacket** (9) Jacobs (1) jeans (2) Jennifer (2) josh (1) **Karen** (6) keep you warm (1) keep (1) keith (1) knit (1) knows (1) **la** (4) lace-inspired (1) **leather** (4) leaves (1) legs (4) likely (1) line (1) lip (1) lippmann (2) love (1) lucky (1) madwell (1) malene (1) marc (2) **marissa** (5) matter (1) maybe (1) minkoff (1) mood (1) moon (1) Morrison (1) moto (1) movies (2) mysterious (1) name (1) needle (1) neighbors (1) Nordstrom (1) **nyc** (5) obsession (1) obvious (1) Olivia (3) opportunity (1) option (1) **outfit** (8) outside (1) over-the-knee (1) **oversized** (4) pace (1) paired (1) pants (1) paris (1) passion (2) patchwork (1) patterns (1) people (3) photography (3) photos (1) **pieces** (5) plaid (1) plum (1) polish (2) poncho (1) portrait (1) prepare (1) projects

70

(2) putting (1) radiate (1) rag (3) rather (3) **reading** (5) really (1) Rebecca (1) red (1) reminds (1) republic (1) respect (1) restyle (1) rimowa (1) ring (2) room (1) rose (1) row (1) safari (1) sale (2) satin (1) scares (1) **scarf** (7) screen (2) season (1) seats (1) seeing (1) self (1) sequin (1) seriously (1) sexy (1) shape (1) share (2) shearling (1) sheri (1) shirt (1) **shirtdress** (4) **shoes** (6) shopbop (2) shopping (1) shorts (1) shows (1) sigerson (1) silhouette (1) similar (1) simone (1) simple (1) skirt (2) sleeve (1) slight (1) slim (1) soft (1) sometimes (1) sophistication (1) souls (1) speed (1) staring (2) stila (1) stories (1) stretchy (1) strong (1) structured (1) **stuart** (4) stunning (1) styled (3) summer (2) **sunglasses** (6) super (2) surrounded (1) survive (1) sweater (1) taking (3) tall (1) taste (1) tee (2) temperature (1) **thank** (5) thig high (1) things (1) thread (1) tiered (1) today (2) tones (1) **top** (4) transeasonal (1) transition (1) **travel** (4) trench (1) true (1) turn (1) understated (1) uniform (2) upcoming (1) valentino (2) vegan (1) velvet (1) veneta (1) vest (2) vibe (1) wait (2) **walker** (6) wanted (1) watch (2) wave (1) ways (1) wear (1) weather (1) webb (6) weekend (2) weird (1) **Weitzman** (4) who'd (1) **winter** (4) wonderful (1) wool (1) wore (1) **work** (6) years (1) zeuner (2)

Blogger 3 – Julia Engel

ab (1) absolutely (1) accomplish (3) acne (4) add (1) advice (1) afternoon (1) agree (1) **alllegs** (5) almond (1) alone (2) already (1) alternative (1) amazing (4) ankle (1) announcement (1) anywhere (1) areas (1) around (3) Austrian (1) available (3) **bag** (13) ballet (1) balls (1) banana (1) bar (1) baublebar (2) bay (1) beach (4) beautiful (3) became (1) become (2) beginning (2) believe (1) best (6) better (1) birthday (1) bit (2) bite (1) **black** (14) blankets (1) blazer (4) body (1) bold (1) bone (2) book (1) bookstore (1) boost (1) booties (1) **boots** (8) bottom (1) bought (1) brand (2) breaking (1) bring (2) Bulgari-bulgari (3) Bulgari (3) burberry (3) butt (1) butter (1) bvlgari-bvlgari (3) bvlgari (3) cafes (3) calls (1) card (1) case (1) cashmere (2) casual (2) cat-eye (1) celine (2) changed (1) characteristics (1) chic (3) chichwish (2) chocolate (3) choice (1) city (4) classic (4) clock (1) club (2) **coat** (9) cocoa (1) code (1) coffee (1) cold (1) collections (1) color (2) combination (2) comes (1) comfortable (1) comment (1) commonly (1) community (2) comparable (1) complement (1) completely (2) concentrating (1) connecting (1) consider (1) constantly (1) constructive (1) contemporary (1) cookies (1) cool (2) cos (2) coupled (1) cozy (3) craftsmanship (1) craving (1) cream (2) creates (1) crimson (2) cross (1) crystals (1) currently (1) dandelion (1) days (1) decades (1) dedicated (1) delicious (1) designing (1) desks (1) destination (1) **details** (5) different (2) difficult (1) disappeared (1) discovered (1) dna (1) dreamy (1) **dress** (12) dressy (1) early (1) ease (1) easy (1) electic (1) elation

