

**THE POWER OF BLOG: THE TRANSCENDING INFLUENCE OF
FASHION BLOGS ON THE PURCHASING DECISIONS OF ITS
READERS**

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ABSTRACT

Along with the growth of social media, fashion blogging changed the landscape of self-expression and consumerism. This research tackles the aspects of fashion blogs that influence the purchasing decisions of its readers, with the guidance of the Uses and Gratifications Theory and the Information Processing Theory. Fashion bloggers become great influencers through their reputation as opinion leaders and in using microblogging. In a survey and a Focus Group Interview, it is proven that fashion bloggers mainly satisfy the information-seeking tendencies of its readers in social media platforms like Facebook and Instagram – the hubs in following fashion bloggers, and the readers' economic status affect the way they purchase products.

A fashion blog's influence goes beyond the digital realm. It affects several elements of readership, and can go from influencing personal preferences, to making a difference in lifestyles (in general). It is recommended to extend the research to microblogging, and expanding participant reach.

Keywords: Fashion blogs, fashion blogging, blogging, microblogging, social media, readers, consumerism, Uses and Gratifications Theory, Information Processing Theory, opinion leaders, e-WOM, readership, influence, typologies, purchasing decisions.

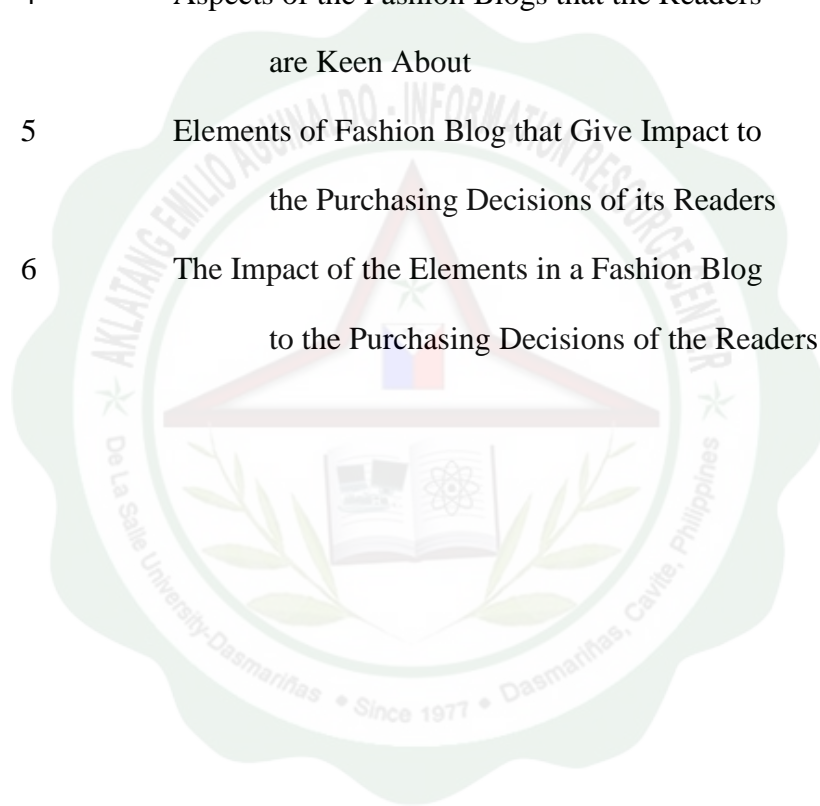
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