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## FASHION BLOGS

- A study on how consumers' attitude to fashion is influenced through fashion blog usage.

by  
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This thesis was written as a part of the master program at NHH. Neither the institution, the supervisor, nor the censors are - through the approval of this thesis - responsible for neither the theories and methods used, nor results and conclusions drawn in this work

## **ABSTRACT**

This thesis study:

**How consumers' attitudes to fashion are influenced by fashion blog usage. Identifying some characteristics of the a-list fashion bloggers.**

The variables that are assumed to influence the domain of fashion blogs are expertise, authenticity, authority, social identity, private- and social self image.

Fashion blogs was found to be an important source of influence, for some taking over the role of fashion magazines. All the variables studied were found to influence users' attitudes through fashion blog usage. The common features of the best (a-list) fashion bloggers is that they have more expertise, a unique style, are honest in that they have less product recommendations and authority in being identificational and aspirational, and respected. There was also found additional factors that might have an influence; users' motivation behind use and factors connected to the layout and content of the blog.

## **PREFACE**

This thesis is my final work and written as part of my master degree at the Norwegian School of Economics and Business Administration (NSEBA). The research was done and completed spring 2010 and counts for 30 points.

Through my major in Marketing and Industrial Economics (MIE) I gained a great interest for marketing in general, with a special interest in consumer behavior, how consumers' attitudes and behavior are influenced. In several courses blogs was introduced to me as a new phenomenon when I started on my master degree; however it is not until my final year I really saw the great impact the blogs might have as it became a part of my life. I chose an area that have gained increased attention in the media the last year, but an area where not much research is done; fashion blogs. I saw it as interesting to study a relatively new phenomenon in relation to how this might impact consumers' attitudes to fashion.

The choice of theme is also connected to a personal interest. I am, as many young women, very interested in fashion and have a dream to work in the fashion industry. To combine a great personal interest with knowledge I have adapted through my years at NSEBA is a great opportunity to challenge myself and gain more insight and will hopefully come with an interesting result. To work with something I am passionate about and interested in also made it easier for me to be motivated to work with the master thesis.

I would also like to show my appreciation to all the respondents that took their time to come and talk with me and answer my questions. Thanks for letting me get to know you and your relation to fashion blogs to be able to answer my study. I would also like to thank my family and friends that have contributed with advice, constructive criticism and helped me with proof reading my paper. Finally a special thanks needs to be given to my thesis advisor; Professor Herbjørn Nysveen in the Department of Strategy and Management. He has been incomparable at giving feedback, helpful advice and constructive criticism through the process of writing my thesis.

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# 1. INTRODUCTION

Today people are exposed to active and passive advertising through television, internet, cell phones, billboards etc. Many people feel advertising is something forced upon them which increase the chance of marketing actually having the opposite effect of what is wanted. Focus in reaching consumers in less intrusive and new ways is one of the largest challenges advertisers have. As a growing number of consumers are skeptical towards advertising messages that are perceived as non-authentic or intrusive, consumers, especially the internet literate generation, would rather get the information themselves (Shimp, 2006). Advertising needs to be focused towards and accustomed to the target market, and the development in technology in the last years has created new opportunities for marketing, which forces advertisers to think new and innovative. This is where the phenomenon blog comes in.

The use of blogs has developed fast the last few years. The earliest blogs were like online diaries, where people wrote about their personal lives (Hewitt, 2005), mostly read by close family and friends. Today the most popular blogs in Norway have tens of thousands of readers every day, the most popular fashion blogger Ulrikke Lund, has over 20 000 readers on average a day in mars 2010 (Blogglisten.no, 22.03.2010). "The clothes make the man. Naked people have little or no influence on society", Mark Twain (Late Afternoon). The most popular bloggers are teens and young adults, and several of them see blogging as a job, making money on blogging. One of the most popular and visited blog in the Nordic countries is 19 year old Blondinbella, or Isabella Löwengrip from Sweden. For her blogging is day job, working around eight hours on her blog a day. Blondinbella has approximately 500 000 readers a week (Bloggtoppen.se), and her advertising incomes alone were at one time estimated at five million Swedish kroner a year (Bloggtips.no).

Advertisers are the main source of income, but some have also gained attention from other sources. Blondinbella and other fashion bloggers make money on advertising, recommendations and marketing of clothes and make-up. Almost daily the most popular fashion bloggers receive clothes, make-up, shoes and other products in the mail from different brands that wish the bloggers would write about them on their blog. Some bloggers also work on the side for online newspapers on blogging while some are models for stores; write about the clothes they wore and post the pictures from the shoot. Fashion blogs are assumed to become, if they are not already, big business in the next few years, and has become a lucrative source of income for young girls. Young people see this as a great opportunity for them, increasing the interest of blogs and maybe also increasing the quality of the blogs.

A fashion blog can cover comments on runway trends, fashion items and celebrity or street fashion, and cover everything from high to low end fashion. Fashion blogs are mostly written and read by young girls or young women. Girls love to read about fashion, either through magazines or blogs. As fashion is trend driven and fashion blogs provide a new way to follow these trends, it is likely they will have an influence on the industry. Fashion bloggers give the fashion industry the opportunity to reach out to the audience in a new, easy and cheap way. Products are moved from manikins and models over to regular people using the products in their daily lives and convey their opinions of the products out to their readers. The products are then associated with people that the readers have a relation with. Fashion is driven by inspiration between peers and it is likely that fashion bloggers will be a source of influence. It is essential to understand how great this new type of influence is to assess the opportunity for marketing through blogs.

I wish to explore the phenomenon of individual fashion blogs which has been given little attention. I also have a personal interest in fashion, and blogs are an interesting new media continually growing. I find it interesting how some bloggers attract and create an interest among the readers, and how this new media form might influence attitude towards fashion in customers' minds.

### **1.1. Purpose**

The intention is to study which factors that will influence fashion blogs usage and how this will impact the users' attitude to fashion, thus also the users' behavior. In more detail my study will entail; how characteristics of a fashion blogger will influence attitude to fashion through fashion blog usage, and how users' self concept, comprising social identity and self image, will influence their attitudes to fashion through fashion blog usage. An important finding from this be what characterizes the most popular fashion bloggers and how the usage of fashion blogs will impact the users' attitudes on what to wear and how to portray themselves through fashion.

### **1.2. Contribution**

Blogs is a relatively new phenomenon, and not much research is done on the subject. Also, most of the research done on the subject is connected to corporate blogging. I did a search on Business Source Complete from EBSCO with the key words fashion + blog. This gave no hits on full text articles, but two hits when I checked for the abstract. These were two, non academic, quarter of a page commentaries. Even these I did not see as relevant for my paper. When I did a search on only the keyword blog several articles appeared, these where however mainly on corporate blogs. I did in addition lend four books from different libraries, as they did not have much literature on blogs in one



library. These were also more focused around the phenomenon and impact of corporate blogs. On fashion blogs in general there is therefore relatively little theory and my contribution might therefore be seen as valuable.

In a more practical view this research might be valuable for the fashion industry which can gain insight into this phenomenon and gain knowledge on how to establish trust and relationship with their consumers in a new way. The paper might give reasons of keeping up-to-date with what is happening in the world of blogs, and might contribute with reasons for fashion brands to create blogs of their own. The fashion industry and fashion bloggers in general might get insight into what the users' value in the blogs they follow daily, and what needs to be present to have a quality blog and to be considered as the best fashion bloggers.

### **1.3. Limitations**

In this thesis I will not distinguish between luxury, mass prestige and low price fashion brands. This because most bloggers do not choose one of these segments, but rather combines high end aspiring brands and affordable clothing to reach a larger audience and still keep an interest of being fashion savvy. They write about what is trendy, this including bargains and fashion must-haves, independent of the price. In addition my attention is on young adult women ranging from ages 20-30 as these are the most frequent fashion bloggers and also the most involved readers. Because of geographical distance I have also chosen to focus my study on Norwegian users of fashion blogs.

### **1.4. Outline of the report**

The paper is build up accordingly: The first chapter is the introduction. In the second chapter I give an introduction to blogs, fashion and the phenomenon of fashion blogs followed by the third chapter where I will review theory on the different variables. This will be structured so there will be a research model in the end of this section. Chapter four is the method chapter where I will describe how a qualitative research is followed through, followed by chapter five which includes the results and analysis of the research and where the research model will be discussed systematically in context of the collected data. Followed by this are chapter six with implications, limitations and future research, and references and the appendix.

## 2. FASHION BLOGS

In this thesis individual fashion blogs will be the term I use on blogs written on fashion and trends by consumers. Fashion is most commonly described as popular clothing styles, but it can also apply to the style of etiquette and procedure (Wikipedia.org). In this thesis I will however refer to fashion as fashionable apparel, accessories and make up. Fashionable meaning whether something fits with the current trend; the popular style of expression. To be an influential blog, there also needs to be an interest for the fashion written about in the blogs, thus it needs to be liked by several people and have a relatively broad appeal. *Fashion in this thesis refers to fashionable apparel, accessories and make-up that appeal to a larger group of people.*

Blog is a term short of web log. There are many definitions, but the common elements is that it is *a frequently updated website designed to communicate personal observations or thoughts also including extracts from other sources freely on the internet.* I also find it relevant to define fashion blogs, as there are some blogs who mention fashion but are not defined directly as fashion blogs. Voe is the most popular blogger in Norway. She has close to 100 000 readers a day (Blogglisten.no, 22.03.2010), and like the most popular fashion bloggers receives products in the mail, have many advertisers on her blog and post photos of herself showing what she wears. This however is different from fashion blogs in that fashion is not her main focus. While Ulrikke Lund, the most popular fashion blogger in Norway, not goes a day without writing about fashion, recommending beauty products etc., Voe writes mostly about her day, her friends and promote her opinions on different topics, and this blog is more like a personal diary. Fashion is just an addition to all that. I therefore will define fashion blogs as *blogs which contains daily updates about fashion where the conversation is about inspiring outfits, shopping advice, fashion trends and recommendations.*

### 2.1. Blogs

The word blog was first used about a webpage in 1997 (Hewitt, 2005). Blogs are typically run by a single person, have links to other sites and the opportunity for readers to leave comments (Rettberg, 2008). There are no boundaries or limits for blogs; individuals can post news, information, pictures, graphics and videos, not having any editing or control of the posts (McConnel and Huba, 2007).

In 1997 the term blog was first used about a webpage and in 2007 there were about 70 million blogs, meaning that in an ten years period the number of blogs have gone from zero to seventy million (Singh and Singh, 2008). By 2008 Technorati indexed 112, 8 million blogs; however one can now see a

trend of a matured growth (Wikipedia.org). Even though many blogs currently exist, it has probably only reached 10 percent of the Internet population. McConnel et al (2007) introduce the 1 % rule. What this mean is that only 1 % of the population will create content which help lead others, followers, to action. This indicates that some are more innovative and connected than others. These are currently younger people in their twenties since these are more internet savvy (Caslon.com). Most blog users are between 20-29 years old (Huang, Chou and Lin, 2008). As much as 92,4 % of blogs were created by people under the age of 30 years in 2005 (Hewitt, 2005).

The new internet, called web 2.0, is multiple way communication between site owner and visitors and between visitors, in contrast to web 1.0 which was primarily one-way communication between the website owner and visitor (McConnel et al., 2007). It is more user generated, it is interactive and dynamic, fosters community, participation and builds on collective community intelligence. It has changed focus from company to customer (Singh, Veron-Jackson and Cullinane, 2008). There is now a new generation of marketing where one empowers communities and encourages dialogue and conversation (Singh et al., 2008).

Blogs are part of what is called social media which means that it is media designed to spread through social interaction. Internet has the ability to get a many-to-many dialogue and it transforms people from content consumers to content producers. Blogs are part of a fundamental shift in how we communicate in that ordinary people create media and share their creations online (Rettberg, 2008). Blogs has power in that anyone can be the media and empower ordinary people. Blog as a social media has removed some of the traditional barriers to widespread distribution (McConnel et al., 2007). The new media allow more dialogue with the opportunity for feedback. It gives people a chance to discuss and express their opinions, use their creativity or share news about their hobbies, and socialize with their friends, peers and also strangers (McConnel et al., 2007). With the new media the power of one is multiplied, and it makes it easier and faster to spread news through the network, the links on the page, and reputations and word of mouth.

## **2.2. The late history of fashion**

After and during the 1950s, fashion designers where the innovators introducing new trends, while the opinion leaders where celebrities and style icons like the actor Audrey Hepburn. This is what can be called top down diffusion from the elite to the masses (Crane, 1999). This changed during the 1960s when the popular culture inspired to ideas. Teens became a new and powerful consumer group breaking with fashion designers monopoly on new ideas (Daria.no). The norm at the time was that fashion was seen as a means of expressing your individuality. It was a stronger focus on personal

taste and self expression rather than conformity which lead to a bottom up diffusion as a contrast to the 1950s top down.

Today there is still an importance of self expression, but the media one gets information from has changed and paved the way for new influence (Crane, 1999). There is now a phenomenon of horizontal or peer to peer diffusion as a result of the growth of the internet. Internet has become a social space for social networking, video sharing, wikis and blogs. The growth of online participation has eliminated barriers of consumer participation and communication with each other. There is now a trend of grassroots leadership, meaning that one look at other consumers "on the street" to find inspiration. The borders of geography are almost eliminated and the stages of innovators and adopters are also getting smaller. The adoption happens faster and the consumers are more similar than before.

### **2.3. Fashion blogs**

Popular fashion moves more quickly now as teens have richer communication links and reacts faster to global and local trends, and because of globalization fashion are even more accessible (Ghemawat and Nueno, 2006). Fashion blogs often contain daily updates on new trends, shops, notes and photos from fashion shows, magazines or of themselves or ordinary people on the street they find inspiring, sometimes also videos on how to put on make-up and what products to use. They are filters of the vast amount of information existing on the web. They share their knowledge and passion on the subject, and the trends and styles spread and evolve with the network of links and with the people reading the blog. Thus, the internet has increased the number of inspiration sources.

Internet is bringing high fashion to the masses. Consumers can access a wide variety of goods, exchange brand experiences and purchase fashion freely on the internet. As a result of this the average fashion consumer are more educated, active and confident (Okonkwo, 2007). They are demanding and purchase clothes that really suits their needs and care for meaning, ethics and genuineness (Djelic and Ainamo, 1999). "The \$300 billion fashion business is in the midst of an epic shake-up that is changing the way clothes are designed, marketed and purchased" (LA Times, 13.09.2009). The fashion critic claims the internet weakens the role of the fashion elite and instead empowers the cheap chic. Consumers have more power than before and together with the recession retailers and designers put the consumer first, not the brand (LA Times, 13.09.2009).

Many young people are now starting their own blogs writing about their lives, but also writing about what they wear; take pictures of their outfits, state where they have bought them and so on. Some

sell their most talked about clothes and some have started their own online fashion store. Some fashion bloggers receive products to test and write product evaluations and recommendations about apparel and make-up brands. This can for example be like this product review for Natural Mineral Foundation from [makeupmekka.no](http://makeupmekka.no); "(...) This mineral foundation is my new favorite! It is better than the ones from Id and makeupstore, the best I have tried. The cover is perfect without it looking like a mask and lasts up to six hours before I need to fresh it up. If you have tried over five mineral foundations and have yet to find a foundation that does what you want it to do, I advise you to try this" following a link of where to buy the product, (from Ulrikke Lunds blog, 08.03.2010). While this product evaluation also gives advice on how to take it on and what the product promise, bloggers can also give short commentaries like this about statement necklaces; "large, special necklaces can really give the outfit an edge! I have found several cool ones at Gina Tricot" (from Nette Nestea's blog, 22.02.2010).

Maria Soxbo states in her new book "Dagens Outfit" that the perception of who the fashion bloggers are is that they are just egocentric teens or pink bloggers. She does however claim that the best fashion bloggers in the blogosphere are knowledgeable career women from the 25-30 years old ([TheDailyInfluence.blogg.se](http://TheDailyInfluence.blogg.se)). In this paper I have expanded my area of research to entail the women from 20 – 30 years old. These are expected to be the best and also the most frequent fashion bloggers and women of that age are thus also supposed to be the most involved and frequent readers. Young adults are a group with increasing buying power (Solomon, Bamossy, Askegaard and Hogg, 2006), which is consumed with clothes, shoes, beauty and new trends. They might in other words be easily influenced when beautiful, successful and popular women recommend products and services. Because of this some see it necessary with ethical guidelines that the bloggers should listen to. Social media are the free thoughts and the free entrepreneur's platform. The blogosphere is antiauthoritarian in its nature and answers with high temperature on every attempt to constrain them or tell them what to do ([Dagbladet.no](http://Dagbladet.no), 23.02.2010). Two of Norway's most profiled people behind blog platforms are behind the draft of the ethical guidelines called "Bloggplakaten", or the Blog poster. These do business on people's interest for blogging and social media, and probably have seen the need for some guiding principles as the blog grows in influence and revenue. In the blogosphere every blogger is their own editor and no one is organized, meaning that they have no rules to comply with other than the Norwegian law ([Dagbladet.no](http://Dagbladet.no), 23.02.2010). The majority of bloggers does not like to be taught and told what to do in this way, and think that such efforts should be made from the grassroot levels. However the poster has gained some attention and is open to any thoughts from the bloggers itself. Point three in the poster draft is one of a few points which takes on

the concern of product recommendations and states that as a blogger “one should not sell his/her opinions, and should review products in an honest way” (Thomasmoen.com).

Point six states that “one should inform when one has received some form of reward” (Thomasmoen.com). “As a blogger you get many invitations to parties, openings, and all sorts of events, shows, seminars and fashion week in both Oslo and Stockholm. The best request I got today was to a seminar with free spa care in the hot locations in Artesia Spa at the Grand Hotel. All this because all the brands, at the same way they keep the magazines Elle, Costume, Cosmo, Mag etc. posted, they want to keep me informed so I can keep you, my readers up to date” (from Ulrikke Lund’s blog, 13.01.2010). Advertisers have opened their eyes for the potential that lies in the most popular blogs; they send bloggers requests, invitations and products and hope the bloggers will write about them. Bloggers are seen as a group with high potential of influence; they are talking and engaging in conversations with teens in the right target group in their own language. The advertisers are also given some attention in the Blog poster. As an advertiser one are advised to not contact people under the age of 18 without their parents consent, and that they should “let bloggers write their honest opinion, without influence, so the bloggers’ integrity is taken care of” (Thomasmoen.com).

Even though advertisers invest more money, there is some skepticism about the side one cannot control about the social media. Advertisers are scared about the negative word of mouth that can appear (Dagens Næringsliv, 28.01.2010). Bloggers who receive products in the mail however might choose to write about the products that they like, not writing about the products that they do not like. In addition to wanting products keep receiving the mail, there is limited space even to comment on the products they do like. The danger of bloggers writing about your products in a negative fashion might not be as high as someone fear, however once posted, negative as opposed to positive attention is assumed to be given more consideration by the users. There is a common belief that social media will be an important channel for marketing, but one should have a clear thought or strategy to follow up and participate in discussions about the products. In a recent study performed by “PR-operatørene”, 30 % of commercial players thought that blogs will be the most important social media in the next ten years (Dagens Næringsliv, 28.01.2010).

### **3. THEORY**

The media and information overload has led customers to become less interested in companies brand messages delivered through traditional messages (Sing et al, 2008). This customer indifference to traditional marketing tools force marketers to seek new opportunities so that the message capture their attention but also engages customers with the company. Blogging allow more dialogue. It engages customers in conversation and happens on customers own terms. They have the opportunity to share their own views which often creates a buzz around a product or service which is uniquely effective for customer persuasion. Readers get to decide how and when they want to interact with the blog; they have control over the “relationship” (Wright, 2006). They also take into consideration readers opinions and encourage interaction with a two way dialogue.

Word of mouth (WOM) is “(...) oral, person-to-person communication between a receiver and a communicator whom the receiver perceives as non-commercial, concerning a brand, a product or a service (...)” (Kirby and Marshden, 2006). Information is conveyed on an informal basis, and it is more reliable and trustworthy. Generation X, or young people from the age 15-29 are more sophisticated about evaluating advertisement and products. They are critical and turned off by hype; over commercialization which they see as inauthentic (Solomon et al., 2006). The increase in people’s cynicism about commercial communication has increased the positive impact of receiving information from peers.

In the sections below I will clarify the term attitude, the relationship between attitude and behavior and how attitude and behavior might be influenced by some factors. These factors include characteristics of the fashion blogger and the self concept of the user, the latter including the users’ social identity and their self image.

#### **3.1. Dependent variable**

##### **3.1.1. Attitude to fashion**

There is no universally agreed-upon definition of attitudes, but one definition of attitude toward use is “an individual’s positive or negative feelings about performing the target behavior” (Fishbein and Ajzen, 1975, p. 216). Olson and Zanna (1993) state that attitude theorists agree that evaluations is a central aspect of attitudes and that attitudes are represented in memory, where affect is one possible source versus behavior and cognition. Millar and Millar (1990)<sup>1</sup> separated between affect based and cognitive based attitudes (e.g. liking a make-up brand because it makes you feel better or

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<sup>1</sup> Retrieved from Olson and Zanna (1993)

liking it because it is proven to be good for your skin). Attitudes in memory might be represented in memory as verbal knowledge and/or nonverbal (affective) component, meaning that one might attach some symbolic or other subjective measures to attitude towards an object. This implies that measures of attitudes may not capture the full range of the concept, especially its affective component (Breckler and Wiggins, 1989)<sup>2</sup>. I will not separate between the types of attitudes in my paper, but it might be advantageous to know that attitudes have an affective side based on feelings and emotions versus attitudes based on thoughts; knowledge and arguments, to be aware that our attitudes it is not always rational.

It is assumed that attitude influence behavior. Behavioral intention is often predicted on the basis of multiattribute models, which assumes that a consumer's attitude or evaluation of an object will depend on the beliefs (cognitions) he or she has about several or many attributes of the object. One of the multiattribute models is the Theory of Reasoned Action (TORA) by Fishbein and Ajzen (1975). They defined behavioral intention as; "the strength of one's intention to perform a specified behavior" (Fishbein and Ajzen, 1975, p. 288). TORA adds normative pressure as a possible influence on behavioral intention because in many cases knowledge of a person's attitudes is not a very good predictor of behavior; people do not always behave according to their attitudes. Behavioral intention is then determined by both attitudes and normative pressure. Normative pressure is the social pressure meaning that the power of others, e.g. reference groups, might influence their intention to perform a specific behavior. In other words it is what others think of your behavior and how much their opinion mean to you. This theory is one of the dominant frameworks in the attitude behavior, but it only explains reasoned action. It is a cognitive attitude theory, but can only explain about 40-50 % of all behavior (Ingeborg Kleppe, MIE400, 11.09.2008). It excludes impulse purchases and purchases made out of habit where the risk is small. Attitudes can influence behavior in a relatively spontaneous fashion and includes habit as a determinant of behavior (Faizo, 1990; Eagerly and Chaiken, 1992)<sup>3</sup>. Theory of Planned Behavior (TPB) is an extension of TORA as Ajzen (1985) adds perceived behavioral control in TPB as a prediction for behavioral intention. It expands the model to incorporate behaviors not fully under control as there might be impediments in the way. Perceived behavioral control reflects constrains on behavior; people's perception of their ability to perform a certain behavior (Ingeborg Kleppe, MIE400, 11.09.2008), which in addition to attitudes and normative pressure is predictor of intention to act.

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<sup>2</sup> Retrieved from Olson and Zanna (1993)

<sup>3</sup> Retrieved from Olson and Zanna (1993)



Behavior affects attitudes not just the reverse. This belief can be explained by consistency principle (Solomon et al., 2006). The principle of cognitive consistency involves that consumers value harmony among their thoughts, feelings and behaviors and are motivated to maintain uniformity among these elements, and might change their thoughts, feelings or behaviors to get consistency. Cognitive dissonance theory explains this phenomenon (Olson and Zanna, 1993), which is often confronted when there is a conflict between attitudes and behaviors. An inconsistency creates a feeling of discomfort, so people want a dissonance reduction; eliminate, add or change some elements to get a fit between their attitudes and behavior. This can help explain why evaluations of a product tends to increase after it has been purchased because people have a tendency to find more reasons for liking it after purchase. When people act in an aversive way they gather information and attitude change might arise to get a fit.

### **3.1.2. Factors influencing attitude**

The factors of fashion blogger characteristics and users' self concept are assumed to influence users' attitudes to fashion through fashion blog usage. These factors will be discussed in the sections below.

#### **3.1.2.1. Fashion blogger characteristics influence attitude**

Burnkrant and Cousineau (1975)<sup>4</sup> demonstrated that people use others' product evaluations as a source of information about products. This implies that attitudes are influenced by other people, more specifically significant others or opinion leaders. These are people which are a source of influence and whose ideas and behavior is as a model to others (Answers.com). Fashion bloggers might be opinion leaders having characteristics that make people look up to them, and have influence over the behavior of people who want to be like them (Harris, 1999). Individual characteristics are distinguishing marks or traits identifying a person (FreeDictionary.com). After reading literature on blogs I found some common features that were thought of as being the advantage of blogs; bloggers are expected to have the qualities of being authentic and have authority, but also to share their knowledge which fosters communication and interaction (Wright, 2006). Endorser theory states that characteristics of a communicator affect receivers' acceptance of a message (Ohanian, 1990). Credibility, which in endorser theory includes expertise and trustworthiness are source characteristics that will impact how influential a communicator of a message is (Solomon et al., 2006). The power of a blogger is seen as their personal authenticity (Rettberg, 2008), they are considered more honest and credible. Individuals have different power

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<sup>4</sup> Retrieved from Olson and Zanna (1993)

within a group, and opinion leaders are considered of having great influence, authority, over other people (Solomon et al., 2006). Based on this I have chosen to incorporate the characteristics expertise, authenticity and authority.

People might find information supporting their attitudes easier to learn and remember than information contradicting their attitudes. People possess intuitive theories that attitudes are stable and behavior is consistent with attitudes, and wrongly assume that their attitudes have always been the same after they have been altered by a persuasive message (Olson and Zanna, 1993). Persuasion change attitude on the background of exposure to an object. The Elaboration Likelihood Model (ELM) by Petty and Cacioppo (1986) might be helpful in understanding the impact of these blogger characteristics on the readers. The ELM presents ways in how people process information and states that there is a peripheral and central route to persuasion (Solomon et al., 2006). They found that expertise and endorser credibility might be helpful in persuading people, thus lead to attitude change. Characteristics found to influence persuasion and attitude formation with consumers are endorser credibility which includes their expertness and trustworthiness (Ohanian, 1990). The ELM also proposes that the source popularity and similarity to the readers might impact their attitudes in low involvement situations (Ingeborg Kleppe, MIE400, 11.09.2008). Popular people have authority in that they have admired qualities that other people try to imitate, and other try to copy their behavior (Solomon et al., 2006). Authority is arising from the norms of society, and in a relationship between people one person might have more power over the other (Busch and Wilson, 1976). Leaders of a group have power, and are assumed to influence norms; the attitudes members adopt and the behavior they consider appropriate (Harris, 1999). People have a tendency to feel discomfort in violating the norms of the group.

### **3.1.2.2. Users' self concept influence attitude**

People value other peoples' opinions (Solomon et al., 2006), especially the opinions of significant others which are important people in their lives. Important sources of influence when it comes to fashion might be fashion blogs, thus fashion blogs might represent a reference group or significant others which are people having relevance upon individual evaluations, aspirations and behavior (Solomon et al., 2006). Significant others or social groups expose people to behavior and lifestyles, generate pressure for conformity to group norms and influence self concept (Bearden and Etzel, 1982), and as visible products fashion might impact how people evaluate and think about their personal qualities. Fashion is connected to social and psychological needs, as it might help the users fit in and associate with a desired group and the want of strengthen their self esteem and thus

enhance their self image. I therefore chose to incorporate users' self concept which entails users' social identity and their self image in this study.

Significant others contribute to the formation of values and attitudes (Bearden and Etzel, 1982). Social identity is how they presents them self and behave with other people, and people might use fashion to impress other people. TORA incorporates normative pressure, how people evaluate others opinion in their model, and found it as a valuable prediction of behavior (Fishbein and Ajzen, 1975). The desire to fit in is a primary motivation for many (Solomon et al., 2006), so people might value fashion bloggers opinion when it comes to fashion, to see what is trendy and cool and to fit in by having the "right" type of clothes. Consumption can also be used to protect and enhance their self image (Hogg and Mitchell, 1996). People might have an idea of who they desire to be, either through personal experiences or judgments of others, and might use products to reach their desired image (Ahuvia, 2005), to confirm their identity and to enhance their self esteem. It is considered as an important motivation factor for purchase of products (Kressmann, Sorgy, Herrmann, Huber, Huber and Lee, 2006). Consistently with the dissonance reduction theory, behavior might be a predictor and lead to attitude change as consumers' desires a fit between their attitudes and behavior.

In the following sections I will define and discuss fashion blog usage as the mediating variable and the factors connected with fashion blog usage, including characteristics of the blogger, self concept of the user including social identity and their self image.

### **3.2. Fashion blog usage**

The factors of fashion blogger characteristics and users' self concept are assumed to influence user's attitude towards fashion through increased fashion blog usage. Fashion blog usage is assumed to influence the users because it is assumed that fashion blogs is an important source of influence when it comes to fashion. As fashion bloggers are through this study compared to opinion leaders, significant others and to reference groups they are also assumed to impact consumers' attitudes. These comparisons are comprised in the sections below followed by the first proposition.

Fashion bloggers might be seen as opinion leaders, an individual whose ideas and behavior serve as a model to others (Answers.com). It is a person that might have special knowledge related to, in this case fashion, maybe because it is related to his/her job. They are motivated to spread the word, either negative or positive. Women influence other women when it comes to choice of cosmetics (Malka, 2009), and is in this thesis assumed to have an influence when it comes to fashion as well. Fashion bloggers represent other women and they are also seen as people highly motivated to

spread their passion and inform on fashion and are seen as a group with high potential of influence; they are talking and engaging in conversations with young women in the right target group in their own language. It is voluntary to read the fashion blogs for the readers, so the users are more open for impulses and impressions about fashion. Opinion leaders have admired qualities which make the consumers copy their behavior, and attitudes might be formed to achieve a fit.

Blogs is a new media which are likely to have influence on consumers. Exposure to a home page, however brief, generates feelings and evaluations which contribute to the formation of an attitude towards the home page (Singh and Dalal, 1999). As fashion blogs are a type of webpage it is assumed to have the same effect. Fashion blogs is in this study also assumed to be like and have the power of reference groups, a group (actual or imaginary) conceived of having significant relevance upon individual evaluations, aspirations or behavior; they are significant others (Solomon et al., 2006); they are an important source of influence in consumers' lives. Reference group effects are stronger for purchase of socially conspicuous or visible products, thus the effect is strong when it comes to fashion. Reference groups can influence the users in three ways; in their search (informational influence), in their decision to purchase (utilitarian influence) and users can be influenced to enhance their image (value expressive) (Solomon et al., 2006), thus fashion blogs is assumed to impact users' attitude formation during search, use and purchase of fashion. Normative pressure is the social pressure meaning that the power of others, e.g. reference groups, might influence users' intention to perform a specific behavior. In other words it is what others think of your behavior and how much their opinion mean for you. Some groups exert greater influence; informal groups like a group of friends. Fashion blogs can be seen as informal as they are ordinary people and involved in their day to day lives. Blogs has a unique voice that earns the trust of readers, thus causing the readers to return again and again (Hewitt, 2005), increasing the blog usage. Blogs are a more influential media on decision making (McConnel et al., 2007). It is a medium that is highly persuasive and has a lot of influence as they create WOM; trends and styles spread through the network of fashion blogs (Rettberg, 2008). The information is conveyed on an informal basis, it is more reliable and trustworthy. People are more positive towards information from peers and are more likely to adopt what they are talking about (Solomon et al., 2006). Fashion blogs are thus seen as highly persuasive, it is likely to influence the users' attitudes.

Proposition 1: Fashion blog usage will influence the users' attitudes to fashion.

### **3.3. Fashion bloggers' characteristics**

Fashion bloggers have gained attention in this study. This is because it is the fashion blogger who defines the quality of the fashion blog. Whether people read the blog is assumed to be dependent on the blogger's qualities and characteristics. Individual characteristics are distinguishing marks or traits of a person. Some fashion bloggers are assumed to be more influential than others, having certain characteristics that might separate them from the rest. Hewitt (2005) states that anyone who wants a say can have it, though attention to that "say" must be earned. There exists an inequality in the blogosphere in that not everyone can participate in every conversation; some are more connected than others. By discussing and doing research on the three factors below I hope to disclose what characteristics of fashion bloggers the users' value and which are influential in their attitude formation. The three blogger characteristics that will be discussed below are to some degree integrated and dependent on each other. Authenticity contributes to authority (McConnel et al., 2007) as trustworthiness might contribute to more WOM, more readers and a larger network. Authority is fueled by continuous learning (McConnel et al., 2007) as the bloggers who are knowledgeable might be more competent in convincing and taken more seriously.

#### **3.3.1. Expertise**

Expertise is superior knowledge on a certain topic. To see how this can influence attitudes I look at the elaboration likelihood model and endorser theory. Persuasion is considered as the largest topic within the attitude literature (Olson and Zanna, 1993), and is an active attempt to change attitudes (Solomon et al. (2006). Individuals are assumed to process a message carefully when they are motivated and able to do so. This is emphasized in the ELM. In a high involvement situation argument strength is a primary determinant whether persuasion occurs, and attitude change that occurs will be relatively enduring (Solomon et al., 2006), it is based on cognitions. Source expertise is therefore an important factor in attitude change, as they have the ability create strong arguments; however it is more influential when people are more involved in the process. An endorser's perceived expertise in persuasive communication has a positive effect on attitude change (Ohanian, 1990). Solomon et al. (2006) claim that perceived expertise is persuasive when consumers has not yet learned much about a product or formed an opinion of it. Once they have achieved knowledge based on strong arguments and expert tips the attitudes they have learned is harder to change. This might be an indication that the involvement and knowledge users have about fashion might moderate the effect of whether fashion bloggers expertise will impact their use of fashion blogs. Some purchase of fashion is assumed to be a high involvement situation because fashion is a communication tool of who we are, thus of importance to the individual. A person who possesses

expertise and shares this with customers will help create long term relationships, thus affecting customers' attitude (Adinam, 2009), and it is found to be one of three influential sources which had effect on brand attitudes and purchase intentions (Amos, Holmes and Strutton, 2008).

Blogs are interactive and interactivity fosters knowledge sharing (Dearstyne, 2005). One reason for why people blog is because they want to share their perceived expertise and knowledge on the subject they are passionate about (Wright, 2006). People listen to these and read their blogs for advice or tips on "what's hot" and "what's not". The most popular fashion bloggers are possessing specific knowledge of fashion, in that they gain more information from companies sent directly to them, before products are launched and get access to new products to test. "This jacket came in the mail and is from Vero Modas exclusive line VERY, i.e. it is clothes with high quality. They were not in shops by mid February, but it is possible out now. Love the green color" (from Ulrikke Lunds blog, 02.03.2010). Fashion bloggers possess expertise on fashion as they gain more information, but also because they read more up on fashion trends. They are assumed to be more trendy as they have more knowledge and are innovative (Guadagno, Okdie and Eno, 2007), they get information about trends first and try different things so they are assumed to have a better or more unique style.

Today inspiration in fashion is achieved on grassroot levels; between peers. Personal contact is seen to be most effective in causing changes in opinion and behavior (Crane, 1999), and persuasion is even more effective when this contact is between friends or people in a familiar network. Fashion is about what is new and trendy right now, hence if not knowledge, eventually one will reduce dependability and trust that the blog is dependent on to create a large reader base. Word of mouth and trust is the most influential factor in decision making and persuasion (McConnel et al., 2007). People have a desire to make informed decisions and when faced with uncertainty, an individual will seek information. Of the many sources available, the most likely to be accepted are those viewed as credible (Bearden and Etzel, 1982) and sources with high credibility include those with presumed expertise (Solomon et al., 2006).

Proposition 2: A blogger with expertise will be an important influence on consumers' attitudes to fashion through increased fashion blog usage.

### **3.3.2. Authenticity**

Hovland Janis and Kelley (1953<sup>5</sup>; Bearden and Etzel, 1982; Amos et al. ,2008) found that in addition to expertise, trustworthiness is one of the other sources influencing attitude and behavior intentions. A

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<sup>5</sup> Retrieved from Ohanian (1990)

likable and trustworthy source is more likely to be chosen over those that are not (Solomon et al., 2006). In this study I define authenticity as a characteristic of people being honest and credible, meaning that bloggers are open on their motivations and write what they feel without compromising their integrity. Trustworthiness can be analogous to authenticity. The ELM states that when individuals are unable to process information people use cues or heuristics other than the arguments to process the message. Heuristics like source credibility are likely to affect perceivers; a credible source will induce attitude change (Solomon et al., 2006). This might indicate that if the users of fashion blogs are not able to process the message, they have less knowledge on fashion, they put more emphasis on the fashion bloggers' perceived authenticity, and thus ability might work as a moderating variable. A credible and honest endorser will bring some value to the brand. The brand will borrow some associations from the endorser that the receivers have ability to recognize (Helge Thorbjørnsen, MIE423, 10.10.2008), thus it will influence receivers' attitudes. Hence, by reading fashion blogs written by bloggers who are more authentic they might also get a more positive view on the fashion they write about. "Trust has a value in online markets, and individual actions can improve or impair how trustworthy they are perceived in these markets" (Strader and Ramaswami, 2002, p. 1). They found that trustworthiness is found to be influential in impacting whether a seller is being chosen, thus it might also be an important factor influencing the users' choice of fashion bloggers, and the bloggers' actions has impact on whether they are seen as trustworthy. Trustworthiness is found to affect consumer choice and brand considerations (Erdem and Swait, 2004). This implies the importance of blogger authenticity for a reader to positively evaluate a message.

