

## RESEARCH STUDENTS' SEMINAR SERIES

**Thursday 19 January 2017**  
**12:00 – 13:00**

**A2 Room**  
**1<sup>st</sup> Floor Strategakis Bldg**

### **“Gender and Social Media impact on brand loyalty towards luxury fashion brands: a cross-cultural study”**

**By**

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#### **ABSTRACT**

The paper investigates gender and Social Media impact on brand loyalty towards luxury fashion brands in three Southeast European countries: Greece, Romania and Bulgaria. Findings provide initial insights into customer attitudes, desires and motives for luxury fashion consumption. We find increased fashion consciousness among Bulgarian male participants, while Romanian males consistently highlighted quality. Contrary to current knowledge, Greek males shared feelings of joy and love for luxury fashion brands, while Greek and Bulgarian female participants can be seduced by fast fashion. Moreover, findings unearth relationship between self-brand congruence and gender. Participants outlined style, group membership, while status for Bulgarian males and self-pampering and self-esteem for Romanian females epitomize clear gender and cultural differences. With respect to Social Media, females evaluate brands based on electronic word of mouth (e-WOM), fashion bloggers, and public figures. Preliminary data demonstrates that male participants can be affected by SM exposure to celebrities. Still, their sense of brand and community belongingness does not transfer in SM settings. Overall, female participants seemed more incline to be affected by SM.

**The seminar series is open to all members of *staff* and *students* of CITY and to any *externals* that wish to attend.**



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