(1) elegance (1) elements (1) Elizabeth (3) elongate (1) email (1) embellished (1) emotional (1) encourage (2) energy (1) enjoy (2) enough (2) entire (1) essential (1) everlane (1) everyone (3) excuse (1) existed (1) expensive (1) exude (1) eyewear (1) fact (1) fall (3) family (1) famous (2) fantastic (1) far (1) farfetch (2) fashion (1) favorite (3) **feel** (6) feminine (1) fillmore (2) finally (3) finding (1) **fit** (7) flap (1) flared (1) flats (3) flattering (2) fluffy (2) followers (1) **found** (5) frame (4) francisco (2) friend (2) frustrating (1) fun (1) function (1) gal (2) ganni (2) gardens (1) gave-off (1) gave (1) gets (1) Giardini (2) gift (1) girl (1) give (4) glam (3) gloomy (1) gmg (4) goals (3) gorgeous (1) grab (3) grey (1) grumble (1) hand (2) happen (1) happy (1) hard (1) haradly (1) head (3) healthy (1) heart (1) heater (1) heels (2) heights (4) help (3) **hermes** (6) hill (3) holiday (1) homes (1) hulme (2) hunt (2) illesteva (2) immediately (1) important (2) improvements (1) include (2) incredibly (1) inspired (2) instead (2) investment (1) iro (4) italian (4) italiani (2) Italy (1) items (3) ivory (1) **jacket** (9) james (3) **jeans** (8) jewelry (1) journey (2) joy (1) keep (1) kept (2) kick (1) killer (1) knee (1) lace (1) lanvin (2) large (1) lbd (1) leather (4) leg-makers (1) life (2) lifestyle (1) lights (1) link (1) lip (2) lipstick (2) live (4) located (1) loeffler (2) lofty (1) long-time (1) looking (4) loose (1) Louboutin (2) love (3) luckily (2) luxurious (1) madewell (1) major (1) mara (2) match (1) max (2) meets (2) menu (1) message (1) midday (1) missed (1) mission (1) miu (4) mix (1) modern (1) Monaco (2) moods (1) morning (2) motivation (1) moved (1) mundane (1) navy (3) necklace (2) needs (1) neighborhood (4) night (1) north (4) note (1) nourish (1) nude (3) oct (1) office (2) ones (5) opened (1) opinion (1) ordered (2) organic (1) others (2) outfit (5) outside (1) oversized (2) overwhelmed (1) pac (1) pacific (3) **pair** (8) panoramic (1) pants (2) park (1) past (2) pastry (1) peanut (1) people (1) perfect (7) person (3) pick (1) pics (1) piece (3) plant-based (1) plate (1) plus (1) pm (1) popping (1) positive (1) post (8) power (1) practically (1) prefer (1) present (1) pretty (1) professional (1) pull (2) pumpkin (1) pumps (3) punch (1) purchase (1) push (1) quick (2) quickly (2) radar (1) rag (1) rain (2) randall (2) reader (2) really (2) reason (2) received (2) recently (2) referred (1) relaxing (1) rely (1) remain (2) republic (1) resist (1) responding (1) rest (1) restaurants (2) rims (1) romantic (1) sacramento (1) saks (1) sale (1) san (2) Sandro (4) searching (3) season (4) seating (1) setting (1) sf (2) share (1) shoes (1) shooting (1) shopbop (2) shops (2) shopstyle (1) short (1) shorter (1) sightseeing (1) **similar** (9) simple (1) size (2) skies (1) skinny (1) skirt (2) sleek (1) smoothie (1) snap (2) soft (1) sold (1) solution (1) sometimes (1) sophie (2) spent (1) **sponsoring** (5) spot (4) spread (2) square (1) start (4) statement (1) sleep (1) stella (1) steps (1) stomachs (1) stop (2) street (1) stretch (1) striped (1) structured (1) **stuart** (5) **style** (6) suede (2) suggest (1) sumptuous (1) **sunglasses** (8) support (3) sure (1) surround (1) **sweater** (7) switch (1) taking (1) tearing (1) text (1) **thank** (7) thigh (3) things (1) think (2) Thomas (3) thoughts (1) tight (2) timeless (1) times (1) to-die-for (1) to-go (1) toast (1) together (1) top (2) tourist (1) towards (1) tracked (1) treat (1) trench