The more personal and open about opinions a site is, the more trustworthy and credible it will be perceived (Rettberg, 2008). It is important to note that "WOM tends to be highly persuasive because the sender apparently has nothing to gain from the receiver's subsequent actions" (Schiffman and Kanuk, 2006). The a-list bloggers is now making a solid amount of money on their blogs. Norwegian blogger Ida Wulff stated that she earned 68 000 NOK last year (Dagens Næringsliv, 29.12.2009). However, as long as they disclose that they have advertising on their site, and are open about being paid or sent products, and invited to events readers usually accept it (Wright, 2006). Readers who are told the information about monetary compensation from the blogger responded to a product review more positively, however, the compensation should be appropriate (Lee, Liang and Kang, 2009). To be influential and perceived as authentic the fashion bloggers need to be transparent about their motivations and interest (Wright, 2006).

Bloggers can often be seen as a company's greatest ally as they are customer evangelists who want to help you drive awareness (McConnel et al., 2007). A reason why and how bloggers become so influential might be because bloggers are perceived to be more authentic. They might help companies drive awareness in that they create a buzz. It is word of mouth from the grassroots levels, as opposed to corporate hype that is seen as fake and untrustworthy (Solomon et al., 2006). Bloggers are seen as more credible, even though they have no credentials. Thus it is the perception of honesty and credibility that is measured. People want to block out advertising, and most people avoid buying from companies that overwhelm them with advertising (McConnel et al., 2007). The new media where the people are the message is then more effective. They have no reason *not* to be honest. Fashion blogs are a means of personal expression and the bloggers are amateurs that are not paid to give reports or state something, at least not directly with that goal. There are many who receives gifts and money, however the bloggers now need to pay a tax on what they receive that surpass 1000NOK from the same distributor in a year (Skatteetaten.no). Hsu and Lin (2008) found that people blog for altruist motives, that they actively participate in blogs to increase the welfare of others. There is also a finding that 61,4 % read blogs because they are perceived as more honest than pure advertising or other marketing efforts (Rettberg, 2008), thus authentic bloggers might have more readers and are being more influential than non-authentic bloggers.

Proposition 3: A blogger that is perceived as authentic will have an important influence on consumers' attitude to fashion through increased fashion blog usage.

### **3.3.3. Authority**

Authority is in this thesis that fashion bloggers have influence over others acquired from being well liked or respected. Individuals have different power within a group, and opinion leaders are considered of having great influence, authority, over other people (Solomon et al., 2006). The ELM found that when people have low ability to evaluate a message they look for cues or heuristics that they are able to recognize and evaluate. They do not think deeply about the presented arguments, but rather the popularity, appearance of the source and their similarity to the readers (Ingeborg Kleppe, MIE400, 11.09.2008). Readers' ability to process the message might therefore be a moderating effect on the impact on users' attitudes towards fashion. Popular people have authority in that they have admired qualities that other people try to imitate, and other try to copy their behavior (Solomon et al., 2006). This is the emotional part and their behavior might be based on affect which then lead to attitude change. Consumers have different goals for using a brand or product (Olson and Zanna, 1993). These goals are defending or conforming to preferred attitude positions and expressing socially acceptable attitudes. Those fashion bloggers with authority is



expected to be well liked and respected. They are also expected to be popular, to be looked up to and in a way be similar to the users as it reflects the bloggers' social value. Fashion bloggers might represent reference groups that influence the users' attitudes, thus they are assumed to have high social value. The change in attitude can be attributed to peer group influences as people have a general motive to fit in and be part of a group. Younger people tend to change their attitudes to conform to the group (Kindermann, 1993). Leaders of a group influence norms; the attitudes members adopt and the behavior they consider appropriate (Harris, 1999).

What consumers experience outside the home of their parents, in the company of their peers is what matter the most (Harris, 1995). There is a trend of peer to peer diffusion of fashion where one look at the grassroots levels to find inspiration. There are aspirational and identificational reference groups (Solomon et al., 2006) and fashion bloggers might represent both. They are idealized, but in the same way similar and to the readers, they have referent power. Fashion bloggers are informal; they are young people in the same age, writing about what they want in their own language. They are friends or acquaintances within a network and are involved in their day to day lives. In addition for the readers' ability to feel familiar with the bloggers, they also want inspiration from people they look up to. The most popular fashion bloggers can be seen as opinion leaders. They are more fashion forward and more avid online shoppers (Guadagno et al., 2007). They are more innovative and score higher on openness to new experiences (Guadagno, et al., 2007). As they are more experimental to try new things, they are assumed to have a more unique fashion style, they are expected to have more readers and the readers are likely to copy the bloggers behavior. The power of blog is that they are unedited and unfiltered, however as screeners of the huge amount of information that exists on the internet, they should pay attention to how they write and what they write about (Wright, 2006).

Within every group of young people there are differences in social status and it involves both dominance and popularity (Harris, 1995). Popularity and similarity to the readers might give fashion bloggers power based on a high level of identification with and admiration of, or respect for them. Thus authority is a sense of identification with and admiration for a person. Fashion bloggers are assumed to have authority in that they are likeminded peers, but also innovative and have more knowledge on what is trendy. When consumers identify with a person they might feel attachment to this person. They are trendy and fashionable, and the readers are assumed to copy the style they like. Bloggers absorb the risk by wearing something new and risky in that it might become a fashion fad, and followers which do not like the risk want to see someone wear a style before one chooses to buy it. Because fashion bloggers might be seen as opinion leaders, readers will try to imitate those qualities by copying the blogger's behavior to identify with this person. Distance between the

blogger and readers might be large, however there are opportunities for interaction; the readers engage in the fashion bloggers' lives, form tastes and evaluate what is written about (Ingeborg Kleppe, MIE400, 16.10.2008). As a result their attitudes are assumed to change to back up their behavior (Olson and Zanna, 1993).

Proposition 4: A blogger with authority will be an important factor in influencing consumers' attitudes to fashion through increased fashion blog usage.

### **3.4. Users' self concept**

Peoples' self concept is defined as knowing who you are (Ingeborg Kleppe, MIE400, 02.10.2008). Self-concept may be defined as the learned beliefs, attitudes and opinions that a person holds about his/her attributes, and how he/she evaluates these qualities (Solomon et al., 2006). Larsen and Buss (2008) explains the self of consisting of social identity, self image and self respect. Users' social identity will be explained in the next sections followed by the latter two concepts. Young adults might experience a tension as they strive to be both unique individuals and part of a group and fashion might be used to help address or resolve this tension (Thompson and Haytko, 1997; Murray, 2002)<sup>6</sup>. Thus I find it relevant as I expect to find that fashion blogs will have an influence on consumers' concept of self through being important sources to get the latest trends in fashion.

#### **3.4.1. Users' social identity**

Social identity is in this study defined as how a person presents oneself and behaves with other people in social gatherings. Social identity expressiveness is identities from group membership (Thorbjørnsen, Pedersen and Nysveen, 2007). In other words; social identity is those elements of self derived from belonging to a particular group. Individuals categorize themselves as members of a particular group, they identify with that group and take on its "rules, standards, and beliefs about appropriate conduct and attitudes" (Turner 1987)<sup>7</sup>. People also have a tendency to associate themselves with certain in-groups and that people are more favorable towards these in-groups. A person's social identity will behave in accordance to group norms. This can be closely related to the normative pressure in TORA. Normative pressure is whether a person thinks important people in their life thinks he or she should perform a certain behavior (Fishbein and Ajzen, 1975). Together with attitude it was proved to be a valuable predictor of behavior. Even though someone has certain attitudes toward something, others opinion and how important these opinions are to the individual

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<sup>6</sup> Retrieved from Ahuvia (2005)

<sup>7</sup> Retrieved from Harris (1995)

can have an effect on behavior. Skinner and Cattarello (1989)<sup>8</sup> found that as commitment increased, subjective norms became increasingly important relative to attitudes. Commitment in what to wear is assumed to be high, in that much of fashion is publicly visible. In this view they see peer culture as important in influencing behavioral commitment since it controls behavior independently of attitudes. Turner (1987)<sup>9</sup> found that these people (in groups) are psychologically significant for the members, to which they relate themselves subjectively for social comparison and the acquisition of norms and values from which they take their appropriate conduct and attitudes and which influences attitudes and behavior. This implies that the users' commitment to fashion and the significance they value fashion bloggers to have might moderate the impact social identity has on attitude towards fashion through increased fashion blog usage.

In sum social identity relates to the explicit social way users can utilize, in this case fashion, to impress and influence other people (Thorbjørnsen et al., 2007). People create an impression and let others know who they are, and the self that are presented for others are not necessarily the same self the individual feel it really has, thus does not always match the self image (Larsen and Buss, 2008). Those products that are consumed in public (apparel) or at least whose consumption outcome is manifest in public (cosmetics) have high symbolic value; it is an indicator of social status. This is something that can be acquired and conspicuous consumption is used by people to signal wealth, power and status (Vigneron and Johnson, 1999). It is defined as how much a product turns heads or how much attention the product receives in a social gatherings. Publicly consumed products are more likely to be conspicuous than privately consumed products and the conspicuousness is positively related to influence from important reference groups (Bearden and Etzel, 1982). A reference group is an actual or imaginary group conceived of having significant relevance upon an individuals' evaluations, aspirations or behavior (Solomon et al., 2006). Women are influenced by other women in their choice of cosmetics (Malka, 2009), and might also have an influence in their choice of apparel and accessories. Fashion bloggers represent peers or other young women, and are assumed to be a reference group and of significant relevance over users.

Fashion can be a communication tool of who we are. It signals what type of social status we belong to and therefore also who we are associated with. It can be related to the social need of an individual. People's desire to possess certain brands may serve as a symbolic marker of group membership (Vigneron and Johnson, 1999). People want in some way to be equal to other people and to be accepted (Harris, 1995), and to be differentiated from others, and use fashion to signal

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<sup>8</sup> Retrieved from Olson and Zanna (1993)

<sup>9</sup> Retrieved from Harris (1995)

where they belong (Vigneron and Johnson, 1999). Social identity is used to create an impression and let other people know who you are. “Almost every brand we purchase contributes to our status. They define who we are, and who we want to be” (Neil Boorman, 2006, DN.no). People are excessively obsessing and care much about their own behavior and performance in the presence of other people. This is what is called public self consciousness (Solomon et al., 2006). Public self consciousness is what drives people in actively trying to create a desired impression of themselves in other peoples’ minds, as opposed to private self consciousness that focuses on peoples’ inner thoughts and feelings (Vigneron and Johnson, 1999). It is related to social standards, getting along well with others, conveying a positive image and wanting to be accepted (Wiekens and Stapel, 2010). Fashion is actively used by people to impact others perception of them, and the people with high public self consciousness might be more obsessed with having the newest trends and the exclusive, popular brands, and in this context are more interested in clothing and more heavy users of make-up (Solomon et al., 2006).

To conclude social identity is connected to the symbolic value of fashion. Fashion as socially visible products is an expression of who we are and also who we want to be associated with. Consumers are therefore looking at influential and admired groups for inspiration. Fashion blogs are a source of what is trendy, and the a-list bloggers might represent reference groups and people one wish to be associated with and be an important source of inspiration for the readers. People who are publicly self conscious are more obsessed with their social identity, thus more fixated on what is fashionable and value the opinion of their reference groups. Young people who are consumed with what is fashionable and trendy and what others think of you might look at fashion blogs for inspiration, thus users’ social identity might be a motivation factor for increased fashion blog usage.

Proposition 5: Users’ social identity will impact their attitudes to fashion through their increased fashion blog usage.

### **3.4.2. Users’ desired self image**

A consumer’s self image is another part of the self concept. Self image is defined as the perception an individual have of him/herself (Solomon et al., 2006) from personal experiments or judgments of others. It is the answer to the questions “who am I?” and “what do others think of me?”. This is also seen as relevant as reference groups, in this paper fashion blogs, might value expressive influence which means that they influence or inspire consumers to enhance their image. Self esteem is how pleased people are with their self image and who they are; those happy about how they feel having

high self esteem. Sirgy (1982)<sup>10</sup> established that high self esteem is one of the key antecedents of consumer choice behavior, thus might have an influence on their attitudes. In this study I will separate between private and social self image as these are the ones I see relevant for having influence on users of fashion blogs. Social self image might be similar to social identity in that both entails that fashion have an impact on how others see you and evaluate you based on what you wear as it is visible products. The difference is however that social identity is how consumers might use fashion to impress or influence others in a social context, while social self image is how you look at yourself through how you think others look at you.

To reach a desired self image is believed to be an important motivation factor for the purchase (and use) of products (Kressmann et al., 2006). Innovators and followers purchase products for different reasons, but their basis motivation is the same. Even if they purchase either to differentiate themselves or to be accepted, they want to improve their self image (Vigneron and Johnson, 1999). People are motivated to evaluate themselves positively (Harris, 1995), and evaluate their self image based on their own experiences and what they think other peoples' opinions are. Self image can be closely related to psychological needs of an individual. When buying clothes, there are in addition to the physical need of being warm also psychological reasons for purchase; the desired self image, they want to feel happy about them self. This is assumed to be the same for make-up and accessories.

### **3.4.2.1. Private self image**

Private self image is how the consumers perceive them self, it can also be referred to as the actual self. When people ask "who am I?", they want to hear the words that describe how they would like to be perceived. This is the ideal self, as opposed to who one really are; the actual self. There are usually a distance between the ideal self and the actual self and people are always trying to reach the ideal self, the image of who one wants to be (Solomon et al., 2006). Consumers might have a more realistic appraisal of the qualities we have or lack, and their self esteem is influenced by the process of comparing their actual with the attributes of the ideal. As fashion being publicly visible, consumers might use fashion more actively to fit with and enhance their lifestyles therefore enhancing consumers self esteem and reaching a more desired state.

Belk (1988)<sup>11</sup> was one of the first researchers who stated that consumers use certain possessions to expand, excel and strengthen the feeling of "the self", the being, and reach a desired self image. People want to convince themselves (and perhaps others) that they can be a different person than

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<sup>10</sup> Retrieved from Miranda (2009)

<sup>11</sup> Retrieved from Ahuvia (2005)

they would be without their possessions. Products are purchased as they are believed to be instrumental in helping them achieve the goals to reach the ideal, especially fashion as visible and more conspicuous. This might be a wish to self transform to be perfect. Self transformation might involve a distrust of one's personal tastes; thus to reach an ideal state people might rely on others for inspiration (Ahuvia, 2005), and in the case of what to wear rely on fashion bloggers for inspiration. Our possessions are a part of who we are. Thus, there are a consistency between the aspects of our self and the apparel and make-up we wear.

Self image is relatively stable, but perception people has of oneself might change over time, especially example during transitions in their lives (Ingeborg Kleppe, MIE400, 02.10.2010). Teenagers and young adults are in the transitional period between childhood and adulthood, which is characterized by consumers looking for cues and inspiration to define their identity (Ingeborg Kleppe, MIE400, 02.10.2010). They are maximum alert to stimuli, are more easily influenced and often use stylized or conspicuous consumption to construct their self.

### **3.4.2.2. Social self image**

People's social self image is how they think others look at them and their self esteem is influenced by what they feel about this. It can be explained by the theory of looking-glass self which states that we can only develop a self if we have relation to others. The only way one can have an opinion of self is through the imagined judgments of what others think of you (Ahuvia, 2005). One might therefore assume that people are looking at themselves like they believe others are looking at them. It is the reflected opinions of significant others, and it will differ depending on whose views are important to the individual. Evaluations from close friends and important people in your life (significant others) has more influence on the looking-glass self.

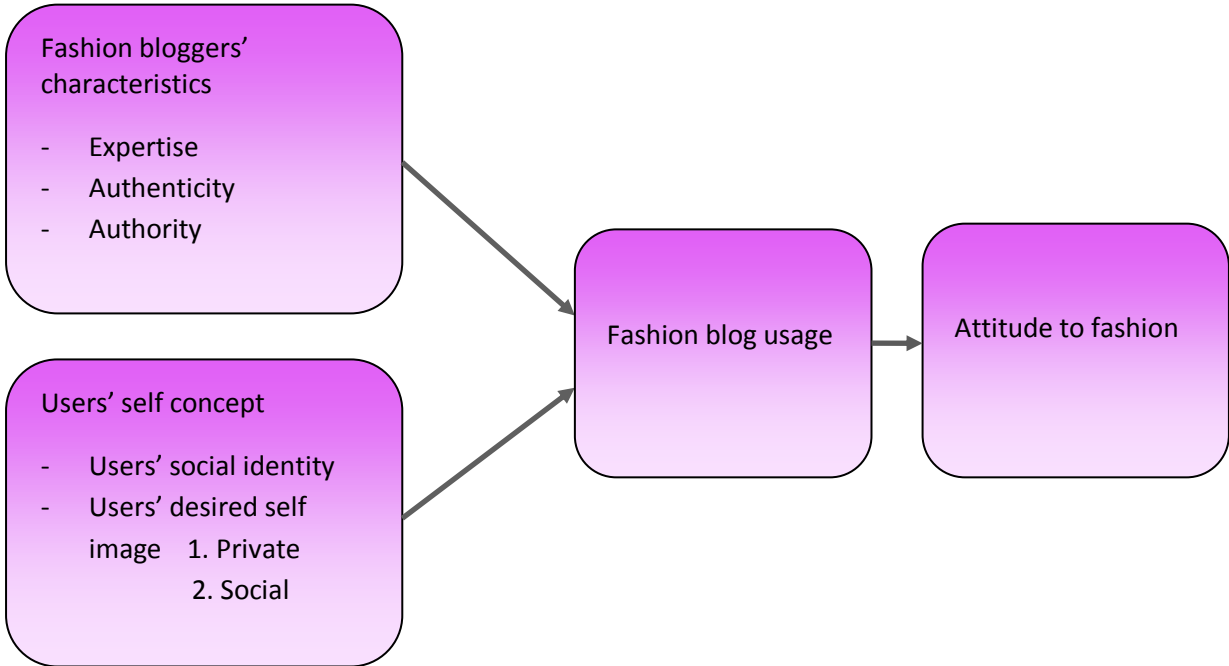
People value the opinions of significant others, especially when it comes to visible products. Visible or publicly consumed products are more conspicuous, and the first thing people notice when they see you. Fashion is a part of the first impression a person portrays, and to make a good first impression they listen more to important people in one's life (Bearden and Etzel, 1982). These are persons; family members or close friends or admired people that exert some type of influence. In fashion, peer influence is seen as important, and fashion bloggers might represent significant others to the readers, being a key source of inspiration. People are evaluated based on what they wear and fashion is a tool that helps them be positively evaluated by others and as a result they feel better about them self.

To sum up users' self image can be divided into private- and social self image. People use products to reach a desired image to make them feel happy about them self based on their own experiences and how they think others see them. People use possessions, fashion, to enhance their self and might try to convince them self that they are a different or can reach "the desired" with these possessions. People value the opinions of others, and often look at themselves in how they think others see them, so they associate with these people and copy their style and behavior to enhance their self. Fashion blogs is a source of inspiration and the bloggers might represent these significant others, thus consumers desired self image are assumed to be an important motivation factor increasing fashion blog usage.

Proposition 6: Users' desired self image will influence their attitudes toward fashion through their increased fashion blog usage.

### 3.5. Research model

This is a summary of the theory discussed above and shows how fashion blogs can influence attitude to fashion.



This model shows two main variables which is assumed to impact the dependent variable of attitude to fashion, through the mediated variable fashion blog usage. Fashion blogs are assumed to be an important source of influence as they are connected to reference groups, significant others and opinion leaders. They are peers of the same age that they can relate to, but they still have some

characteristics that make people admire them, look up to and aspire to be like them, thus assumed to influence users' attitudes towards fashion.

One of the independent variables is fashion blogger characteristics. I have chosen to review characteristics that have been presented in previous literature on blogs and are the ones that stand out as the most influential ones; expertise, authenticity and authority. In addition I have included users' self concept comprising social identity and desired self image. These are possible variables in influencing users of fashion blogs attitudes as fashion is socially visible and have symbolic effects attached to it. Based on this theory I wish to study whether these variables are influential in affecting peoples' attitude towards fashion.

Fashion bloggers might be seen as an opinion leader or significant others having characteristics that make people look up to them, and have influence over the behavior of people who want to be like them (Harris, 1995). Based on this I expect that there are some differences in individual characteristics making some bloggers more influential than others, and these three sub variables will be summed up in the section below.

Expertise is whether the blogger has perceived superior knowledge about fashion. Knowledge sharing is considered as an important motivation for blogging, but I also assume that expertise is essential to establish a large reader base and have some influence over the readers. They are expected to receive information and products itself before others, thus having more information about the latest trends. With expertise readers will talk about fashion brands and help the brands establish a larger network through word of mouth. Authenticity is what might separate individual blogs written by real people from corporate blogs. Individual fashion blogs are perceived as more credible and honest as these bloggers do not have the same motivation for writing positive product evaluations. They have no reasons for not being honest. Even though some bloggers receive invitations to events, parties and are receiving products in the mail, they do not gain compensation from writing about one fashion brand directly, and not seen as so intrusive and inauthentic as advertisers and employees. They select to write about what they like in a market of many products and brands, but it is important that the bloggers disclose when they have received something. Authority is the third blogger characteristic, and it is related to having influence over others through being admired, well liked or respected. Fashion bloggers are both individuals people can relate to, as well as considered being more innovative and trendy, thus they are admired. As people tend to copy the behavior of people they look up to, fashion bloggers are assumed to be a source of inspiration.



Consumers self concept is containing consumers' social identity and self image. Social identity explains how consumers' attitudes toward fashion might be affected by other people or groups of people, and how they are perceived by people in social gatherings. It is connected to the symbolic value of fashion. Fashion express and communicate who people are through being a symbol of status, thus which people one are associated with and people therefore copy the style of individuals they look up to. Fashion blogs are a source of what is trendy, and some bloggers might represent reference groups and people one wish to be associated with. People who are publicly self conscious are assumed to be more into fashion than other people.

People want to have a good perception of them self, so they work to reach a desired self image. In this study I divided self image into private- and social self image. Private self image relates to who one wants to be based their own experiences and thoughts about them self. People are motivated to evaluate themselves positively. Young people search for different sources of inspiration and to self transform they value others opinions; when it comes to fashion they evaluate fashion bloggers' opinions highly in a purchase process, being both their peers and considered as trendy. Social self image relate to the judgments of others and can be explained through the theory of looking glass self. It is emphasized that consumers look at significant others for inspiration especially since the clothes and accessories are socially visible. Fashion bloggers might represent these significant others. By acquiring the right fashion they might enhance their self esteem making them feel better about themselves in that they might be associated with the "right type" of people.

All these factors will be discussed based on the interviews in the analysis chapter. It is important to note that the interviews might lead to insight into other important drivers or variables and I will then conclude with a revised model.

## **4. METHOD**

### **4.1. Qualitative data**

To answer the research question I have chosen to gather qualitative data, this because I want to enlighten the different variables and relationships between these. This choice was based on the fact that there is little existing knowledge on fashion blogs, and because of the time and resources available. This master thesis has the following goal: to study whether fashion blogs have an impact on the users' attitude to fashion and also to reveal some of the most influential characteristics of the blogger. I wish to seek new insight into the phenomenon of fashion blogs and the connection to consumption of fashion and assess them in a new light. It is not much research done on the subject, which is why I chose to use exploratory design which takes a less structured approach on the research (Saunders, Lewis and Thornhill, 2007). This is necessary when trying to understand reasons for decisions and for different opinions and attitudes (Saunders et al., 2007). I will use qualitative interviews to get to know the women and their attitude towards fashion.

### **4.2. Semi structured interviews**

When it comes to rather personal use and consumption, it is important to have some level of trust to get honest answers, which might best be created through personal interviews. I used semi structured interviews. These interviews are not completely standardized which gave me some room for follow up questions. As I did not know all the questions I wanted to ask on beforehand, this also gave me some room to ask additional questions if I saw it necessary. By semi structured is meant that I had a list of some predetermined questions to assure that I get insight into all the themes I am studying, however, the order of the questions might vary to get a natural flow of the conversation. Semi structured interviews gave me the opportunity to explain and build on the answers which give purpose and depth to the paper (Saunders et al., 2007). They also might also have the advantage of bringing about discussions about areas I have not considered which can give a rich and detailed set of data.

#### **4.2.1. The forming of the interview guide**

The interview guide is what I, as the interviewer, conducted my interviews from. The interview guide entailed an introduction where I made it clear that everything that was said was confidential, and the definitions of fashion blogs and what I meant with the term fashion. The definition of fashion blogs might be essential as many might confuse these with ordinary blogs that write about fashion now and then. Then I defined fashion as apparel, shoes, cosmetics and accessories, so they would know

the area of which the conversation would center around. I developed the interview guide based on what I had found out in the theory part, and before asking the questions I started with the definition of each factor so the respondents knew what I meant about these. In addition I wanted to get the conversation going so I asked them relatively open questions about their motivation behind their use and what they see as important so that I would get their thoughts and feelings about fashion blogs. This might also bring about factors that are uncolored by my role as an interviewer as I had this early in the interview not yet mentioned some of the factors I was studying.

The interview is structured based on the research model presented towards the end of chapter 3. Initially I had a model that did not separate out the mediating variable of fashion blog usage, but had a dependent variable that said “how attitude to fashion is influenced by the use of fashion blogs” with fashion blog usage as an implicit mediator. All the other factors were directly influencing this dependent variable. Based on this I first wanted to find out how fashion blogger characteristics; expertise, authenticity and authority influenced attitude to fashion by the use of fashion blogs. To find this out I wanted to see whether they thought it was important and why (not) as it would imply whether it influences their use of fashion blogs. I also wanted to know how they could distinguish the ones with these characteristics as it might be a sign of whether they read the blogs with these characteristics, their ability to separate them from others and how they would define the characteristics. After some interviews I also saw the need to ask whether the fashion bloggers possessed these characteristics. This because if they saw the characteristics as important, but it was a trait the bloggers did not possess it might implicate a mismatch between what the readers’ want and what is offered. I had similar questions under all the different characteristics as it would be easier to compare the different factors during the analysis.

The other thing I wanted to find out was how the users’ self concept; their social identity and private- and social self image influenced attitude to fashion by the use of fashion blogs. In this part of the interview I did not have the same structure as before. Before going into questions about social identity and self image, I asked some questions to get insight into who their sources of inspiration for purchase of fashion is and the role of fashion blogs in their life. By this I wanted to find out the impact fashion and fashion blogs have on consumers. As I later found out it useful to separate out the factor of fashion blog usage as a mediating variable, I found it appropriate to use these questions, and the response to which extent they value the fashion blogs opinions when it comes to fashion, to answer whether fashion blogs usage has an impact on their attitude to fashion in the analysis chapter.

To find out which questions I could ask under the two sub-variables social identity and self image I got some inspiration from another master thesis by Melissa Malka (2009). She had tested how women's self concept might influence their attitude and opinions on purchase and use of luxury cosmetic. To find out how the users' social identity influenced their attitudes I wanted to find out whether they actually listened to fashion bloggers opinions to see whether fashion blogs could have the role of a reference group or significant others for the respondents. This was in the analysis chapter included under fashion blog usage. To see whether they actually saw fashion as helpful or used it to become who they want to be in social situations would reveal whether they actually listen to others opinions when it comes to fashion. Under self image, I have the same structure for private- and social self image. I wanted to figure out whether the way they look at them self through their own judgments or what they believe other think of them will influence their attitude to fashion through use of fashion blogs. I asked the questions of whether they think fashion will influence how they look at them self or how others look at them and why (not) to see whether they evaluate fashion as part of their self and whether it makes them feel better, achieving a higher self esteem. To reveal the relationship with the use of fashion blogs I included questions of both how their self image might impact fashion blog usage, but also how fashion blog usage might impact their self image. Even though the question of whether fashion makes a difference in how others look at them it is also found relevant in social identity as they are affected by other people in social situations. In the analysis part I therefore chose to incorporate most of the answers under social identity as the order of the factors make this more logic.

Finally I wanted them to show me their favorite blog so I could see what types of blog they would preferably read and what that contained. I asked about why they chose this, its relative advantages and possible disadvantages so that I could figure out what they in reality appreciated and not. What people say and what they actually like might be two different things. In addition this might bring about some unmentioned factors that I did not consider in my thesis. By looking and scrolling through the blogs they read at the same time as they were to talk about it, it might evoke some feelings and thoughts that otherwise would not have been brought to mind which might implicate that one should also include these in possible future research.

#### **4.2.2. The interview**

I interviewed seven women, where the first interviews where considered as a test interview. This was a test so I could develop my own ability as an interviewer; it is important so that I will for example not impose my own beliefs on the respondents; interviewer bias. Practice to get a natural flow of the conversation and to check the time used was important. I also got to see whether the

questions were understandable so I would later avoid misunderstandings, this is also the advantage of the ability for follow up questions which improves the internal validity. Overall the test interview was so I could improve the interview situation and that I could develop or add any questions that derive the best and most honest answers possible for my study. The six other interviews are part of the data analyzed. I chose to have the interviews in my apartment to achieve privacy which, in addition to trust, is important when it comes to personal consumption. The respondents were in focus. The environment was also equal for all the respondents, and the setting was also calm and undisturbed, making it easier to have an open conversation where the respondents could loosen up during the interview. Privacy or confidentiality is important to avoid response bias, meaning that the respondents would take a socially desirable role and answer the questions like they think I would like them to be answered (Saunders et al., 2007). All the respondents knew on beforehand that it took about 30 to 45 minutes, so I experienced no unwillingness to participate because it was time consuming.

Before the interview started I explained that the interviews were confidential and that no information about them other than the demographic information of the age and maybe also their civil status will be known in this paper. All respondent were asked to elaborate and talk as freely as they could around all the questions. Those who gave short answers were asked follow-up question if I felt it necessary. The respondents were then asked to find and show me their favorite fashion blog. They were asked to talk about the blogs' advantages and disadvantages, and if they thought there were some other factors other than the ones I mentioned that is of importance for their use of fashion blogs.

#### **4.2.3. The process after the interview**

All the interviews were taped and then transcribed short time after the interview, often the same day as the interview. The analysis part was continuously worked with and put in context of the theory. The main goal about the discussion in the analysis is to clarify what users value, what influences their choice of fashion blogs, and also through the information received in the interviews disclose whether this has an impact on their attitude towards fashion. Other types of information that might help me in the analysis part are the fashion blogs that the respondents showed me. I did not tell them this on beforehand, but I discovered that the respondents still had a clear idea of which they liked the best, and followed their favorite(s) on a regular basis.

#### **4.2.4. The respondents**

The women I interviewed are in the age group from 21 – 27 years old, and according to the theory are in the group of the most active online surfers and fashion blog readers. These women might also be more aware of their fashion style. The respondents have a relatively similar economy where only one has a full time job, while the rest are students where some have a part time job on the side. The respondents are a mix of single women and women with boyfriends. Most of the respondents are students at the Norwegian School of Economics and Business Administration (NSEBA), however two of them are currently working and studying in eastern Norway. I recruited people that I had some knowledge of and that were all readers fashion blogs because I assumed they had an interest in the theme and that they had some knowledge of the phenomenon fashion blog which might have a greater information value for the paper. They are assumed to have an over average interest in fashion, and care about what to wear. The names used in this presentation are fictive to preserve the confidentiality of the respondents.

The first respondent, Live, is 23 years old and is working on her master degree in the new profile Marketing and Brand Management at NSEBA. She has a long distance relationship, but they plan to move in together next year. She is not the most frequent user of fashion blog, as she mostly read only one fashion blog on a regular basis about once a week. She does not feel fashion changes every day, nor has she the ability to go shopping every day, so she looks through the blog, look at the pictures to get an impression, get some ideas and get an overview of what is in. Her choice of blog was based on the bloggers style. She feels the fashion bloggers style is unattainable but desirable in that she wishes she could dress that way and have the bloggers clothes. Live therefore use fashion blogs mostly to get new ideas and for inspiration.

Kathrine is 24 years old, lives together with her boyfriend, study sports but after the summer she plans to work as a purchase manager full time in the clothing store she now works part time. She is a heavy reader of fashion blogs, visiting several different blogs a day. She reads different fashion blogs, and is interested in trends and what is hot right now in the right season. In addition for inspiration she also reads the fashion blogs because she gets to know the blogger, likes them and feels it is interesting to follow them in their daily life.

Thea is 21 years old, single and is in her first year in studying economics at NSEBA. She has worked at a perfumery where she feels that the interest for fashion and beauty started. Thea is the heaviest reader of fashion blogs in this study. She visits her favorite blogs three to four times a day, and reads

many blogs to get inspiration and to see how people dress as she feels she does not have the time to run around in stores and match different outfits. This is also empowered by that she feels that she is not as knowledgeable and is not as good in matching different items, so she wants to see what other people think.

Tine is 24 years old, lives together with her boyfriend and is working on her master degree in Strategy and Management at NSEBA. She reads fashion blogs on average once a day, and says she has an interest in fashion. Her reason for reading the blogs is both for amusement and because it is interesting, but thinks it is important that the fashion bloggers have a personal style and that the blogs she reads are pure fashion blogs; just focusing on clothes, outfits and beauty, not containing any information about what the blogger has done that day. She mostly reads a blog about make-up and skin care products as she sees this as a more high risk purchase and wants several opinions before making a purchase.

Anita is 27 years old, single and is currently writing on her master thesis at NSEBA in her degree Marketing and Industrial Economics while she works at a perfumery part time. Anita visit about five different blogs once a day, and an important motivation for her is to get inspiration even though she has never bought an item directly seen on a fashion blog. The reason for this might be that she mostly read fashion blogs that are written by American girls. These are not as commercial, however is found through recommendations, and she feels that the most important thing is that they are similar to her and has a similar style. She mainly looks for inspiration into how to match her items in new ways as she likes to experiment with clothes.

Silje is 25 years old, lives with her boyfriend and is the only full time worker in my study. She is therefore more purchase strong than the other respondents. However, she has a similar background with a marketing degree from The Norwegian School of Management (BI) in Oslo. She reads many different blogs daily because of personal interest and through her job. She reads only a few pure fashion blogs, as she likes to read more about their personal life as well, but she reads fashion blogs to get inspiration, and when she sees something she likes she looks for similar items in the stores and it does not have to be from the same designer. She feels that following the bloggers become like an addiction triggered by curiosity.

### **4.3. Limitations**

With semi structured interviews as my only data, with six interviews as the foundations for the analysis and results, I will not be able to make generalizations, a limitation of the data collected. However the value lie in its flexibility to explore the complexity of the theory in the paper, as there is little research done on the subject. As the respondents are not chosen randomly and since it is a relatively small number of respondents it might have an impact on the validity of the paper, as they might not be representative for Norwegian fashion blog users. Several respondents might give more valid or applicable answers as the probability of the findings being representative increases. They are however of different ages and take relatively different courses with different interests so the selection would be more varied. There might also be a weakness in that I have not incorporated the young women from 15-20 years old in my paper, because these might be considered as a more easily influenced consumer group that obsess more about what to wear, thus these might give some different results than the older women. However, it is assumed that young women are the most frequent readers of fashion blogs, while teens might read more pink blogs (or teen blogs), blogs by other teens not only about fashion.



## **5. ANALYSIS AND RESULTS**

### **5.1. Analysis of the research model**

#### **5.1.1. Fashion blog usage influence attitude towards fashion**

Fashion blogs are assumed to be reference groups representing an important source of influence in users search and use of fashion (Solomon et al., 2006). Normative pressure from TORA states that the power of others, e.g. reference groups, might influence users' intention to perform a specific behavior, thus influence their attitude. The respondents does not have only one source of inspiration, but fashion blogs are for all of them one of these sources. Among the others are people one see on the streets, friends, celebrities, stores and for some magazines. Fashion blogs is an important source of inspiration for Kathrine.

(...) my source of inspiration is magazines, bloggers and internet in general. It is because those who are into these things have the right type of information and have knowledge about what they are doing.

They have a significant role, I am daily visiting fashion blogs.

But (...) only a few I get and take tips from.

As fashion bloggers are inspiring users and provide them with up-to-date information they have informational influence; they influence users in the search for fashion (Solomon et al., 2006). An interesting finding is that some see fashion blogs as a substitute for fashion magazines, and one of them is Tine.

It is people I see around me, friends, what is in the stores, and I am influenced by manikins that are already styled in the stores. (...) Fashion magazines as well, but I don't afford as many of these anymore, so maybe fashion blogs have taken over for magazines. Yes, I think it really has, so I look a bit more on fashion blogs than magazines now.

