



Griffith College

**AN EVALUATION OF SHEIN'S SOCIAL MEDIA STRATEGY FOR CONNECTING WITH
MILLENNIAL CONSUMERS: A CASE STUDY ON FACEBOOK AND TIKTOK**

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ABSTRACT

This research investigates the use of Facebook and TikTok by Shein in connecting to young consumers' i.e. millennials. Shein is an online retailer which sells fashion products; the company has a strong social media strategy to connect and engage young consumers and achieve its business goals. The research investigated how Shein uses Facebook and TikTok as a marketing strategy to connect with its young consumers. Young were technologically savvy. Therefore, they spend a long time on social media. Shein's use of Facebook and TikTok has influenced its growth and profit. However, it is necessary to evaluate the role of social media from its consumer's perspectives. Thus, the research investigates how young consumers perceived Shein's use of Facebook and TikTok. The research adopts the qualitative methodology, which collects non-numerical data. Semi-structured interviews were used to collect data from 8 young consumers in Ireland. The semi-structured interviews were further analysed using a thematic approach. The major findings of the research include; that Shein's use of Facebook and TikTok has resulted in the purchase of fashion wear amongst young consumers in some instances because Shein used Facebook and TikTok platforms to intimating customers about the latest fashion products. Build confidence and trust through feedback, present products through Ads and provide sufficient product information. The study also finds that some customers preferred TikTok for connecting to Shein over Facebook because TikTok was more engaging, entertaining and used mostly Shein. Other customers noted that they preferred Facebook because it was more regulated and mature and limited the posting of impolite and gruesome videos and images by Shein, unlike what is obtained on TikTok. Therefore, the research recommends that Shein develop more regulated and cautious social media posts, thus allowing it to connect properly with all its customers.

CHAPTER ONE

BACKGROUND

AN EVALUATION OF SHEIN'S SOCIAL MEDIA STRATEGY FOR CONNECTING WITH MILLENNIAL CONSUMERS: A CASE STUDY ON FACEBOOK AND TIKTOK

1.1. Introduction

This study evaluates Shein's social media strategy for connecting with millennial (those born between 1997 and 2010) focusing on Facebook and TikTok. The available data from Albert, et al (2021), indicate that social media is a useful tool for connecting, raising awareness of, and persuading consumers to buy products. The relationship between social media platforms like Facebook and TikTok and their capacity to boost the purchase of fashion items in Ireland has not received enough research attention.

By exploring how Shein uses Facebook and TikTok in its marketing endeavour, this research aims to fill the gap in the literature. Marketing studies frequently take social media into account due to the inclusion of small devices like mobile phones and tablets. These small devices have increased the use of social media. (Hoeskstra and Leeflang, 2020). Thus, influencing a high number of young people on social media. Statista (2022A), notes that 40% of social media users were millennials. Social media has become a powerful platform for connecting businesses with customers because so many millennials use it. Social media is widely used by businesses to connect with customers and raise awareness. (Al-Mohammadi and Gazzaz, 2020).

More specific social media platforms like Facebook and TikTok have been significantly adopted by businesses to connect with millennials, this is because these platforms have a higher number of millennials (Al-Mohammadi and Gazzaz, 2020). Also, such platforms were easy to use and further have supporting features like video posting, sharing and storytelling which makes them effective for marketing to young people (Andrew, et al 2021).

However, there is not enough research on how Shein uses Facebook and TikTok to market to millennials. A lot of brands have used these platforms to connect with young people. This research seeks to understand how Shein uses Facebook and TikTok to market to

young consumers. Additionally, the study assesses how well Facebook and TikTok work to connect, engage and spread knowledge among young Shein customers.

Also, while exploring available literatures like Al-Mohammadi and Gazzaz (2020); Andrew, et al (2021), it is discovered that there are fewer comparative studies between social media platforms. While Facebook and TikTok is owned by the same organization i.e. Meta. Both have different features which attract and retain young consumers. Furthermore, a research by Helal and Ozuem, (2019), show that more young people were switching from Facebook to TikTok because of the latter's more technologically advanced features that promoted more interaction. Research is still needed to determine which platform is more successful at raising awareness, connecting, and enticing young consumers, particularly in relation to fashion products. This is the reason why this study is crucial. It closes the knowledge gap in social media and market research.

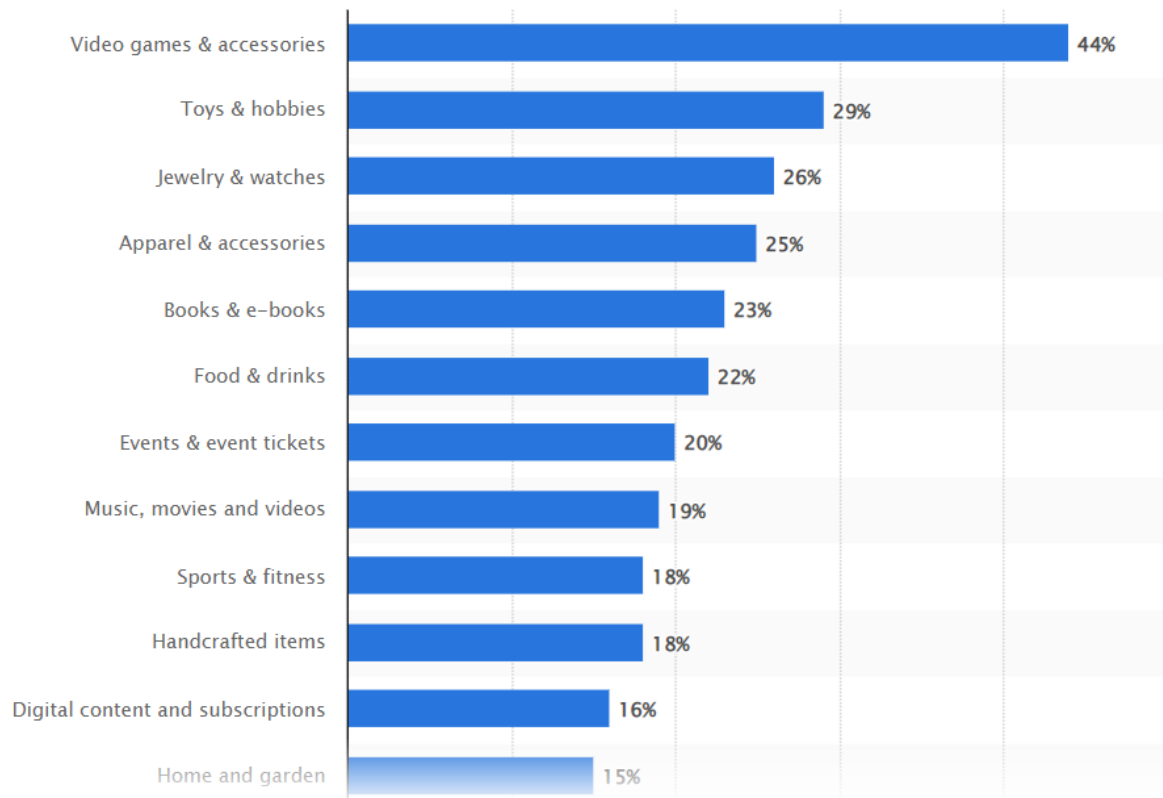
Overall, the research focuses on Facebook and TikTok. It also investigates how these social media platforms have been used by Shein in its marketing to millennials. Thus, providing an empirical analysis of the usefulness of social media to company marketing.