(1) trendy (1) trouble (1) true (1) turned (1) tweet (1) types (1) unique (3) unrelated (1) usually (1) variety (1) venture (1) versatile (2) version (4) Victorian (1) views (2) vince (3) visiting (1) waiting (1) walking (1) wanted (4) wardrobe (1) Washington (1) **watch** (6) wear (2) weather (2) week (1) weekend (1) **weitzmam** (5) well-known (1) whatever (1) white (1) widths (1) winter (1) woke (1) woman (3) wonderful (1) wonderland (2) words (1) work (4) workout (1) world (3) worn (3) wrapped (1) wrote (1) year (2) yesterday (4) yummy (1)

Blogger 4 – Danielle Bernstein
accessory (2) act (1) affair (1) afraid (1) alice (1) aritzia (1) array (1) asos (1) attention (1) better (1) black (2) blazer (2) blog (2) **bold** (5) books (1) boost (1) booties (1) boots (1) bunch (1) Canadian (1) casual (1) chic (1) choice (1) coat (1) collection (1) **color** (5) combo (1) confidence (1) consist (1) cool (2) course (1) **created** (4) current (2) daring (2) different (1) dirty (1) dress (2) dull (1) easiest (1) effort (1) effortless (1) energy (1) estee (2) esteelauder (1) everyone (1) factor (1) fall (1) fashion (1) **faux** (5) favorite (1) featuring (2) flea (1) found (1) fragrance (1) **fur** (5) gallo (1) girl (1) grabs (1) hate (1) hit (1) hong (1) hunting (2) incredible (1) infatuation (1) Isabel (1) items (2) jeans (1) Karen (1) keeping (1) key (1) kick-ass (1) lauder (2) Laurent (1) le (1) leather (3) leggings (1) live (1) looking (1) love (2) manhattan (1) marant (1) markets (1) minimal (2) misses (1) modern (1) monochromatic (3) muse (1) nothing (1) noticed (1) nyc (1) obsessing (1) ode (1) Olivia (1) outfit (1) pair (1) pants (2) partnership (2) personally (1) picks (1) pictured (1) pointed (1) pops (1) post (3) pump (1) really (1) red (3) remember (1) rock-n-roll (1) rock (1) rouge (1) saint (1) scarf (3) scarves (1) season (3) shades (1) **shop (**5) sift (1) silhouette (1) similar (2) simple (1) **skinny** (4) sleek (1) smells (2) sneakers (2) something (1) sort (1) speak (2) statements (1) streets (1) structured (1) styling (1) suede (1) suggest (1) tee (1) thankfully (1) think (1) thought (1) thp (1) thrifting (1) toe (1) tone (1) tosphop (1) treasure (2) trend (3) tricky (1) tux (1) underneath (1) used (1) usually (1) vanessa (1) vibe (1) **vintage** (4) warm (1) **wearing** (5) week (1) weekend (1) white (1) willing (1) winner (1) winter (1) worn (1) zara (1)

Blogger five – Chriselle Lim
a-line (1) accessory (1) **add** (5) added (2) addict (1) addition (1) aesthetic (1) affinity (1) ago (1) aimee (1) air (1) aka (1) all-white (3) along (1) although (3) amazing (3) **ann** (5) appreciate (1) around (2) aside (1) attractive (1) backwards (3) **bag** (5) **Barbara** (6) basic (1) beautiful (2) beginning (1) beige (1) believe (2) bicycles (1) bird (1) **bit** (6) black (3) blair (1) boho (1) bold (1) boldest (1) boots (1) brand (2) break (1) brings (1) **bui** (6) burgundy (1) button (1) cafes (1) California (3) campaign (1) cape (3) car (1) Carolina (1) causal (1) change (3) channeling (1) character (1) chic