People are more positive towards information from peers and are more likely to adopt what they are talking about (Solomon et al., 2006). Fashion blogs are written by ordinary people, they take fashion from models and manikins and wear them in their daily lives. Some fashion blogs have both high and low end fashion brands and write about clothes that one can find in stores close to you and this combination makes some of the outfits more attainable. Silje also read fashion blogs instead of magazines. She thinks they are equally credible, but that the clothes the bloggers post are more achievable.

(...) some of the fashion blogs are a great source of inspiration for me in that they blog about clothes that is easily accessible and not too expensive like many of the clothes in the fashion magazines are. Many of the bloggers often write where things are from and what it costs, in addition to taking pictures and show usage areas and give tips.

As likeminded peers they might have more insight into what the users of fashion blogs value in fashion. There are many different fashion blogs who write about different types of fashion, but what is common is that they write about outfits and items they themselves wear, in addition to what they might like to wear. When women at the same age and body shape as themselves wearing something it is easier to picture them self wearing the same outfit. Women might influence other women when it comes to apparel as well as cosmetics. Anita says this about her favorite blog:

(...) I think she has a very good style that is similar to mine, and one I easily can get inspired by. I look for blogs that have more my type of style, those are the ones I read more regularly. If there is one who is tall and blonde she probably doesn't dress quite like me, as opposed to one who has more the same look and body shape, and same style. It is more achievable then.

Thea reads more fashion blogs as she thinks magazines is not good at explaining how to combine the different outfits and where you can purchase these.

Fashion blogs have quite a great influence because many of those have many of the same role models as me. When you read magazines and those kind of things you don't always know where you can get a hold of the clothes and how you can put things together, but fashion bloggers do that on their blog. They can for instance write that they are inspired by this and that and you can find it there. They are a great source of inspiration.

Silje, Anita and Thea all agree that fashion bloggers' style is more achievable. They can relate to them and show fashion that they feel they can find and picture wearing as the bloggers use the clothes in their daily lives. Live is of another opinion. She gets inspiration from people from the streets and friends as she feels that what type of outfits fashion bloggers post are unachievable.

(...) It is an unattainable source of inspiration as opposed to people on the street which I think wear items that I actually can wear and purchase, and I can think about where they have bought the different items. They do not have those extreme styles as fashion bloggers, I would not feel completely comfortable wearing what they wear.

The style I might wish I had, the way I wish I could dress.

The fashion blog she read the most she feels has an extreme style, so for her it is not the most important source of inspiration. She is the respondent that reads fashion blogs less frequent which might influence how influenced she is by fashion blogs. Live states however that the fashion blogger's style is the style she would like to have, but she feels it is more extreme than what she would feel comfortable wearing. It is how she wishes she could dress, but she feels she just cannot do that. She would not feel comfortable. But she do admits that she might go find something similar and that she thinks there is some influence as it is not too unattainable.

For fashion bloggers to be considered as having relevance and have the ability to change their attitude, the consumers need to value their opinion when it comes to fashion. There are different opinions about this. Silje takes fashion bloggers' opinion into consideration in a small degree.

It is interesting to read about their opinions, but I take what they say into consideration in quite a small degree. It depends on what level I feel that they blog about something that strikes me. If I think what fashion bloggers blog about always look good, then I would probably consider her opinions to a larger degree.

Even though Silje states she is influenced in a small degree she does not deny that she is influenced by some fashion blogs that are good. She reads very few pure fashion blogs, but rather bloggers who write about fashion now and then. Triggered by curiosity, Silje is almost addicted to following some bloggers when she first have started reading it, and she continually wants to stay updated and pay attention on what they do, and follows their blog daily. She needs to respect and be inspired by them to value their opinion when it comes to fashion. Tine has not visited a fashion blog with the goal to purchase something, and she does not remember having bought anything that she has directly seen on a blog. But she takes more into consideration negative opinions than positive ones.

Positive opinions are a plus, but I don't immediately go and purchase it because of that. Negative opinions I take to me in a greater extend, so I would consider it as a greater danger for someone who send out a product and is slaughtered. That effect is much stronger than the effect positive comments has on me.

It is surprisingly little of it, but that is mostly for clothes. More negative opinions on make-up.

Cosmetics have a different quality aspect connected to it as it has special functions it is supposed to meet while apparel have functions that is more subjectively evaluated and that it is chosen based on personal taste. Thea feels she listens to fashion bloggers in a greater degree, and she got inspiration from the outfit she wears today, the leather pants and a blouse, from fashion blogs.

(...) The leather trend I started reading about on the fashion blogs, then I bought one, but then you see friends wearing another type, so now I have five different types of leather pants.

They do have a lot of authority so I do listen and pay attention to what they write.

Fashion blogs therefore also influence Thea's decision to purchase; they have utilitarian influence (Solomon et al., 2006). As fashion trends spread through the network, it does not mean that the bloggers wear the same. They take inspiration from each other, mixing outfits, making it more their own giving them a more unique style. This is the same for the users. One might not look for exactly the same items all the time, but get ideas and might be inspired to put together something similar. If they see something at the stores many of them might purchase something on impulse if they recognize it as something similar viewed on the blog. Tine claims that she does not go purchase something seen on a blog, but states towards the end of the interview that the probability of purchase increases when there is a direct link to where the products can be bought. This might be because then there is less effort needed and there is more likely to do an impulse purchase.

Blogs as a medium is highly persuasive and has a lot of influence as they create WOM. It reaches many people on an informal and trustworthy matter. Fashion blogs can show an item, and the trends and styles will spread through the network (Rettberg, 2008) and other users' will pick the trends up and so it will continue. Live thinks what the blogger wears is more in the extreme end, so she value the fashion blogger opinion more to get some ideas, but she does not deny that she would buy something referred to on the fashion blog.

(...) Usually it is like, I visit the blog and think that "that one was incredibly cool", but then I leave it at that. Nothing more happens. (...) I go and buy it if there are simple concrete things, and items that are really hyped, and if there is something one have seen a variant of earlier one might get influenced by it. But for me it is more like I think it is cool and get some ideas. One should think what they are wearing looks good.

## **Conclusion**

Fashion blogs and bloggers are considered as reference groups, significant others or opinion leaders and therefore exhibits a source of inspiration. They have informational influence; they influence the users in their search for fashion or inspiration. This can be either search for the goal of actual purchase or just to keep them self updated. Women influence other women when it comes to cosmetics (Malka, 2009), but also fashion in general. Women have several sources of inspiration for purchase of fashion, fashion bloggers are one of them. For some it is a substitute for fashion

magazines as they are easily accessed and cheap, but perceived as equally credible. Fashion blogs also have the advantage of having clothes that are more achievable in that they combine low and high end fashion brands found in stores close to users, and as the bloggers are generally of the same age and body shape so it is easier to picture wearing the outfit. They also write where one can find the items and give tips for how to combine and put together different items. Users value fashion bloggers' opinions, but to different degrees. Some value fashion bloggers' opinion when it comes to purchase, thus fashion bloggers are also seen to have utilitarian influence. There are those who does not go to the stores and purchase items seen on the blogs, but rather find the fashion blogs interesting to read and keep themselves updated, but if they find something similar they might be inspired to buy the items. This might be more an impulse purchase, more affective, but it might have an impact on users attitudes because after consumers has purchased something their attitudes might change in order to fit their behavior. Others look at fashion blogs to find something, to find inspiration and ideas for what to wear or anything new to purchase, either it is concrete items or something similar and look after new trends. This is more thought through, more cognitive and the attitude change from this might be harder to change. Negative comments have a stronger effect than positive comments, however, there is not much negative focus in the blogs. The findings suggest however that there are more negative reviews about cosmetics than fashion.

## **5.1.2. Fashion blogger characteristics**

### **5.1.2.1. Expertise**

Expertise is superior knowledge on a certain topic. It is claimed that people blog to share their perceived expertise and knowledge on a subject they are passionate about (Wright, 2006). It is assumed that the most popular bloggers possess expertise on fashion as they gain more information and because they read more up on fashion trends. Not all the respondents agree upon whether fashion bloggers can be called experts, but they all agree however that there are different levels of knowledge on fashion and that one should have an interest in it. Thea agrees with the assumption made in the theory that there might be a difference of knowledge between the most popular fashion bloggers and other bloggers.

Someone has expertise, the most popular and the best maybe, but that's not all of them. It has become very common to blog, and many might think that they have a fashion blog, but I can sense quickly if someone know what they do or not.

Tine reads fashion blogs with perceived expertise and thinks it is an important factor for her to bother reading it again.

I read a blog that writes mostly about make-up and skin care products, and she is an educated dermatologist and I feel she gives very valuable tips, so I think she has expertise. And I also read blogs of former models and who have worked a lot with clothes, so the types of blogs that keep themselves well inside the theme and are pure fashion blogs I would say have expertise. That is important for me to bother revisit the blog and to follow them more frequently.

Tine mostly read what she calls “pure” fashion blogs. These are blogs that has pure fashion content, not having as much personal content or advertisement or recommendations that interfere with the content and purpose of the fashion blog. She thinks that is a sign of expertise. Tine is also interested in getting valued tips regarding make-up, and then feels it is important that the source is credible. When purchasing make-up she is more involved in the purchase process, and highly values their expertise. She feels it is hard to value the quality of the make-up herself and that it has a more complex quality aspect that apparel has. The level of involvement might impact the effect of expertise of attitude towards fashion. The fact that the blogger is a dermatologist brings credibility to the blog. When faced with uncertainty one will seek information from credible sources (Bearden and Etzel, 1982), and credible sources are those with perceived expertise (Solomon et al., 2006).

Anita is of another opinion and thinks that even though someone might know more about fashion, they cannot be called experts as their knowledge reflects their subjective views. She says it like this:

Most of the people who blog I feel do it because it is like a hobby for them and is influenced by their own opinions, so to call it expertise might be a bit farfetched. But some have more knowledge than others, but it is more their subjective view.

It is important that they feel it is exciting and that they are into fashion, but it is often people who usually work and do something on the side, not working a hundred percent with it, so I would not go as far as calling them experts. But I think it is important that they use time on it on their free time and work a lot on with their blog as these look more serious.

Almost all of the respondents agree on that expertise is not *the most* important thing. Five of the six respondents see style as equally if not more important than expertise. Kathrine feels like Tine that it is important with expertise to bother reading it, as you wish to be kept up to date on trends and get the right type of information; however she also mentions style as an additional factor to consider.

I think it is a little important that fashion bloggers have expertise and not just post information all the time of trends etc that are not true. But I think you can see that quickly if you are interested and keep up with what is happening in the fashion industry. But at the same time it is important that they have their own style that they work from.

As fashion is continually changing it is all about what is trendy right now, expertise is, expected to have an impact on dependability and trust influencing word of mouth which increase the blogs reader base. However style is also considered an important factor. The experts on fashion are assumed to be more trendy as they have more knowledge, and also as they are more innovative (Guadagno et al., 2007), and therefore also have a better or more unique style. Live and the other respondents have an even stronger focus than Katherine on the fashion bloggers' style.

(...) It is more important with personal taste and style, and that I get the impression that they choose fashion based on what they think looks good. She has a relatively stable fashion style, and I feel that she chooses what she likes, but of course with elements of what is trendy.

Silje agrees.

(...) What is important is that they are able to inspire by posting pictures of themselves and others, in addition to give tips and advice on how one can adapt that to your own style. That people are called experts does not mean that the style appeals to me. I wish to read fashion blogs that has a style that can inspire me with clothes that I think looks good.

Thus it is important that the fashion bloggers have a style that appeals to the individuals. This style is valued individually, so it is their subjective opinion about the style that matters. Silje evaluates fashion bloggers' expertise as a person with long experience and one who is talked a lot about in the media and fashion magazines, but she also makes it clear that it does not mean that the bloggers style inspires her.

For Anita, in addition for the importance of having a genuine interest of what they write about, she thinks age will affect whether she perceives a blogger to have expertise.

Maybe it has something to do with the age on those who write the blog. I believe a bit more on those who are in their twenties than on a girl who is fifteen, and one can follow them on the blog and see what happens, what types of outfits they wear and if, well, if it looks good and one feel it is good then you might perceive them as having more expertise.

Anita thinks bloggers should have an interest in fashion, but does not see it as very important for her. However she only read blogs that are by girls above the age of twenty, these are the ones that for her possess expertise, thus it implies it has some importance. Tine thinks she can value whether the fashion blogger have expertise based on the content and what type of fashion brands they write and post pictures about. She says that now she is older she does not think it is cool that everyone has the same t-shirt from H&M anymore. She loses interest when the content contains stories about

everyday life, and feels that the bloggers then have lower expertise as they might not have as much to write about.

For me it is not enough that they write about fashion daily, as long as they also write about other things. I don't want the fashion in the blog to be lost by other things. When it comes to the products they write about it is also important that they show they have other sides to them, I mean it is fun to see clothes from ordinary stores also, but they show knowledge when they mix several items and that they have the ability to find fashion from other stores as well.

Thea agrees with this in that those with expertise have a mix of high end and ordinary fashion brands in what they write about. It is the users' subjective opinion on the bloggers' style that matters, but it is connected to knowledge as those have better ability to combine items and find outfits to wear.

One can notice their expertise based on the fashion they choose to post pictures on, and what clothes they choose to write about. Many of those who know what they do and are really good at blogging have clothes from not the typical ordinary brands like Bik Bok and H&M, but if they write about more rare and special high end brands, one can notice that they have knowledge and maybe know a little more about the fashion industry. The fashion bloggers with expertise might use their money in different ways, and buy some items of high quality and from high end brands that are hot and trendy, and not just a bunch of clothes from ordinary stores.

Live thinks that the ones with expertise are the ones that work in the fashion industry, but see that there can be others with much knowledge on fashion.

(...) I do see that there can be others that have much knowledge on fashion. It is reflected in the style they have, which I think is important, and where they have bought the items and how they have put it together as one complete outfit. In that sense they can be said to have expertise.

Expertise might be reflected in the style the fashion bloggers have as it reflect whether they have knowledge on trends and a good taste in fashion. Thea states that those with expertise are those really good at blogging, writing about different types of brands, both more rare and ordinary fashion brands. She feels it is important that they have expertise however she reads many types of fashion blogs, also those that is not considered as having expertise.

I think it might be a little important that they have expertise, but I also read blogs that might not be that good and not have expertise. I think it is just fun to see what they post, and someone I read just for entertainment as well.



## **Conclusion**

Expertise is superior knowledge on, in this case, fashion. There are different opinions of whether one should call fashion bloggers experts, however all fashion bloggers should show a genuine interest and be into fashion as users want to be kept up to date, which lead to increased trust. The findings show that there are different levels of knowledge among fashion bloggers. Some fashion bloggers work in magazines, are models or are high profiled in the media and are perceived as having expertise. Whether the fashion bloggers have expertise has some influence on fashion blog usage. Some would rather read fashion blogs by experts or people with much knowledge to get more insight and the correct information about fashion. These are perceived as being more serious and more credible. Users also want to be reassured they do the right choice in high involvement situations so they seek credible sources; those with expertise. Fashion bloggers with expertise might in these high involvement situations reduce users' risk and give them the right information. In this paper it is claimed that people with expertise are assumed to be more fashion forward and have a more unique style. This is supported by the findings in that style is an important factor when choosing which fashion blogs to use and keep using. Users evaluate the level of expertise based on the fashion bloggers age, their occupation and which brands they write about. More varied fashion, from high to low end fashion or just from different sources, increase the perception of the bloggers expertise which is also connected to their style. More "pure" fashion blogs, with mostly pictures and text only explaining the outfits shown might also be a sign of expertise.

Most of the respondents read several different fashion blogs, also those without perceived expertise. Thea reads some fashion blogs for entertainment; however she separates between the fashion blogs having expertise and those she read for entertainment. This might indicate that the difference between those fashion blogs with some perceived expertise and others are their usage or motivation behind their usage. The difference might be that a fashion blogger with expertise and great style is more likely to be a source of inspiration as while those without expertise are only read for entertainment. This might indicate an additional factor in the research model for instance called motivation; users do not only read for inspiration and to get advice but also for entertainment. I will discuss this further at the end of this chapter.

### **5.1.2.2. Authenticity**

Authenticity was defined as a characteristic of people being honest and credible, in this paper meaning that bloggers are open on their motivations and write what they feel without compromising their integrity. Literature on blogs assumes that bloggers are perceived as more authentic as they are

seen to be more open and honest, writing about their own opinions. Thea is to some degree skeptical towards all the fashion blogs product recommendations, but claim that there are many bloggers who she thinks are authentic.

There are many bloggers who are authentic, and these one can really feel have an interest and likes to blog about fashion.

Tine means the bloggers degree of authenticity varies. She thinks that those who are authentic are honest about their product recommendations.

It varies, some are more clear that the products that they recommend are gifts, but also that they still think it is good and therefore choose to write about it. But others do not let the readers know and then I feel it is low authenticity. If they are given products it gives them much higher credibility if they disclose and inform about it.

Tine is clear in her opinion that fashion bloggers should inform and disclose that they receive products to be perceived as authentic. Openness and honesty is important to her. This is analogous to the theory that states that for fashion bloggers to be perceived as authentic and to be influential they need to be transparent about their motivations and interests (Wright, 2006). Tine feels the fashion blogs she reads is honest because they write both positive and negative things about the products others or she herself wants to write about. Anita feels that product recommendations will not have as much impact on her perception of their authenticity and think that people themselves should to a degree be responsible for what they read.

(...) You can be selective in what you read about, if you are into outfits, then you could choose to only read about this rather than recommendations of cosmetics etc. Most of the blogs I read are pure fashion blogs, which contains more pure outfits and has products from magazines that they really think is good and want to write about.

She does however think that fashion blogger authenticity is high and that their credibility is a mirror of the interest these have for what they do.

In a high degree. It is people who are genuinely interested in fashion, and it shines through in the photos they post, and the reason why they have their blog is that they are really interested in fashion, others would not go in such depth.

One can see it by them writing "ah today I found the perfect shoes" and that they can talk about it forever, and they might refer more to the catwalk trends and, well, have more references.

There are some differences in fashion bloggers level of authenticity, but all the respondents agree that authenticity is an important factor when reading a blog either because they feel they are more knowledgeable or because they do not want to be overwhelmed with products or feel deceived. Anita connected authenticity and their credibility to knowledge, but is still hesitant to call ordinary persons who blogs experts.

It is important, because they come across as more credible and those who write about it have more knowledge and I can more easily be inspired or influenced by what I read.

If you read a blog of a fashion magazine or where there are people who work with fashion, then I feel it is expertise. But if it is an individual person I would say that their knowledge is more connected to credibility than expertise.

Knowledge might be connected to credibility in that people are taken more seriously which leads to a more trustworthy blog thus influencing the readers. In uncertain situations one search for information and those sources most likely to be accepted are those with credibility which include the ones with perceived expertise (Bearden and Etzel, 1982). Endorser credibility includes expertise and trustworthiness (Ohanian, 1990), thus fashion bloggers credibility and expertise is interconnected. In addition for connecting authenticity to their honesty about products, Tine also connects fashion bloggers credibility to their language. This can be connected to knowledge in that someone who is expected to be experts or have knowledge is assumed to be smart. If people do not write correct grammar, users' perception of the blogger's knowledge is also expected to go down.

Language is very important. Those who have many errors and don't know Norwegian, well, it can influence their credibility. Their credibility goes down, and they seem lazy or they just can't write and then you think they don't have any education. Then I might think that the blog might not be that good anyway.

Live thinks that a blog that contains much advertisement and recommendations lose its intention as she believe people want to read a blog to get to know the bloggers' personal opinions.

Their authenticity is important, especially as they are sent different products. If you want to read an advertisement, you would not go to a blog to see it. I read a blog because I want to know their personal opinions. If the blog is colored by this, that they get much free stuff in the mail, and that they have to write positive things about it because it is free, I then feel that some of its intention is lost.

This is related to what Rettberg (2008) states that the more open the fashion bloggers are about their opinions the more credible they will be perceived. It is claimed that users usually accept

advertisement and recommendations as long as they disclose that they have advertisement and why, that they receive money and are open about being sent products and invitations to different events (Wright, 2006). Thea argues that to trust the blogger she wants to see that the fashion blogger has a deeper interest behind their blog other than writing about product recommendations. For her little product recommendations equals a more genuine interest in fashion and thus more authenticity.

It is important because I read it because these are people like me, other than that they know more about fashion than me, and therefore it is important that I feel they are sincere and that there is a deeper interest behind their blog.

(...) Many people advertise, but there are others who choose not to advertise or not to write so much about the products, so it gives a certain impression about who they are and an impression of their blog. Those who does not write as many recommendations or post as many pictures of what they receive, I think write because they are genuinely interested in fashion.

People do not like buying from companies that overwhelm them with advertisement (McConnel et al., 2007) which is assumed to be just as relevant for blogs. People do not like to read blogs that have much advertisement on it as they see it as intrusive and distracting them from what they want to read. People are resistant towards advertising thus desire less of this on the blog they read. Silje agrees with Thea and would prefer less product recommendations on the fashion blogs. She also thinks authenticity relates to whether she feels she can trust the blogger, and whether the blogger is sincere about her motivations behind the recommendations is important to her.

(...) I think it is important that the blogger is sincere about their motivation behind their recommendations. I don't wish to sit with a feeling that the blogger is bought and paid for. It is fine to recommend products as long as the blogger personally like what they are advertising for.

If the blogger repeatedly write about the same products, then it can quickly be perceived as insincere.

There is a general agreement on the importance of authenticity. Most of the respondents also agree that one evaluate this based on the content of the blog; if they write much about products and whether they disclose it. Silje thinks that it is difficult to see through bloggers.

(...) If one follows bloggers daily one might form an opinion of whether a blogger is authentic or not. If the same recommendations and products are repeated on the blog, the blogger would lose credibility in my book anyway.

As she keeps updated on fashion, Kathrine feels it is easier for her to detect whether someone is authentic and what they say about products is true. She thinks it is very important that fashion bloggers are honest.

When they exaggerate about things or if it is a lot showing off, I think it seems a bit dishonest. Most of the blogs I read I feel is honest or else I would not follow them. I trust them to post things about outfits that are true, where things are bought etc. I had an experience where someone lied. She always wrote about clothes she had bought and size. She showed a few tops and wrote that they were a size xs, then one could see from the picture further down on the page that they were a size s. That is unnecessary if you ask me. And since then I have not followed her. I think one can sense early if someone is a bit dishonest, especially when you have some knowledge yourself (...) If I read something, and know what she says is not true, then it is not interesting for me to follow the blog. But one need to give the blog a chance, everybody can make a mistake.

She had an incident with a dishonest blogger, and stopped following her after she detected it. It might not be considered a serious lie, but it causes irritation and is considered highly unnecessary and impacted Kathrine's perception of the bloggers honesty and maturity as she found it needed to lie about being a smaller size. She was also of a small size to begin with, which might question her suitability as a role model. Tine evaluates their authenticity based on whether the bloggers disclose where they get their products from, but she does not see fashion blogger dishonesty as a problem.

That they disclose where they receive their items I think is the way I value their credibility. If the bloggers come with a lot of recommendations about a lot of different items I will be very suspicious. However, I don't think it is a huge problem, because I think fashion bloggers in a high degree inform about these things. Those I read I get an impression get much in the mail, but that they have a critical view on what they write about.

Most of the fashion blogs are perceived as authentic, and that people do not seem to mind reading fashion blogs with some product recommendations. This can be because these are seen as more honest about their motives than pure advertising efforts (Rettberg, 2008). Live also agrees that the problem is not as big for her. She reads mostly one blog, which does not have as many product recommendations. However Live mentions that when the fashion blogger comes with any reviews she also write about the products she does not like, and that she rarely write about products and the brands explicitly so one does not feel like it is an advertisement. She evaluates fashion blogger authenticity:

By that she often writes that she receives things, but she also post that she does not like certain products, so I feel that she is very honest. I also think they have to use some common sense, not just

write about everything just because they receive something in the mail. In the fashion blog I read the most there are very seldom written explicit about the brands and the products. That's important to me (...)

Anita mostly read pure fashion blogs that only post photos and write a few sentences about these photos, not having as much other content that is disturbing when reading the blog. She does not think that product recommendations have an impact with her perception of authenticity, but still sees authenticity as an important factor as bloggers gain more credibility in her mind based on her perception of their knowledge. She evaluates fashion bloggers knowledge based on their age and the "coolness" of the outfits they post and she states that she is more influenced and inspired by what she read in these fashion blogs. These are more persuasive and have more influence as they are considered as having nothing to gain from the readers actions (Schiffman and Kanuk, 2007).

## **Conclusion**

Authenticity is a common term of people being honest and credible and is what the respondents value as the most important factor. Most of the respondents agreed on that fashion bloggers should be honest and disclose about their products recommendations. Those who are open and disclose their motivations and/or those with less product recommendations are more trusted, more credible. Consumers would prefer fashion blogs with less product recommendations. These are considered as having a more genuine interest in fashion and were more trusted by these respondents; they are considered as more credible. People see advertising as intrusive and would block out advertising therefore prefer if the fashion blog has less of this. They are then considered as having nothing to gain from people reading the blogs, so users might see the probability of them being deceived as smaller. There is however still some products mentioned on the blogs. It is interesting to note that the respondents do not see fashion blogger dishonesty as a problem, and do not seem to mind reading blogs that contain product recommendations or advertisement. Fashion bloggers are overall perceived as honest and have a critical view on the products they talk about, thus perceived as more authentic than pure advertising efforts. They are assumed to genuinely like the products or brands they have on their blog. However, once the users feel deceived by the fashion bloggers the readers will most likely stop reading the blog which emphasize the importance of bloggers' perceived authenticity. Fashion bloggers who have more knowledge are also seen to be more credible. This supports that credibility and expertise is connected and that fashion bloggers with knowledge have more influence as they are taken more seriously and are seen as more trustworthy. Credible endorsers can be used about those that are both experts and trustworthy (Ohanian, 1990). When a fashion blogger has these characteristics she/he is seen as credible which implies that credibility

should be mentioned in both these characteristics *as a result* of having expertise or authenticity. Bloggers who are knowledgeable and genuinely interested in fashion and also those who are trustworthy are considered as more credible, thus a credible fashion blog is a result of being experts and authentic.

### **5.1.2.3. Authority**

People are influenced by other people; significant others or opinion leaders. Fashion bloggers are assumed to have authority; influence over others from being well liked or for having a level of respect. All the respondents think that the most popular bloggers have a great deal of influence, but not all users think that they personally are influenced in a large degree by fashion bloggers. Kathrine states that the fashion bloggers have more influence over the younger girls.

They have a great authority, especially the larger more popular bloggers. They influence especially the younger girls in a larger degree. I think the older have some higher limits or boundaries and stronger opinions about items.

Younger people do tend to change their attitudes more to conform to a group (Kindermann, 1993) and as a result of peer group influence. Anita shares this opinion, but makes it more clear who she feels might be more influential of the fashion bloggers.

The largest ones I think have a lot, especially among the younger girls. Those who comment on things are often younger, and are easily influenced, more easily influenced than me. I would not say they all have such great authority, but there are those that are more in the media and that one hear more about, and it can be easier to be influenced by these. I would say I rather get inspired than influenced.

She thinks that those who have authority are those fashion bloggers who are more in the media and those who are given more attention than other bloggers. These will receive more readers as several are assumed to click through to their blog from the articles and because they have higher awareness and are more likely to be chosen over others. For Tine authority is dependent on what the fashion blog write about; cosmetics or clothes.

(...) I am influenced more by recommendations on make-up and skin care products than by clothes.

Make-up is more difficult to have an opinion about whether is good or not. Make-up has a different quality aspect connected to it; your skin might for example dry out. And it is very expensive and then it is important that someone I trust have recommended it, and those who write about make-up therefore have a greater authority over me than the ones that write about clothes.

Cosmetics are for her a more risky purchase and she is more highly involved in this purchase process so she takes fashion bloggers advice about cosmetics more into consideration. Fashion bloggers absorb this risk by trying the products first and then giving their reviews on it, so for Tine fashion bloggers who write about cosmetics have more authority over her because she personally has less knowledge about the products. Fashion bloggers are innovators who receive products in the mail so they have the opportunity to try it out first and make the purchase process of fashion a bit less intimidating and risky for the followers or the readers.

Thea is one of the respondents that admits she is influenced by the fashion blogs she reads.

I think they have a lot of authority. They influence the fashion industry a lot, and even I say I go shop things that I have seen on the fashion blogs, and I think that many clothing stores and brands have been more aware on using the bloggers as a media. I think they have that because they receive many invitations to everything there is within the fashion industry (...)

Fashion blogs is a new way of following the trends so it is assumed to have an influence on the fashion industry. Fashion blogs reach their audience in an easy and cheap way through reputation, WOM and links. Like Thea, Silje thinks fashion bloggers have much authority and influence over readers but also the fashion industry, and explains her thoughts like this:

In my opinion fashion bloggers are extremely authoritarian. This will of course depend on the number of readers, but fashion bloggers with high number of readers are to great degree respected, both by readers and people in the fashion industry. What the bloggers write about has a huge impact on the fashion industry.

I feel that because they almost work like part of the media. If a highly read blogger comments something negatively about a brand or a style it is many of the readers that is influenced by this. The same goes for positive reviews. One example is when OnePiece came. They used to a large degree fashion bloggers to promote their product. By running competitions on blogs the message from sender is spread to many people in a very short time.

The other respondents agree with her in that the number of readers fashion bloggers have is a predictor of authority. Fashion bloggers are assumed to be opinions leaders who are more experimental to try new things, more fashion forward (Guadagno, et al., 2007) and are also expected to have more readers than other bloggers. Tine thinks that how many who reads the fashion blog might have an impact into how one starts reading a blog, but other than that she does not know how many people read the blogs she read.



(...) how many who reads the blog might have something to say for the way one comes across fashion blogs, because one often comes across them through links and forums and then there is a higher probability to find these if there are more readers, but other than that I don't know how many read the blogs I read.

Those Norwegian bloggers who have the most readers are listed on "blogglisten.no", including the bloggers that is not about fashion. "Blogg.no" is another site where one can search on the category fashion, age of the bloggers and also see a list of the most read blogs. Most of the respondents entered the fashion blog they read through blogglisten.no or blogg.no and supplemented this with recommendations from friends and links from other pages. Once they have found a blog they like they continue reading it. Thea is one of these.

Those who are popular is on top of "blogglisten" and have many readers, many people who comment on them, and probably many who dreams of being like them and copy their fashion style and opinions.

I started to read a few fashion blogs that were on "blogglisten", and then they recommended some blogs and I heard about some from my friends and so you find your favorite a bit random.

Most of the respondents do not feel that fashion bloggers have authority over them; therefore they state that they do not see authority as important. Kathrine do not see authority as important, but she does point out that they get it automatically when someone reads the blog and looks up to them and that they have to be careful and use their authority right.

I mean that they should be healthy role models as many young girls read their blogs. With this I mean that they have good attitudes and values. Something they can think about is not to have focus on dieting and being thin, and that they can post alternative cheaper outfits to expensive ones. Not all have much money to spend on clothes.

This might indicate that users' see the need or at least want the bloggers to think about what they write and ethical guidelines through for example the blog poster might be one solution. Another who thinks that authority is not important, but present, is Thea.

I really don't want them to have as much authority, but it is given to them automatically. I read it as inspiration, but I take their advice to the stores and buy what I see, and then they get authority and definitely have a say in fashion.

Even though she does not need or want them to have as much authority, she is on the other hand influenced by fashion blogs and take the bloggers advice on where and what to shop, so she thinks

she is one of those giving authority to fashion bloggers. Silje is also of the opinion that it is the users who contribute to their power.

(...) It is us readers who give them authority by looking through their blog and then give them higher number of readers. They don't really need authority, as long as I get inspired by what I read. I read many small blogs that probably have a little degree of authority.

Silje thinks inspiration in form of their style and content is more important than authority. She states however, that she needs to respect something about the blogs she reads, either the blogger or what they write about.

For me it is important that I respect the blogger, but I don't care about what the other readers think. For example, I never read the commentaries in the blogs. I don't need to like the bloggers either as long as I like the fashion tips they have. For example Carolina Gynnings blog.

Authority can be achieved by being respected, indicating that authority might be important to some degree. By being respected one are assumed to have more influence over others. Respect is also an important factor for Live. She states that she does not know how many reads the fashion blog she reads, but reads the blog because of the fashion bloggers' style.

I don't really know anything about the bloggers, but I do respect them. Or else I don't think I would bother to revisit the blog and read it several times.

(...)I read it for her style, and I like the style that she has. But (...) I found it in an article about the best blogs, so I opened it in knowing that other people had evaluated it as the best and that many read it. She has also mentioned in her blog that she had been to several fashion weeks in the front row etc, so through that you get some confirmation that she is a person to look up to and that she is popular.

She claims she does not value authority as important, but she does need to respect the blogger to some degree. She also received confirmation that the fashion blog she reads is a good fashion blog with many readers through an article, so it might have had an effect subconsciously when she chose the blog. The respondents value recommendations from other sources; from their friends, articles or from other blogs.

Fashion bloggers are considered as both aspirational and identificational (Solomon et al. 2006), they are both idealized and similar to the readers thus assumed to have some influence over other people. Live feels that she respects the fashion blogger and that her blog is written by a person to look up to and that she is popular, but personally she does not really look up to her.

I might not look up to her, but I might wish I lived that life and wear the outfits that she wears. I often think, why can't I just wear that, but I can't.

She would like to live her life but does not desire or aspire to be like her. To idealize someone and respect them does not necessarily mean the same thing. Silje also respects something about the blogs she read, but she on the other hand looks up to the bloggers.

I look up to many bloggers because I think they inspire me and I find them creative. Some I also identify with to some degree, but mostly not.

Tine mention that she and the fashion blogger she reads the most share some of the same opinions as they are both against animal testing, but she would also rather say she looks up to than identify with the fashion bloggers whose blogs she read.

I don't identify as much with them, because I read the fashion blogs I view as experts to get inspiration, so I would not say I identify with these, but rather look up to them in a way. But my main goal of reading fashion blogs is to get inspiration and product information.

Fashion bloggers can have authority in that they are likeminded peers, regular people which show users how to use different items in their daily life, as opposed to companies. But they are also innovative and have more knowledge on what is trendy. This is the case for Tine in that she reads fashion blogs that has perceived expertise and people want inspiration from people they look up to. Anita would rather say she identifies with the blogger rather than looks up to them, but she does not think authority is important to her personally.

I would say I identify with them as most of them are girls in their twenties in the same life situation and are the same as us, and I think that it is people I rather identify with than look up to.

(...) not important to me personally, but maybe for the younger who look up to people more and have idols. I read it more for the inspiration part.

For Anita fashion bloggers are more like ordinary people, which they are. When consumers identify with a person they might feel attachment to this person. They are trendy and fashionable but it is more achievable in that there are some similarity between them self and the fashion blogger. Kathrine is of the same opinion.

I would say I identify with some of the fashion bloggers. One does often fall for those who are a bit similar to oneself. This can for instance be that you have the same style, is a bit similar to them when it comes to interests etc. I read only blogs where the blogger has similar interests like I have.

## **Conclusion**

Authority is influence over others from being well liked or for having a level of respect. The largest most popular bloggers who are more in the media are perceived of having a great deal of authority; these have more influence over others. They think fashion bloggers have more influence over younger girls but that they also have an impact over the fashion industry as they work as a media player and can in a cheap way reach many people. Tine states that as she has less knowledge of make-up products she takes the advice of those fashion bloggers who write about cosmetics more into consideration. This implies that their ability or knowledge might moderate the effect of authority. The respondents read blogs by people who they can identify with and people they look up to which supports that fashion bloggers are both aspirational and identificational (Solomon et al., 2006). Even if it is not considered as important I argue that authority influence fashion blog usage. Fashion bloggers have influence in that they are someone to look up to as they are popular, creative and have knowledge which is shown in that they have fashion styles users aspire to have. But users also identify with fashion bloggers as they are similar or likeminded peers with an achievable style. People have a tendency to fall for those similar and might feel more attached to them. The findings in this paper also show that the users need to respect something about the blogger to bother reading it again. Authority is given to fashion bloggers automatically as users read and recommends them, thus giving them higher number of readers. Fashion bloggers with high authority are expected to have more readers and it has impacted how users have come across the fashion blogs they read. Once the users have found a blog they like they keep reading it on a regular basis, thus authority is in this way found to have some significance on fashion blog usage. They have more links on other fashion blogs, they are mentioned more in the media and articles with links to the blog, and they are listed at the top on pages like [blogglisten.no](http://blogglisten.no) and [blogg.no](http://blogg.no).

### **5.1.3. Users' self concept**

Self-concept may be defined as the learned beliefs, attitudes and opinions that each person holds to be true about his or her personal existence (Solomon et al., 2006). Social identity and self image is part of a person's self concept. The social value of fashion is an important part. The use of fashion to communicate to others who one is and who one wants to be associated with is often the social motive for consumers to steer the impression other people have of them in social gatherings. Another motive for choice of fashion is aspects of the consumer, like their self image or how they see them self; psychological motive. It is expected that fashion blogs have an influence of self concept through being important sources of getting the latest trends in fashion.