1.2. Industry Analysis

The high-value fashion industry serves the attraction needs of its customers, people are drawn to the world of fashion because of the need to look good and presentable. Real-time industry growth has been facilitated by the adoption of e-commerce in the fashion industry. Several fashion trends that are promoted by influencers and celebrities also serve as a catalyst for continuous development. According to projections, the industry will grow to \$ 33 billion in 2025. (Statista, 2022B). Global players in the sector include; Gucci, Louis Vuitton and Adidas. However, domestic companies operated based on countries which give the sector both local and global relevance.

The use of E-commerce in the fashion sector was a major feat which catalyzed its growth, this is why fashion wears were amongst the top items purchased via e-commerce platforms (Figure 1).

Figure 1. 1. Major purchased Products via Retail platforms



Source: Statista (2022)

Social media serves as an avenue to project fashion trends, discuss fashion issues and further promote fashion accessories (Ahmad, Salman and Ashiq, 2015). Businesses like Shein provide an online platform for the marketing of fashion apparel, greatly enhancing the sector's profits. By 2020, Shein, which has its headquarters in Singapore and ships to more than 150 nations, will be the largest fashion retailer in the world. It is currently valued at \$100 billion (Chambers, 2022).

Analysts such as Scott and Charity (2022), reveal that social media platforms such as Facebook and TikTok play a major role in driving customers to the Shein website. The social media trend of bulk buying clothes and other fashion accessories has aided Shein in achieving high sales (Scott and Charity, 2022). Awareness of the company was also high. Shein's app download surpassed that of Amazon in May 2021 (Vara, 2022). The business also makes use of the psychology of millennials to develop several marketing strategies and campaigns that will help it grow. On TikTok, Shein ranked fourth in terms of brand mentions. Additionally, it uses a low pricing strategy that entices even teenagers

to make purchases from its website and app and allows them to post and advertise what they have bought. (Vara, 2022).

Given, the above, it is evident that Shein adopts an elaborate social media strategy, however, it is necessary to discuss the perspectives of millennials concerning how they connected with Shein over social media and how social media is essential to Shien's growth strategy.

1.3. Research Purpose

Major problems of marketing to young people have influenced Shein's social media strategy. Young people were technologically savvy, therefore current businesses had to develop strong marketing campaigns to draw their views and conversion. Developing such campaigns was often difficult as Shein had to constantly monitor trends, therefore, deciding on which was the best to transform into a marketing campaign. Also, issues of competition from Amazon, eBay and other online stores that sold fashion wears challenged Shein to develop more concrete avenues for creating awareness and marketing to young consumers. Furthermore, given the fact that millennials had short attention spans, Shein was faced with challenges of how to maintain their loyalty through catchy social media ads on Facebook and TikTok. Also, Facebook and TikTok had millions of content uploaded daily, Shein needed to develop concrete and engaging content which could significantly increase its conversion rate. If this was not fulfilled Shein constantly risked losing customers to competitors.

Given, the above, Shein is constantly mandated to change its social media strategies, thus connecting better with millennials. However, academic analysis is yet to thoroughly explore the relevance of Shein's Facebook and TikTok strategy, especially from customers' view, by identifying how customers related to the company, and customer perspectives of its marketing campaigns. Therefore, this research explores how the use of Facebook and TikTok helps Shein to achieve its goals from a customer perspective and also provides Shein with recommendations for improving its social media strategy.

1.4. Research questions

The following are the questions this research seeks to answer:

1. Does the use of Facebook and TikTok by Shein provide sufficient awareness of fashion wears among young consumers?
2. Does the use of Facebook and TikTok by Shein result in the increased purchase of fashion wears by young consumers?
3. Is Facebook or TikTok more effective for Shein in connecting with young consumers?

1.5. Research Aim and Objectives

The research aims to investigate how Shein uses Facebook and TikTok as a marketing strategy to connect with its young consumers. Millennials were technologically savvy, therefore they spent a long time on social media. Shein's use of Facebook and TikTok has influenced its growth and profit, however, it is necessary to evaluate the role of social media from its consumer's perspectives. Therefore, the following objectives will be targeted for achieving the overall aim of the research:

1. To investigate If Shein's use of Facebook and TikTok has created awareness of fashion wear among young consumers
2. To investigate if Shein's use of Facebook and TikTok has resulted in the increased purchase of fashion wears by Young consumers.
3. To compare if Facebook or TikTok was more effective for Shein to connect to young consumers.

1.6. Rationale and Significance

This research is significant because it seeks to understand how Millennials connected with Shein's Facebook and TikTok strategies. This will lead to an understanding of the challenges which consumers faced further drafting out evidence-based recommendations for Shein, and further developing models for further online businesses. The findings of the research will also serve as a reference point for further research on social media, branding, and consumer engagement.

The rationale of this research is motivated by the need to investigate how millennial consumers of Shein were drawn to the company through its Facebook and TikTok strategy. Social media was a strong platform for attaining brand recognition and loyalty