(2) choker (2) chrisellelim (1) clashing (1) classic (1) clean-lined (1) clean (3) closet (1) coarse (1) **coat** (5) collar (1) collections (3) **color** (12) comes (1) comments (2) confident (2) consistent (1) continuously (1) contrast (1) cool (3) cooperate (1) course (1) cozy (3) creative (3) crop (1) culture (1) cuts (1) day-to-day (1) day-wear (1) days (1) debate (1) decided (1) designer (2) details (4) different (3) dimension (1) dior (1) dominated (1) done (2) dress (4) eating (1) edge (1) edgy (2) effect (1) effortless (2) effortlessly (1) either (1) element (1) elongates (1) embedded (1) embrace (4) ended (1) evening (2) everyday (1) everyone (1) everything (1) excited (2) experiencing (1) experiment (1) eyes (1) fact (2) **fall** (5) fallen (1) **fashion** (9) fatale (2) faux (4) **favorite** (5) feature (2) feel (3) femme (2) fendi (1) filmed (1) finger (1) finish (1) fitting (2) five-head (1) flagship (1) flattering (1) focus (1) follow (1) ford (1) forehead (4) forward (1) found (1) French (1) frizzy (1) full (1) funky (1) fur (4) getting (2) girl (4) girly (1) giving (1) glammed (1) glamorous (2) go-to (1) going (1) gorgeous (2) gossip (1) gotten (1) gown (2) gravitated (1) grey (1) greylin (1) grow (1) grown (1) guess (1) **guys** (5) hah (1) hair (4) handkerchief (1) happens (1) happy (2) hard (1) head (1) heels (1) helps (1) heritage (1) Herrera (1) hesitant (1) highlight (1) history (2) honestly (1) hope (1) house (2) humidity (1) idea (1) imagined (1) imperfections (3) incorporate (2) influenced (2) inherited (1) inner (1) insecure (1) inspired (3) instance (1) instantly (1) invest (1) Irene (1) ireneisgood (1) items (1) jenny (1) keep (2) kid (1) known (2) Korean (1) la (1) **lauren** (13) layered (2) leaning (1) leamed (1) leather (4) life (1) lines (2) lip (2) lipstick (3) living (1) **looks** (7) lot (1) love (13) macaroons (1) mainly (1) maiyet (2) makeup (1) making (1) manhattan (1) market (2) marni (1) maroon (3) means (1) menswear (1) mesmerizing (1) mini (1) minimal (1) minkoff (1) mixed (1) modern (2) mold (1) monochromatic (3) mystery (1) neck (3) necklace (1) neutrals (1) night (1) note (1) nowadays (1) ny (1) nyfw (1) obsession (1) obviously (1) officially (1) opposite (1) **outfit** (17) outside (1) overtly (1) paired (3) pants (4) paris (4) **Parisian** (5) peaking (1) pearl (1) people (2) **perfect** (5) personally (1) **pieces** (6) pink (1) playing (1) polished (2) pop (1) possible (1) post (2) preppy (3) print (1) pulse (1) putting (1) quite (1) **ralph** (13) rayban (2) reaching (1) **really** (8) Rebecca (1) rebid (1) red (1) remember (3) remind (2) resembled (1) riding (1) room (1) runway (4) sale (1) scarf (3) seasons (3) seeing (1) sexy (2) share (1) shirt (1) shoes (2) shot (1) shows (2) silhouette (2) silk (1) **similar** (14) simple (2) single (1) skin (1) skirts (3) slight (1) snapchat (1) soft (1) **something** (6) songofstyle (1) sophisticated (3) spent (1) spring (1) squad (1) stand-out (1) staple (1) start (1) statement (1) stick (1) store (1) **streets** (5) **style** (6) subtle (1) summer (1) sunnies (3) surprise (2) sweater (4) tailored (1) talked (1) **taylor** (5) teach (2) teased (1) texture (1) theme (1) theonne (1) theory (1) things (2) think (1) throughout (1) tie (2) tied (1) together (2) tom (1) **top** (5) totally (1) touch (1) toward (1) translated (1)

trench (2) trousers (3) true (1) turtle (2) turtleneck (4) twist (2) tying (1) uptown (2) used (1) usual (1) v-necks (1) vampiness (1) verbreuil (1) versatile (2) vest (1) wait (1) walking (1) wanted (3) warm (1) watching (1) **wear** (13) wearable (2) weather (2) **week** (7) westward (1) **white** (5) winter (1) woman (3) women (3) wore (1) work (2) world (2) worry (1) woven (1) wrap (1) years (1) York (2) younger (1) youthful (1)

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