### 5.1.3.1. Users' social identity

Social identity is in this study defined as how a person presents oneself and behaves with other people in social gatherings. Social identity is those elements of self derived from belonging to a particular group. It relates to the precise social way fashion can be used to impress and influence other people (Thorbjørnsen et al., 2007). All the respondents think fashion and how they dress will make a difference in how people look at them. Kathrine admits that she judge other people based on their clothes, and even though she thinks it is wrong, one cannot hide the fact that clothes say a lot about you.

I think clothes say much about who you are. If you wear elegant and classic clothes people might get an impression of you being sophisticated and elegant, while if you go out with a more rocked style you look a bit more laidback. One are often dressed like one want to be perceived. I get dressed after events and what I am going to do.

Fashion might therefore be used with a purpose to give an impression of them self in the minds of other people. Anita thinks you can make a better impression if you dress nice.

Yes, well, it is part of the first impression, those who knows you know how you are anyway. But if you dress good and look good, people you meet for the first time will get a better impression of you.

Fashion is one of the first things people notice, as publicly consumed products it is part of people's first impression. What you wear might however not make as much difference when engaging with people she already knows. They know you, and will not judge based on appearance. Silje thinks that people who do not know her will more easily make judgments if she for example changed her hair, but also the people she does know.

Yes, I think that the first impression is based on how we look, both when it comes to looks and based on how we dress and act. If I would dress completely different or totally changed my hair then I definitely think that people would look at me differently. Mostly the people who do not know me, but also the ones I do know.

Live thinks fashion makes an impression on others as one wants to be associated with and are attracted to people you look like.

Yes I think so. I think that it is a pretty normal phenomenon that has something to do with the fact that people find affiliation with people who look like themselves and that one have a tendency to

attract to those who are similar to oneself. When fashion is both clothes and make-up not much is left of peoples' appearance that doesn't fall under the term, so I think so yes.

People use fashion to signal where they belong (Vigneron and Johnson, 1999), because fashion signals which social status we belong and also who we are associated with. Tine thinks there are less group differences now than when she was younger.

One see groups in a smaller degree now than in high school, but those who I hang around with are those who are relatively similar as me and there might be limited variation at NSEBA. You can however send out certain signals that people pay attention to and put a meaning to.

In-groups are significant for the members of that group and are likely to be influential for peoples' attitudes and behavior. Their desire to be similar to others and to be accepted might be a reason why Tine sees so relatively small differences between peoples' styles at her school. People thus have a desire to be part of a group and not stand out as much; however they have a desire to be unique individuals. Silje thinks she can find "treasures" that not everybody has on the small blogs she read.

It is boring to have something everybody else has. I do in no way need to stand out from everybody else, but I do want to be just a bit different, and then fashion is a way I can show it.

Fashion as a communication tool can be related to the social need of an individual. Live thinks that fashion can be used in social settings to make one self feel better, leading to people being more social.

(...) I think one could use fashion to feel better about oneself. If one feel one look good, one get more open and outgoing and maybe also take more contact with other people.

Women are influenced by other women in their choice of cosmetics (Malka, 2009), and might also have an influence in their choice of clothes. People take into consideration other peoples opinion when it comes to fashion. People try to create a desired impression of themselves with other people. Thea worked in a perfumery and was highly influenced by her colleagues, and especially her boss at work. They talked a lot about fashion and the industry which influenced her choice in fashion.

I have always been interested in fashion, and I worked in a perfumery for five years and our boss was very concerned with that we should dress nice, and I think she influenced me a lot. She is much older than me, but we spoke about fashion very much, and got an interest already then and got the fashion industry early in on me. I don't feel I'm very good at it, but it is a hobby.

Her boss made recommendations about her outfits. This has influenced her to keep up to date and interested in fashion and what is trendy. She has high commitment to fashion, and in-groups, those they want to be associated with like in this case her boss, influence Thea's attitudes towards fashion. As she is highly committed the importance of subjective norms increases, she listens more to other people of importance. She no longer works in the perfumery, but she is now influenced by fashion bloggers and by the way they dress to find suitable things to wear. This is important to her because she thinks fashion has an impact on how others see you and uses fashion in the representation of her self, and that she personally is unknowledgeable and not good at mixing outfits

I don't think it is the most important thing, but how you dress has something to say about the whole impression you portray. I use it to influence how others perceive me. In for example work settings, if we had a salesman on visit and I was dressed nice they took me more seriously, and it looked like I had more knowledge about what I was doing. They were older than me, and then it was important that they took me more seriously, so I was very into dressing more appropriate. One is labeled instantly.

The respondents think fashion can help them in representing themselves in certain settings. This suggests that they are publicly self conscious. Public self consciousness is affecting how women use fashion to steer their social impression on other people, as they have a tendency to wear more make-up and are more into what is trendy and fashionable than other people. They might get this information and influence from fashion blogs. Silje admits that she wears fashion to make a good impression and to present herself the way she would like to be perceived, and that it is important to her. Like Thea she thinks that her use of fashion can help her achieve more respect in her job.

Yes I think fashion can help me to present myself like I want to be perceived. But I don't think fashion can help me become the person I wish to be in social settings. Looks, fashion and clothes obviously gives a first impression of a person, but if the person is completely different than what the clothes and their expression states, then I think people notice that quickly.

If I wear a blazer, shirt and dark pants in work relations I feel that I get more respect by the people around me.

Fashion are publicly consumed products and therefore more conspicuous. To make a good impression they listen more to people around them of importance (Bearden and Etzel, 1982). Thea reads fashion blogs to see what other thinks about different outfits as she thinks herself that she is not as good at matching things. Publicly consumed products are also seen to have high symbolic value and works as an indicator of social status. Silje thinks fashion can help you get more respect in some social settings, but does not think that fashion can help her become another person. Anita

agrees and thinks fashion is more an enhancement of who you are, but she admits to dressing up more when she goes out.

(...) I think it is more like you enhance the expression of who you are. Someone might dress up to become who one wants to be, but I dress up and wear my clothes to portray the person I am to enhance that.

It is typical that when one are going out one dresses up and makes oneself look extra special, and freshen up to look good, I have done that several times.

## **Conclusion**

Social identity is how a person presents oneself and behaves with other people in social gatherings. Fashion makes a difference in how people look at them. Those who care about what other people think are publicly self conscious and want to steer their social impression on other people. The respondents use fashion in representation of self in certain settings, to impress and influence other people in for example work related settings to gain a higher level of respect. Thea was highly influenced by her boss at work, and now take fashion bloggers advice into consideration. The choice of fashion is of high commitment for her, she puts thought into what she buys and wears which might imply the importance subjective norms in these situations. They can feel more affiliation with other people and it can make people be more social as they feel more comfortable. Those who are publicly self conscious are more into fashion and use fashion blogs as a source of inspiration. Fashion is part of the first impression people portray and to make a good impression they listen to people around them of importance. Women influence other women in choice of fashion. Fashion bloggers represent other women and was found to be part of the users' significant others or reference groups; being of significance for the users' evaluations, aspirations and behavior.

### **5.1.3.2. Users' self image**

A consumer's self image is another part of the self concept. Self image is defined as the perception an individual have of him/herself (Solomon et al., 2006) from personal experiments or judgments of others. The answers to the questions "who am I?" and "what do others think of me?" might have an impact on the users self image. If fashion have a positive impact on these questions it might increase their self esteem, thus they are happier about how they feel. Users are assumed to use fashion blogs for inspiration when they want to feel good about themselves and how they perceive themselves through the eyes of other people.



### 5.1.3.2.1. Private self image

All the respondents agree that fashion has an impact on how they feel about themselves. Live likes to show herself off in some settings, but only if she thinks she looks good, and especially if she has something unique that not everyone else has.

(...) You feel better about yourself when you wear something you think look nice, or something you know is trendy or fashionable at the time. I think it is fun to show myself off then. It is especially fun to show it off when you for example have items bought abroad that not everybody else have, and then you feel a bit better.

For Silje it is deeper.

Yes, most definitely. If I have something on that I think is nice then I feel a lot better. I feel I can be proud of myself.

Fashion is in this sense a tool for users to feel better about them self and some might even feel proud thus they are happy about their self image. Consumers use certain possessions to expand, excel and strengthen the feeling of "the self", the being. They might use fashion that makes them come closer to the ideal self increasing their self esteem.

The respondents agree that there is something about how they look at themselves that will influence their use of fashion blogs as fashion blogs are a source of inspiration. Fashion blogs give them ideas to wear clothes that might make them feel better, thus it have value expressive influence. Live wishes that she could be more daring when it comes to fashion, and the inspiration she would get from fashion blogs.

I often wish that I could have a more trendy style, well not trendy, but a bit more in the extreme end. Not just so ordinary. And then I can get inspiration from the fashion blog I read. But I usually don't do anything about it.

Self transformation is that people think they are better with some possessions. Fashion is used more actively to fit with and enhance the users' lifestyles therefore enhancing consumers self esteem and reaching a more desired state. Fashion bloggers are expected to know what is in, and they also take on the risk by wearing something that others could copy. If these have gained many comments on a particular outfit the users can also get an idea of what other people think and if they like it or not. Anita says this about how her use of fashion blogs is influenced by how she feels about her self:

I can quickly be tired of what I have in my closet and then fashion blogs are a great inspiration and a good source in that I get new inspiration to combine things that I already have to feel more fresh and new.

To reach an ideal state people might rely on others for inspiration (Ahuvia, 2005), because of a distrust in one's own taste, and in the case of what to wear rely on fashion bloggers for inspiration. It might also be to get new and more inspiration on how to wear items one already has. Kathrine is very interested in fashion and love to follow the trends, so she reads blogs to get tips so she can feel more comfortable even though she sees herself as the same person. Tine reads blogs for inspiration, but claims that she is confident enough not to read it because she has to in order to feel better, but because it is fun.

It might depend on which blogs I choose to read. I see myself as up to date, but I read them for inspiration, not to copy. I am confident enough to not read it in a manic way, but more because fashion is fun.

There is however different opinions on whether fashion blogs will impact how they think and feel about themselves. Fashion blogs make Silje feel more updated and she might find some treasures that not everybody has and that makes her stand out just a bit.

Yes, if I buy something a blogger has recommended and that I think is nice I feel updated. Just as much as if I were to read about it in a fashion magazine. In addition I think there are fewer people that read the blogs I read, and then there are fewer who find exactly the treasures I find.

Fashion blogs help Kathrine reach a good self image by influencing the way she dresses.

In those fashion blogs I read I get good tips about fashion and get inspired so I can see that they impact me. And they influence me so that I can dress good, which again leads me to achieving a good self image.

As the users are students or recently graduated students they are expected to be in a period searching to find them self and are in this period maximum alert to stimuli and often use stylized or conspicuous consumption to construct their self. Fashion might help consumers reach a desired self image by helping them get the looks they want to portray. This might be part of the psychological needs of an individual. Thea does not think fashion blogs have impact on how she looks at herself. However she, like Kathrine, feels they can help her dress better, thus making her feel better about her self, reaching a higher self esteem.

Have something to say, but I do not think fashion blogs impact how I look at myself. I look at them for inspiration for clothes, I don't want to be like them, but they can influence me (...) But they can help me achieving a desired look. I don't have clear opinions on what type of style I have, and then they probably shape me in that they have more knowledge than me.

Anita does not think that the perception of her changes, or that her self image is strengthened, but rather use the blogs to:

(...) get inspiration to get new outfits so I can feel better.

In a bad day I fix myself and try to feel good about myself when I leave the door. I do that by having on a nice outfit and put on make-up. Then I feel fresher. It is mainly clothes that make me feel good or bad. I have a routine on everything I do with make-up, I don't experiment as much with that. As long as I wear the basic make-up I feel good.

She admits however, that fashion makes her feel better about herself, and clothes are the main tool for her in order to feel fresher. People are motivated to evaluate themselves positively (Harris, 1995). Anita experiments more with clothes than make-up, and to feel good she only needs the basic make-up on. It is more a routine. Even though Live wishes she could be trendier and thinks that clothes make her look good and feel better in some settings, she does however not think fashion blogs will impact her perception of self.

No. Because I think that I am really so secure with myself that it becomes just an additional factor.

She has many other things in her life that she worries about before fashion becomes a big part of her life. Tine thinks that if she would have been influenced by fashion blogs, she would think less of herself, in that she compares herself to more successful girls.

Most bloggers are pretty and successful, many of them in that they are models etc. and one can subconsciously be influenced by them. More a role model one wants to look like, so I think one might feel worse by comparing oneself with them. If I would have felt something I might have felt less about myself by reading the blogs.

## **Conclusion**

Private self image is the perception people have of them self, and fashion will impact this perception. Fashion can strengthen their feeling of self in that the users gain more self esteem; feel happier about their self image. How the users feel about themselves impact their use of fashion blogs in that it is a source of inspiration. Users get ideas, inspiration and help to find something to wear that looks

good which make them feel better. People have a desire to enhance their self esteem and reaching a more desired state and fashion blogs might help them reach this state. There is a tendency to look to others for inspiration as one distrusts one's own thoughts and to get more views about something. Fashion bloggers take on the risk of being innovators, thus make it safer for users to copy. People get new inspiration to combine things and feel more fresh and new. Fashion blogs however might not impact how they look at them self, but help them dress better. Fashion blogs help them get the looks they want to portray, which might be called the psychological needs of an individual. Some also feel more updated and make them feel they stand out more. Fashion is a tool to make them feel better and they use fashion blogs to get information.

### **5.1.3.2.2. Social self image**

Under social identity it was found that all the respondents think fashion will make a difference in how other people look at them. Silje thinks that people she knows might not get a totally different opinion of her if she changed her hair, but it is the people she knows that she wants to avoid when she does not look her best.

(...) If I for instance wear casual sweatpants I don't really wish to be seen in public. And certainly not by someone I know.

When not feeling good about what she wears Silje does not wish to be seen, and certainly not by people she knows. When people she knows thinks she looks bad, the feeling she has of herself might get worse. Significant others are people in one's life that has opinions we value, and have more influence on the looking-glass self especially when it comes to visible products.

Some of the respondents also think that how they feel others are looking or judge them has an impact of their use of fashion blogs. Live thinks fashion blogs are a good inspiration when one are going to something special and wants to find something that looks good.

It might have that because when one are going to something, or a special event one want to look extra good and use fashion blogs for inspiration and to find something to look good. I use fashion both to influence how others see me and to make me to feel better. I think it is like this for most people, it is no one who doesn't think about what other think is it? It is hard not to think about what other think.

Tine has mixed feelings about this. She might be influenced by other people in that she might read the blogs her friends have recommended, but she does not think how others judge or look at her would influence her to use more blogs.

Not for the use of fashion blogs I think. I would not read other blogs because of others around me, but I could, if other people were positive and recommended something, maybe have gone in and looked at it. And I might have liked it and maybe continued to read it.

Silje does not think it will impact her use of fashion blogs as she could get inspiration elsewhere.

No, not really. That means that I care about what others think of me and how I dress, but I could just as much have found that inspiration elsewhere. I think my use of fashion blogs depends on their availability and that it is cheaper in relation to buying magazines. I hardly read any magazines in paper form anymore.

The respondents use many sources of inspiration, magazines are one of them. She cares about what others think of her, but she claims that it will not influence her use of fashion blogs. I will argue that because she care about what others think of her, she will search for inspiration several places and which also include fashion blogs. Fashion blogs are most likely the preferred choice as they are easily available and also cheaper, but because she also sees them as equally credible as magazines. Kathrine also cares about how people look at her, but like Silje, does not see the connection to her use of fashion blogs.

(...) I do want to look good at any time so other people think I look good, because then I feel good, but how others see me has nothing to do with the blog I read.

There are also conflicting thoughts about whether the respondents' use of fashion blogs will influence how others look at you. Almost all agree however that it might have an impact in that their style might be influenced. Kathrine thinks that fashion blogs alone will not have an impact on how others look at her, on the other hand it has an impact in the way that they inspire her in her fashion style. Thea thinks it might have some impact in that one look for inspiration in some specific settings. Anita feels good about getting positive attention about what she wears.

I think it is fun to experiment with clothes and try new things and combine what I have. If I get positive attention from other people I get more inspiration to continue finding new things and you do that through blogs.

Positive attention from items and combinations found in fashion blogs are a motivation for continuing using fashion blogs. People value the opinions of others. People look at themselves through the eyes of others, and when getting positive feedback one wish to continue using what gives you this attention. They might associate with fashion bloggers and copy their style to enhance

their own image. Live is of the same opinion, only if there is something specific found on a blog her social self image will motivate her to use fashion blogs more.

It must be if I find something specific at the blog that I wear. And if it is a success then it has an impact. I don't think I am influenced to a high degree of what is in the fashion blogs with what I wear in general. It must be if there is something specific I find.

Tine does not use what she reads directly so she does not think her use of fashion blogs influence how others see her. Like Tine, Silje rarely purchase something that the blogger has recommended, but they are a source of inspiration in that the clothes are easily accessible. She is insecure whether her style has been influenced, but she thinks she is more knowledgeable about fashion after reading fashion blogs.

I feel that I am more into what is happening in the fashion industry now than what I would have been if I did not read fashion blogs. It is quite rare I buy anything that the bloggers recommend, and I can't really see that my style has been influenced, but I am sure it has.

## **Conclusion**

Social self image is the perception they have of them self based on the judgments of others; based on how they think other perceive them. Fashion is publicly visible, used more conspicuous. It is thus part of the first impression that people evaluate, especially people one do not know, so fashion will impact how others see them. Clothes say a lot about you, thus one look at significant others to get confirmation and information. There are different opinions on whether the respondents' use of fashion blogs is influenced by their perception on how others see them. There are some similar opinions here as under private self image in that fashion blogs are inspiring, and that it helps them find unique and new items that make them look better and in this way influence their fashion blog usage. But some do not see the connection with this and their use of fashion blogs, even though they care about others opinions. The same can be said about the use of fashion blogs and its impact on how others look at them. When people look good and this is taken from a blog then it is seen to have an impact, but only if there are specific things and one get comments and positive attention. People are then motivated to read the fashion blogs more, and wish to associate with these fashion bloggers and then copy their style. People value opinions of others and if one receive positive feedback and confirmation that one looks good one wish to continue. Judgment by other people will in this case strengthen users' self esteem, thus influence their fashion blog usage through the motivation to continue using the blog.

To sum up private and social self image the use of fashion blogs can help women to reach a desired self image. Fashion blogs are for all a source of inspiration that give the users' ideas and inspiration to reach a desired look that makes them feel better, increase their self esteem, thus they have value expressive influence.

## **5.2. Additional factors**

### **5.2.1. Motivations for reading fashion blogs**

Motivations are the reasons why users read fashion blogs. In this paper I assumed that the users' use of fashion blogs was among other things influenced by their self concept because they search for inspiration from fashion blogs. To get inspiration was thus one reason to read blogs implicitly stated in this paper. From the first open questions and during the interview I found that this was supported. However, some respondents also mentioned entertainment, so I wish to discuss these two factors in the sections below.

#### **5.2.1.1. Inspiration**

All of the respondents mentioned that they read fashion blogs to get inspiration, which is in line with what I implicitly assumed in this paper. They are assumed to be a source of inspiration as they represent reference groups, significant others or opinion leaders as they are peers of similar age that they can identify with and aspire to be like. They are seen as more innovative and more willing to take on a risk by wearing something first, reducing risk for the readers, thus are fashion forward and knowledgeable about what is trendy and in right now. Kathrine uses it as a source of inspiration as it is a great opportunity to see what has just come out in the stores.

They give me inspiration for what to wear. It is incredibly many who are good at posting items that have just come out in the stores and the trends for that season.

Anita likes to see what other people are wearing and how they combine outfits as it gives her some new inspiration for how to use the items she already has, but also to see what is the new trend and to keep updated.

For inspiration and to see what other people are wearing, and how other combines clothes and to get some inspiration to use what I have in new combinations.

For Thea fashion blogs works as a scrap book of the best trends in the stores, and especially with no time to shop and look for outfits herself, she reads fashion blogs for inspiration. As she is insecure about her own ability to combine items she also sees it as more safe to get tips from fashion blogs.

Just to get inspiration for clothes I will purchase and how other dress. Because I don't run around in stores every day, but many of them do. And I like to see what others think, I am not as good with mixing clothes myself, or I don't have as much clue myself, but it helps to see what others are doing. I have purchased many clothes I have seen in fashion blogs.

I found, as expected, that the respondents had many sources of inspiration, all of them stated that fashion blogs was one of them. An interesting finding was that many has substituted magazines with fashion blogs, and some stated it was because of its availability; easy access and cheap.

## **Conclusion**

When entertainment was mentioned as a possible factor, inspiration should also be included in a revised research model as a motivation for reading fashion blogs. All six respondents read fashion blogs to get inspiration either on trends, new combinations, tips, where to get the different items etc. Fashion bloggers are like celebrities in that some users aspire to be like them, but they also have the advantage of being like peers as people can identify with these and the fashion they use and talk about are more attainable. People have many sources of inspiration, fashion blogs are one of them, and an interesting finding is that fashion blogs are for some considered as a substitute for fashion magazines.

Uses and gratifications theory states that consumers are an active, goal directed audience who use mass media as a resource to satisfy needs (Solomon et al., 2006). It focuses on the individual user in everyday life and their needs and motivations for use of media. Inspiration is a high level of feeling or activity based on stimulations. When receiving many impressions of and being inspired by fashion, one might see it as receiving some information about fashion. Information is one of the users' needs in uses and gratifications theory (Solomon et al., 2006). Wolfradt and Doll (2001) also found information being a motive for using internet. Users' behavior can be classified into hedonic and utilitarian orientation. Utilitarian orientation is related on a specific goal and it was found to have a positive significant relationship with attitude toward online shopping (Delafrouz, Paim, Haron, Sidin and Khatibi, 2009). Consumers who highly evaluate the utilitarian aspect of shopping will more likely



use the internet for an information source (Shim et al., 2001)<sup>12</sup>. The want of being inspired and keep informed about the newest trends are thus seen as a relevant motive for using fashion blogs.

### **5.2.1.2. Entertainment**

In addition to get inspiration, the respondents also read fashion blogs for entertainment. In this factor I also include when the respondents read it because it is fun, and to make the time pass. I touched upon this factor of entertainment earlier, under the analysis of expertise. Thea was the one to mention that expertise was a bit important, but that she also read those blogs without perceived expertise.

I think it might be a little important that they have expertise, but I also read blogs that might not be that good and not have expertise. I think it is just fun to see what they post, and someone I read just for entertainment as well.

I found this interesting because maybe that was the difference between fashion bloggers with perceived expertise and those without. She states that she also reads fashion blogs that might not be considered as good, but she thinks it is fun just to see what these post. She reads some just for entertainment as well. It might be interesting to find out whether users read those with expertise or knowledge to get inspiration and the others just for entertainment.

Tine says this about her motivations or main reasons for reading fashion blogs:

I am interested in fashion and think it is fun, and when I sit on the internet and are bored I just surf around. So it is both to make the time pass and because I think it is a bit exciting.

Anita also mentions this in that she does not think fashion blogs will have an impact on how she looks at herself, as she reads blogs for inspiration but also sometimes to make the time pass. She reads blogs daily, but she also states that there are some fashion blogs that she only visits once and then that is that. When bored about for example a paper from school Tine surf online, and look through fashion blogs. Fashion is one of her interests, she thinks it is fun, thus fashion blogs is something that is easy to look through when she is bored. However they do not mention if there are any differences about these blogs and the ones they read for inspiration. They might read the same blogs to make time pass and for inspiration; they surf through them because it is fun, but are inspired when they find something they like. On the other hand, Tine states that those fashion blogs she reads the most are the ones that give her expert tips and are those she is most influenced and

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<sup>12</sup> Retrieved from Delafrooz et al. (2009)

inspired by. Likewise, Anita claims that there are some fashion blogs she has to read and look through every day. It is therefore likely that these are blogs she does not read just to make the time pass. This supports the assumption that there might be a difference between the fashion blogs people read just for entertainment and to get inspiration.

In the beginning of the interview Live stated that she mostly read one on a regular basis. She read it to get new ideas, inspiration and because she sees it as just fun to see what people choose to wear. Later in the interview she put more emphasis on entertainment.

Fashion blogs might not have that great an impact in my life. I read it just as much for entertainment at least that is what I think right now.

She is the one that reads fashion blogs less frequently of the respondents. And that might have some connection with that fashion is not the most highly prioritized factor in her life. When Live was to answer whether her use of fashion blogs had an influence on how she looked at herself, she answered that it did not have as much impact. The fashion part of her is a small part of who she is; she feels so secure about herself that it becomes just an additional factor in her life. As Live mentions several times during the interview, the fashion blog she reads on a regular basis has a style that she sees as maybe a bit too hard to copy.

(...)the style I might wish I would have had. A bit like this, often when you are out shopping you think like "that one I should have bought", but when am I going to wear it? You don't live in Manhattan and go out and take a drink every night, more like that kind of look. The reason why I don't have that style is firstly that I would not have the imagination to purchase what she is wearing, even though it looks good on her.

A too extreme style might represent an unachievable style. In addition the blogger is not Norwegian which makes it not easy to get a hold of the items, either because the brand or store does not exist here, or because they are ahead of Norway when it comes to trends. The fashion blogger's style is the style Live wishes she could have, and as it is unachievable it becomes more like a dream, thus she might read the blog more for the sake of entertainment. One might then argue that she could have found a blog with a more attainable style, but when fashion is not a priority in her life, the motivation behind reading it might just be entertainment and she might want something to "dream" about.

## **Conclusion**

In this factor entertainment also comprise when the respondents said they think it is fun and to make time pass. Four of the six respondents mentioned either one of these in the interview. The findings might suggest that there are a difference between the fashion blogs that are read for entertainment and those that are read for inspiration. Those blogs users read for entertainment or to make time pass does for instance not need to have expertise or knowledge that is of importance when one wants inspiration. It might be the interest the users have of fashion that makes them drift away and read fashion blogs when they are bored. Live is interested in fashion, but it is not a huge impact in her life. She is neither the most frequent reader of fashion blogs. The blogger has an extreme style she does not get as influenced by this blog as other users are, which might explain why she reads blogs for entertainment.

Users with hedonic orientation seek fun, excitement and joy when shopping online (Delafrooz et al., 2009). Entertainment, fun seeking and enjoyment are nonutilitarian gratifications (Nysveen, Pedersen and Thorbjørnsen, 2005) and entertainment is one of the motives underlying consumers' experiential behavior (Hoffman and Novak, 1996)<sup>13</sup>. Nysveen et al. (2005) found support for enjoyment influencing attitude to and intention to use mobile services. Entertainment might thus be seen as a valid motivation factor for using fashion blogs. More specifically it is a motive for using experiential mobile services, meaning that they have hedonic benefits. The type of mobile service is a moderator on the intention to use; it influences the strength of enjoyment as a motive for use. This might indicate that type of fashion blog might moderate entertainment as a motivation for fashion blog usage.

### **5.2.2. Layout and content**

The layout and content of the blog were not taken into consideration in this paper. During the interview, and especially from the first open questions and the final part where the respondents showed me their favorite blogs, some factors were mentioned that might be of importance for the users and which could be of interest in future research. The factors worth mentioning and which are discussed below are; pictures and text, the structure and whether it is frequently updated.

#### **5.2.2.1. Pictures and text**

Photos and text are put together because when the respondents mentioned one of these variables, most of them connected it to the other. All the respondents agree that photos are important for

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<sup>13</sup> Retrieved in Nysveen et al. (2005)

them. They all like that the fashion blogs have many good photos of outfits, both to give inspiration and to show diversity. With the text is meant what is written on the fashion blog, especially under the pictures posted. All the respondents agree that there should be a text below the pictures which explain where one can buy these items, its price range, and some also want tips on how to match and combine the different items. There are however different opinions on whether the blog should contain personal content or not. Many photos and text about the person as well as the clothes are important to Kathrine. Because she wants inspiration on new trends she:

(...) like it a lot when they post pictures of outfits. Another reason why I read blogs is because I like the person that writes the blog and therefore thinks it is exciting to read. I especially like it when many photos are posted.

She reads the fashion blog as well as look at the photos because she wants to get to know the person. She makes up an opinion about the blogger and states she likes cute and pretty bloggers and she only reads blogs of fashion bloggers with similar interests that she has. Silje also wants bloggers to be more personal, thus would like to get to know them. She reads very few pure fashion blogs as she is triggered by curiosity and wants to follow their life and what they do every day. Silje also mentions pictures as important, and that it should be followed by a text of where the items are bought, what it costs etc.

It is important that they (...) post many pictures which are inspiring. Write where things are from and sometimes post how much the items cost (...).The best bloggers post tips on how readers themselves can do it. For example how one take good pictures, make-up tips etc.

Silje and Kathrine want a sense of who the bloggers are, they want to get to know them so that they are more interested in following them. Live is of another opinion. One of the advantages Live thinks the fashion blog she reads has is that it has very nice and many pictures, however she also likes that they post some information about the outfits posted.

(...) When I read fashion blogs as opposed to other blogs it is to look at the pictures not to read what they are doing. I almost only look at the pictures.

(...) And I think it is very good when they write, especially the one I read, about where they have bought the items and that kind of thing. It is very practical because then I can go and purchase it if I want.

Thea and Tine and thinks it is tiresome to read about what the bloggers did today, and think less personal talk is better. Live agrees. She does not know anything about the blogger, but it is not that

important, it is not that big a deal. Tine thinks that her favorite blog is not as good as it once was, because the blogger has lately started to write about her dog and personal things. She thinks what they write about is a sign of expertise, and do not want the fashion theme to be watered out by other things. The quality of the blog and the interest to read it will then go down. Thea is bored when fashion bloggers have much text.

It is important that they take good pictures, and many pictures so you can see some diversity.

How they write in addition to many pictures. That they can write, and not just write about their day, it has to be interesting. That they write for example on fashion and the different items. I would prefer not as much text, because I have a tendency to be bored easily then, and I go through some of the blogs quickly in the morning so it is better if there is not much text.

Anita is of the same opinion when it comes to the text and its content. Her favorite fashion blog is a pure fashion blog, and she thinks its advantage is that it only has pictures of outfits. This is what she is interested in reading about; fashion, not their personal life.

(...) It is the pictures I look at the most, but I would love a description and to see where it is from etc. But it is the pictures I get the most inspiration from.

## **Conclusion**

All the six respondents see the importance of having many good pictures on their blog. It is what shows the outfits, and if not good, no one will look at them twice. Two of the respondents value some information about the person on the fashion blog; about their interests, job, family or other things. They want to get to know the person. Kathrine wants to read blogs by people of the same interest that she has, while Silje is driven by curiosity. The four other respondents favor little text. They all prefer to read pure fashion blogs without any personal information that distract them from the theme. The respondents agree however that there should be some text explaining the outfits, where they are bought, prices and tips on how to combine the different items.

Store atmosphere influence consumers perception of product quality (Chebat and Michon, 2003)<sup>14</sup>, which is an assessment that resembles attitude; it is a judgment made in the users minds (Zeithaml, 1988). The atmosphere on a webpage includes various stimuli, including picture and text, which is found to influence the users' expectations of the quality (Oh, Fiorito. Cho and Hofacker, 2007).Users perceive that they will save time that this and a safe and entertaining store image reflects higher

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<sup>14</sup> Retrieved from Oh et al. (2007)

quality when the store has a picture based information display and that this again will influence their purchase intention (Oh et al., 2007). Karson and Fisher (2005) also found that attitudes towards a website's non claim components, including pictures, influence cognitions and attitudes about a brand as well as intention to return to the site. This indicate that using pictures to display various outfits and fashion items to inform the users of fashion blogs might obtain a more positive attitude to the fashion that is displayed and their fashion blog usage.

### **5.2.2.2. Structured blog**

One reason for the users to put so much emphasis on pictures and text might be because it is connected to whether the blog is seen as easy to grasp or structured. Thea explains why she likes her favorite blog so well.

This is a pure fashion blog, she does not have as much about what she did today etc. It is a clean site, not as much text, and not as much advertising down on the sides, a lot of pictures and very structured.

Kathrine says she likes best to read blogs that are easier to grasp and that they have many pictures and also some text. Live states that a tidy and neat blog is important, thus the pictures have a lot to say. This might indicate that the pictures help to keep the blogs easy to look through, thus why the users value it so much.

When presenting their favorite fashion blog to me, all of the respondents showed me fashion blogs with relatively little complexity and bright colors. They had many, large photos of outfits and little advertising on the site. When advertising was present it was only in a small column at the right, with small pictures easy to overlook, or congruent or with a fit to the fashion blog. There were different amounts of text on the fashion blogs I was shown, but they were from one sentence to the ones with the most text which was ranging from five to ten sentences per post. The first page of the blog was always from the present month, the newest at the top, and you could choose which month you wanted to read the posts from at the bottom or at the left at the page.

## **Conclusion**

Three of the respondents stated that they would like the fashion blogs that they read to be structured. Having many pictures might make the fashion blogs more easy to look through, it might be easier to get inspiration and to see the message the fashion bloggers wants to give, as opposed to when the site have less pictures and much text. Whether a site is structured or easy to grasp is connected to its complexity. The fashion blogs with more photos, less text, little advertising and

where it is easy to find other posts, thus have little complexity, are the respondents' favorites. If advertising is present they should be congruent with the theme fashion. Whether the blog is structured might also be connected to color as the respondents seem to prefer the blogs with white color background with light color logos or headings.

A structured fashion blog in this sense refer to whether it is easy-to-navigate. The technology acceptance model (TAM) by Davis (1989) is a multiattribute model that predicts users' intention to use technology based on the perceived user-friendliness and usefulness (Nysveen et al., 2005). Perceived ease of use as described in the TAM is analogous to ease of navigation and means whether the use of technology is perceived as being free of effort. To look through a fashion blog should be easy and straightforward, less complex. Nysveen et al. (2005) found that ease of use has both a direct and indirect (through usefulness) effect on attitudes towards using mobile services. Visitors' control over navigation and ease of use are part of their attitude towards a site which significantly intention to return to the site effect (Karson and Fisher, 2005), and ease of use is thus assumed to have influence on fashion blog usage. Ease of use relate to a less complex site. Users respond more favorably and a page is more influential when they are of moderate complexity and complexity influences the users' attitudes and purchase intention (Geissler, Zinkhan and Watson, 2006). What is important is attractive graphics (large, nice pictures), some important information (e.g. where the items are bought) and links (the posts divided into months) (Geissler et al., 2006). Colors might evoke positive and negative feelings in a consumers' mind which makes this an important consideration in advertising design (Solomon et al., 2006). It might have an influence on their attitude to fashion blog and thus also their usage. Advertising on a website is also found to grab most attention and receive most positive attitudes moderate congruent (Moore, Stammerjohan and Coulter, 2005)

### **5.2.2.3. Frequently updated**

Whether the blog is frequently updated might influence the respondents' use of fashion blogs. Fashion is continually changing and there are new items on the market every day. For fashion blogs to be a highly valued source of inspiration for the users it needs to keep up to date, and come with new posts often. Anita mentions this factor as important for them when reading a blog. In addition to only having outfits on her blog, Anita also values the fact that her fashion blog has daily updates. Then she can continually get inspiration to new outfits and combinations. Most of the respondents agree in that once they found a fashion blog they liked, they would continue to read this on a regular basis. Most of the respondents also read fashion blogs several times a week, someone even several times every day, and have one or a couple that they visit at the same time. If the blogger do not post new content on a regular basis, the reader will lose interest and eventually stop reading the blog.

That they are able to post new things regularly might also give the impression of their knowledge as they are able to write a lot about fashion and continually find new trendy items. Anita stated that their interest and knowledge about fashion can be shown in that they can write endlessly about a pair of shoes. Whether they update their site often might then also be a sign of superior knowledge, and especially interest, as you want to share this with other people and read up on and find new things about fashion to post whether it comes to catwalk trends, new lines in stores, product recommendations or outfits.