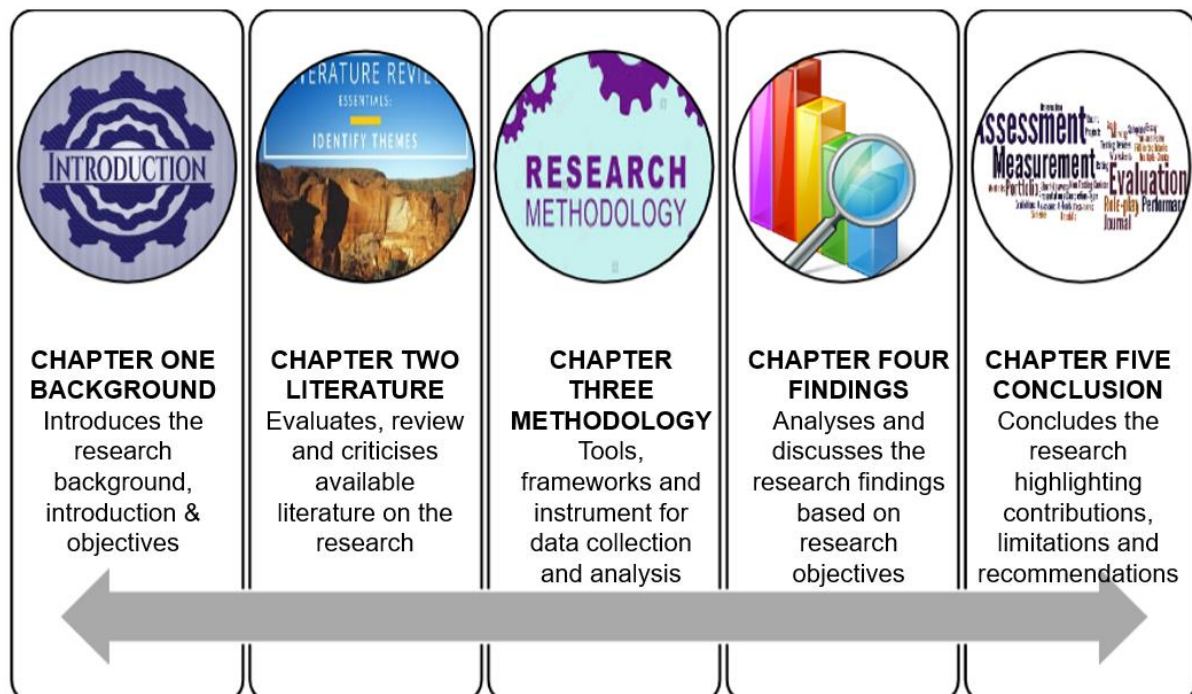
(Hoeskstra and Leeflang, 2020). Using socially enhanced business connections to consumers at it had a wider range, more elaborate scope and is faster. Therefore, understanding how Shein uses Facebook and TikTok is essential to discovering how consumers are connected to the company via its social media strategy. This will further be essential in meeting the objectives of this research.

This issue has been under-explored in current literature. Furthermore, it was necessary to compare Facebook and TikTok which provided more usefulness to consumers. Facebook is the most adopted social media platform, however, previous research reveals that millennials were leaving Facebook for TikTok. This research will, therefore, investigate if the case applies to Shein and which of the two was more essential to Shein's strategy.

1.7. Research Breakdown

The research is broken into five chapters as discussed in the figure below

Figure 1. 2. Research Breakdown



Source: Personal Research (2023)

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter covers the literature review of this study. The review intends to give insight into the main idea and concepts of this study. Thus, the review will cover the contextual and conceptual analysis of social media, as well as the theoretical and empirical analysis.

2.2 Social Media: Context and Conceptual Analysis

Social media has become a widely adopted tool across business platforms, due to its ability to connect multiple consumers and further provide avenues for disseminating information. Kumar et al. (2016), notes that social media has become essential to marketing due to its ability to draw attention and participation from several consumers. Social media comprises of several networks and platforms which can significantly aid in business communication and marketing endeavours (Durgam, 2018). Tiago and Veríssimo (2014), note that due to the high number of consumers on social media, it became a strong platform for businesses meeting with customers. Tiago and Veríssimo (2014), further note that social media was the new market, it trumps the traditional market, offering benefits of convenience, widespread usage and strong targeting of consumers.

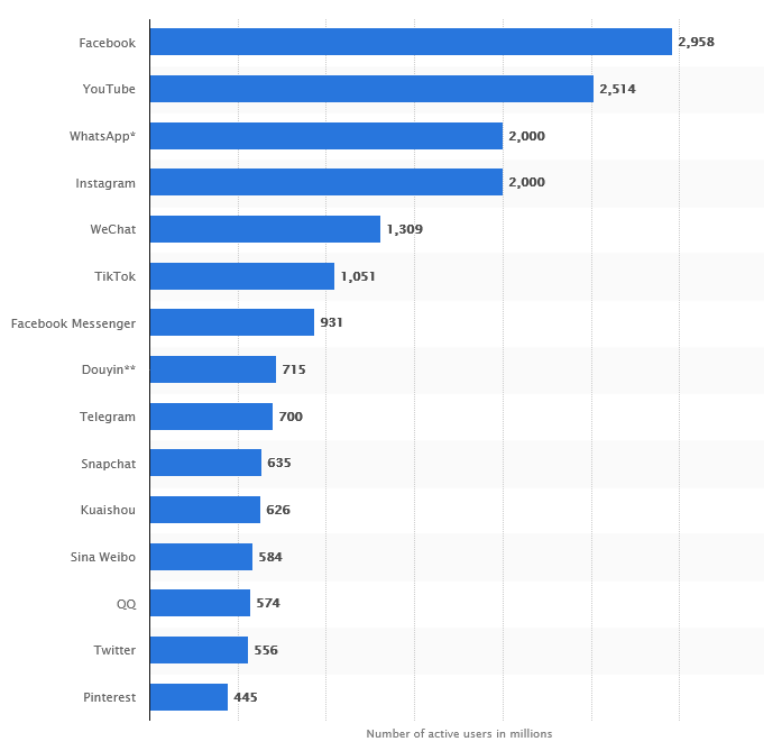
While social media was available for usage by everyone it was mostly associated with young people, Generation Y and Z. Mude and Undale (2023) while comparing the usage of Generation Y and Z social media, note that these individuals were born in an era of rapid technological change, therefore they became the most prominent social media population, Bolton et al. (2013) note that this generation preferred to spend most times on social media than interact physically, they also maintained strong habits over social media. Their savviness and attraction towards social media, therefore encourages businesses to adopt social media to interact with them. Bolton et al. (2013) also note that Generation Y and Z's obsession with social media is due to its two-way communication mechanics. It allows for participation from individuals, encouraging engagements. Social

media allows for building friendships, community, sharing information and further staying connected with the world.

There are many social media sites available for marketing, but as the focus of this research is on Facebook and TikTok, it is crucial to examine these platforms.

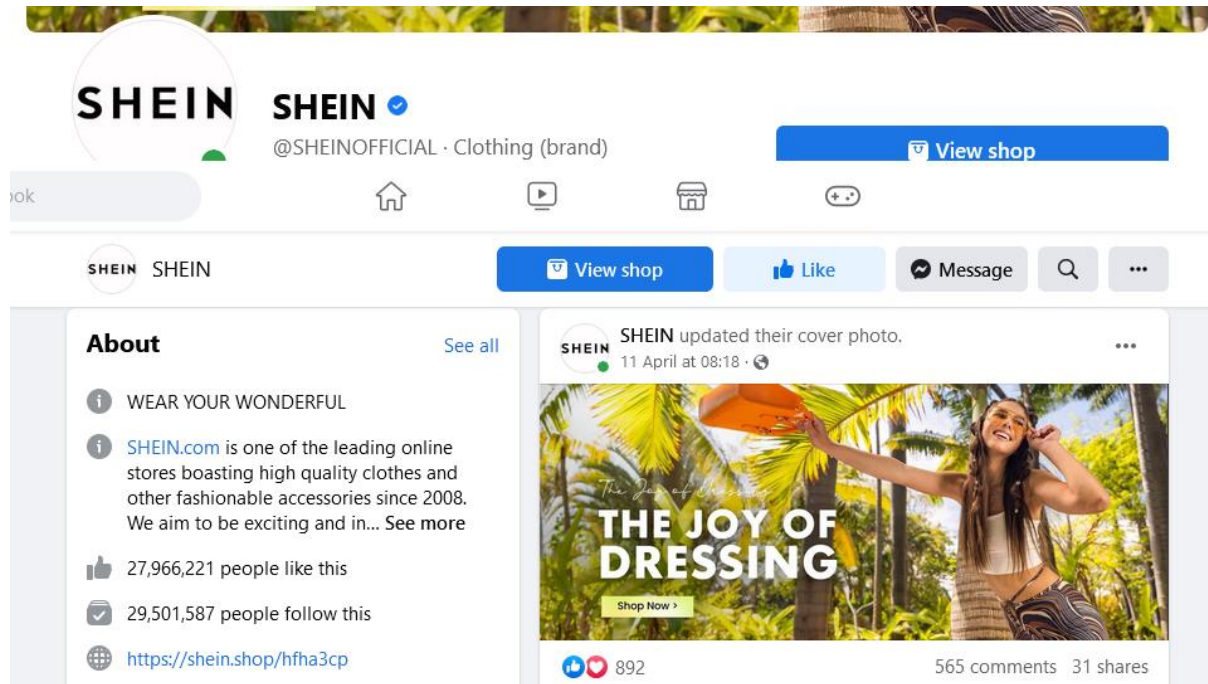
Facebook (Meta): Until recently Meta was known as Facebook. It is the platform with the highest number of users (Dixon, 2023) (Figure 2.1). This is because Facebook was one of the first social media platforms that paved the room for more social media sites (Chugh & Ruhi, 2018). Facebook as a social media platform encourages direct marketing, therefore allowing marketers to reach their consumers with a minimal fee. Thus, El Junusi (2020) note that the reason why businesses adopt social media for marketing was due to its cheapness. Facebook connects business people, intellectuals and adults. Dencheva (2023a) notes that Facebook was the most recognized platform used by marketers. However, Haenlein et al. (2020) note that growing statistics revealed that younger consumers were leaving Facebook for more engaging platforms like Instagram and TikTok. Nevertheless, Shein still has a significant presence on Facebook with over 29 million followers and 27 million likes.

Figure 2. 1. Number of monthly active social media network users (in millions)



Source: Dixon (2023)

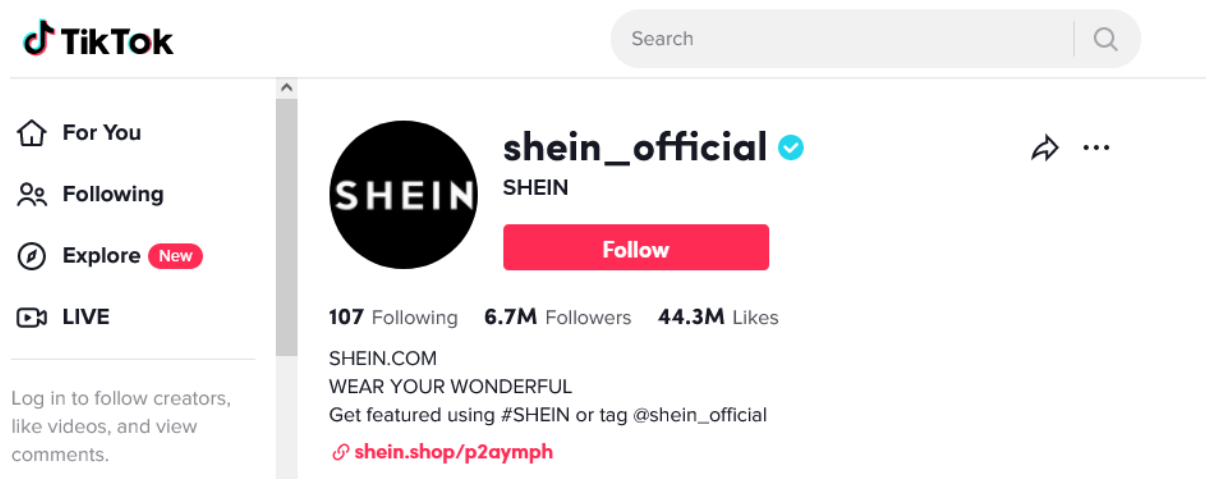
Figure 2. 2. Shein Facebook page



Source: Facebook screenshot (2023)

TikTok: TikTok was rapidly gaining popularity among young individuals i.e. Generation Z. TikTok records over 1 billion consumers monthly (Figure 2.1). It incorporates features for the creation of organic trends and content, supporting campaigns and also high influencers. Cervi (2021), explains that TikTok was gaining popularity among Generation Z because content on TikTok was very short, this resonates with Generation Z which had a short attention span. Furthermore, it supports influencers, Generation Z had a high value for influencers. Dencheva (2023b), note that there were about 106 thousand influencers on TikTok as compared to Facebook. Shein connects better with Facebook than TikTok, working with 4.32 thousand influencers. Furthermore, since most people on TikTok were Generation Z, they were drawn to TikTok. Shein has over 6 million followers on TikTok and over 44 million likes.

Figure 2. 3. Shein TikTok page



Source: TikTok screenshot (2023)

Instagram: Instagram is a common social media platform today. This platform allows its users to create and share several content such as pictures, videos, messages, texts, and links among others. Instagram has gradually gained popularity in the social media world due to its wide usage, especially among Generation Z. Close to Facebook, Instagram has about 2 billion active users monthly (Figure 2.1) and this indicates its relevance in the social media world. Instagram over time has been seen as a relevant tool for marketing (Augustinus & Agnes, 2020). According to Santora (2023), 60% of Instagram users mentioned that they have bought something through an advert or campaign they saw on Instagram. Haenlein et al. (2020) note that Instagram allows brands to create awareness for their products online. Thus, allowing more customers access to brands and products. Instagram helps brands connect with customers more effectively and efficiently since customers can obtain information about a brand as well as view other customers' reviews and comments on the product or brand (Simbolon et al., 2022). Instagram also support influencers and Shein promotes their products on Instagram via their brand ambassadors and influencers. These influencers share Shein-related information on their social media pages, such as fashion images, product reviews, and Shein event reels. This promotes Shein products and enables them to reach out to more internet clients. Shein has over 28 million followers on Instagram with over 20,000 posts.