## **Conclusion**

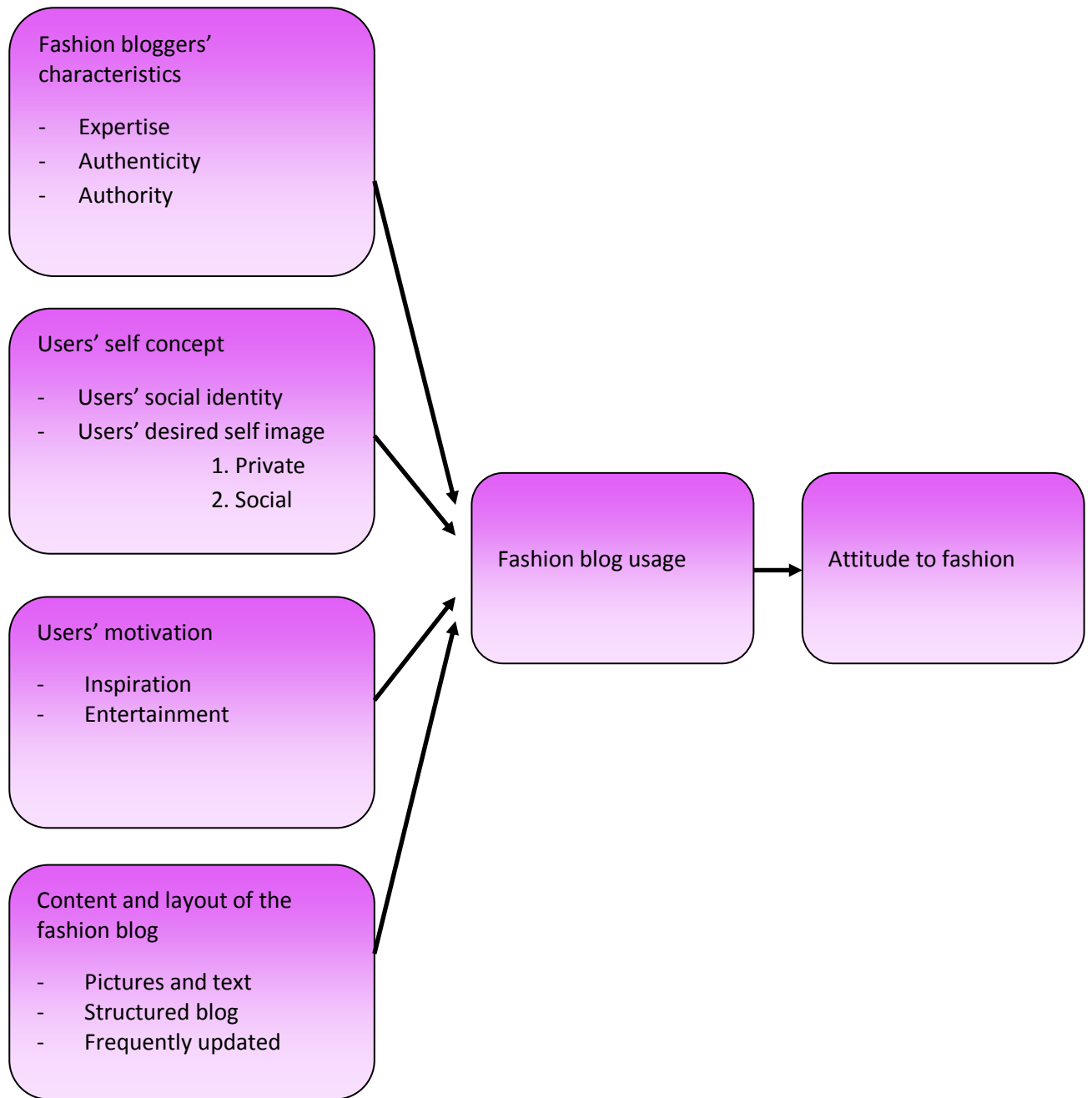
The fashion blog should be updated quite frequently; at least four of the six respondents see the importance of this. Users read one or a few blogs on a regular basis, some more often than others, but most read fashion blogs at least once a day. If the blogs are not updated, then they probably will not bother reading it again. That the blog is frequently updated might also show knowledge but also an interest and passion about what they do.

Hanson and Kalyanam (2007) stated that a site who updates its content often is considered more credible. The newer the information is, the more accurate it would be, thus the perception of credibility is likely to increase, and might also influence their attitude towards the site. The users of a fashion blog are more likely to believe the information. The difference between online advertising or websites and traditional offline advertising is that they can be updated often. It has the ability to show new information, showing the latest by the press of a button. Information the bloggers post about fashion is part of a users' attitude toward a site in that it involves claims made about a product or brand. This is found to have a significant impact on intention to return to the site (Karson and Fisher, 2005) thus might impact the users' fashion blog usage.

## **5.3. Revised research model**

Below is the revised research model with the tested and also with the new proposed factors that might affect the use of fashion blogs which again might impact the users' attitude to fashion.





There are now four main variables influencing users' attitudes to fashion through fashion blog usage. I will first briefly discuss the factors from the previous model to see whether the propositions are supported, if there is any basis for keeping the factors in the revised model.

The mediating effect of fashion blog usage is found to have an impact on attitude towards fashion, both in users search and purchase of fashion. Fashion bloggers are a source of information and the users value fashion bloggers opinions to get some ideas and inspiration in fashion. The users might find items similar to what they have seen on the fashion blog and therefore purchase fashion more

on impulse. The users might also purchase something after searching for something specific and seeing the item on a fashion blog, valuing the pros and cons for purchasing that item. Proposition 1 is therefore supported.

There was found to be different levels of expertise or knowledge of fashion bloggers, supporting the assumption that the most popular fashion bloggers have more knowledge on fashion. Even though expertise is not seen as the most important factor it is assumed to influence fashion blog usage in that all agree they should be interested and have knowledge and be into fashion as the users wish to be kept up to date and read about new trends. Authenticity is the most important factor influencing fashion blogs usage, and means whether people are being honest about the products they receive in the mail. There are mixed results of authority. Authority is not seen as important by the respondents, but their popularity is seen to have an influence on how they start reading the fashion blogs. They also look up to and/or identify with the fashion bloggers whose blog they read, and some need to respect something about the blog to bother reading it again. Even though there are mixed results, authority might in some cases impact the usage of fashion blogs. This supports the propositions 2-4.

Self concept is divided into social identity and desired self image. People use fashion to impress and influence other people, it says a lot about you, and they use it to feel better about them self. Fashion blogs is seen to be a source of inspiration for influencing other people. There is also support for the assumption that there is something about how the users look at them self that will influence their use of fashion blogs. There were not any direct answers implicating this, but when they receive positive attention from something they got inspiration from on the blog, fashion blog usage strengthen their self esteem and works as a motivation to use fashion blogs more. Thus the judgment by other people will in this case strengthen users' self esteem and influence their fashion blog usage. Propositions 5 and 6 are supported.

There was also found some additional factors that might have an influence on fashion blog usage. Users might have different motivations for use; either to for inspiration or entertainment. Fashion blogs are one source of inspiration, also increasingly substituting the use of fashion magazines. Expertise or knowledge is seen as more important when reading for inspiration as opposed to for entertainment.

Having many good pictures on the fashion blogs is important. A majority of the respondents favored less text about the bloggers personal life, but they all value information about the fashion in the photos. There might also be an advantage that the fashion blogs is structured; easy to use and visually appealing. That the fashion blog is frequently updated might be a sign of knowledge but also

credibility as the information is more accurate. This might be especially important in relation to fashion as users' want information on what is trendy and in right now, and because the users read fashion blogs often, if there is no new information they would not bother reading it again.

## **6. IMPLICATIONS, FUTURE RESEARCH AND LIMITATIONS**

### **6.1. Conclusion and implications**

The aim with this study was to find out how attitudes to fashion are influenced by fashion blog usage and whether there are any common features of the most popular bloggers. The main purpose with the research has been to contribute with interesting findings to the fashion industry and also for fashion bloggers in general. I will in this part present the main conclusions and the implications they might have on the fashion industry and fashion bloggers. I will first start with the findings of fashion blog usage as an influence on consumers with the implications on the fashion industry. The users' self concept might help explain why and how fashion blogs have influence. This will be followed by more implications on the fashion industry, but also on the fashion bloggers. This will be based on the findings of fashion blogger characteristics and the additional factors of motivation for use and the content and layout of the blog.

Fashion blogs are found to influence users search; before purchase or to keep them self updated, and purchase of fashion; either if it is impulse or more thought through purchase. Fashion as visible products are likely to be more conspicuous and consumers therefore take others opinions more into consideration. Under social identity it was revealed that those who are publicly self conscious are more into fashion and use fashion blogs as a source of influence as they are part of consumers significant others or reference groups. Fashion blogs are also found to influence consumers in a value expressive way. This means that they influence users' desired self image in that they give the users' ideas and inspiration to reach a desired look that makes them feel better, increase their self esteem. To sum this up fashion blogs represent an important source of inspiration. An interesting finding is that some see fashion blogs as a substitute for fashion magazines. This implies the significance and impact fashion blogs might have on consumers; the fashion industry should open their eyes to the potential that lies in fashion blogs. It is imperative that you as a company is present where the conversation is, if you are not your competitors are, and then they will leave you behind wondering where your sales have gone (Wright, 2006).

Customer feedback is a valuable asset, they are the ones that use your products and are not afraid to tell the truth. If you listen to your consumers' feedback you are able to serve their needs which might be a smart business move. Fashion blogs is a great way of getting to know how consumers feel and gives you the opportunity to communicate and engage with them. Consumers are engaging and reading fashion blogs as they are easy to relate to. They are similar to the readers, easier to identify with, but they also represent someone popular to look up to. Some are afraid about negative

attention. The findings implicate a difference between cosmetics and apparel in that there are seen more negative comments on cosmetics. This might be because it has a different quality aspect connected to it. The foundation either covers or not, or the mascara either lumps or not. But it is also more complex in that when using a skin care product one also needs to take into consideration the effect on the skin. I would argue that if your business is present where the conversation happens you can be aware of it, and also gain the ability to rebuild trust and relationship through engaging in it. “The most successful will be the companies who influence this in a positive way through engagement while not censoring what people say about them” (Debbie Staveley, Director bClear Communications, Mars 22. 2010, Brandchannel.com). As a company which has received some negative comments you can write back and state that you will take their thought into consideration. The blogger, and the readers, might be surprised by your company involvement and value that you listen and value your efforts to meet their needs.

To pitching influential blogger is another way for your business to counter negative attention in the blogosphere, but you do not want to be a junk mail sender, so it is a key aspect to respect them and invest time to establish a real relationship. You can for example send new or updated products explaining the changes or why the products are considered better. It is imperative to take from this that if you as a company are not present where the conversation is there is less chance of knowing what consumers think and improving your products. When pitching influential bloggers the fashion industry needs to know who this influential bloggers are, or what characterizes these. This is also valuable for the fashion bloggers themselves to know to improve their blog and meet the needs of the readers. This can be seen through the three blogger characteristics studied, but also the factors that they mentioned without any probing from me as an interviewer. These factors will be discussed in the section below.

This study gives insight into what the users’ value about the fashion blogs they read daily, and what should or need to be present in a blog for people bother reading it. The findings show that fashion bloggers have different levels of knowledge and for the consumers to get inspiration from the fashion blog it is imperative that the fashion blogger have knowledge and a unique or trendy style. Consumers are more educated, active and confident now than before so bloggers need to have knowledge to provide the consumers with more insight and information about fashion. It was found that consumers might see cosmetics as a more high involvement purchase than fashion as it is more complex. Fashion bloggers with expertise reduce risk and uncertainty of purchasing cosmetics, which implicates that the cosmetics industry should focus their attention to these fashion bloggers. Fashion bloggers should be passionate and have knowledge about what they write, and if they do then style

is assumed to be an image of this. What is found to be most important is that fashion bloggers should be authentic. They should be honest about where they receive the products they recommend and what they think about it. Expertise and authenticity give a perception of the fashion bloggers being more credible; more trusted. That bloggers are honest is the general perception, but it is important to note that once the users feel deceived by the fashion bloggers the readers will most likely stop reading the blog. The reason why fashion bloggers are influential is that they are aspirational, someone to look up to as they are popular and attractive and have fashion styles users aspire to have. But they are also identificational, similar or likeminded peers with an achievable style. Their influence comes from being well liked or being respected, thus it is important to that you as a fashion blogger think about what you write. Authority is something gained over time if you are perceived as a good blogger as the largest most popular bloggers with more readers that are more in the media are perceived of having a great deal of authority.

As assumed and also discovered, inspiration is a motivation for consumers to use fashion blogs. Entertainment was also a motivation for some to read fashion blogs, however the type of fashion blogs, or the quality of the blogs, that the respondents read might differ based on the motivation behind. In addition for the characteristics mentioned above there are some additional factors to consider for the fashion industry who wish to reach out to the most influential fashion bloggers and for those bloggers who wish to be perceived as the most influential. Many good pictures of the outfits with a sentence or two explaining where the items are bought, how much it costs and tips on how to use them will strengthen the perception of their expertise. The items should also come from different sources as the bloggers then are perceived to have a better ability to find and mix outfits. It is also an advantage of the fashion blogs being structured and tidy as it is easier for the users to read. That it is frequently updated is key as fashion is about what is new and trendy, but also because the users read fashion blogs on average every day, and if there is nothing new posted the users would not bother reading it.

## **6.2. Future research**

This paper has focused on factors influencing consumers' attitudes to fashion through use of fashion blogs. The paper has implicit causal relationships in that for instance fashion bloggers characteristics influence fashion blog usage. This means that there is something that causes something else. Causal research design is suited to solve research problems where one wish to measure the effect of one stimulus or compare the effect of several stimuli. The continuing of this study should be done by collecting quantitative data. An experimental design is an effective tool in testing the results and the relationships between the variables. It will then be possible to test the different hypothesis made in

this paper for example connected to the blog. One possibility can be to test the “boxes” relative importance against each other, like for example fashion blogger characteristics and content and layout of the blog. Another can be to test all the factors connected to the blog; expertise, authenticity, authority, pictures and text, and whether the blog is structured to find out its relative importance. Whether the blog is frequently updated is something that should be tested under a period of time, so I will not take into the consideration here. There should be an experimental group where the independent variables are manipulated and a control group that are not exposed to manipulations. All the other factors should be similar except the factor that is being tested. What can be done to test for example expertise is to make a blog that have all factors including expertise which are exposed to the control group, and another that does not have expertise, but all the other factors exposed to the experimental group. The respondents evaluates those with expertise as those that are mentioned in the media, those that work with fashion on the side or write about both high and low end fashion brand; mix fashion from different sources and have several references. Also the factors connected to the layout and content can contribute to strengthen the perception of expertise, thus this implies that these factors should be emphasized when testing for expertise. To test all the fashion blogger characteristics six groups of for example 50 each should be chosen randomly. Three of the groups are control groups not exposed to manipulations, but the other three groups are manipulated on the three different characteristics expertise, authenticity and authority like proposed earlier. To get to know what the respondents think about the blog they are asked different questions and this is formed like a questionnaire. All respondents are asked the same questions, but in the design it is important not directly ask about the expertise, authenticity and authority as it might reveal to the respondents what they are supposed to look for. With a high probability of the result representing the reality (Saunders et al, 2007) a quantitative experimental design can be helpful in testing the causal effects of the independent variables and seeing the relative importance of these variables.

To be able to design a good experimental design one should make the terms or the definitions more concrete and make the data measurable. For instance one should think to rephrase the definition of expertise as the respondents disagreed on using the term experts on fashion bloggers, even though they wanted the bloggers to have much knowledge, more knowledge than themselves, on fashion. Style is seen as equally important as expertise, but is in this thesis incorporated in the expertise; those with superior knowledge have a more unique fashion style. In the future it could be interesting to separate style out maybe with a causal links between style and expertise. In addition, the fashion bloggers motivation and the layout and content of the fashion blog are only mentioned by the

respondents but not illustrated in the theory or discussed in depth in the interview, so to test this further should be done in the future.

In the future one should also test the moderating variables briefly mentioned or touched upon in this paper. Moderating variables might influence the importance the different factors have on fashion blog usage and attitude towards fashion. The frequency of use of the fashion blogs might be a moderating variable influencing the attitude to fashion. It might be connected to their ability to process a message or their knowledge about fashion as the users might gain more knowledge on fashion if they are reading fashion blogs more frequently, they keep more updated. Tine stated that she is more highly involved in purchasing make-up as its quality aspect is more complex. She chooses to read fashion blogs by fashion bloggers which have perceived expertise to get more knowledge on this. They also have more authority over her as she has less knowledge on make-up. Theory also states that ability and knowledge might moderate the effect authenticity have on attitude towards fashion through fashion blog usage. Commitment might also increase the influence subjective norms has on consumers attitude towards fashion.

It might also be very interesting to perform an experiment to see whether the brands that are written about in the blogs get an increase in sales as a result of this. It would be interesting to find out what the value is for the company if for example the largest fashion blogger in Norway Ulrikke Lund writes positive comments about for example LaPraire foundation. Sale might be difficult to test, but it might be possible to perform an experiment in a lab on computers to find out the causal relationships between fashion blog usage and purchase. What can be done is to divide the respondents in two groups, one of which is supposed to use 10 minutes to read a blog where some products are mentioned (both in the category that will be tested e.g. beauty but also apparel) while the other group do not read anything. They can then be asked to purchase some beauty products; mascara, foundation, eye shadow or perfume etc. This includes some products mentioned in the blog, and some products that are not mentioned. Then one can test statistically whether the ones who read the blog had a higher probability for choosing the products mentioned. They can do the purchase where they want, which can test whether products with direct links on the blog might increase the probability of being purchased. The limitation of this experiment might be that the ones who read the blog might have more focus and put more emphasis into details than what they otherwise would have done. Also that they read the blog right before they “shop” might not reflect the full reality.

Another possibility for future research is to test which source of inspiration, fashion blogs, fashion magazines, people on the street, fashion advertisement etc, that impact consumers the most. It is



interesting to know where they get their information and the strength of fashion blog influence in comparison to these sources; to see to which degree consumers take these sources influence into account. Based on this data there might be possible to see in more detail the degree of influence fashion blogs have on users' attitudes towards fashion.

Fashion bloggers physical appearance might also be considered as a separate characteristic. Attractiveness is a factor in endorser theory that is seen to impact consumers' attitudes and behavior, and might be included in this variable. The fashion bloggers' style might also be incorporated here. The best fashion bloggers are expected to have a unique and trendy look and a general perception is that they are pretty and popular. Even though it is people they identify with, bloggers are also looked up to and admired. By adding physical appearance out one can give more emphasis on the bloggers' style, and might see the relevance of this versus the other factors.

### **6.3. Limitations**

The conclusions made in this paper is based on the respondents own experiences, opinions and thoughts which means that it is not necessarily transferable to other young women in different contexts. It is not a report on *all* young women's use of fashion blogs and attitude to fashion, and as the respondents were not chosen randomly and the small sample they might not be seen as representative for all the users of fashion blogs. There are thus limitations related to the validity. As there is not much research done on the domain of fashion blogs, the purpose was to explore and this study uses the interviews and what they say as case examples to explore and analyze the users' thoughts around this phenomenon. In the future when quantifying the results the external validity increases, which means that there are possibilities to make generalizations. The internal validity is also seen to be higher as the results are more likely to represent the reality. It is however important to use much time and thought into the experiment design so the execution will gain higher validity and reliability.

Another limitation in this paper might be that I as an interviewer might not be as experienced in this area and maybe was too bound to the interview guide. It was more challenging than anticipated to ask follow up questions and get those respondents that did not speak as much to open up, explain themselves and talk more. I also discovered that the respondents found the questions regarding desired self image difficult to answer. The reason for this might be that the users might not have understood the difference between the concepts of social identity and social self image, and also between private and social self image. There might be a combination of me as an interviewer not

being clear enough about the differences between the variables and that these are interconnected that made the separation between these variables unclear which represent a limitation in this study.

Another factor which might represent a limitation is that all the interviews were conducted in Norwegian as all the respondents asked are Norwegian, and then later translated to English. Some of the meaning might therefore have been lost in translation. To give more value to the results I have therefore added both the original Norwegian version and the translated English version in the appendix.

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## 8. APPENDIX

### 8.1. Interview guide (English version)

I write a master thesis and wish to take a closer look at young womens' views and thoughts around fashion blogs and fashion. I will interview people who are readers of fashion blogs. These have an interest in the theme and might have greater insight and information which is of higher value for the study.

#### Introduction

Explain that all that is said is confidential.

Present what I define as fashion blogs: *blogs which contains daily updates about fashion where the conversation is about inspiring outfits, shopping advice, fashion trends and recommendations.*

Present what I incorporate in the term fashion: *clothes, shoes, cosmetics and accessories.*

Ask the respondents to say the first thing that comes to mind and try to explain their answers in depth. That they should be as open and honest as possible as they are anonym in the paper.

Start with open questions to get the conversation going;

1. What are the main reasons for why you read blogs? Why?  
If relevant follow up with questions like; What do you mean by..? Explain
2. What do you value as important when reading a fashion blog? Why?

In addition to clarify the fashion blogs to them I will explain the definitions of every driver before I start to ask the questions following each of the drivers.

#### Fashion blogger characteristics

Expertise – Expertise is superior knowledge on a certain topic.

1. To what degree do you find it important that a fashion blogger has expertise about fashion?  
Explain.
2. Why do you (not) think this is important?
3. How do you evaluate whether bloggers have expertise on fashion?

Authenticity – Authenticity is a characteristic of people being honest and credible.

1. To what degree do you find it important that a fashion blogger is authentic? Explain.
2. Why do you (not) think this is important?
3. How do you evaluate whether bloggers are authentic?

Authority – influence over others acquired from being well liked or respected.

1. To what degree do you find it important that a fashion blogger has authority? Explain.
2. Why do you (not) think this is important?
3. How do you evaluate whether bloggers have authority?

### **Users self concept**

Self-concept may be defined as the learned beliefs, attitudes and opinions that each person holds to be true about his or her personal existence.

*Under this factor there are more sensitive questions that need to be answered. I will therefore not use the same outline as previous, but instead try to find out the impact fashion (and also fashion bloggers) have on consumers.*

1. What or who is your source of inspiration for purchase of fashion?
2. What role do fashion blogs have in your life?
3. Do you have any special qualities (interests, attitudes etc) that will influence your use of fashion blogs?

Social identity – how a person presents oneself and behaves with other people in social gatherings.

1. To what degree do you value fashion bloggers opinions when it comes to fashion?
2. Do you think fashion can help you be the one you want to be in social gatherings? And if so, how?

*If the respondent was not able to answer this question, follow up with this to get insight into how they use fashion in social situations.*

3. Can you mention a situation where fashion has helped you present yourself like you want to be perceived in social situations?

Desired self image – Desired self image is defined as the perception an individual have of him/herself from personal experiments or judgments of others

a) Private self image – perception of self from personal experiments

1. Do you think fashion make a difference in how you look at yourself? And if so, how? Explain.
2. Is there anything about how you look at yourself that is of significance on your use of fashion blogs?
3. Do you feel that your use of fashion blogs will influence how you look at yourself? And if so; how?

b) Social self image – perception of self from judgments of others

1. Do you think fashion make a difference in how others look at you? And if so, how? Explain.
2. Is there anything by how (you feel) others are looking at you that is of significance on your use of fashion blogs?
3. Do you feel that your use of fashion blogs will influence how others look at you? And if so; how?

*If the respondent is not able to provide an answer; this question might be a proper follow up to see if they use fashion to change others perception and how that made them feel.*

4. Can you mention a situation where fashion has helped you reach a desired reaction in other people?

### **Favorite fashion blog**

Ask the respondent to show me their favorite fashion blog. *In this way other drivers might appear and I will get a deeper understanding and more insight into what they feel.*

Examples of possible questions:

- Why did you choose this blog?
- What do you see as the relative advantages? What do you like about this blog?
- What do you not like about this blog?
- Are there any factors that I have not mentioned that is of importance for your use of fashion blogs?

## 8.2. Interview guide (Norwegian version)

Jeg skriver masteroppgave og ønsker å se på unge kvinners synspunkt og tanker rundt moteblogger og mote. Jeg vil intervju personer som er lesere/ brukere av moteblogger. Disse har en interesse i temaet og kan ha en større innsikt i fenomenet og informasjon som er av verdi for oppgaven.

### Introduksjon

Start med å forklare at alt som blir sagt er konfidensielt.

Presenter hva jeg mener med moteblogger: *blogger som inneholder daglige oppdateringer om mote hvor samtalen er om inspirerende antrekk, shopping råd, mote trender og anbefalinger. Det holder ikke at mote er nevnt en gang iblant.*

Presentert hva jeg har inkorporert under mote: *klær, sko, kosmetikk og accessories.*

Be respondentene svare det første som faller de inn og forklar at det er verdifullt om de klarer å utdype og forklare deres svar så mye som mulig. Fint at de er så åpne og ærlige som mulig, og at de kommer til å være anonyme i utredningen.

Starter med åpne spørsmål for å få samtalen i gang.

1. Hva er hovedgrunnene/motivet for hvorfor du leser blogger? Hvorfor?  
Evt. oppfølging; Hva mener du med...? Forklar.
2. Hva synes du er viktig når du leser moteblogger? Hvorfor?

I tillegg til å forklare hva jeg mener med moteblogger, ønsker jeg også å definere hva jeg mener med de ulike faktorene før jeg stiller spørsmål som hører til de ulike driverne.

### Moteblogger karakteristika

Ekspertise – overlegen kunnskap om et emne (i dette tilfellet mote)

1. Til hvilken grad synes du det er viktig at motebloggere har ekspertise om mote? Forklar.
2. Hvorfor synes du (ikke) dette er viktig?
3. Hvordan evaluerer du om motebloggere har ekspertise?

Autentisitet – personer som er oppfattet som ærlige og troverdige.

1. Til hvilken grad synes du det er viktig at motebloggere er autentiske? Forklar.
2. Hvorfor synes du (ikke) dette er viktig?
3. Hvordan evaluerer du om motebloggere er autentiske?

Autoritet – påvirkning over andre fra å være godt likt eller respektert.

1. Til hvilken grad synes du det er viktig at motebloggere har autoritet? Forklar.
2. Hvorfor synes du (ikke) dette er viktig?
3. Hvordan evaluerer du om motebloggere har autoritet?

### **Self concept**

Self concept – lærte holdninger og meninger som hver enkelt personer holder sann om deres personlige eksistent. Kunnskap om en selv.

1. Hvem er din inspirasjonskilde for kjøp av mote?
2. Hvilken rolle har moteblogger i ditt liv?
3. Har du noen spesielle kvaliteter (interesser, holdinger etc.) som gjør at du leser moteblogger?

Sosial identitet – hvordan en person presenterer en selv og oppfører seg rundt andre mennesker i sosiale sammenhenger.

1. Til hvilken grad vurderer du motebloggere sine meninger når det kommer til mote?
2. Tror du mote kan hjelpe deg til å bli den du ønsker i sosiale sammenhenger? Hvis det har det, hvordan?

*Dersom ikke respondenten klarer å gi et svar her, kan et mulig oppfølgingsspørsmål være:*

3. Kan du nevne en situasjon der mote har hjulpet deg til presentere deg slik du ønsker å bli oppfattet i sosiale sammenhenger?

Ønsket selvbilde – ønsket oppfattelse av en selv.

- a) Privat selvbilde – oppfattelse man har av seg selv fra personlige vurderinger.
  1. Tror du mote utgjør en forskjell i hvordan du ser på deg selv? På hvilken måte? Forklar.

2. Er det noe ved hvordan du ser på deg selv som er av betydning i din bruk av moteblogger?
3. Føler du at din bruk av moteblogger vil påvirke hvordan du ser på deg selv? På hvilken måte?

b) Sosialt selvbilde – oppfattelse man har av seg selv basert på vurderinger/bedømmelser fra andre mennesker.

1. Tror du mote og hvordan du kler deg vil utgjøre en forskjell i hvordan personer ser på deg? På hvilken måte? Forklar.
2. Er det noe ved hvordan du føler andre ser på deg som er av betydning på din bruk av moteblogger?
3. Føler du at din bruk av moteblogger vil påvirke hvordan andre ser på deg? På hvilken måte? Forklar.

*Dersom respondentene ikke klarer å gi et svar her, kan et naturlig oppfølgingsspørsmål være:*

4. Kan du nevne en situasjon der mote har hjulpet deg til å nå en ønsket reaksjon hos andre mennesker?

### **Favoritt moteblogg**

Spør respondentene om de kan vise meg deres favoritt moteblogg.

Mulige spørsmål kan være:

- Hvorfor valgte du akkurat denne bloggen?
- Hva ser du som dens relative fordeler?
- Hva liker du ved denne bloggen?
- Er det noe du *ikke* liker ved denne bloggen?



## **8.3. Interviews (English version)**

### **8.3.1. Interview Anita**

T: What are the main reasons for why you read fashion blogs?

A: For inspiration and to see what other people are wearing, and how other combines clothes and to get some inspiration to use what I have in new combinations. I haven't directly purchased something I have seen there, but I have gotten inspiration to find similar clothes.

T: What do you see as important when you read fashion blogs?

A: That I am recommended what I read from others. Or recommended in fashion blogs and are linked to other blogs.

T: To what degree do you think fashion bloggers have expertise?

A: Most of the people who blog I feel do it because it is like a hobby for them and is influenced by their own opinions, so to call it expertise might be a bit farfetched. But some have more knowledge than others, but it is more their subjective view.

T: To what degree do you think it is important that they have expertise?

A: It is important that they feel it is exciting and that they are into fashion, but it is often people who usually work and do something on the side, not working a hundred percent with it, so I would not go as far as directly calling them experts. But I think it is important that they use time on it on their free time and work a lot on with their blog as these look more serious.

T: How do you evaluate whether fashion bloggers have expertise?

A: Maybe it has something to do with the age on those who write the blog. I believe a bit more on those who are in their twenties than on a girl who is fifteen, and one can follow them on the blog and see what happens, what types of outfits they wear and if, well, if it looks good and one feel it is good then you might perceive them as having more expertise. I read a couple of blogs daily, but there are many I just visit here and there.

T: To what degree do you think fashion bloggers are authentic?

A: In a high degree. It is people who are genuinely interested in fashion, and it shines through in the photos they post and the reason why they have their blog is that they are really interested in fashion, others would not go in such depth.

T: What do you mean by going more in depth, how can one see that?

A: One can see it by them writing "ah today I found the perfect shoes" and that they can talk about it forever, and they might refer more to the catwalk trends and, well, have more references.

T: To what degree do you think it is important that fashion bloggers are authentic?

A: It is important, because they come across as more credible and those who write about it have more knowledge and I can more easily be inspired or influenced by what I read.

T: Do you feel that expertise and authenticity goes hand in hand?

A: If you read a blog of a fashion magazine or where there are people who work with fashion, then I feel it is expertise. But if it is an individual person I would say that their knowledge is more connected to credibility than expertise.

T: What are your thoughts about product recommendations in relation to the bloggers' authenticity?

A: Product recommendation will not have as much to say on my perception of their credibility; I do see some who has none at all. You can be selective in what you read about, if you are into outfits, then you could choose to only read about this rather than recommendations of cosmetics etc. Most of the blogs I read are pure fashion blogs, which contains more pure outfits and has products from magazines that they really think is good and want to write about.

T: To what degree do you think fashion bloggers have authority?

A: The largest ones I think have quite a lot, especially among the younger girls. Those who comment on things are often younger, and are easily influenced, more easily influenced than me. I would not say they all have such great authority, but there are those that are more in the media and that one hear more about, and it can be easier to be influenced by these. I would say I rather get inspired than influenced.

T: To what degree do you think it is important that fashion bloggers have authenticity and why?

A: It is not important to me personally, but maybe for the younger who look up to people more and have idols. I read it more for the inspiration part.

T: Why do you think that younger people are more influenced?

A: That younger people are more influenced is just the way it is, and they are quick to wish to be like the people they look up to like pop stars, models. Girls who are fourteen wish to be like people they look up to.

T: How do you evaluate whether fashion bloggers have authority?

A: One can see it on the number of comments, how many who visits every day. One perceives those with high authority as those who have many people visiting the blog and is high on "blogglisten". It depends very how influenced one are of that. It is the first one pops by, but I would also visit those blogs they recommend, who are less known and maybe also less commercial.

T: Would you say you identify with, look up to the fashion bloggers, both or neither?

A: I would say I identify with them as most of them are girls in their twenties in the same life situation and are the same as us, and I think that it is people I rather identify with than look up to

T: Do you have a purpose with the fashion you wear?

A: I want to wear what I feel comfortable in, but whether I am similar to others or not does not mean that much to me. I work from items I have and combine it to find my own look.

T: What is your inspiration for purchase of fashion?

A: I get inspiration from a lot of fashion magazines, people I see on the streets, and blogs; those who blog and those street style blogs with pictures of random people and from conversations with other people. When purchase of fashion I listen to my sister. But I also look on the catwalk and what the new trends this season is. I get inspiration from different sources.

T: What role does fashion blogs have in your life?

A: I am visiting blogs daily, but there are many I just pop by maybe just one time in a week, and there are some I have just visited once. It is equally important the inspiration I get from people I see on the streets and outfits I see on a blog.

T: Do you have any special qualities, like any interests or attitudes that will influence your use of fashion blogs?

A: I am very interested in fashion and beauty, I have worked with it for many years and think it is very exciting which makes me more interested in it, look for new sources of inspiration, and new ways to combine things on. I want to wear what I feel comfortable and good in, if I am different than others or not don't mean that much. I work from things I have myself and combine items to find my own look.

T: To what degree do you value fashion bloggers' opinions when it comes to fashion?

A: They are a source of inspiration for me, so I do take what they write into consideration. I think it is very fun to look at the pictures, see where items are bought and get inspiration to how I can combine new outfits. Those blogs I read daily are the ones I think are the best and are most influenced by.

T: Do you think fashion can help you reach a desired position or be the one you want to be in social gatherings?

A: No, well, I think it is more like you enhance the expression of who you are. Someone might dress up to become who one wants to be, but I dress up and wear my clothes to portray the person I am to enhance that.

T: Can you mention any situations where fashion has helped you present yourself like you want to be seen in social situations?

A: It is typical that when one are going out one dresses up and makes oneself look extra special, and freshen up to look good, I have done that several times. Not in every setting, but typically for a wedding or in a setting like a job interview.

T: Do you think fashion makes a difference in how you look at yourself or how you feel?

A: If one dress up and fix oneself before you go out the front door one feel a lot better than if one go out and are not comfortable with what you wear. It is typically that one feels that “today I wear something I don’t want to wear, and I feel uncomfortable in this”, but when you have an outfit that fits with my mood and how I feel that day it makes the day better.

T: Is there something about how you feel about yourself that is of significance for your use of fashion blogs?

A: I can quickly be tired of what I have in my closet and then fashion blogs are a great inspiration and a good source in that I get new inspiration to combine things I already have to feel more fresh and new. It does not help me strengthen my self image, but to get inspiration and see new trends, and some to make the time pass. Those are the main reasons for why I read blogs.

T: What do you do when you have a bad day?

A: In a bad day I fix myself and try to feel good about myself when I leave the door. I do that by having on a nice outfit and put on make-up. Then I feel fresher. It is mainly clothes that make me feel good or bad. I have a routine on everything I do with make-up, I don’t experiment as much with that. As long as I wear the basic make-up I feel good, but I don’t experiment as much with colors etc with make-up.

T: Do you feel that your use of fashion blogs will impact how you feel about yourself?

A: I don’t think so, but rather that I can get inspiration to new outfits so I can feel better, but I don’t see myself differently.

T: Do you think fashion and how you dress will make a difference in how other people look at you?

A: Yes, well, it is part of the first impression, those who knows you know how you are anyway. But if you dress good and look good, people you meet for the first time will get a better impression of you.

T: Do you see many different social groups in places where you hang out with your friends?

A: In school I feel everyone is the same type of people with the same style, but in other schools one see greater differences as there are greater differences in what they study. In our school we have the

same classes and are a more homogeneous group, while in university there are greater differences. There are a greater variety in areas to study and personality types.

T: Is there something about how you feel others look at you that are of significance for your use of fashion blogs?

A: Well, one does want to make a good impression over others and in certain settings I can seek inspiration and visit fashion blogs to find it.

T: Do you feel that your use of fashion blogs influence how others look at you?

A: I think it is fun to experiment with clothes and try new things and combine what I have. If I get positive attention from other people I get more inspiration to continue finding new things and you do that through blogs.

T: Can you show me your favorite fashion blog?

A: It is this one ([karlascloset.blogspot.com](http://karlascloset.blogspot.com))

T: Why did you choose exactly this blog?

A: This is one I visit quite often. It is an American blog. I think she has a very good style that is similar to mine, and one I easily can get inspired by. I look for blogs that have more my type of style, those are the ones I read more regularly. If there is one who is tall and blonde she probably doesn't dress quite like me, as opposed to one who has more the same look and body shape, and same style. It is more achievable then.

T: What do you see as this blogs advantages?

A: She only have outfits which is what I am more interested in reading about, and she has daily updates. It is the pictures I look at the most, but I would love a description and to see where it is from etc. But it is the pictures I get the most inspiration from.

T: What do you not like about this blog?

A: That it is American because if there is something I like than it is difficult to get a hold of it.

T: Are there any factors other than the ones I have mentioned that is important for your use of fashion blogs?

A: What is important for my use of fashion blogs I guess is that it is people who have a style that I like and who updates their blog often and come with new outfits as inspiration.

### **8.3.2. Interview Kathrine**

T: What are the main reasons for why you read fashion blogs?

K: They give me inspiration for what to wear. It is incredibly many who are good at posting items that have just come out in the stores and the trends for that season. I therefore like it a lot when they post pictures of outfits. Another reason why I read blogs is because I like the person that writes the blog and therefore thinks it is exciting to read. I especially like it when many photos are posted.

T: What do you think is important when you read fashion blogs?

K: I think it is important that there are put some effort into it, there are many blogs out there, but few who is known. And I feel that if you want to break through as a blogger, so then you need to work on it and choose a theme for your blog, and to follow it through. I like best to read blogs that are well arranged site that they have both pictures and text.