Figure 2. 4. Shein Instagram page



Source: Instagram screenshot (2023)

The above, therefore shows that social media platforms were essential and relevant platforms for marketing. Thus, they were significantly used to market, advertise and connect with different consumers. Facebook, TikTok and Instagram were significantly used to market products to Generation Z and Shein shows a significant presence in these social media platforms. Therefore, this research will compare how Facebook, TikTok and Instagram have been used to market Shein products and how consumers connected with these platforms.

2.3. Social Media and Creating Awareness amongst Consumers

Over time, social media networks have increasingly been used in the marketing and sales of a wide variety of products and services. This is possible due to the ability of firms to create product awareness using social media networks like Facebook, TikTok, Instagram etc. Durgam (2018) mentioned that social media is a powerful tool for creating product awareness among current and potential consumers. Hence, businesses can leverage these tools to be able to reach out to numerous customers and create greater product awareness and market coverage. Interestingly, the use of social media by businesses and organizations spans different sectors and business types. For instance, Chirumalla et al. (2018) evaluate the use of social media marketing in the manufacturing industries, while Hama-Kareem et al. (2016) study focuses on the use of social media marketing in the food industry. Also, several sectors such as IT, agriculture, health, and education (Brech et al., 2017; Han et al., 2020; Khiong, 2022; Shen et al., 2020) etc. have seen great use of social

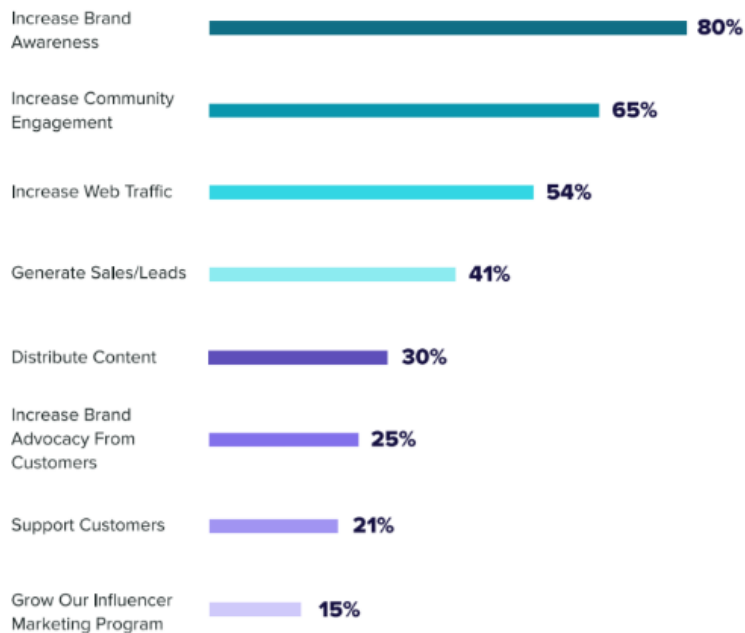
media marketing. Bilgin (2018) note that several firms have confirmed that social media has helped them create awareness for their products and services. This shows that social media can be used by businesses and organizations to create product awareness among consumers.

The concept of product awareness in marketing is key. Product awareness is defined by Rossiter (2014) as the ability of consumers to identify a product and its features. According to ElAydi (2018, p4), product or brand awareness is the "strength of a brand's presence in the consumers' mind". In other words, product awareness is the creation of a product identity for consumers to be able to identify the product or service at any point in time. Hama-Kareem et al. (2016) note that product awareness is the connection a consumer has to a particular product or service. With product awareness, consumers are aware of the existence of a product or service and its complete description and use. Knowing the existence of a product and its features is believed to aid the actual purchase of the product or service by consumers (Hama-Kareem et al., 2016). The connection between a product and a customer is vital to a marketer to create a brand positioning that will foster positive behaviours toward the product. This has made the concept of product awareness highly important to firms and marketers. Several studies have highlighted the importance of product awareness in the marketing and sales of products. ElAydi (2018) note that consumers are only likely to purchase products they have seen or at least heard about. Thus, product awareness helps consumers to better make decisions in the purchase and use of the product (Ansari et al., 2019). No wonder, Wang et al. (2017) emphasize the need for creating awareness for a product if the product is to excel in the market. This is why businesses need to create awareness for their products.

However, it can be seen that social media marketing has gained relevance in the modern business environment. Thus, businesses and organizations are now keen to create product awareness through their social media marketing platforms. Product or brand awareness is one of the key benefits of social media marketing. Figure 2.5 shows that brand awareness is considered the top goal of marketing social media. This result is supported by studies such as Bilgin (2018) and Wang et al. (2017). While other goals include increasing community engagement, generating sales, increasing web traffic, etc.

Figure 2. 5. Social media marketing goals

Social Marketers' Biggest Goals



Source: Draper (2022)

Additionally, an online survey conducted on Sprout Social shows that over half of consumers (70%) say they want firms to take a stand on social media when asked how they want them to share their viewpoint on societal issues. Durgam (2018) further notes that customers highly anticipate the presence of products online as it gives them more confidence and trust in the product.

With the increasing use of social media marketing, firms have seen significant results in creating awareness among consumers. This has led to the creation of several campaigns and content that helped businesses and organizations create brand awareness using their social media platforms. Looking at some examples of social media campaigns that lead to brand awareness, Purple mattresses have been effective at raising awareness through the usage of social media despite being a player in a densely covered industry. The social media methods and advertisements used by Purple Mattress have contributed to its success (Huang, 2020). They employ humour on social media to get attention as well as create awareness about their product.