T: To what degree do you think it is important that the fashion bloggers have expertise?

K: I think it is a little important that fashion bloggers have expertise and not just post information all the time of trends etc that are not true. But I think you can see that quickly if you are interested and keep up with what is happening in the fashion industry. But at the same time it is important that they have their own style that they work from.

T: How do you evaluate whether the bloggers have expertise?

K: By keeping myself up to date on fashion through magazines, internet and the work in a clothing store, and through that I can see what they blog about is true or not.

T: To what degree do you think it is important that fashion bloggers are authentic?

K: It is important that they seem honest etc. and I feel people can see it quickly if a person is dishonest, and then I think many stop reading the blog. I like natural sweet bloggers with their own style.

T: How do you evaluate whether the bloggers are authentic?

K: I read and see what they write and draw a conclusion based on that.

T: Is there something about for example the way they write, or other things that make you perceive them as dishonest?

K: When they exaggerate about things or if it is a lot showing off, I think it seems a bit dishonest. Most of the blogs I read I feel is honest or else I would not follow them. I trust them to post things about outfits that are true, where things are bought etc. I had an experience where someone lied. She always wrote about clothes she had bought and size. She showed a few tops and wrote that they were a size xs, then one could see from the picture further down on the page that they were a size s. That is unnecessary if you ask me. And since then I have not followed her. I think one can sense early if someone is a bit dishonest, especially when you have some knowledge yourself. It has something to say that they have knowledge about what she says about different things. I keep up-to-date on fashion and then it is easier for me to know what she says about products are true. If I read something, and know what she says is not true, then it is not interesting for me to follow the blog. But one need to give the blog a chance, everybody can make a mistake.

T: To what degree do you think fashion bloggers have authority?

K: They have a great authority, especially the larger more popular bloggers. They influence especially the younger girls in a larger degree. I think the older have some higher limits or boundaries and stronger opinions about items. But it is important that they use their authority right.

T: To what degree do you think it is important that the fashion bloggers have authority and why?

K: I don't think it is important that they have authority, but they automatically receive it when someone looks up to them. So, they need to use it in the right way.

T: What do you mean by that?



K: I mean that they should be healthy role models as many young girls read their blogs. With this I mean that they have good attitudes and values. Something they can think about is not to have focus on dieting and being thin, and that they can post alternative cheaper outfits to expensive ones. Not all have much money to spend on clothes.

T: How do you evaluate whether the fashion blogger has authority?

K: I think you can sense their authority on the number of readers. If they have many readers, many people look up to them, and then they have great influence on the readers.

T: Would you say you identify with or look up to the blogger, neither or both?

K: I would say I identify with some of the fashion bloggers. One does often fall for those who are a bit similar to oneself. This can for instance be that you have the same style, is a bit similar to them when it comes to interests etc. I read only blogs where the blogger has similar interests like I have.

T: What is your source of inspiration for purchase of fashion?

K: I guess my source of inspiration is magazines, bloggers and internet in general. It is because those who are into these things have the right type of information and have knowledge about what they are doing.

T: What role does fashion blogs have in your life?

K: They have a significant role, I am daily visiting fashion blogs. I think it is funny to read and get inspiration.

T: Are they an important source of inspiration for you? Explain.

K: Yes they are. But not as many of them, only a few I get and take tips from.

T: Do you have any special qualities, like any attitudes or interests that influence your use of fashion blogs?

K: I really love clothes, fashion and shopping, so I guess that is the reason why I seek and read the blogs.

T: To what degree do you value fashion bloggers' opinions when it comes to fashion?

K: I might have kept myself up to date through my job in the store and internet, so I know what is in. But at the same time you don't always have to follow the trends. It is also important with personal style, and that you have the ability to put together outfits etc.

T: Do you think fashion can help you be the person you want in social gatherings?

K: Yes.

T: How?

K: I think clothes say much about who you are. If you wear elegant and classic clothes people might get an impression of you being sophisticated and elegant, while if you go out with a more rocked style you look a bit more laidback. One are often dressed like one want to be perceived. I get dressed after events and what I am going to do.

T: Do you think fashion make a difference in how you look at yourself or how you feel, and in what way?

K: I definitely feel much better when I have freshened up and when I am happy about what I wear, than what I am when I have just put something random on. I see myself as the same person, but I do get more confidence by feeling comfortable.

T: Is there something about how you feel about yourself that is of significance for your use of fashion blogs?

K: I am interested in fashion, and will love to follow the trends, so I read blogs to get tips so I can feel more comfortable.

T: Do you feel that your use of fashion blogs will influence how you look at yourself or how you feel about yourself?

K: In those fashion blogs I read I get good tips about fashion and get inspired so I can see that they impact me. And they influence me so that I can dress good, which again leads me to achieving a good self image.

T: Do you think fashion and how you dress will make a difference in how others look at you?

K: Yes, one often judge by clothing style, which really is wrong. One should get to know people before one does that, but when you are out on the town, people who don't know you often judge how you are after the clothing style. Clothes say a lot about you.

T: Is there something about how you feel others look at you that will impact your use of fashion blogs?

K: No I don't really feel that. I do want to look good at any time so other people think I look good, because then I feel good, but how others see me has nothing to do with the blog I read.

T: Do you feel that your use of fashion blogs influence how others look at you?

K: No, maybe not just fashion blogs, but they do inspire me.

T: Can you mention a situation where fashion has helped you reach a desired reaction in other people?

K: Ehm. This question was difficult.

T: Can you find your favorite blog for me?

K: Yes it is this one ([kenzas.se](http://kenzas.se))

T: Why did you choose exactly this blog?

K: She focuses a lot about fashion and trends, something I like about blogs. In addition she post a lot of outfits.

T: How did you find or come over the fashion blogs you read?

K: By searching online on [blogg.no](http://blogg.no), and then I looked almost through everybody, and found my favorites I have followed ever since. I also got help or tips from my little sister on good blogs, so I looked them up and since then I have followed them.

T: What do you see as this blogs advantages, what do you like about this blog?

K: She is a cute and pretty girl, a great role model for girls because she has her own style and does not care about others opinions. She post a lot about fashion and outfits.

T: Is there something you don't like about this blog?

K: No not really.

T: Are there any factors other than the ones I have mentioned that you see as important or valuable for your use of fashion blogs?

K: Ehm, no.

T: Is there any common features on the fashion blogs you think is the best?

K: Yes it is. I love to be inspired by others about nice things that have come in the stores, what they have shopped, outfits and fashion that is trendy. Some of the bloggers I follow have quite similar taste or style as me, and then it is extra fun to look what they have bought, their outfits etc.

### **8.3.3. Interview Live**

T: What are the main motives for why you read fashion blogs?

L: I read mostly one on a regular basis. And I read it to get new ideas, inspiration and because it is just fun to see what people choose to wear. And I think it is very good when they write, especially the one I read, about where they have bought the items and that kind of thing. It is very practical because then I can go and purchase it if I want.

T: How did you come about the fashion blog you read?

L: I found it in an article about the best fashion blogs. I accessed it from there. I visited several of the blogs mentioned, but she had a very cool style. Maybe not the style I have, but the style I might wish I would have had. A bit like this, often when you are out shopping you think like "that one I should have bought", but when am I going to wear it? You don't live in Manhattan and go out and take a drink every night, more like that kind of look. The reason why I don't have that style is firstly that I would not have the imagination to purchase what she is wearing, even though it looks good on her. It looks cool when she wears it, but don't know how. The style I might wish I had. The way I wish I could dress.

T: What is important for you when you read the fashion blog?

L: It is important that it is stated where the items they wear are bought, and that they are frequently updated, and that there are more pictures than text. When I read fashion blogs as opposed to other blogs it is to look at the pictures not to read what they are doing. I almost only look at the pictures. It is not that many product recommendations in the one I read, but if I am interested in something she writes I read the commentaries and what other people think.

T: To what degree do you think it is important that fashion bloggers have expertise?

L: It is not the most important factor for me. The ones I think of who have expertise are those who work with fashion like editor bloggers.

T: What do you think about that fashion bloggers receive items in the mail and read up on fashion? Would you characterize that as expertise?

L: As the fashion blog I read is, expertise is not the most important thing. It is more important with personal taste and style, and that I get the impression that they choose fashion based on what they think looks good. She has a relatively stable fashion style, and I feel that she chooses what she likes, but of course with elements of what is trendy.

T: How do you evaluate whether fashion bloggers have expertise?

L: I feel it expertise when they work in the fashion industry, but I do see that there can be others that have much knowledge on fashion. It is reflected in the style they have, which I think is important, and where they have bought the items and how they have put it together as one complete outfit. In that sense they can be said to have expertise.

T: To what degree do you think it is important that fashion bloggers are authentic?

L: Their authenticity is important, especially as they are sent different products. If you want to read an advertisement, you would not go to a blog to see it. I read a blog because I want to know their personal opinions. If the blog is colored by this, that they get much free stuff in the mail, and that

they have to write positive things about it because it is free, I then feel that some of its intention is lost.

T: How do you evaluate whether fashion bloggers are authentic?

L: By that she often writes that she receives things, but she also post that she does not like certain products, so I feel that she is very honest. I also think they have to use some common sense, not just write about everything just because they receive something in the mail. In the fashion blog I read the most there are very seldom written explicit about the brands and the products. That's important to me, even though they might think it is very nice to write nice things to receive more in the mail. The purpose of reading blogs is to get a personal and honest view on things.

T: To what degree do you think fashion bloggers have authority?

L: I don't really know anything about the bloggers, but I do respect them. Or else I don't think I would bother to revisit the blog and read it several times. And I read it to get inspiration, so it must have some influence on me.

T: To what degree do you think it is important that fashion bloggers have authority?

L: I have no idea how many actually read the blog, so I can't say I care about that. I read it for her style, and I like the style that she has. But it can go the other way as well, because I found it in an article about the best blogs, so I opened it knowing that other people had evaluated it as the best and that many read it. She has also mentioned in her blog that she had been to several fashion weeks sitting in the front row etc, so through that you get some indirect confirmation that she is a person to look up to and that she is popular.

T: Would you say you look up to the fashion blogger?

L: I might not look up to her, but I might wish I lived that life and wear the outfits she wears. I often think, why can't I just wear that, but I can't.

T: How would you evaluate whether fashion bloggers have authority?

L: By reading other places where the blogs are being recommended. Like I did that with the one I found, read it in an article or in another fashion blog or other places that might recommend a fashion blog, and then you read it yourself and find out whether you bother to revisit it or not.

T: What is your source of inspiration for purchase of fashion?

L: I guess it is all the people I see on the streets. I am very, or kind of semi rood by looking at what other people on the street are wearing and what type of shoes they wear. I look at people I think look cool, so not every people in the streets, but in general everywhere I go. Not a person, but outfits, like “this I want and that I could imagine wearing and this I would like to copy”.

T: What role does fashion blogs have in your life?

L: Fashion blogs might not have that great an impact in my life. I read it just as much for entertainment maybe at least that is what I think right now. When you are at home and online, you want to check up on what has happened so I go and check out the fashion blog. It is an unattainable source of inspiration as opposed to people on the street which I think wear items that I actually can wear and purchase, and I can think about where they have bought the different items. They do not have those extreme styles as fashion bloggers, I would not feel completely comfortable wearing what they wear.

T: Do you have any qualities, like any interests or attitudes that influence your use of fashion blogs?

L: Curiosity maybe. I read over average about fashion, but. I don't know how into it I am, but I think it is exciting and interested to read at least.

T: To what degree do you value fashion bloggers opinions when it comes to fashion?

L: It kind of becomes a bit of the same as with other people I look at; I go and find something similar. Some influence I think there is. Usually it is like, I visit the blog and think that “that one was incredibly cool”, but then I leave it at that. Nothing more happens. It is some because of the budget, and it is also a bit hard to get a hold of and then it is that I really can't afford it, and I have a lot of things to do before I go looking for it. I go and buy it if there are simple concrete things, and items that are really hyped, and if there is something one have seen a variant of earlier one might get

influenced by it. But for me it is more like I think it is cool and get some ideas. One should think what they are wearing looks good.

T: Do you think fashion can help you become the one you want to be, or reach a desired position in social situations?

L: Yes a bit. To some degree. I think one could use fashion to feel better about oneself. If one feels one looks good, one get more open and outgoing and maybe also take more contact with other people. In that way it will have influence in social gatherings.

T: Do you think that fashion can make a difference in how you look at yourself or how you feel?

L: Maybe in some contexts. You feel better about yourself when you wear something you think look nice or something you know is trendy or fashionable at the time. I think it is fun to show myself off then. It is especially fun to show it off when you for example have items bought abroad that not everybody else have, and then you feel a bit better.

T: Is there something about how you feel about yourself that is of significance for your use of fashion blogs?

L: I often wish that I could have a more trendy style, well not trendy, but a bit more in the extreme end. Not just so ordinary. And then I can get inspiration from the fashion blog I read. But I usually don't do anything about it.

T: Do you feel that your use of fashion blogs will influence how you look at yourself or how you feel?

L: No. Because I think that I am really so secure with myself that it becomes just an additional factor. I have really many other things to think about in my life before I start worrying about that. So the fashion part is really a small part of who I am, so maybe not that much impact no.

T: Do you think fashion and how you dress will make a difference in how others look at you?

L: Yes I think so. I think that it is a pretty normal phenomenon that has something to do with the fact that people find affiliation with people who look like themselves and that one have a tendency to



attract to those who are similar to oneself. When fashion is both clothes and make-up not much is left of peoples' appearance that doesn't fall under the term, so I think so yes.

T: Is there something about how you feel others look at you that are of significance for your use of fashion blogs?

L: It might have that because when one are going to something, or a special event one want to look extra good and use fashion blogs for inspiration and to find something to look good. I use fashion both to influence how others see me and to make me feel better. I think it is like this for most people, it is no one who doesn't think about what other think is it? It is hard not to think about what other think.

T: Do you feel that your use of fashion blogs will influence how others look at you?

L: It must be if I find something specific at the blog that I wear. And if it is a success then it has an impact. I don't think I am influenced to a high degree of what is in the fashion blogs with what I wear in general. It must be if there is something specific I find.

T: Could you show me the fashion blog you read?

L: Yes. Let's see, here it is ([stylescrapbook.com](http://stylescrapbook.com))

T: You read mostly this in addition to [minmote.no](http://minmote.no), but why did you choose this blog over the others?

L: I read about it in an article. I visited this and some others, this was the one I liked the best, so I bookmarked it and have read it over a year now. What is good is that in a way it is not that unattainable, only a little. It has very nice pictures, and many pictures, right now she is on a vacation.

T: Is there anything you don't like about this blog?

L: Not anything I don't like that I can think of now. I have read a bit about her and where she lives, but I really don't know what she is doing, but it is not that big a deal.

T: What do you feel makes you use fashion blogs more?

L: What makes me use fashion blogs more is that they have a style I would like to have. That one could have that style, so the style on the blogger is pretty important to me. Again that the blog is tidy and neat is important, so layout and pictures have a lot to say.

#### **8.3.4. Interview Silje**

T: What are your main reasons or motives for reading fashion blogs?

S: To keep updated on what is of interest of others. I read blogs for personal and work related reasons.

T: What do you think is important when you read fashion blogs?

S: It is important that they write in a way that appeals to me, post many pictures which are inspiring. Write where things are from and sometimes post how much the items cost. It is also nice if they link to other blogs that they think are good. The best bloggers post tips on how readers themselves can do it. For example how one take good pictures, make-up tips etc.

T: To what degree do you think it is important that fashion bloggers have expertise?

S: I think it is difficult to define who is an expert on fashion, so it is therefore not important in my opinion. What is important is that they are able to inspire by posting pictures of themselves and others, in addition to give tips and advice on how one can adapt that to your own style. That people are called experts does not mean that the style appeals to me. I wish to read fashion blogs that has a style that can inspire me with clothes that I think looks good.

T: How do you evaluate whether they have expertise?

S: For me expertise means that the blogger is recognized and that she has a long experience and is talked a lot about in the media and fashion magazines. For example Elin Kling. But as I mentioned before it does not mean that the style inspires me.

T: To which degree do you think it is important that fashion bloggers are authentic?

S: This I think is to a great degree important. I need to feel that I can trust the blogger, even though one might be deceived many times. I think it is important that the blogger is sincere about their motivations behind their recommendations. I don't wish to sit with a feeling that the blogger is bought and paid for. It is fine to recommend products as long as the blogger personally like what they are advertising for.

T: How do you get the feeling of fashion bloggers being bought and paid for?

S: If the blogger repeatedly write about the same products, then it can quickly be perceived as insincere.

T: How do you evaluate whether they are authentic?

S: It is hard to say. I think it is many bloggers who are not authentic, and I think it is difficult to see through bloggers. If one follows bloggers daily one might form an opinion of whether a blogger is authentic or not. If the same recommendations and products are repeated on the blog, the blogger would lose credibility in my book anyway.

T: To which degree do you think fashion bloggers have authority?

S: In my opinion fashion bloggers are extremely authoritarian. This will of course depend on the number of readers, but fashion bloggers with high number of readers are to great degree respected, both by readers and people in the fashion industry. What the bloggers write about has a huge impact on the fashion industry.

T: In which way do they have influence on the fashion industry?

S: I feel that because they almost work like part of the media. If a highly read blogger comments something negatively about a brand or a style it is many of the readers that let themselves be influenced by this. The same goes for positive reviews. One example is when OnePiece came. They used to a large degree fashion bloggers to promote their product. By running competitions on blogs the message from sender is spread to many people in a very short time.

T: To which degree do you think it is important that fashion bloggers have authority?

S: Difficult question. It is us readers who give them authority by looking through their blog and then give them higher number of readers. They don't really need authority, as long as I get inspired by what I read. I read many small blogs that probably have a little degree of authority. For me it is important that I respect the blogger, but I don't care about what the other readers think. For example, I never read the commentaries in the blogs. I don't need to like the bloggers either as long as I like the fashion tips they have. For example Carolina Gynnings blog.

T: Would you say you look up to or identify with the fashion bloggers, neither or both?

S: I look up to many bloggers because I think they inspire me and I find them creative. Some I also identify with to some degree, but mostly not.

T: How do you evaluate whether fashion bloggers have authority?

S: It is difficult. In some way I need to respect something about the blogs I read. Either the blogger or what they write about. If the blogger has extremely many and positive commentaries and readers, I assume the blogger has authority.

T: What is your source of inspiration for purchase of fashion?

S: I don't just have one source of inspiration for purchase of fashion. I am inspired by the selection in the stores, fashion magazines, blogs, TV programs, people on the street etc.

T: What role does fashion blogs have in your life?

S: Really it is a small role. I read very few pure fashion blogs, but rather bloggers who write about fashion now and then. I am almost addicted by following some bloggers when one first have started. One continually wants to keep updated and pay attention. It is triggered by curiosity I guess.

T: Are fashion blogs an important source of inspiration for you?

S: Yes, some of the blogs are a great source of inspiration for me in that they blog about clothes that is easily accessible and not too expensive like many of the clothes in the fashion magazines are. Many of the bloggers often write where things are from and what it costs, in addition to taking pictures and show usage areas and give tips.

T: Do you have any special qualities like any interest or attitudes etc. that influence your use of fashion blogs?

S: No, nothing other than I am interested in marketing and was curious on how this blogging this worked. I have been in contact with several bloggers in relation to my work (babyfood) to spread the interest for our products. It works incredibly good and not least it is an incredibly cheap way to communicate in.

T: To what degree do you value fashion bloggers' opinions when it comes to fashion?

S: I think it is interesting to read about their opinions, but I take what they say into consideration in quite a small degree. It depends on what level I feel that they blog about something that strikes me. If I think what fashion bloggers blog about always look good, then I would probably consider her opinions to a larger degree.

T: Do you think fashion can help you be the one you want to be in social gatherings and if so, how?

S: Yes I think fashion can help me to present myself like I want to be perceived. But I don't think fashion can help me become the person I wish to be in social settings. Looks, fashion and clothes obviously gives a first impression of a person, but if the person is completely different than what the clothes and their expression states, then I think people notice that quickly.

T: Can you mention any situation where fashion has helped you present yourself like you want to be perceived in social situations?

S: If I wear a blazer, shirt and dark pants in work relations I feel that I get more respect by the people around me.

T: Do you think fashion makes a difference in how you look at yourself or how you feel?

S: Yes, most definitely. If I have something on that I think is nice then I feel a lot better. I feel I can be proud of myself. If I for instance wear casual sweatpants I don't really wish to be seen in public. And certainly not by someone I know.

T: Is there something about how you feel about yourself that is of significant for your use of fashion blogs?

S: Nothing other than I wish to read blogs that inspire me in that fashion that I think looks good on me.

T: Do you feel that your use of fashion blogs might impact how you look at yourself?

S: Yes, if I buy something a blogger has recommended and that I think is nice I feel updated. Just as much as if I were to read about it in a fashion magazine. In addition I think there are fewer people that read the blogs I read, and then there are fewer who find exactly the treasures I find.

T: You mention that you can find a treasure. Do you have a goal to stand out a bit with fashion?

S: It is boring to have something everybody else has. I do in no way need to stand out from everybody else, but I do want to be just a bit different, and then fashion is a way I can show it.

T: Do you think fashion and how you dress will make a difference in how other people look at you?

S: Yes, I think that the first impression is based on how we look, both when it comes to looks and based on how we dress and act. If I would dress completely different or totally changed my hair then I definitely think that people would look at me differently. Mostly the people who do not know me, but also the ones I do know.

T: Is there something about the way you feel others look at you that are of significance in your use of fashion blogs?

S: No, not really. That means that I care about what others think of me and how I dress, but I could just as much have found that inspiration elsewhere. I think my use of fashion blogs depends on their availability and that it is cheaper in relation to buying magazines. I hardly read any magazines in paper form anymore. I think it is fun to look through fashion blogs.

T: Do you feel that your use of fashion blogs will influence how others look at you?

S: I feel that I am more into what is happening in the fashion industry now than what I would have been if I did not read fashion blogs. It is quite rare I buy anything that the bloggers recommend, and I can't really see that my style has been influenced, but I am sure it has.

T: Can you mention a situation where fashion has helped you reach a desired impression with other people?

S: It might be if I have something new that someone pay attention to, that I have something someone think is nice, rare or expensive. One example might be a scarf from Becksöndergaard that many have noticed. If something is ugly I guess not that many mention it.

T: Can you find your favorite fashion blog for me?

S: It is Carma. Hilde, the manager of the store Carma in Trondheim writes the blog ([hildecarma.blogg.no](http://hildecarma.blogg.no))

T: Why did you choose exactly this blog?

S: It is one of the few fashion blogs I read. The blogger is positive, give great tips, and take many nice pictures of clothes that I think is nice both in shape and color.

T: What do you see as this blogs advantages? What do you like about this blog?

S: I mainly like the clothes, brands, designers, colors, the way the blogger write and the pictures. I think it is an inspiring blog.

T: Is there something you don't like about this blog?

S: She could have posted things more often. She blogs less often in the weekends. And then it would be nice if she could be more personal. She also blogs only about clothes she sells in her store, and she could posted many inspiration photos of fashion they don't have in their store. I live in Oslo and if I think something she promotes is nice, then I look for similar clothes in Oslo. It does not have to be from the same designer.

T: Are there any factors other than the ones I have mentioned that you think is important for your use of fashion blogs?

S: Curiosity maybe. Interesting to know what other people are interested in. I never prioritize to read fashion blogs if I have a lot to do. I sort of need to have time to spare. It kind of is like I have said before; I read fashion blogs instead of reading a magazine. For me blogger can be equally credible as a magazine.

T: You mentioned that you read small blogs. How did you come about these?

S: I look for example at blogg.no where one can search on the category fashion. Then one can find many small blogs. If I find one I like I can see what other bloggers that read just that blog, look at commentaries or the blogger might have some links to other blogs she reads.

### **8.3.5. Interview Thea**

T: What are the main reasons for why you read fashion blogs?

Thea: Just to get inspiration for clothes I will purchase and how other dress. Because I don't run around in stores every day, but many of them do. And I like to see what others think, I am not as good with mixing clothes myself, or I don't have as much clue myself, but it helps to see what others are doing. I have purchased many clothes I have seen in fashion blogs.

T: What do you see as important when you read fashion blogs? What are you looking for when reading fashion blogs?

Thea: It is important that they take good pictures, and many pictures so you can see some diversity. That they keep it updated and that they are good at giving tips and in addition tell, not just post photos of outfits and things like that, why they have chosen to put the items together like they have. And yes, where they have bought the different clothes and also tell about the clothes.

T: To what degree do you think fashion bloggers have expertise?

Thea: Someone has expertise, the most popular and the best maybe, but that's not all of them. It has become very common to blog, and many might think that they have a fashion blog, but I can sense quickly if someone know what they do or not.

T: Do you only read fashion blogs with expertise?



Thea: I read many different types of blogs, I read some of the most known, the one most talked about who are good, but also the typical teen blogs. These are the younger bloggers who typically only post outfits and trends from Bik Bok and H&M.

T: To what degree do you think it is important that fashion bloggers have expertise?

Thea: I think it might be a little important that they have expertise, but I also read blogs that might not be that good and not have expertise. I think it is just fun to see what they post, and someone I read just for entertainment as well.

T: How do you evaluate whether fashion bloggers have expertise?

Thea: One can notice their expertise based on the fashion they choose to post pictures on, and what clothes they choose to write about. Many of those who know what they do and are really good at blogging have clothes from not the typical ordinary brands like Bik Bok and H&M, but if they write about more rare and special high end brands, one can notice that they have knowledge and maybe know a little more about the fashion industry. The fashion bloggers with expertise might use their money in different ways, and buy some items of high quality from high end brands that are hot and trendy, and not just a bunch of clothes from ordinary stores.

T: To which degree do you think fashion bloggers are authentic?

Thea: There are many bloggers who have authenticity, and these one can really feel have an interest and likes to blog about fashion. But one can question them, it has been a debate on whether they blog for the sake that they receive many things in the mail, so I get very skeptical. If what they write and recommends – if they really like it or not. Many people advertise, but there are others who choose not to advertise or not to write so much about the products, so it gives a certain impression about who they are and an impression of their blog. Those who does not write as many recommendations or post as many pictures of what they receive, I think write because they are genuinely interested in fashion.

T: To which degree do you see it as important that they are authentic?

Thea: It is important because I read it because these are people like me, other than that they know more about fashion than me, and therefore it is important that I feel they are sincere and that there is a deeper interest behind their blog.

T: To which degree do you think fashion bloggers have authority?

Thea: I think they have a lot of authority. They influence the fashion industry a lot, and I even say that I go shop things that I have seen on the fashion blogs, and I think that many clothing stores and brands have been more aware on using the bloggers as a media. I think they have that because they receive many invitations to everything there is within the fashion industry, and they have maybe scarily much authority.

T: To which degree do you see it as important that they have authority?

Thea: I really don't want them to have as much authority, but it is given to them automatically. I read it as inspiration, but I take their advice to the stores and buy what I see, and then they get authority and definitely have a say in fashion.

T: How do you evaluate whether fashion bloggers have authority?

Thea: Those who are popular is on top of the "blogglisten" and have many readers, many people who comment on them, and probably many who dreams of being like them and copy their fashion style and opinions.

T: How did you come about the fashion blogs you read?

Thea: I started to read a few fashion blogs that were on "blogglisten", and then they recommended some blogs and I heard about some from my friends and so you find your favorite a bit random.

T: What is your inspiration for purchase of fashion?

Thea: My inspiration in general is many of the blogs I read, vanilla scented, Ulrikke Lund and Anette Haga (Nette Nestea), other inspirations like celebrities I guess it is Sarah Jessica Parker and Mary Kate Olsen. I read fashion magazines as well like Elle and Costume.

T: What role does fashion blogs have in your life?

Thea: Fashion blogs have quite a great influence because many of those have many of the same role models as me. When you read magazines and those kind of things you don't always know where you can get a hold of the clothes and how you can put things together, but fashion bloggers do that on their blog. They can for instance write that they are inspired by this and that and you can find it there. They are a great source of inspiration.

T: Do you have any special qualities like any interests or attitudes that influence your use of fashion blogs?

Thea: I have always been very into fashion, and I worked in a perfumery for five years and our boss was very concerned with that we should dress nice, and I think she influenced me a lot. She is much older than me, but we spoke about fashion very much, and got an interest already then and got the fashion industry early in on me. I don't feel I'm very good at it, but it is a hobby.

T: Do you have an item you are most happy with? Could you explain to me how you came about the item?

Thea: I have many favorite items. When it comes to what I am most pleased with it is actually quite a lot, but if I can take a whole outfit I am very happy about what I wear today. I think it is kind of cool with the blouse which is cute and mix it with a rougher pair of leather pants. I love jewelry and watches. The leather trend I started reading about on the fashion blogs, then I bought one, but then you see friends wearing another type, so now I have five different types of leather pants.

T: To what degree do you value fashion bloggers' opinions when it comes to fashion?

Thea: Well they do have many opinions and gets the message out to many so they do mean something. They do have a lot of authority so I do listen and pay attention to what they write.

T: Do you think fashion can help you reach a desired position or be the one you want in social gatherings?

Thea: I don't think it is the most important thing, but how you dress has something to say about the whole impression you portray. I use it to influence how others perceive me. In for example work settings, if we had a salesman on visit and I was dressed nice they took me more seriously, and it

looked like I had more knowledge about what I was doing. They were older than me, and then it was important that they took me more seriously, so I was very into dressing more appropriate. One is labeled instantly. One can't for instance go to a party and be dressed like a slut.

T: Do you think fashion makes a difference in how you look at yourself or how you feel?

Thea: Yes I do feel a bit better when I fix myself or wear clothes that I feel I look good in. It sounds bad that it has something to say, but I do feel better when I go out in more fresh clothes instead of the more shabby like I do at home. I look at myself in the same way even without clothes, sort of, but it is an interest and I am a bit into it.

T: Is there something about how you feel about yourself that is of significance for your use of fashion blogs?

Thea: Have something to say, but I do not think fashion blogs impact how I look at myself. I look at them for inspiration for clothes, I don't want to be like them, but they can influence me in that they have scarily much power. But they can help me achieving a desired look. I don't have clear opinions on what type of style I have, and then they probably shape me in that they have more knowledge than me.

T: Do you feel that your use of fashion blogs will influence how you look at yourself or how you feel about yourself?

Thea: A bit maybe. They are an inspiration and influence me maybe to have a more trendy style than what I otherwise would have had.

T: Do you think fashion and how you dress will make a difference in how other people look at you?

Thea: Yes I think so. People make up their mind and form an impression of you in their mind, and if one is well dressed one can get a better impression of oneself, that she takes care of herself. It is in the time, that one should take care of oneself. One wants people to have a good impression of you, so I am affected by it.

T: Is there something about the way you feel other people look at you that are of significance for your use of fashion blogs?

Thea: No not really. An interest I have from myself. I don't talk about blogs with friends, and none of my friends read blogs. It is more a personal interest.

T: Do you feel that your use of fashion blogs will influence how others look at you?

Thea: Yes maybe a little. For example with the job at the perfumery. Others look at you in a certain way, and inspiration for how to dress you can get from fashion blogs.

T: Can you find your favorite blog for me?

Thea: Let's see. It is many, but here is one I like a lot ([vanillascented.freshnet.se](http://vanillascented.freshnet.se)).

T: Why did you choose exactly this blog?

Thea: This is a pure fashion blog, she does not have as much about what she did today etc. It is a clean site, not as much text, and not as much advertising down on the sides, a lot of pictures and very structured.

T: Is there something you don't like about this blog?

Thea: Can be a bit special, a bit expensive clothes. Some of the blogs have unachievable style because they have a lot of money, she work in Acne and has access to things we don't.

T: Are there any other factors in addition to the ones I have mentioned that is of importance for your use of fashion blogs?

Thea: How they write in addition to many pictures. That they can write, and not just write about their day, it has to be interesting. That you write for example on fashion and the different items. I would prefer not as much text, because I have a tendency to be bored easily then, and I go through the blogs quickly in the morning so it is better if there is not much text.

### 8.3.6. Interview Tine

T: What are the main reasons for why you read fashion blogs?

Tine: I am interested in fashion and think it is fun, and when I sit on the internet and are bored I just surf around. So it is both to make the time pass and because I think it is a bit exciting.

T: What do you think is important when you read fashion blogs?

Tine: It is important that they have a more personal style, I am a bit older now and it is not so exciting that everyone have the same t-shirt from H&M anymore. I don't read that many "teen" blogs, but the blogs by those a bit older who like to travel etc. I have never seen an outfit on a blog and gone to look for it in the stores.

T: What do you mean by "teen" blogs?

Tine: "Teen" bloggers is the younger girls, I don't remember all their names, but I looked quickly through them and they are typically fifteen, blond hair, wearing clothes from Bik Bok. I have accessed them through links, but it is clear that they write for a younger audience than what I am, or at least feel like.

T: To what degree do you think it is important that fashion bloggers have expertise, and why?

Tine: I read a blog that writes mostly about make-up and skin care products, and she is an educated dermatologist and I feel she gives very valuable tips, so I think she has expertise. And I also read blogs of former models and who have worked a lot with clothes, so the types of blogs that keep themselves well inside the theme and are pure fashion blogs I would say have expertise. That is important for me to bother revisit the blog and to follow them more frequently.

T: How do you evaluate whether fashion bloggers have expertise?

Tine. For me it is not enough that they write about fashion daily, as long as they also write about other things. I don't want the fashion in the blog to be lost in other things. When it comes to the products they write about it is also important that they show they have other sides to them, I mean it

is fun to see clothes from ordinary stores also, but they show knowledge when they mix several items and that they have the ability to find fashion from other stores as well.

T: To what degree do you think it is important that fashion bloggers are authentic?

Tine: It varies, some are more clear that the products that they recommend are gifts, but that they still think it is good and therefore choose to write about it. But others do not let the readers know and then I feel it is low authenticity. If they are given products it gives them much higher credibility if they disclose and inform about it.

T: How do you evaluate whether fashion bloggers are authentic?

Tine: That they disclose where they receive their items I think is the way I evaluate their credibility. If the bloggers come with a lot of recommendations about a lot of different items I will be very suspicious. However, I don't think it is a huge problem, because I think fashion bloggers in a high degree inform about these things. Those I read I get an impression get much in the mail, but that they have a critical view on what they write about.

T: To what degree do you think fashion bloggers have authority?

Tine: They don't have as much authority over me personally, it is sort of a way of getting inspiration, but I do not copy or purchase directly the products they recommend. But I am influenced more by recommendations on make-up and skin care products than by clothes. But in general I think they influence more subconscious than what people really think.

T: To which degree do you think it is important that fashion bloggers have authority?

Tine: Make-up is more difficult to have an opinion about whether is good or not. Make-up has a different quality aspect connected to it; your skin might for example dry out. And it is very expensive and then it is important that someone I trust have recommended it, and those who write about make-up therefore have a greater authority over me than the ones that write about clothes.

T: How do you evaluate whether fashion bloggers have authority?

Tine: By viewing if they can, or if their opinions about a product can make me want the product or evaluate it better or worse.

T: Where did you find the fashion blogs you read?

Tine: I found the blogs I read on “minmote”, and then I read some links that the fashion blogs have with each other, and then I kind of came over them myself, I wasn’t recommended them from any of my friends. I very seldom read the comments other readers leave on the blog. But how many who reads the blog might have something to say for the way one comes across fashion blogs, because one often comes across them through links and forums and then there is a higher probability to find these if there are more readers, but other than that I don’t know how many read the blogs I read.

T: Would you say you identify with, look up to the fashion bloggers, both or neither?

Tine: I don’t identify as much with them, because I read the fashion blogs I view as experts to get inspiration, so I would not say I identify with these, but rather look up to them in a way. But my main goal of reading fashion blogs is to get inspiration and product information.

T: What is your source of inspiration for purchase of fashion?

Tine: It is people I see around me, friends, what is in the stores, and I am influenced by manikins that are already styled in the stores. Also fashion blogs, but I don’t purchase outfits that are shown. Fashion magazines as well, but I don’t afford as many of these anymore, so maybe fashion blogs have taken over for magazines. Yes, I think it really has, so I look a bit more on fashion blogs than magazines now.

T: What role does fashion blogs have in your life?

Tine: More affected if someone criticizes something. If someone says something is of poor quality I probably will not purchase it, but if something positively is said about it I will not get as influenced by it to purchase it. I read fashion blogs for entertainment, for example if I am sitting with a school paper, I visit them, it is very rare I visit a blog with the goal of finding something to wear.

T: Do you have any special qualities, for example interests or attitudes that influence your use of fashion blogs?



Tine: I think it is fun with clothes, and I like to shop, so fashion blogs is a small substitute for buying clothes myself, I get inspiration and I have a limited budget. It is more important to me that something I purchase is good.

T: To what degree do you value fashion bloggers opinions' when it comes to fashion?

Tine: Positive opinions are a plus, but I don't immediately go and purchase it because of that. Negative opinions I take to me in a greater extend, so I would consider it as a greater danger for someone who send out a product and is slaughtered. That effect is much stronger than the effect positive reviews has on me.

T: Do you think there are much negative comments in fashion blogs?

Tine: It is surprisingly little, but that is mostly for clothes. More negative opinions on make-up. I don't read as many commentaries, but I have done it a few times, and there it is often more negative commentaries and it sticks more than the positive ones.

T: Do you think fashion can help you be the one you want to be or reach a desired position in social gatherings?

Tine: Not just that alone, but I think it has something to say. Maybe not in relation to people one already know, but more to make a first impression, and choose fashion to a setting. So I think it has something to say by, well it can help you achieve a desired position in that way. But among friends it does not have much to say, but for example in a job interview it is important what one wear.

T: Do you feel you can see different social groups based on what people wear?

Tine: One see groups in a smaller degree now than in high school, but those who I hang around with are those who are relatively similar as me and there might be limited variation at NSEBA. However you can send out certain signals that people pay attention to and put a meaning to. On the streets one see more of the extreme people, otherwise I think people dress kind of similar.

T: Do you have a purpose with the clothes you wear?

Tine: I use clothes because I like to feel nice. I love to dress up, so I have a purpose in that sense, it is more important that just to feel warm to say it like that.

T: Do you think fashion makes a difference in how you look at yourself or how you feel?

Tine: Yes it partly has, by that I feel more confident when I feel I like what I wear, and feel comfortable and not out of place. It is very rare I am in that kind of situations, but yes, if I feel nice, I am also more confident. I am not that good at varying as much when it comes to make-up, so but make-up has an effect in that I feel much better with basic make-up and feel better with make-up on. I am not the type to go to a party without make-up. It is something that is so natural that I have stopped thinking about it, because I don't feel like I am dressing up when I put on mascara. I could have gone to school without mascara, but I clearly feel better with that without.

T: Is there something about how you feel about yourself that is of importance for your use of fashion blogs?

Tine: It might depend on which blogs I choose to read. I see myself as up to date, but I read them for inspiration, not to copy. I am confident enough to not read it in a manic way, but more because fashion is fun.

T: Do you feel that your use of fashion blogs will influence how you look at yourself or how you feel about yourself?

Tine: Most bloggers are pretty and successful, many of them in that they are models etc. and one can subconsciously be influenced by them. More a role model one wants to look like, so I think one might feel worse by comparing oneself with them. If I would have felt something I might have felt less about myself by reading the blogs.

T: Do you think fashion and how you dress will make a difference in how other people look at you?

Tine: Yes it will because if I were to be in a new group of friends I would be influenced by them. I would say I am influenced by others to a large degree. I dress for myself, but I will be influenced by others. I don't have a desire to stand out as much, and I don't look for attention in the way I dress.

T: Is there something about how you feel others look at you that are of influence for your use of fashion blogs?

Tine: Not for the use of fashion blogs I think. I would not read other blogs because of others around me, but I could, if other people were positive and recommended something, maybe have gone in and looked at it. And I might have liked it and maybe continued to read it.

T: Do you feel that your use of fashion blogs influence how others look at you?

Tine: I don't talk about fashion blogs about others, so no, I don't use as much of what I read directly.

T: Can you find your favorite blog for me?

Tine: It is this one ([hildechristina.com](http://hildechristina.com))

T: Why did you choose exactly this blog?

Tine: She is an educated dermatologist and give expert tips, but I think it has become poorer lately because she write more about personal things and I think it is tiresome to read about her dog and things like that. She is a good writer and seems honest, she writes both positive and negative things about products she is asked to test and test herself. She is also against testing of products on animals, so even though I might not identify with her we have similar values. She is an expert in her field. What is negative is that she can be a bit rude some times. When she is critiqued she answers it a bit harsh and rude. It seems unprofessional to have that kind of product aimed and professional blog as she has.

T: Are there any other factors other than the ones I have mentioned that is of importance for your use of fashion blogs?

Tine: Language is very important. Those who have many errors and don't know Norwegian, well, it can influence their credibility. Their credibility goes down, and they seem lazy or they just can't write and then you think they don't have much education. Then I might think that the blog might not be that good anyway.

Tine: I thought of something. What might increase the chance of me buying something that is written on a fashion blog is if it has a direct link to the online store where it can be bought.

## **8.4. Interviews (Norwegian version)**

### **8.4.1. Interview Anita**

T: Hva er hovedmotivet for hvorfor du leser moteblogger?

A: Til inspirasjon til og for se hva andre har på seg, og hvordan andre kombinerer klær og får litt inspirasjon til å bruke det jeg har selv i nye kombinasjoner. Jeg har ikke direkte kjøpt noe jeg har sett på bloggene, men fått inspirasjon til å finne lignende plagg.

T: Hva er det som er viktig for deg når du leser moteblogger?

A: At jeg får anbefalt av det jeg leser av andre. Eller anbefalt i moteblogger og er linket videre til andre blogger.

T: Til hvilken grad syns du motebloggere har ekspertise?

A: De fleste som blogger føler jeg gjør det litt på hobbybasis, og er kanskje påvirket av eget syn så ekspertise er vel kanskje å dra det litt langt. Noen har jo mer peiling enn andre da, men det blir litt mer subjektivt syn.

T: Til hvilken grad syns du det er viktig at motebloggere har ekspertise?

A: Viktig at de syns det er spennende og at de er opptatt av mote, men det er ofte folk som jobber og gjør noe ved siden av og ikke jobber 100 prosent med det, og vil ikke si de er direkte eksperter. Men syns det er viktig at de bruker mye tid på det og jobber mye med det siden de da virker mer seriøse.

T: Hvordan evaluerer du om motebloggere har ekspertise?

A: Kanskje litt med alder på de som skriver bloggen. Tror litt mer på en som er litt oppi 20 åra enn jentene som er 15, og man ser litt over tid hva som skjer på bloggen, og hvilke antrekk de har på seg og ser det bra ut eller føler du den er bra blir de oppfattet som de har mer ekspertise. Jeg leser et par blogger daglig men mange jeg bare dropper inn der og da.

T: Til hvilken grad syns du motebloggere er autentiske?

A: I høy grad. Det er folk som er genuint opptatt av mote, og det skinner igjennom i bildene de poster og grunnen til at de har bloggen er at de er genuint opptatt av mote, de andre vil ikke gå så i dybden.

T: Hva mener du med å gå i dybden, hvordan kan man se det?

A: Man kan se det ved at de kan skrive "åå, i dag fant jeg de perfekte skoa" og de kan prate en evighet det, og de kanskje refererer mye mer til catwalk og ja har mer referanser.

T: Til hvilken grad synes du det er viktig at motebloggere er autentiske?

A: Viktig, for de fremstår som mer troverdig og de som skriver det har mer peiling, og jeg kan lettere bli inspirert eller påvirka av det jeg leser.

T: Føler du ekspertise og autenticitet går litt hånd i hånd?

A: Om du leser en blogg i regi av moteblad eller der det er folk som jobber mer det føler jeg det går mer på ekspertise. Men om det er en privat person vil jeg si at dems kunnskap går mer på troverdighet enn ekspertise.

T: Hva tenker du om produktanmeldelser i forhold til bloggernes autenticitet?

A: I grunn vil ikke produktanmeldelser ha så mye å si for dems troverdighet, ser jo noen som ikke har det i det hele tatt. Du kan være selektiv i hva du leser, er du opptatt av outfits, leser du gjerne bare om det enn anbefalelser om kosmetikk og diverse. De fleste bloggene som jeg leser er rene moteblogger, med mer rene outfits eller om produkter fra blader som de synes er bra og har lyst å skrive om.

T: Til hvilken grad synes du motebloggere har autoritet?

A: De største har nok ganske mye, i hvert fall blant yngre. De som kommenterer og sånn er ofte litt yngre, og lettere å påvirke, lettere å påvirke enn meg. Vil ikke si at alle har så stor autoritet, men det er jo de som er mer i media og som man hører litt mer om, og kan være lettere å bli påvirket av dem. Jeg blir heller inspirert enn påvirket.

T: Til hvilken grad synes du det er viktig at motebloggere har autoritet og hvorfor?

A: Ikke viktig for meg personlig, men kanskje for andre litt yngre som ser mer opp til forbilder og idoler. Jeg leser det mer for inspirasjons biten.

T: Hvorfor mener du at de yngre blir mer påvirket?

A: At yngre blir mer påvirket er bare sånn det er og de ønsker fort å være som de dem ser opp til som popstjerner, modeller. Fjortisjenter ønsker fort å bli som de dem ser opp til.

T: Hvordan vil du evaluere om motebloggere har autoritet?

A: Man kan se det på antall kommentarer, hvor mange som er inne hver dag. Oppfatter gjerne de med høy autoritet som de som har mange inne på bloggen og ligger høyere oppe på blogglisten. Det spørs veldig hvor påvirket man blir av det. Det er de jeg første man dropper innom, men jeg er gjerne innom bloggene dem anbefaler som er litt mindre kjente og kanskje litt mindre kommersielle.

T: Vil du si du identifiserer deg med, ser opp til motebloggerne, begge eller ingen av delene?

A: Tror jeg vil si jeg identifiserer meg med de ettersom de fleste er jo jenter i 20 åra med samme livssituasjon og er samme som oss og tror det heller er folk jeg identifiserer meg med mer enn ser opp til.

T: Har du noe mål med det du har på deg?

A: Vil ha på meg det jeg føler meg vel i selv, men om jeg blir lik andre eller ulik betyr ikke så mye. Jeg jobber ut fra ting jeg har selv og kombinerer for å finne en egen look.

T: Hva er din inspirasjon for kjøp av mote?

A: Jeg får inspirasjon fra masse moteblader, folk jeg ser på gater, og blogger; personer som har bloggene også sånne street style blogger med bilder av tilfeldige folk og fra samtaler med andre. Når jeg kjøper mote hører jeg på søstra mi. Men jeg ser også litt ut ifra catwalk hva som blir vårens store trender. Får litt inspirasjon fra forskjellige hold sånn.

T: Hvilken rolle har moteblogger i ditt liv?

A: Jeg er innom motebloggene jeg leser daglig, men mange jeg bare stikker innom kanskje en gang i uka, noen har jeg bare vært innom en gang. Det er jevnt over like viktig inspirasjon som folk jeg ser på gata i byen og antrekk jeg ser på blogg.

T: Har du noen spesielle kvaliteter, som for eksempel interesser eller holdninger som påvirker din bruk av moteblogger?

A: Jeg er veldig interessert i mote og skjønnhet, jobbet med det i mange år og synes det er veldig spennende som gjør at jeg er mer interessert i det, leter etter nye inspirasjons kilder, og nye måter å kombinere ting på.

T: Til hvilken grad vurderer du motebloggere sine meninger når det kommer til mote?

A: De er jo en inspirasjonskilde for meg, så jeg tar til meg det de skriver. Jeg synes det er veldig gøy å se på bildene og se hvor ting er kjøpt og få inspirasjon til hvordan jeg kan kombinere nye antrekk. De jeg leser daglig er de jeg synes er best og blir mest påvirket av.

T: Tror du mote kan hjelpe deg å nå en ønsket posisjon eller bli den du ønsker å bli i sosiale sammenhenger?

A: Nei, vel, det er vel heller at du forsterker uttrykket av den du er. Noen kanskje kler seg for å bli en man ønsker å være, men jeg kler meg og bruker mine klær for å vise den personen jeg er og forsterke det uttrykket.

T: Kan du nevne noen situasjoner der mote har hjulpet deg til å presentere deg slik du ønsker i sosiale sammenhenger?

A: Ja det er jo typisk når man skal på byen pynter man seg og kler seg opp litt ekstra, og fresher seg opp litt ekstra for å se bra ut, det har jeg gjort flere ganger. Ikke sånn i enhver situasjon, men typisk i bryllup eller i en setting som jobbintervju.

T: Tror du mote utgjør en forskjell i hvordan du ser på deg selv eller hvordan du føler deg?

A: Om man pynter seg og ordner seg før man går ut døra føler man seg mye bedre, enn hvis man går ut og føler seg ukomfortabel med det man har på seg. Typisk at i man tenker at "i dag har på meg noe jeg skulle ønske jeg ikke hadde på meg det og føler meg ikke vel i", men ofte når man har et antrekk som passer til hvordan jeg føler meg i dag og som passer med humøret gjør det dagen bedre.

T: Er det noe ved hvordan du føler om deg selv som er av betydning for din bruk av moteblogger?

A: Jeg kan fort bli lei av det jeg har i skapet og da er moteblogger en bra kilde ved at jeg får ny inspirasjon til å kombinere ulike ting jeg har for å føle seg litt freshere. Det hjelper meg ikke til å forsterke selvbilde, men for å få inspirasjon og se nye trender, og litt for tidsfordriv er hovedgrunnene til at jeg leser.

T: Hva gjør du på en dårlig dag?

A: På en dårlig dag ordner jeg meg og prøver å føle meg vel når jeg går ut døra. Ha på bra antrekk og med makeup føler man seg freshere. Først og fremst klær som gjør at jeg føler meg bra eller dårlig. Sminke har man en rutine på alt jeg gjør, eksperimenterer ikke så mye der. Så lenge jeg har på meg makeupen jeg bruker å ha på meg for å føle meg vel, men jeg eksperimenterer ikke så mye med farger og lignende.

T: Føler du at din bruk av moteblogger vil påvirke hvordan du føler om deg selv?

A: Tror ikke det, heller at vi kan få inspirasjon til å få nye antrekk så jeg kan føle meg bedre, men ser vel ikke på meg selv annerledes.

T: Tror du mote og hvordan du kler deg vil utgjøre en forskjell i hvordan andre mennesker ser på deg?

A: Ja, det er jo en del av første inntrykket, de som kjenner deg vet hvordan du er uansett. Men folk du møter første gang, kler du deg bra og ser du bra ut vil folk få et bedre inntrykk av deg.

T: Ser du mange forskjellige grupper på områder der du omgås venner?

A: På skolen her føler jeg at alle er samme type folk med samme type stil, men andre skoler ser man større forskjeller der det er forskjellige studieretninger. Her studerer vi det samme og er en mer



homogen gruppe mens folk fra andre steder universitet eller høyskolen og sånn kan man se større forskjeller. Større variasjon i fagområder og personlighetstyper.

T: Er det noe ved hvordan du føler andre ser på deg, eller bedømmer deg, som er av betydning for din bruk av moteblogger?

A: Vel, man vil jo gjøre et godt inntrykk ovenfor andre og i visse sammenhenger kan jeg søke inspirasjon og besøke moteblogger for å finne det.

T: Føler du at din bruk av moteblogger påvirker hvordan andre ser på deg?

A: Jeg synes det er gøy å eksperimentere med klær og prøve nye ting kombinere det jeg har. Får jeg positiv oppmerksomhet fra andre får jeg mer inspirasjon til å fortsette å finne nye ting og det gjør man gjennom blogger.

T: Kan du finne frem din favoritt moteblogg?

A: Det er denne ([karlascloset.blogspot.com](http://karlascloset.blogspot.com))

T: Hvorfor valgte du akkurat denne?

A: Dette er en jeg er ganske ofte innom. Det er en amerikansk blogg. Jeg synes hun har en veldig bra stil som er litt lik min, og er en jeg lett kan bli inspirert av. Jeg ser etter blogger som har en stil litt mer lik min stil, de leser jeg mer regelmessig. Dersom det er en som er høy og blond, kler hun seg ikke helt som meg i motsetning til en som har litt samme utseende, samme stil. Blir da mer oppnåelig.

T: Hva ser du som denne bloggens fordeler?

A: Hun har bare outfits noe jeg er mer interessert å lese om, og hun har daglige oppdateringer. Det er bildene jeg ser mest på, men vil gjerne ha beskrivelse og hvor det er fra og sånn. Men bilder jeg får mest inspirasjon av.

T: Hva er det du ikke liker ved denne bloggen?

A: Litt dumt at den er amerikansk for er det noe jeg liker er det så vanskelig å få tak i det.

T: Er det noen andre faktorer som jeg ikke har nevnt som du ser som viktig for din bruk av moteblogger?

A: Viktig for min bruk av moteblogger er vel bare at det er folk som har stil som jeg liker og oppdaterer ofte og kommer med nye antrekk til inspirasjon.

#### **8.4.2. Interview Kathrine**

T: Hva er hovedgrunnene eller motivet for hvorfor du leser moteblogger?

K: De gir meg inspirasjon i klesveien. Det er utrolig mange som er flinke til å legge ut ting som nettopp er kommet ut i butikkene, samt trendene for den årstiden. Liker derfor godt når de legger ut bilder av outfits. En annen grunn til hvorfor jeg leser blogger er fordi jeg liker personen som skriver bloggen å derfor synes det er spennende å lese. Liker spesielt når det blir lagt ut masse bilder.

T: Hva synes du er viktig når du leser moteblogger?

K: Jeg synes det er viktig at det er lagt litt arbeid i det, er mange bloggere der ute, men få som blir kjent. Og jeg mener at hvis du vil slå igjennom som blogger, så må du jobbe med den og velge et tema for bloggen din, å følge opp det. Liker best å lese oversiktlige blogger at de inneholder bilder og skrift.

T: Til hvilken grad synes du det er viktig at motebloggere har ekspertise?

K: Jeg synes det er litt viktig at de har ekspertise, og ikke slenger ut informasjon hele tiden om trender osv, som ikke er sanne. Men du merker det fort hvis du følger litt med i moteverdenen. Men samtidig er det viktig med en egen stil som de jobber ut i fra.

T: Hvordan evaluerer du om de har ekspertise?

K: Jeg holder meg selv litt oppdatert i blader, på internett, jobber selv i en kles butikk, og gjennom det ser jeg sånn noenlunde om det de sier er sant.

T: Til hvilken grad synes du det er viktig at mote bloggere er autentiske?

K: Det er viktig at de virker ærlige osv, man merker fort om en person er uærlig, og da tror jeg en del slutter å lese bloggen. Jeg liker naturlige, søte bloggere, med sin egen stil.

T: Hvordan evaluerer du om de er autentiske?

K: Jeg leser og ser hva de skriver, og trekker vel konklusjonen ut ifra det.

T: Er det noe ved måten de for eksempel skriver på, eller andre ting som gjør at du oppfatter de som uærlige?

K: Når det er overdrivelse av ting og skryting, syns jeg at det virker litt uærlig. De fleste bloggerne jeg følger med på, føler jeg er ærlige, ellers hadde jeg nok ikke fulgt med på dem. Stoler jo på at de legger ut ting som er sanne om outfits, hvor ting er kjøpt osv. Har en opplevelse hvor det var ei som løy. Hun skrev alltid om klær hun hadde kjøpt og størrelse osv. Hun viste noen topper og undertegnet at de var i xs. Så så man på bilde lenger ned at de var i s. Unødvendig spør du meg. Og siden har jeg ikke fulgt henne. Man merker fort om noen er litt uærlige, i hvert fall om moter osv når man følger litt med selv. Det har noe å si at hun har peiling på det hun sier, om ulike ting. Jeg oppdaterer meg mye om moter, og da er det litt lettere for meg å vite om det hun sier om produkter osv er sant. Leser jeg noe, og vet at det hun sier ikke er sant så er det ikke interessant for meg å følge bloggen videre. Men man må jo gi de en sjanse, alle kan jo gjøre feil.

T: Til hvilken grad syns du motebloggere har autoritet?

K: De har en stor autoritet, spesielt de store bloggerne. De påvirker særlig de yngre i stor grad. De eldre har litt høyere grenser og sterkere meninger om ting. Men det er viktig at de bruker autoriteten riktig.

T: Til hvilken grad syns du det er viktig at de har autoritet og hvorfor?

K: Jeg syns ikke det er så viktig at de skal ha autoritet. Men det får de automatisk, når noen ser opp til dem. De må bruke det riktig!

T: Hva mener du med det?

K: Jeg mener de kan være sunne forbilder siden det er mange unge som følger bloggerne. At de har gode holdninger og verdier. Noe de kan tenke på er at det ikke er fokus på mye slanking og at de kan legge ut antrekk alternativt til et dyrere antrekk. Alle har ikke like mange penger å bruke på klær.

T: Hvordan evaluerer du om motebloggere har autoritet?

K: Det merker du på leserantallet, har de mange som lesere er det jo mange som liker eller ser opp til dem og da har de stor innflytelse på leserne.

T: Vil du si du identifiserer deg med, ser opp til motebloggere, begge eller ingen av delene?

K: Jeg vil nok si at jeg identifiserer meg med noen av motebloggerne. Man faller jo ofte for de som er litt lik en selv. For eksempel at du har litt samme klesstil, er litt lik dem når det gjelder interesser osv. Jeg leser jo kun blogger med samme interesser som meg.

T: Hva er din inspirasjonskilde for kjøp av mote?

K: Det er vel blader, blogger og internett generelt. Det er fordi de som driver med disse tingene, har informasjon som er riktig og har peiling på det de driver med.

T: Hvilken rolle har moteblogger i ditt liv?

K: De har en stor rolle. Jeg er innom en del blogger daglig. Syns det er morsomt å lese og få inspirasjon.

T: Er de en viktig inspirasjonskilde for deg? Forklar.

K: Ja, det er de. Men det er ikke mange av dem. Det er kun et par jeg ser på tips fra.

T: Har du noen spesielle kvaliteter som interesser, holdinger etc. som påvirker din bruk av moteblogger?

K: Jeg er jo veldig glad i klær, moter, shopping, så det er vel grunnen til at jeg søker og leser bloggene.

T: Til hvilken grad vurderer du motebloggere sine meninger når det kommer til mote?

K: Jeg har kanskje oppdatert meg litt gjennom butikkjobben min og internett, så jeg vet hva som er inn akkurat da. Men samtidig trenger man ikke alltid følge moten. Det er også viktig med personlig stil, og at man klarer å sette sammen antrekk osv.

T: Tror du mote kan hjelpe deg til å bli den du ønsker i sosiale sammenhenger?

K: Ja.

T: Hvordan?

K: Jeg tror at klær sier mye om hvem du er. Går du i elegante og klassiske klær kan folk få inntrykk av at du er sofistisert og elegant, mens går du rocka ser du litt mer laidback. Man går jo ofte kledd sånn man ønsker å bli oppfattet. Jeg går i hvert fall kledd etter event og hva jeg skal.

T: Tror du mote utgjør en forskjell i hvordan du ser på deg selv eller hvordan du føler deg, og på hvilken måte?

K: Jeg føler meg definitivt mye bedre når jeg har fikset meg og er fornøyd med antrekket, enn hva jeg gjør når jeg har slengt noe på meg. Jeg ser på meg selv som den samme personen, men jeg får nok mer selvtillit av å føle meg vel.

T: Er det noe ved hvordan du føler om deg selv som er av betydning for din bruk av moteblogger?

K: Jeg er interessert i mote, og vil gjerne følge moten, så derfor leser jeg blogger for å kunne snappe opp tips, slik at jeg kan kle meg å føle meg vel.

T: Føler du at din bruk av moteblogger vil påvirke hvordan du ser på deg selv eller hvordan du føler deg?

K: I de bloggene jeg leser får jeg gode tips om mote og blir inspirert så jeg kan se at de påvirker meg. Og de påvirker meg slik at jeg kan kle meg bra, som igjen fører at jeg får et godt selvbilde.

T: Tror du mote og hvordan du kler deg vil utgjøre en forskjell i hvordan personer ser på deg? Forklar.

K: Ja, man dømmer ofte litt ut ifra klesstil, noe som er egentlig feil. Man burde bli kjent før man gjør det. Men ute på byen, så dømmer ofte folk som ikke kjenner deg, hvordan du er etter klesstilen. Klærne sier mye om deg.

T: Er det noe ved hvordan du føler andre ser på deg som er av betydning på din bruk av moteblogger?

K: Nei jeg føler egentlig ikke det. Jeg vil jo se pent kledd ut til enhver tid, slik at andre syns det er fint og fordi da føler jeg meg vel, men hvordan andre ser meg har ingenting å gjøre med bloggen jeg leser.

T: Føler du at din bruk av moteblogger vil påvirke hvordan du føler andre ser på deg?

K: Nei, kanskje ikke bare moteblogger, men de inspirerer meg.

T: Kan du nevne en situasjon der mote har hjulpet deg til og nå en ønsket reaksjon hos andre mennesker?

K: Ehm. Syns det var vanskelig.

T: Kunne du funnet frem din favoritt moteblogg?

K: Ja det er denne ([kenzas.se](http://kenzas.se))

T: Hvorfor valgte du akkurat denne bloggen?

K: Hun fokuserer mye på mote og trender, noe jeg liker ved blogger. I tillegg legger hun ut masse antrekk.

T: Hvordan kom du over motebloggene du leser?

K: Jeg kom over de ved å søke på nettet på [blogg.no](http://blogg.no), også så jeg gjennom nesten alle, om fant mine favoritter jeg har fulgt siden. Fikk også innspill fra min lillesøster om gode blogger, som jeg søkte opp, og siden har fulgt.

T: Hva ser du som dens relative fordeler, hva liker du ved denne bloggen?

K: Hun er en søt og pen jente, et stort forbilde for jenter fordi hun har en stil og ikke bryr seg mye om andres meninger. Hun legger ut masse om moter og antrekk

T: Er det noe du *ikke* liker ved denne bloggen?

K: Nei egentlig ikke

T: Noen faktorer andre enn det jeg har nevnt som du anser som viktig eller verdifullt for din bruk av moteblogger?

K: Ehm, nei.

T: Er det noen fellestrekk på de motebloggene du syns er best?

K: Ja, det er det. Jeg elsker å bli inspirert av andre om fine ting som har kommet i butikker, hva de har shoppet, antrekk og moter som kommer. Noen av bloggerne som jeg følger har ganske lik smak/stil som meg, og da er det ekstra gøy å se hva de har kjøpt, antrekk osv.

### **8.4.3. Interview Live**

T: Hva er hovedmotivet for hvorfor du leser moteblogger?

L: Jeg leser egentlig mest en fast. Og leser den for å få nye ideer, litt inspirasjon og for at det er bare gøy å se hva andre folk velger å ha på seg. Og jeg syns det er veldig kjekt når de skriver, i hvert fall på den jeg leser da, om hvor de har kjøpt plaggene og sånn. Det er veldig praktisk for da kan jeg gå å kjøpe det om jeg vil.

T: Hvordan kom du over motebloggen du leser?

L: Fant den i en artikkel om de beste motebloggene. Jeg gikk inn på den derfra. Jeg var inne på flere av de bloggene som var nevnt, men hun hadde en veldig fin stil. Kanskje ikke den stilen jeg har, men den stilen jeg kanskje ønsker jeg skulle hatt. Litt sånn, ofte når man er ute og handler tenker man sånn "åh den der skulle jeg ha kjøpt", men når skulle jeg hatt på meg den? Du bor liksom ikke på Manhattan og går ut og tar drink hver kveld, mer den stilen. Grunnen til at jeg ikke har den stilen er at for det første ville jeg ikke kommet på å kjøpe det hun har på seg, selv om det ser kult ut på henne. Kult når hun har det på seg, men vet ikke hvordan. Den stilen jeg kanskje skulle ønske jeg hadde. Sånn jeg skulle ønske at jeg kunne kle meg.

T: Hva er det som er viktig for deg når du leser motebloggen?

L: Det er viktig at det står hvor de har kjøpt det de har på seg, og viktig at de oppdateres ofte, og at det er mer bilder enn tekst. Når jeg leser moteblogger i motsetning til andre blogger er det for å se på bildene ikke for å lese hva de holder på med. Jeg ser nesten bare på bildene. Det er ikke så mye produktanmeldelser i den bloggen jeg leser, men om jeg er interessert i noe som hun skriver om leser jeg kommentarfeltene og hva andre synes.

T: Til hvilken grad synes du det er viktig at motebloggere har ekspertise?

L: Ikke det som er det viktigste. Det jeg tenker på som har ekspertise er de som jobber innenfor mote, som redaktørbloggere.

T: Hva tenker du om at motebloggere får tilsendt ting før alle andre og leser seg opp på mote? Vil du karakterisert det som ekspertise?

L: Som motebloggen jeg leser er lagt opp, er ikke ekspertise det viktigste. Det er mer viktig med personlig smak og stil, og at jeg får inntrykket av at de velger mote basert på hva de synes ser bra ut. Hun har stabil grunnstil, og at føler hun velger det hun liker selvfølgelig med innslag av hva som er moderne.

T: Hvordan evaluerer du om motebloggere har ekspertise?

L: I utgangspunktet føler jeg det går på om man jobber innenfor bransjen, men ser jo at det kan være andre som har mye kunnskap om mote. Det blir jo reflektert litt i stilen de har da, noe som jeg synes er viktig, og hvor de har kjøpt de ulike klærne og satt de sammen som et helhetlig antrekk. På den måten kan det jo sies at de har ekspertise.

T: Til hvilken grad synes du det er viktig at motebloggere er autentiske?

L: Det synes jeg er viktig. I hvert fall når de får tilsendt produkter. Ville du lest en reklame, ville du ikke lest en blogg. Jeg leser en blogg fordi jeg vil jo vite personlige meninger. Dersom bloggeren er farget av dette at de fått mye gratis tilsendt og at man må skrive om det fordi man har fått ting går litt av hensikten bort.



T: Hvordan evaluerer du om motebloggere er autentiske?

L: Ved at hun skriver ofte at hun får ting, men hun skriver også at hun ikke liker visse produkter, så jeg føler hun er veldig ærlig da. Jeg tror de må klare å vise litt skjønn på det også, ikke skrive om alt bare pga at hun får det i posten. I motebloggen jeg leser mest er det veldig sjelden skrevet noe eksplisitt om merkevarene. Det er viktig, selv om de kanskje syns det er veldig hyggelig å skrive positive ting om det for å få mer ting i posten. Hensikten med å lese bloggen er at jeg vil ha et personlig og ærlig synspunkt på ting.

T: Til hvilken grad synes du motebloggere har autoritet?

L: Jeg vet egentlig ikke noe om bloggerne da, men jeg selv respekterer de jo. Ellers hadde jeg ikke gidde og gått tilbake og lest de flere ganger. Og leser for å få inspirasjon, så må ha påvirkningskraft på deg.

T: Til hvilken grad synes du det er viktig at motebloggere har autoritet?

L: Aner ikke hvor mange som leser bloggen, så bryr meg egentlig ikke om det. Leser bloggen fordi jeg liker stilen hun har. Men kan gå litt andre veien også, for jeg fant den jo på en artikkel om de beste bloggene. Åpnet den jo i den fordi andre hadde vurdert den som den beste og at det da var mange som leste den. Hun har jo nevnt i bloggen sin tidligere at hun var med på jo på mange moteuker, satt på første rad osv, så man får litt bekreftelse da, litt indirekte bekreftelse på at hun er en person som man kan se opp til og som er populær.

T: Vil du si du ser opp til motebloggeren?

L: Jeg ser ikke opp til henne kanskje, men skulle kanskje ønske at jeg levde det livet og gikk kledd som det hun gjør. Tenker at jeg hvorfor kan jeg ikke bare gjøre det, men det kan jeg ikke.

T: Hvordan evaluerer du om motebloggere har autoritet?

L: Ved å lese andre steder hvor bloggene blir anbefalt. Som jeg gjorde med den jeg fant, at jeg leste i artikkel, eller i en annen moteblogg eller andre steder om noen som anbefaler en moteblogg, så leser du den selv og finner ut om du gidde å følge med på den eller ikke.

T: Hva er din inspirasjonskilde for kjøp av mote?

L: Det er vel alle andre folk som jeg ser på gata. Jeg er veldig eller litt halvfrekke på å se på hva folk på gata har på seg og hvilke sko de har på seg. Ser på folk jeg synes ser kule ut. Ikke nødvendigvis bare folk på gata, typisk de, men generelt overalt. Ikke en person, men antrekk, som at "dette har jeg lyst på og det kunne jeg tenkt meg og dette vil jeg etterligne".

T: Hvilken rolle har moteblogger i ditt liv?

L: Motebloggene har kanskje ikke så stor påvirkning på mitt liv. Leser det like mye for underholdning kanskje, tenker jeg i hvert fall nå. Når man sitter hjemme på nettet, vil du sjekke opp hva som har skjedd så da går jeg inn og sjekker ut motebloggen. Det er en uoppnåelig inspirasjonskilde i motsetning til folk på gata som jeg tenker bruker klær jeg faktisk kan gå i og faktisk kjøpe, og jeg tenker på hvor har de fått tak i de ulike tingene. De har ikke så ekstreme stiler som motebloggerne, det ville jeg ikke følt meg helt vel ved å gå i.

T: Har du noen kvaliteter, som interesser eller holdninger, som påvirker din bruk av moteblogger?

L: Nysgjerrighet kanskje. Jeg leser jo litt sånn over gjennomsnittet om mote, men. Vet ikke hvor opptatt jeg er av det, men synes det er spennende å lese da.

T: Til hvilken grad vurderer du motebloggere sine meninger når det kommer til mote?

L: Blir på en måte litt av det samme med andre folk jeg ser; jeg finner noe som ligner. Litt påvirkning er det. Som regel er det sånn at jeg går inn på bloggen og ser det og synes at "den var syykt fet", men så blir det med det. Skjer det ingenting mer. Litt på grunn av budsjettet, også er det jo litt vanskelig å få tak i, også er det sånn at jeg egentlig ikke har råd til å kjøpe det, og det er ganske mange ting jeg skal gjøre før jeg går ut og leter etter det. Jeg går jo og kjøper det om det er enkle ting, og ting som er veldig hypa opp, og dersom det er ting man har sett en variant av før så blir man kanskje litt påvirket av det. Men for meg blir det som regel med det at jeg synes det er kult og henter litt ideer. Man skal synes det de har på seg er fint.

T: Tror du mote kan hjelpe deg å bli den du ønsker å bli, eller å få en ønsket posisjon i sosiale sammenhenger?

L: Ja litt. Til en viss grad. Jeg syns at man kan bruke mote til å føle seg bedre med seg selv. Føler man at man ser bra ut, blir man mer åpen og utadvent og tar også kanskje mer kontakt med andre mennesker. Sånn vil det jo ha påvirkning i sosiale sammenhenger.

T: Føler du at mote kan utgjøre en forskjell i hvordan du ser på deg selv, eller hvordan du føler deg?

L: Kanskje noen sammenhenger. Føler deg jo bedre med deg selv når du har tatt på deg noe du syns ser bra ut, eller noe som vet er moderne eller er veldig kult der og da. Jeg syns i hvert fall det er gøy å vise meg frem da. Spesielt for eksempel når man har ting som er kjøpt i utlandet som ikke alle andre har er det jo gøy å vise frem det, og du føler deg jo litt bedre da.

T: Er det noe ved hvordan du føler om deg selv og ser på deg selv som er av betydning for din bruk av moteblogger?

L: Jeg ønsker ofte at jeg kunne hatt litt mer trendy stil, ikke trendy da, men litt mer i den ekstreme enden da. Ikke bare så vanlig. Og da kan jeg få den inspirasjonen fra motebloggen jeg leser. Men jeg gjør som regel ingenting med det.

T: Føler du at din bruk av moteblogger vil påvirke hvordan du ser på deg selv eller hvordan du føler deg?

L: Nei. Fordi jeg tror at jeg egentlig er så trygg på meg selv at det blir en sånn ekstra ting. Har egentlig ganske mange andre ting å tenke på her i livet før jeg begynner å bekymre meg over det. Så egentlig er motedelen en ganske liten del av den jeg er, så kanskje ikke så stor påvirkning.

T: Tror du mote og hvordan du kler deg utgjør en forskjell i hvordan andre ser på deg?

L: Ja det tror jeg. Jeg tror at det er et ganske generelt fenomen som har noe med at man finner tilhørighet med de som ligner på en selv og at man har en tendens i å tiltrekke seg de som ligner på en selv. Når mote da er både klær og sminke er det ikke så mye igjen av hvordan man ser ut som ikke faller under det begrepet, så det tror jeg ja.

T: Er det noe ved hvordan du føler andre ser på deg som er av betydning for din bruk av moteblogger?

L: Har jo kanskje det ved at man kanskje skal på noe, eller en spesiell anledning vil man se ekstra bra ut og bruker moteblogger for inspirasjon og for å finne noe for å se bra ut. Jeg bruker mote både for å påvirke hvordan andre ser på meg og for at jeg skal føle meg bedre selv. Tror det er sånn for de fleste, det er vel ingen om ikke tenker noe på hva andre synes? Det er vanskelig ikke å tenke på hva andre synes.

T: Føler du at din bruk av moteblogger vil påvirke hvordan andre ser på deg?

L: Det må være hvis jeg finner noe helt konkret på den bloggen, som jeg bruker i det jeg skal ha på meg. Og er det en suksess så har det jo en innvirkning. Tror ikke jeg blir påvirket sånn generelt da i hva jeg har på meg, i så stor grad, av det som står i motebloggen. Må da være mer om det er noe helt konkret som jeg finner.

T: Kunne du vist meg motebloggen du leser?

L: Ja. Skal vi se, her er den ([stylescrapbook.com](http://stylescrapbook.com))

T: Du leser for det meste bare denne i tillegg til [minmote.no](http://minmote.no), men hvorfor valgte du akkurat denne motebloggen over de andre du leste?