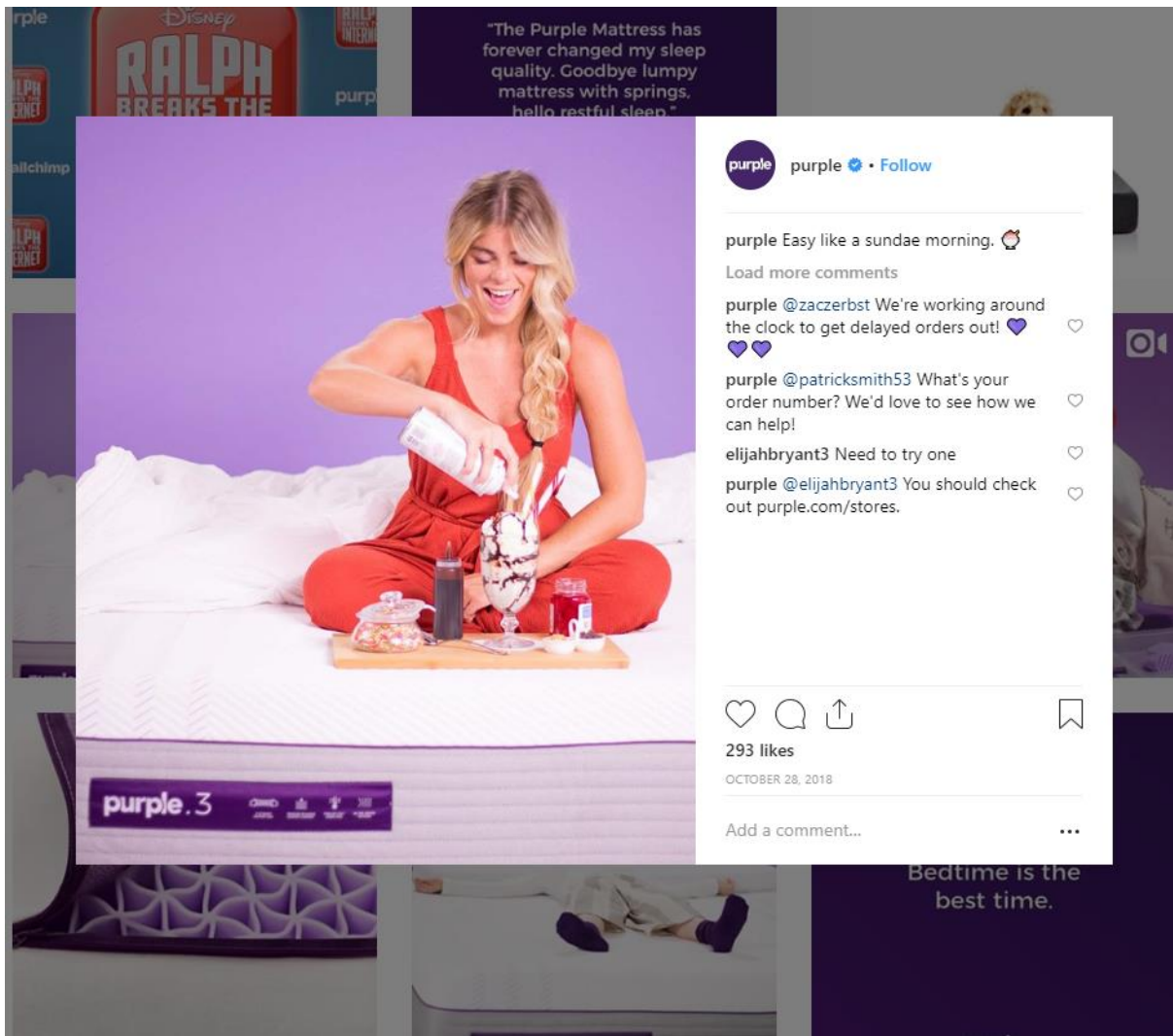
Figure 2. 6. Purple Facebook post



Source: Purple (2023)

Figure 2.7 shows a Purple Mattress Facebook post that uses a trend from the Bird Box movie that went viral on social media to make the product seem amusing, fascinating and relevant to their customers. Not only in their posts but also in the way they engage their viewers. The social media trend and customer engagement can help create huge awareness for Purple Mattress.

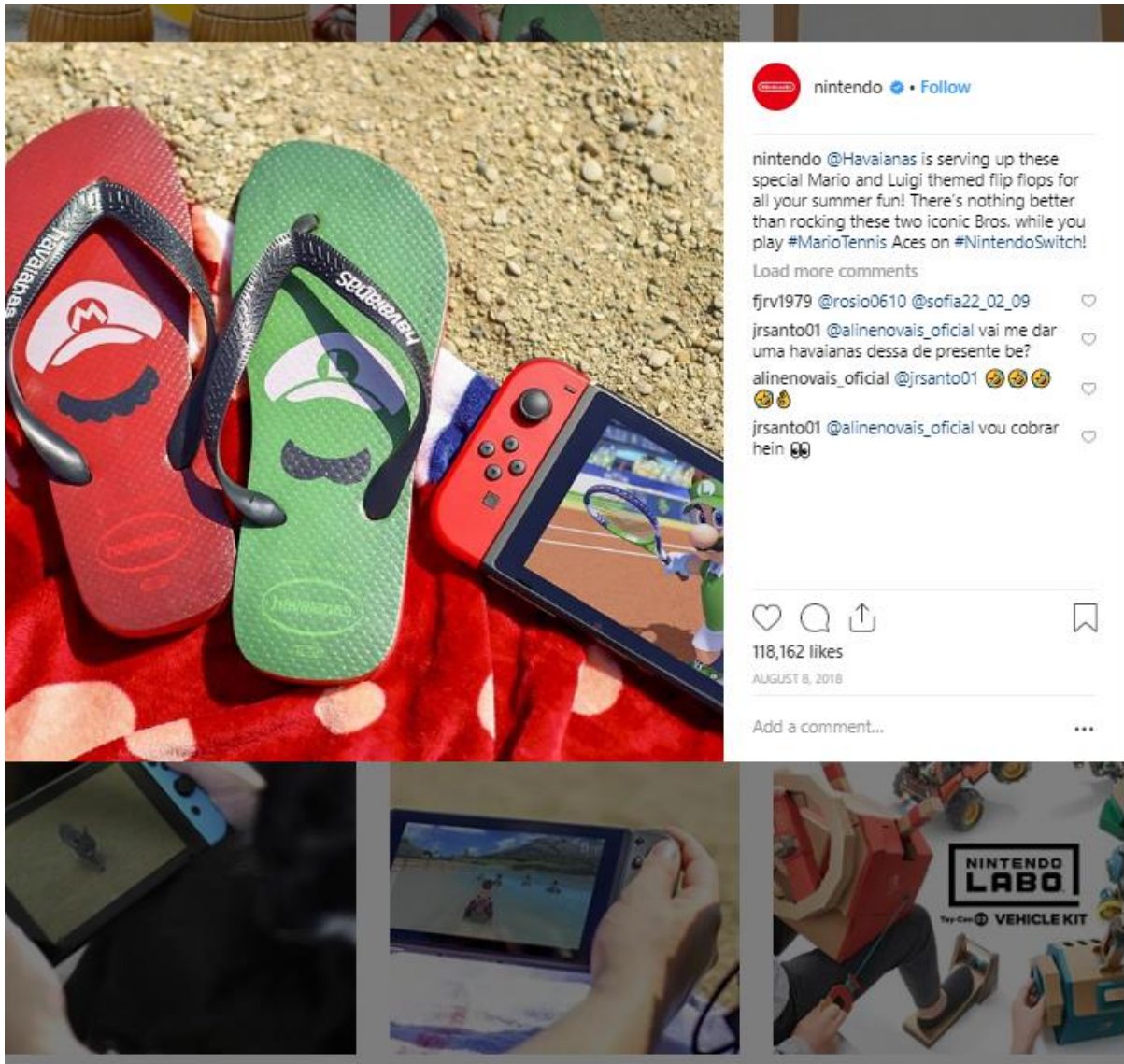
Figure 2. 7. Purple engagement with customer questions



Source: Purple (2020)

Another illustration is the Nintendo Switch game, which aimed to advertise a new idea and product. This idea is for a console that lets players change their playing style. The product is a switchable gadget that can switch between a handheld and a television console. To do this, Nintendo use social media campaign to portray how a switch can be easy. Figure 2.8 shows a Nintendo post in 2018 that attracted a lot of attention from viewers.