L: Leste om den i en artikkel. Gikk inn på den og noen andre, denne var den jeg likte best, bookmerka den, og har lest den i over ett år nå. Det som er fint, er at den på en måte ikke er såå uoppnåelig, bare litt. Veldig fine bilder da, og mange bilder, akkurat nå er hun på ferie.

T: Er det noe du ikke liker ved denne bloggen?

L: Ikke noe jeg ikke liker, som jeg kommer på. Lest litt om henne da, og hvor henne bor, men vet egentlig ikke hva henne gjør, men det er ikke så farlig.

T: Hva er det du mener får deg til å bruke moteblogger mer?

L: Det som får meg til å bruke moteblogger mer er at det har en stil jeg egentlig ville hatt. At man kunne hatt den stilen, så stilen på personen er ganske viktig for meg. At bloggen igjen er ganske ryddig er greit, så layout og bilder har mye å si.

#### 8.4.4. Interview Silje

T: Hva er hovedgrunnene eller motivene for at du leser moteblogger?

S: For å oppdatere meg på hva som opptar andre. Jeg leser blogger både av personlige og jobbmessige årsaker.

T: Hva syns du er viktig når du leser moteblogger?

S: Det er viktig at de skriver på en måte som appellerer til meg, legger ut mange bilder som er inspirerende. Skriver hvor ting er fra og enkelte ganger legger ut hvor mye det koster. Det er også fint om de henviser til andre blogger som de synes er bra. De beste bloggerne legger ut tips til hvordan leserne selv kan gjøre det. For eksempel hvordan man tar bra bilder, sminketips osv.

T: Til hvilken grad syns du det er viktig at motebloggere har ekspertise?

S: Jeg synes det er vanskelig å definere hvem som er ekspert på mote. Derfor er det ikke viktig etter min mening. Det som er viktig er at motebloggeren klarer å inspirere ved å bruke både bilder av seg selv og andre. I tillegg til å gi tips og råd til hvordan man kan adaptere det til sin egen stil. Det at en benevnes som ekspert betyr ikke at stilen appellerer til meg. Jeg ønsker å lese moteblogger som har en stil som kan inspirere meg med klær som jeg synes er fine.

T: Hvordan evaluerer du om de har ekspertise?

S: En ekspert for meg betyr at motebloggeren er anerkjent og at hun/han har lang erfaring og er mye omtalt i media og motemagasiner. For eksempel Elin Kling. Men det betyr som sagt ikke at stilen inspirerer meg.

T: Til hvilken grad syns du det er viktig at motebloggere er autentiske?

S: Dette synes jeg i stor grad er viktig. Jeg må føle at jeg kan stole på bloggeren, selv om man sikkert veldig mange ganger blir lurt. Jeg synes det er viktig at bloggeren er oppriktig om motivene bak sine anbefalinger. Jeg ønsker ikke å sitte med følelsen av at bloggeren er kjøpt og betalt. Det er helt greit å anbefale produkter så lenge bloggeren personlig liker det den markedsfører.

T: Hvordan får du følelsen av at de er kjøpt og betalt?

S: Dersom bloggeren gjentatte ganger skriver om de samme produktene, da kan det fort oppfattes som kunstig.

T: Hvordan evaluerer du om de er autentiske?

S: Det er vanskelig å si. Jeg tror det er mange bloggere som ikke er autentiske, og jeg tror det er vanskelig å gjennomskue bloggere. Dersom man følger bloggere daglig kan man kanskje danne seg et bilde av hvorvidt en blogger er autentisk eller ikke. Dersom de samme anbefalingene og produktene går igjen veldig ofte på bloggen ville bloggeren miste troverdighet for min del.

T: Til hvilken grad syns du motebloggere har autoritet?

S: Etter min mening er motebloggere ekstremt autoritære. Dette kommer selvfølgelig an på lesertallene, men motebloggere med høye lesertall blir i stor grad respektert, både av leserne og mennesker i motebransjen. Det bloggerne skriver om har en enorm påvirkning for motebransjen.

T: På hvilken måte har de påvirkning på motebransjen?

S: Jeg føler det fordi de fungerer som en medieaktør. Dersom en my lest blogger kommenterer noe negativt om et merke eller en stil er det veldig mange av leserne som lar seg påvirke av dette. Samme gjelder ved positiv omtale. Et eksempel er da OnePiece kom. De brukte i stor grad bloggere for å promotere produktet. Ved å kjøre konkurranser på blogger blir budskapet fra avsender spredt til veldig mange på veldig kort tid.

T: Til hvilken grad syns du det er viktig at motebloggere har autoritet?

S: Vanskelig spørsmål. Det er jo vi lesere som gir de autoritet ved å titte innom bloggen og derved servere de lesertallene. De trenger egentlig ikke ha autoritet for min del, så lenge jeg blir inspirert av det jeg leser. Jeg leser mange små bloggere som antakelig har autoritet i liten grad. For meg er det viktig at jeg respekterer bloggeren, men jeg bryr meg ikke om hva alle de andre leserne synes. Jeg leser for eksempel aldri kommentarer i bloggene. Jeg trenger heller ikke like bloggerne så lenge jeg liker motetipsene de har. For eksempel Carolina Gynnings blogg.

T: Vil du si du ser opp til eller identifiserer deg med bloggeren, begge eller ingen av delene?

S: Jeg ser opp til mange bloggere fordi jeg synes de inspirerer meg og synes de er kreative. Noen identifiserer jeg meg med i liten grad, men de fleste ikke.

T: Hvordan evaluerer du om motebloggere har autoritet?

S: Det er vanskelig. På en eller annen måte er jeg nødt til å respektere ett eller annet ved de bloggene jeg leser. Enten selve bloggeren eller det bloggeren skriver om. Dersom en blogger har ekstremt mange og positive kommentarer og lesere så går jeg ut i fra at bloggeren har autoritet.

T: Hva er din inspirasjonskilde for kjøp av mote?

S: Jeg har ikke bare én inspirasjonskilde for kjøp av mote. Jeg blir inspirert av utvalget i butikker, motemagasiner, bloggere, TV-program, mennesker på gaten osv.

T: Hvilken rolle har moteblogger i ditt liv?

S: Egentlig en ganske liten rolle. Jeg leser svært få rene moteblogger, men heller bloggere som skriver litt om mote innimellom. Men man blir nesten avhengig av å følge enkelte bloggere når man først har startet. Man ønsker hele tiden å oppdatere seg og å følge med. Det trigges vel kanskje av nysgjerrighet.

T: Er de en viktig inspirasjonskilde for deg?

S: Ja, noen av bloggene er en stor inspirasjonskilde for meg i og med at de blogger om klær som man lett kan få tak i og som ikke er altfor dyre slik som mange av klærne i magasinene er. Mange av bloggerne skriver ofte hvor ting er fra og hva det koster. I tillegg til å ta bilder og å vise bruksområder og gi tips.

T: Har du noen spesielle kvaliteter som interesser eller holdinger etc. som påvirker din bruk av moteblogger?

S: Nei, ikke annet enn at jeg er interessert i markedsføring og var nysgjerrig på hvordan dette med blogging fungerte. Jeg har vært i kontakt med flere bloggere i forhold til jobben min (barnemat) for å spre interessen for produktene våre. Det fungerer utrolig bra og ikke minst er det en ekstremt billig måte å kommunisere på.

T: Til hvilken grad vurderer du motebloggere sine meninger når det kommer til mote?

S: Jeg synes det er interessant å lese om meningene deres, men det er nok i nokså liten grad jeg tar hensyn til hva de mener. Det kommer nok an på i hvor stor grad jeg føler at det de blogger om noe som treffer meg. Dersom jeg synes det motebloggere blogger om alltid ser bra ut, så vil jeg nok vurdere meningene hennes i stor grad.

T: Tror du mote kan hjelpe deg til å bli den du ønsker i sosiale sammenhenger og hvis det har det, hvordan?

S: Ja, jeg tror mote kan hjelpe meg med å presentere meg slik jeg ønsker å bli oppfattet. Men jeg tror ikke mote kan hjelpe meg til å bli den jeg ønsker å være i sosiale sammenhenger. Utseende, mote og klær gir jo helt klart et førsteinntrykk av en person, men om personen er helt annerledes enn det klærne og uttrykket tilsier, så tror jeg det blir fort lagt merke til.

T: Kan du nevne en situasjon der mote har hjulpet deg til presentere deg slik du ønsker å bli oppfattet i sosiale sammenhenger?

S: Dersom jeg går i blazer, skjorte og mørk bukse i jobbsammenheng så føler jeg selv at jeg får mer respekt av de rundt meg.

T: Tror du mote utgjør en forskjell i hvordan du ser på deg selv eller hvordan du føler deg?

S: Ja, helt klart. Dersom jeg har på meg noe jeg synes er fint så føler jeg med mye bedre. Jeg føler at jeg kan være stolt av meg selv. Dersom jeg går for eksempel i en slaskete joggebukse så ønsker jeg egentlig ikke å bli sett offentlig. Og i hvert fall ikke av noen jeg kjenner.

T: Er det noe ved hvordan du føler om deg selv som er av betydning for din bruk av moteblogger?

S: Ikke noe annet enn at jeg ønsker å lese blogger som inspirerer meg i den moten som jeg synes er fin til meg.

T: Føler du at din bruk av moteblogger vil påvirke hvordan du ser på deg selv?



S: Ja, dersom jeg kjøper noe en blogger har anbefalt, og som jeg synes er fin, så føler jeg meg oppdatert. Like mye som om jeg skulle lest om det i et magasin. I tillegg tenker jeg at det er færre som leser de bloggene jeg leser, og da er det færre som finner akkurat den skatten som jeg finner.

T: Du nevner at du kan finne noen skatter. Har du som mål å skille deg litt ut med mote?

S: Det er kjedelig å ha noe som alle har. Jeg trenger på ingen måte å skille meg ut fra alle andre, men jeg vil være litt annerledes, og da er mote en måte jeg kan vise det på.

T: Tror du mote og hvordan du kler deg vil utgjøre en forskjell i hvordan andre personer ser på deg?

S: Ja, jeg tror at førsteinntrykket dannes på bakgrunn av hvordan vi ser ut, både utseendemessig og hvordan vi kler og ter oss. Dersom jeg hadde kledd meg helt annerledes eller totalt forandret hårfrisyrer så tror jeg absolutt at folk ville sett annerledes på meg. Mest kanskje de som ikke kjenner meg, men også de jeg kjenner.

T: Er det noe ved hvordan du føler andre ser på deg som er av betydning på din bruk av moteblogger?

S: Nei, egentlig ikke. Det vil si at jeg bryr meg om hva andre synes om meg og hvordan jeg kler meg, men jeg kunne like gjerne funnet inspirasjon andre steder. Jeg tror bruken min av moteblogger avhenger av tilgjengelighet og at det er billigere i forhold til å kjøpe magasiner. Jeg leser nesten ingen magasiner i papirform lenger. Jeg synes det er gøy å titte innom moteblogger.

T: Føler du at din bruk av moteblogger vil påvirke hvordan andre ser på deg?

S: Jeg føler at jeg er mer oppdatert på hva som skjer i moteverdenen enn hva jeg ville vært ved ikke å lese moteblogger. Det er ganske sjelden jeg kjøper noe bloggerne anbefaler, og jeg kan egentlig ikke se at stilen min har blitt påvirket, men det har den sikkert.

T: Kan du nevne en situasjon der mote har hjulpet deg til og nå en ønsket reaksjon hos andre mennesker?

S: Det kan være hvis jeg har noe nytt som noen legger merke til, at jeg har noe som noen synes er fint, sjelden eller dyrt. Et eksempel kan være stjerneskerfet fra Becksöndergaard som mange har lagt merke til. Dersom noe er stygt så er det nok ikke mange som nevner det.

T: Kan du finne frem din favoritt moteblogg?

S: Det er Carma. Hilde, butikksjefen i butikken Carma i Trondheim skriver bloggen (hildecarma.blogg.no)

T: Hvorfor valgte du akkurat denne bloggen?

S: Det er en av de få rene motebloggene jeg leser. Bloggeren er positiv, gir fine tips, tar masse fine bilder av klær som jeg synes er fine i både fasongen og i fargene.

T: Hva ser du som dens relative fordeler? Hva liker du ved denne bloggen?

S: Jeg liker i hovedsak klærne, merkene, designerne, fargene, måten bloggeren skriver på og bildene. Jeg synes det er en inspirerende blogg.

T: Er det noe du ikke liker ved denne bloggen?

S: Hun kunne lagt ut innlegg litt oftere. Hun blogger for eksempel sjelden i helgene. Og så hadde det vært hyggelig om hun kunne være litt mer personlig. Hun blogger også kun om klær hun selger i butikken sin, og kunne gjerne for min del lagt ut flere inspirasjonsbilder av mote de ikke har i butikken. Jeg bor i Oslo og dersom jeg synes noe hun promoterer er fint, så ser jeg etter liknende klær i Oslo. Det trenger absolutt ikke være fra samme designer.

T: Noen faktorer andre enn det jeg har nevnt som du anser som viktig for din bruk av moteblogger?

S: Kanskje nysgjerrighet. Interessant å se hva som opptar andre. Jeg prioriterer aldri å lese moteblogger, hvis jeg har mye å gjøre. Jeg må på en måte ha tid til overs. Blir litt som jeg har sagt tidligere, jeg leser moteblogger i stede for å lese et magasin. For meg kan bloggere være like troverdige som et magasin.

T: Du nevner at du leser små blogger. Hvordan kom du over disse?

S: Jeg ser for eksempel på blogg.no sine sider hvor man kan søke på kategorien mote. Da finner man mange små bloggere. Finner jeg en jeg liker så ser jeg hvilke andre bloggere som leser akkurat den bloggen, ser på kommentarer eller så kan det hende at bloggeren har noen linker til blogger som hun leser.

### 8.4.5. Interview Thea

T: Hva er hovedgrunnene for at du leser moteblogger?

Thea: Bare å få inspirasjon til klær jeg skal kjøpe og til hvordan andre kler seg. Fordi jeg løper ikke rundt i butikker hver dag, men det er det mange av de som gjør. Og jeg liker å se hva andre tenker, jeg er ikke sånn superflink til å mikse klær selv, eller har ikke så mye peiling selv, men hjelper å se hva andre gjør. Jeg har jo kjøpt mange klær sett fra moteblogger.

T: Hva synes du er viktig når du leser moteblogger? Hva er det du ser etter når du leser moteblogger?

Thea: Det er viktig at de tar gode bilder, og ganske mange bilder så du får sett litt forskjellig. At de oppdaterer litt ofte, og at de er flinke til gi noen tips og også fortelle i tillegg til bildene som at de sier, ikke bare legger ut outfits bilder og sånn, men også hvorfor de har valgt å sette som de har. Og ja, og hvor de har kjøpt de ulike klærne og fortelle om klærne da.

T: Til hvilken grad synes du at motebloggere har ekspertise?

Thea: Noen har ekspertise, de mest populære og de beste kanskje, men det er jo ikke alle. Blitt veldig vanlig å blogge, og veldig mange som mener de har en moteblogg, men jeg kan merke det fort om noen vet hva de gjør og ikke.

T: Leser du kun moteblogger som har ekspertise?

Thea: Jeg leser mange ulike typer blogger, jeg leser noen av de vanligste som man hører mest om som er veldig flinke, men også de fjortisbloggene. Fjortisblogger er de litt unge som legger ut mote typisk fra bare Bik Bok og H&M liksom.

T: Til hvilken grad syns du det er viktig at motebloggere har ekspertise?

Thea: Det er kanskje litt viktig at de har ekspertise, men leser jo og noen som ikke er så flinke. Syns det bare er morsomt å se hva de legger ut og det er noen jeg leser jeg for ren underholdning også egentlig.

T: Hvordan evaluerer du hvorvidt motebloggere har ekspertise?

Thea: Merker det kanskje på klærne de velger og poste bilder av, og hvilke klær de velger å skrive om. Mange av de som vet hva de gjør og er veldig flinke på blogging har jo egentlig litt mer klær fra ikke de vanlige merkene som Bik Bok og H&M, men dersom de skriver om ting som er litt mer sjeldne og spesielle high end klær, så merker man at de har kunnskap og kanskje kan litt mer om mote industrien. Motebloggerne med ekspertise bruker kanskje pengene på andre måter, og kjøper noen kvalitetsplagg fra litt high end merker som er in da og ikke bare en haug med klær fra vanlige butikker.

T: Til hvilken grad synes du at motebloggere er autentiske?

Thea: Mange som har autentisitet, og merker de har interesse og liker å blogge om mote. Men man kan jo sette spørsmålsteget ved de, har jo vært veldig debatt om de blogger fordi de får veldig mye i posten, blir jo veldig skeptisk. Om det de skriver og anbefaler – om de virkelig liker det eller ikke. Mange reklamerer, men det er andre som velger og ikke reklamere eller skrive så mye om produktene så det gir et visst inntrykk om hvem de er og om bloggen dems. De som ikke skriver så mange anbefalinger eller poster så mange bilder av hva de mottar, tror jeg skriver fordi de er genuint interessert i mote.

T: Til hvilken grad synes du det er viktig at de er autentiske?

Thea: Det er viktig fordi jeg leser det fordi dette er mennesker som meg annet enn at de kan mer om mote enn meg, og derfor er det viktig at de føler de virkelig mener det og at det er en dypere interesse bak bloggen.

T: Til hvilken grad synes du motebloggere har autoritet?

Thea: Jeg synes de har ganske mye autoritet. De påvirker moteindustrien veldig mye, og jeg sier det jo selv at jeg drar og handler ting som jeg har sett på moteblogger, og jeg tror at mange kles butikker og merker er blitt mer obs på å bruke bloggerne som media. De har nok det fordi de får jo masse invitasjoner til alt mulig i mote industrien, og de har kanskje litt skremmende mye autoritet.

T: Til hvilken grad synes du det er viktig at de har autoritet?

Thea: Vil egentlig ikke at de skal ha så mye autoritet, men blir gitt til dem litt automatisk. Jeg leser det som inspirasjon, men jeg tar rådene dems til butikkene og kjøper det jeg ser, og da får de jo autoritet og de bestemmer jo klart i motebildet.

T: Hvordan evaluerer du om motebloggere har autoritet?

Thea: De som er populære ligger jo høyt oppe på blogglisten og har mange etterfølgere, mange som kommenterer og sikkert mange som drømmer prøver å være som de og mange som kopiere stilen dems og meningene.

T: Hvordan kom du over motebloggene du leser?

Thea: Jeg begynte å lese noen som lå på blogglisten, så anbefalte de noen fra sin blogg, også hørte jeg litt fra venner også finner man sin favoritt litt tilfeldig.

T: Hva er din inspirasjonskilde for kjøp av mote?

Thea: Inspirasjonskilden min generelt er mange av de bloggene jeg leser, vanilla scented, Ulrikke Lund og Anette Haga sin (Nette Nestea), ellers som inspirasjon fra kjendiser er det vel Sarah Jessica Parker og Mary Kate Olsen. Jeg leser moteblader også i tillegg, Elle og Costume.

T: Hvilken rolle har moteblogger i ditt liv?

Thea: Moteblogger har ganske stor påvirkning fordi mange av de har mange av de samme forbildene som meg. Når man leser blader og sånn vet man ikke alltid hvor man får tak i klærne og hvordan man setter ting sammen, men motebloggerne gjør det på bloggen sin. De kan skrive for eksempel at de er inspirert av den og den og at du finner det der. De er en stor inspirasjon, men også bladene da.

T: Har du noen spesielle kvaliteter, som for eksempel interesser eller holdninger som påvirker din bruk av moteblogger?

Thea: Jeg har alltid vært veldig opptatt av mote, og har jobbet i parfymeri i fem år og sjefen vår var veldig opptatt av at vi skulle kle oss bra, og tror hun påvirket meg veldig mye. Hun er mye eldre enn meg, men vi snakket om det veldig mye, og fikk interesse allerede da og fikk mye av bransjen veldig tidlig inn på meg. Føler meg ikke veldig flink da, men det er en hobby.

T: Har du et plagg du er veldig fornøyd med? Kunne du ha forklart meg hvordan du kom over det?

Thea: Jeg har mange favorittklær. Når det gjelder plagg jeg er mest fornøyd er det ganske mye, men om jeg kan ta antrekk er jeg veldig fornøyd med det jeg har på meg i dag. Syns det er litt kult med blondeblusen som er søt og blande det med litt røffere skinnbukser. Veldig glad i smykker og klokker også. Men for eksempel den skinntrenden begynte jeg å lese om på bloggene, så jeg kjøpte en, men så ser man venninner som går med en annen type, så nå har jeg fem ulike skinnbukser.

T: Til hvilken grad vurderer du motebloggere sine meninger når det kommer til mote?

Thea: De har jo mange meninger og får de ut til veldig mange så de betyr en del. De har jo mye autoritet så jeg hører på og legger merke til det de skriver.

T: Tror du mote kan hjelpe deg å nå en ønsket posisjon eller bli den du ønsker i sosiale sammenhenger?

Thea: Tror ikke det er det viktigste, men har en del å si med helhetsinntrykket hvordan du kler deg også. Bruker det for å påvirke hvordan andre oppfatter meg. I jobbsammenhenger da, hvis vi hadde selgere på besøk og hvis jeg var litt stilig kledd tok de meg mer seriøst, og det så ut som jeg hadde litt mer peiling. De var eldre enn meg, og da var det viktig at de tok meg mer seriøst, så jeg var veldig opptatt av å kle meg mer ordentlig. Man får et stempel med en gang. Kan for eksempel ikke gå på fest og være løst kledd.

T: Tror du mote utgjør en forskjell i hvordan du ser på deg selv eller hvordan du føler deg?

Thea: Ja jeg føler meg litt bedre når jeg fikser meg litt eller har klær som jeg føler jeg ser bra ut i. Høres litt fælt ut at det skal ha noe å si, men jeg føler meg bedre når jeg går ut i litt freshe klær, i stedet for litt mer shabby som jeg gjør hjemme. Ser på meg selv på samme måte selv uten klærne på en måte, men har den interessen og er litt opptatt av det.

T: Er det noe ved hvordan du føler om deg selv som er av betydning for din bruk av moteblogger?

Thea: Har litt å si, men tror ikke motebloggene påvirker åssen jeg ser på meg selv. Ser de som inspirasjon for klær, vil ikke være som de, men de kan påvirke i og med at de har skremmende mye

makt. Men de kan hjelpe meg å få en ønsket stil. Jeg har liksom ikke klare meninger om åssen stil jeg har, og da former de meg nok i og med at de har mer peiling.

T: Føler du at din bruk av moteblogger vil påvirke hvordan du ser på deg selv eller hva du føler om deg selv?

Thea: Litt kanskje. De er jo en inspirasjon og gjør at jeg kanskje har en litt mer moteriktig stil enn det jeg ellers ville hatt.

T: Tror du mote og hvordan du kler deg vil utgjøre en forskjell i hvordan andre personer ser på deg?

Thea: Ja det tror jeg. Folk danner seg et bilde av deg, og om man er velkledd får man et bedre inntrykk av seg selv da, at hun tar vare på seg. Det er litt i tiden da, at man skal ta vare på seg selv. Man vil at folk skal ha et godt inntrykk av deg, så blir jo påvirket av det.

T: Er det noe ved hvordan du ser føler andre ser på deg som er av betydning på din bruk av moteblogger?

Thea: Nei egentlig ikke. En interesse jeg har ut ifra meg selv. Snakker ikke om blogger med venner, og ingen av vennene mine som leser blogger. Mer en personlig interesse.

T: Føler du at din bruk av moteblogger vil påvirke hvordan andre ser på deg?

Thea: Ja kanskje litt. For eksempel ved jobben i parfymetiet. Andre ser på deg på en bestemt måte, og inspirasjon til hvordan du kler deg kan du få fra moteblogger.

T: Kan du finne frem din favorittblogg for meg?

Thea: Skal vi se. Er så mange, men her er en jeg liker veldig godt ([vanillascented.freshnet.se](http://vanillascented.freshnet.se))

T: Hvorfor valgte du akkurat denne bloggen?

Thea: Det er en helt ren moteblogg, ikke så mye om hva hun gjorde i dag og lignende. Ren side, ikke så mye tekst, ikke mye reklame nedover sidene, mye bilder og veldig oversiktlig.

T: Er det noe du ikke liker ved denne bloggen?

Thea: Kan bli litt spesiell, litt dyre klær. Noen av bloggene har uoppnåelig stil, fordi de har mye penger, hun her jobber i Acne og har tilgang på ting ikke vi har.

T: Er det noen andre faktorer i tillegg til de jeg har nevnt som du anser som viktig for din bruk av moteblogger?

Thea: Hvordan de skriver i tillegg til mye bilder. At de kan skrive, og ikke at de bare skriver om dagen sin, det må liksom være interessant. At de skriver om for eksempel om mote og plaggene. Helst ikke mye skrift, fordi jeg har en tendens til å bli fort lei da, også raser jeg gjennom det på morgenen og da er det greit at det ikke er så mye tekst.

#### **8.4.6. Interview Tine**

T: Hva er hovedgrunnene for hvorfor du leser moteblogger?

Tine: Interessert i mote og synes det er gøy, og når jeg sitter på internett og kjeder meg blir det bare til at jeg kikker litt rundt. Så det er både tidsfordriv og at jeg synes det er litt spennende.

T: Hva synes du er viktig når du leser moteblogger?

Tine: Viktig at de har litt personlig stil, jeg er blitt litt eldre og ikke så spennende at alle har samme t-skjorte fra H&M lenger. Leser kanskje ikke så mye sånne berteblogger, men de bloggene som er laget av de eldre som liker å reise litt og lignende. Aldri sett antrekk på en blogg og gått og lett etter det i butikken.

T: Hva mener du med berteblogger?

Tine: Berteblogger er mer de yngre jentene da, husker ikke hva alle heter, men kikket litt og de er jo typisk 15, blondt hår, med Bik Bok klær. Vært innom de gjennom linker, men tydelig at de skriver for et yngre publikum enn det jeg er da, eller føler meg som.

T: Til hvilken grad synes du det er viktig at motebloggere har ekspertise og hvorfor?

Tine: Jeg leser en blogg som skriver mest om sminke og hudpleieprodukter, og hun er utdannet hudpleier og jeg føler hun gir veldig bra tips da, så hun synes jeg har ekspertise. Også leser jeg blogger



til tidligere modeller, og som har jobbet en del med klær, så sånne type blogger som holder seg godt innenfor tema og er mer rene moteblogger vil jeg si har ekspertise. Det er viktig for at jeg skal gidde å gå inn på bloggen en gang til, og at jeg følger de litt jevnere da.

T: Hvordan evaluerer du om motebloggere har ekspertise?

Tine: For meg holder det ikke at de skriver om mote hver dag, så lenge de skriver mye om andre ting. Vil ikke at det skal bli utvannet av andre ting. Når det gjelder produktene de skriver om har det litt å si at de viser de har andre sider, gøy å se klær fra kjedebutikker og sånn også, men at de blander forskjellige ting og at de også evner å finne ting fra andre steder også, det syns jeg er gøy, og viser at de har kunnskap.

T: Til hvilken grad syns du det er viktig at motebloggere er autentiske?

Tine: Det varierer litt, noen er tydelige på at produktene de anbefaler er gave, men at de syns det er bra likevel og velger å skrive om. Men det er andre som ikke gir beskjed og da syns jeg det blir lav autentisitet. Dersom det er sponset gir det større troverdighet om de oppgir det og informerer om det.

T: Hvordan evaluerer du om motebloggere er autentiske?

Tine: Det at de oppgir hvor de får tingene sine fra er måten jeg evaluerer troverdigheten dems på. Dersom de kommer med mye anbefalinger på mye forskjellige ting vil jeg mistenke litt. Men syns ikke det er et veldig stort problem, for synes de informerer om det til en stor grad. Får inntrykk av de jeg leser får mye tilsendt, men at de har et kritisk syn på hva de skriver om.

T: Til hvilken grad syns du motebloggere har autoritet?

Tine: De har ikke stor autoritet over meg personlig, det blir på en måte litt inspirasjon, men kopierer ikke eller men kjøper ikke direkte produktene de anbefaler. Men blir påvirket mer av anbefalinger om sminke og hudpleieprodukter enn klær da. Men generelt tror jeg de påvirker mer underbevisst da enn det man tror.

T: Til hvilken grad syns du det er viktig at motebloggere har autoritet?

Tine: Sminke er vanskeligere å ha en egen mening om er bra eller ikke. Sminke har et annet kvalitetsaspekt ved det, for eksempel kan huden tørke ut. Også veldig dyrt og da er det viktig at noen har anbefalt det som jeg stoler på, og de som skriver om det har derfor større autoritet over meg enn de som skriver om klær da kanskje.

T: Hvordan evaluerer du om motebloggere har autoritet?

Tine: Om de klarer, eller dersom deres mening om et produkt klarer å påvirke meg til å ønske meg det eller evaluere det bedre eller dårligere.

T: Hvor fant du motebloggene du leser?

Tine: Fant bloggene jeg leser på minmote, også leser jeg noen linker som motebloggene har med hverandre, også kom jeg egentlig over de selv, jeg ble ikke anbefalt de fra noen av mine venner. Jeg er veldig sjelden inne og leser kommentarer til andre. Men hvor mange som leser de har kanskje noe å si for måten man kommer over blogger fordi man kommer ofte over blogger gjennom linker og forum og da er det er jo større sannsynlighet å komme over blogger flere leser, men bortsett fra det vet jeg ikke hvor mange som leser bloggene jeg leser.

T: Vil du si du identifiserer deg med, ser opp til motebloggerne, begge eller ingen av delene?

Tine: Jeg identifiserer meg kanskje ikke så mye med de, jeg leser jo blogger jeg anser som eksperter og for å få inspirasjon, så vil ikke si jeg identifiserer meg med de, men mer ser opp til de. Men hovedformålet er å få inspirasjon og produktinformasjon.

T: Hva er din inspirasjonskilde for kjøp av mote?

Tine: Det er mennesker jeg ser rundt meg, venner, hva som er i butikkene og jeg blir litt påvirket utstillingsdukkene som er ferdig stilet i butikkene. Også moteblogger, men kjøper ikke antrekk som blir vist direkte. Mote blader også, men ikke råd til så mye av det lenger, så kanskje moteblogger har tatt litt over for det. Ja, det har egentlig det, så ser litt mer på moteblogger enn blader nå.

T: Hvilken rolle har moteblogger i ditt liv?

Tine: Mer påvirket av hvis noen kritiserer noe. Dersom noen sier noe har dårlig kvalitet kommer jeg nok ikke til å kjøpe det, men positivt så er blir jeg ikke så påvirket av det at jeg går og kjøper det.

Leser moteblogger for underholdning, for eksempel hvis jeg sitter med skoleoppgave, ser jeg litt på det, er veldig sjelden at jeg går inn med mål om å finne noe å ha på meg.

T: Har du noen spesielle kvaliteter, som for eksempel interesser eller holdninger som påvirker din bruk av moteblogger?

Tine: Jeg synes det er gøy med klær, og liker å shoppe, så moteblogger er et lite substitutt for å kjøpe meg klær selv, jeg får inspirasjon også har jeg et begrenset budsjett. Det er viktigere for meg at noe jeg kjøper er bra.

T: Til hvilken grad vurderer du motebloggere sine meninger når det kommer til mote?

Tine: Positive meninger et pluss, men jeg går ikke direkte og kjøper det for det. Negative meninger tar jeg mye mer til meg så ville ansett det større fare for noe som sender inn produkter som blir slaktet. Den negative effekten er mye større enn den effekten positiv omtale gir for meg.

T: Syns du det er mye negativ omtale i moteblogger?

Tine: Det er overraskende lite negativt på blogger, men det gjelder mest for klær. Mer negativt under sminke. Jeg leser ikke så mye kommentarer, men har gjort det noen ganger, og der kan det ofte være mer negative kommentarer, og det fester seg mye mer enn positive.

T: Tror du mote kan hjelpe deg til å bli den du ønsker å bli eller og nå en ønsket posisjon i sosiale sammenhenger?

Tine: Ikke bare det alene, men tror det har noe å si. Kanskje ikke i forhold til folk man allerede kjenner, men mer sånn for første inntrykk, og velge mote til en setting. Så jeg tror det har noe å si ved og kan hjelpe deg oppnå en posisjon sånn sett. Men i vennesetting har det ikke så mye å si, men for eksempel ved jobbintervju er det viktig hva man har på seg.

T: Føler du at du kan se ulike sosiale grupper basert på hva de har på seg?

Tine: Man ser grupper i mindre grad enn før enn på ungdomsskolen, men de jeg omgir meg med er de som er relativt like som meg og er kanskje begrenset med variasjon på NHH. Men visse signaler kan man sende ut, som personer legger merke til og legger meninger i. På gaten er det mer de ekstremistene man ser, ellers kler folk seg ganske likt.

T: Har du et mål med klærne du har på deg?

Tine: Jeg bruker klær fordi jeg liker å føle meg fin. Elsker å pynte meg så har et formål sånn sett, viktigere enn og bare føle meg varm for å si det sånn.

T: Tror du mote utgjør en forskjell i hvordan du ser på deg selv eller hvordan du føler deg?

Tine: Ja det har det jo til dels ved at jeg føler meg mer selvsikker når jeg føler jeg liker det jeg har på meg, og føler meg mer komfortabel og ikke helt malplassert. Veldig sjelden jeg er i sånne settinger, men ja, hvis jeg føler meg fin er jeg også mer selvsikker. Ikke veldig flink til å variere meg så mye i sminke fronten, så men sminke har en effekt i at jeg føler meg bedre med base sminken og føler meg vel mer med sminke. Ikke typen til å gå på fest uten sminke. Noe som er så naturlig at jeg har sluttet å tenke på det, for føler ikke jeg pynter meg når jeg setter på meg maskara. Kunne gått på skolen uten maskara, men jeg føler meg klart bedre med enn uten.

T: Er det noe ved hvordan du ser på deg selv som er av betydning for din bruk av moteblogger?

Tine: Går kanskje på hvilke blogger jeg velger å lese. Ser på meg selv som oppdatert, men jeg leser de for å se hvor de finner inspirasjon, ikke for å kopiere. Selvsikker nok til ikke å lese det slavisk, men mer for at mote er gøy.

T: Føler du at din bruk av moteblogger vil påvirke hvordan du ser på deg selv eller hvordan du føler deg?

Tine: De fleste bloggerne er jo pene og vellykkede, mange av de i og med at de er modeller og sånn og kan bli litt underbevisst bli påvirket av de. Mer et forbilde man har lyst å ligne på, så kan føle seg dårligere ved å sammenligne seg med de. Hvis jeg skulle følt noe ville jeg kanskje følt meg mindreverdige ved å lese bloggene.

T: Tror du mote og hvordan du kler deg vil utgjøre en forskjell i hvordan andre personer ser på deg?

Tine: Ja det vil jo det for det jeg føler dersom jeg var i en ny vennekrets ville jeg blitt påvirket av det. Jeg vil si at jeg blir påvirket av andre i stor grad. Jeg kler meg for meg selv, men vil bli påvirket av alle.

Har ikke ønske om å skille meg ut så mye da, og går ikke for å få oppmerksomhet i måten jeg kler meg.

T: Er det noe ved hvordan du føler andre ser på deg som er av betydning for din bruk av moteblogger?

Tine: Ikke for bruken av moteblogger tror jeg. Ville ikke lest andre blogger pga andre rundt meg, men kunne om andre hadde vært positive og anbefalt noe hadde jeg kanskje gått inn og sett og så hadde jeg likt den og kanskje fortsatt og lest den.

T: Føler du at din bruk av moteblogger påvirker hvordan andre ser på deg?

Tine: Snakker ikke med moteblogger om andre, så nei, bruker ikke så mye av det jeg leser direkte

T: Kan du finne din favoritt blogg for meg?

Tine: Det er denne ([hildechristina.com](http://hildechristina.com))

T: Hvorfor valgte du akkurat denne bloggen?

Tine: Hun er utdannet hudpleier og gir eksperttips, men den er blitt dårligere i det siste for hun skriver mer om personlige ting og jeg synes det er slitsomt å lese om hunden hennes og sånn. Hun er flink til å skrive og virker ærlig, hun skriver både positive og negative ting om produkter hun blir bedt om å teste og tester selv. Hun er også imot testing av produkter på dyr, så selv om jeg kanskje ikke identifiserer meg med henne har vi like verdier. Hun er en ekspert på sitt emne. Det som er negativt er at hun kan være litt frekk noen ganger. Når hun får kritikk og svarer på det litt krass og litt uhøflig. Det virker uprofesjonelt til å ha en så produkt rettet og profesjonell blogg.

T: Er det noen andre faktorer i tillegg til de jeg har nevnt som du anser som viktig for din bruk av moteblogger?

Tine: Språk er veldig viktig. De som har mange skrivefeil og ikke kan norsk, ja det går litt på troverdigheten. Troverdigheten blir trukket ned, og de virker slappe eller de kan ikke skrive og man tenker da at de ikke har særlig utdannelse. Da tenker jeg at bloggen ikke er så bra allikevel.

Tine: Jeg tenkte på en ting. Det som kan øke min sjanse til å kjøpe produkter nevnt i en moteblogg er om den har en direkte link til nettbutikken hvor den kan kjøpes.