Figure 2. 8. The Nintendo Switch campaign



Source: Nintendo (2023)

These few examples show how firms integrate social media campaigns and engagement to create awareness and connection between their products and their customers. Thus, this section presents the importance of product or brand awareness to businesses and organizations and how social media marketing can aid them to achieve this goal. Several studies reviewed showed that social media is a recent tool that can help firms create awareness of their products among consumers. Therefore, this study will look at how social media can help Shein create more awareness among their consumers.

2.4 Social Media and Increasing Purchase amongst Consumers

The level at which firms around the world are now in need of new ways to adequately reach out to their consumers is now high (Naeem, 2021). This is due to the importance of customer satisfaction to the success of their goods or services. Meire et al (2019) explain how a lot of firm executives and product marketers believe that social media marketing richly supports and influences the increase in the purchase of a company's product by consumers. More studies have shown that social media has shaped and shifted the way businesses could relate with their target customers and the use of these social media platforms has created and granted companies great competitive advantage over their rivals (Pütter, 2017). While Hassan and Sohail's (2021) research reports on the low exploitation of social media marketing by firms, ElAydi (2018) agrees that social media presently provides marketers with a more suitable area to engage with customers compared to traditional mediums. This engagement provides and supports businesses and their marketers with the opportunity to create brand awareness and brand trust and all this leads to influencing customers' purchase intention (Ansari et al., 2019; Bilgin, 2018; Hassan & Sohail, 2021).

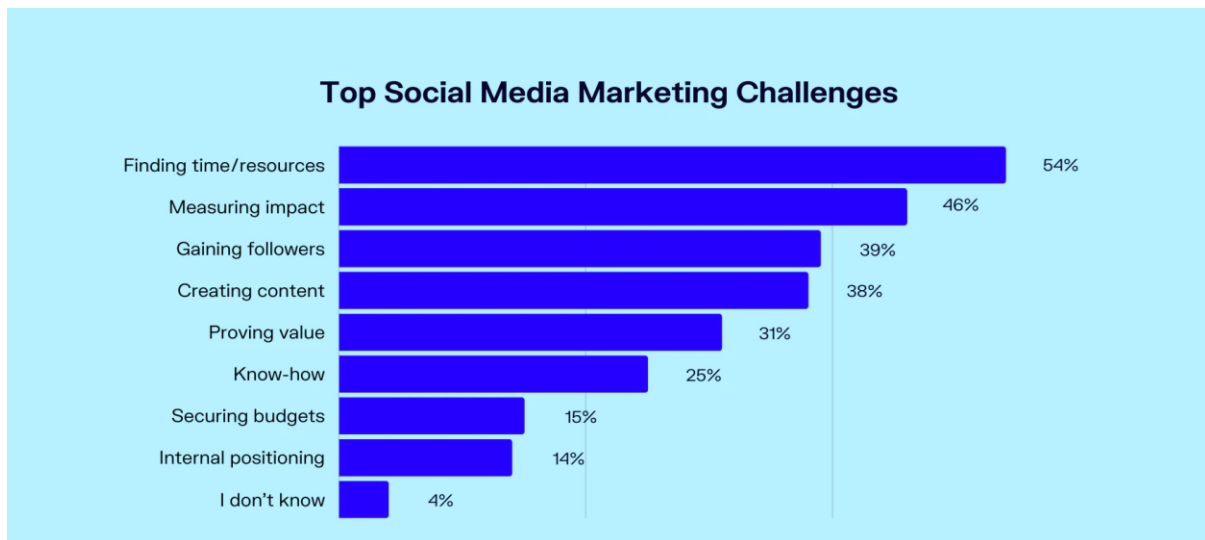
After the COVID-19 pandemic, consumers' social media marketing participation has increased (Mason, 2021). This has driven more companies to now pursue the part of social media marketing as it seems promising in driving an increase in customers' patronage of their goods and services (de Oliveira Santini, 2020). According to Miah et al., (2022), consumers have now moved to the utilization of social media to identify products, gather information about these products, assess the products and make the purchase of these same products in this post-COVID-19 era. This has shown the importance and relevance of social media platforms in the sphere of marketing in the post-COVID-19 era. The relevance of social media to marketers and companies in driving a strong purchase intention of their consumers cannot be overemphasized however there have been challenges in how the organization can provide mediums (like ads) to successfully attract customers and influence them to purchase their products and services (Alalawan, 2018). Reifa, (2020) reports on the increasing use of social media platforms by fraudsters and how this undermines and affects consumer confidence in purchasing on these platforms. A reasonable number of customers also prefer to relate physically with the companies of

the products (especially electronic gadgets) they purchase than the use of digital platforms (Reifa, 2020)

Companies now make use of influencers and celebrities to help build credibility and trust for please their products and also influence consumers' patronage (Mabkhot et al., 2022). Tashtoush's (2021) study, shows that Facebook influences consumer buying behaviours by 73%. This is because of the great number of (about 2.96 billion) users of the blue app (Figure 2.1). social media platforms are now being considered the best option for businesses in reaching out to a wider number of customers directly and also creating a competitive advantage for their products (Hansson et al., 2013). It is also seen as a cheap way to create a connection between companies and their customers and thus, pressuring companies to provide information and e-services to attract new customers and maintain old ones (Silvia, 2019). According to Simbolon et al. (2022), the use of social media platforms like Instagram for marketing products and services by businesses or companies is very effective in influencing the purchasing decisions of customers. This is possible by marketers being able to create awareness, provide satisfaction feeling and create virtual communities which may motivate the consumer to do an online purchase (Augustinus & Agnes, 2020).

Even though businesses are now leaning towards social media to achieve their goals of increasing purchasing among their consumers, several challenges may hinder them from achieving this. Kumar et al. (2016) note that businesses are increasingly adopting social media marketing, which is helping them to increase their sales, however, it is increasingly becoming difficult for some businesses to be able to adopt the strategies. Desai and Vidyapeeth (2019) observed that some businesses find it difficult to adequately manage their social media marketing activities. Thus, leading to chaos and customer dissatisfaction with brands. Firms may get discouraged by customer negative reactions online and this can also lead to creating a bad image for the brand. Eid et al. (2020) note that competition also raises the expectations of customers and some businesses find it difficult to meet up with the pace of their competitors. This, therefore, limit their presence online.

Figure 2. 9. Social media challenges



Source: Meltwater (2023)

Other challenges includes managing time and resources, measuring impact, gaining followers, creating content, providing value etc. All these factors can hinder the adoption of social media marketing by businesses and organizations (Hofacker & Belanche, 2016). Hofacker and Belanche (2016) further stated that businesses need to identify the challenges associated with social media marketing and seek strategic and appropriate solutions to handle these challenges. Voorveld (2019) argue that by not addressing social media challenges, businesses may find it hard to achieve their social media marketing goals such as brand awareness or increasing consumer purchasing.

Social media platforms being highly interactive are now changing how businesses approach marketing. Studies have shown from this review that the social media platform has proven to be a key component in creating brand awareness, and the higher a company's brand awareness, the higher it influences consumers' purchasing decisions. Nevertheless, several challenges may hinder the adoption of social media marketing by businesses, thus, there is a need for businesses to put in place strategies that will help them address such challenges. Therefore, businesses are now being motivated to embrace the social media marketing model to increase purchasing among their consumers.

2.5 Social Media and Connecting to Consumers

Social media platforms are also avenues where companies can create a good and strong bond with their customers and this influences their customer behavioural outcomes (Godey et al., 2016). The introduction of social media marketing has improved the connection between businesses and their consumers and thus promotes customer loyalty and patronage. In the last ten years a major shift from traditional media to what most people call the fourth revolution --has been experienced (Miller & Lammas, 2010). This fourth revolutionary technology (such as social media platforms) holds great prospects to significantly improve marketing efforts with various forms of marketing campaigns as well as allow consumers to generate and control their communication. Palalic et al. (2021) note that social media provides product marketers and consumers a great opportunity of communicating and doing trades in new and different forms. Similarly, Maria et al. (2019) stated that social media proves to be a great opportunity for marketers who desire a way to follow and maintain communication with their target customers. Miller and Lammas (2010) report that about 70% of consumers visit social websites to get pieces of information and this can be an opportunity marketers can seize to stabilize and improve their connection with their consumers. The large number of users on the various social media platforms is one of the feasible reasons responsible for marketers using this medium as a marketing channel for their business (Appel et al., 2020). According to Appel et al (2020), the large number of daily users of some social media platforms has encouraged most marketers to see these platforms as vital marketing and communication channel for business.

Businesses can connect with their customers in different forms using the social media network. With several activities ranging from customer interactions and engagement, feedback, word of mouth, entertainment, trends etc. businesses get to connect with their customers (de Oliveira Santini et al., 2020). According to Ansari et al. (2019), social media content can create a strong connection between customers and a particular product or brand. For instance, Haenlein et al. (2020) noted that consumers can repost and recommend a product or brand to their friends and family if they feel well-connected and satisfied with the product or brand. These social media marketing activities like new trends, entertainment and word-of-mouth are very vital tools businesses can now use on their social media platforms to boost connections and communication with their

customers. Therefore the way and manner that marketers use to connect with their consumers on social media platforms are very vital as this is another way for marketers to build customer loyalty (Appel et al., 2020). Thus, it can be concluded that consumers will be more satisfied and become loyal when they feel very connected to a product or brand.

Modern businesses now have a great opportunity of connecting with current and potential customers. However, most businesses have faced issues in the past that involve inefficient connection and communication with their consumers (Tabrizchi & Kuchaki, 2020). This is a result of the limited mediums that were available such as Television and emails which required a long time for them to address complaints from consumers and was very difficult and sometimes impossible to communicate with their customers directly (Lee & Lee, 2020). But the introduction of social media platforms and the great number of their users, has made it very easy for brand marketers to link up with their consumers. This new trend provides a marketing opportunity that cut across the traditional middlemen and thus connects the companies directly with their customers (Dimitrova et al., 2020). This has resulted in global companies venturing into the social media marketing platform and using them with their innovations to power their advertising campaign with social media marketing (Dugram, 2018). The use of content-based information by marketers in an attempt to connect with target consumers, raise awareness and reach less accessible populations with their products has improved their connection with their consumers and also their brands in the market. Figure 2.12 shows several consumers' personal experiences with a brand connection through social media. Durgam (2018) also believes that social media helps connect consumers with products especially based on their past experiences.

According to Manzoor et al (2020), the result of the change in markets, globalization and innovative technology has caused the present markets to be more competitive. Social media platforms like YouTube, Twitter, Instagram and Facebook have seen marketing companies moving towards a new direction which utilizes social media marketing. This new direction is a result of the pressing competition of companies to gain consumer loyalty and great consumer patronage (Alzoubi et al, 2022). This has resulted in activities such as improving websites and maintaining a stable online presence. This shows how businesses are now making efforts to connect better with their customers.

This section portrays the importance of social media in connecting with consumers. It is outlined that several activities on social media can be used in other to connect better with consumers. The ability of social media to connect with a wide range of people is highly beneficial to businesses and how they can connect with their customers. Thus, it can be concluded that consumers will be more satisfied and become loyal when they feel very connected to a product or brand.

2.6. Social Media Strategy Adopted by Shein

Shein has a strong presence on various social media platforms. The company has created a strong online presence with its engagement with social media platforms such as Facebook, TikTok and Instagram. Over time, Shein has implemented several social media strategies to enhance its business performance and productivity. Li (2022) believes that Shein's social media presence is giving the company a global edge against its competitors. Through social media, Shein can reach consumers globally covering over 200 countries. The Shein online app had over 177 million downloads in 2021 and currently has over 43.7 million active users (Curry, 2023). For instance, the hashtag #Shein has received more than 59 billion views on TikTok.

This shows the active engagement of Shein with its consumers online. Thus, Shein implements marketing strategies such as data management to gain insights into consumer behaviour, influencer marketing, user-generated content (UGC), trendy and engaging content, flash sales and limited-time offers, cross-platform integration, and engagement and customer interaction etc. (Li, 2022; Shen, 2022).

Shein understands that to reach out to its target market, it must first identify the needs and demands of its potential clients. Thus, Shein accomplishes this by tracking users through its mobile app and on the web. According to Li (2022), Shein's success is largely attributable to their adept understanding of the psychology of Gen Z consumers and their capacity to win over this target market with affordable prices and style. This generation, which made up 18.4% of the total population in 2021, has grown up alongside the rapid development of Internet technology. Now that some members of Generation Z are already employed, most new consumer brands are concentrating on their purchasing patterns and purchasing power. SHEIN has seen commercial success by anticipating the buying habits of customers.

Influencer marketing has played a significant role in Shein's marketing strategy. Shein collaborates with a wide range of influencers, including fashion bloggers, TikTokers, YouTubers, and Instagram influencers, to promote their brand. These influencers often featured Shein products in their posts or videos, generating awareness and driving traffic to the Shein website. These influencers have been able to drive sales for Shein through their engagements with Shein audiences on social media (Shen, 2022). An approach to this is the use of average social media influencers and reviews from satisfied customers to promote their products (Bargeron, 2021). This helps them save the cost of hiring highly popular influencers and celebrities to promote their, rather uses lesser popular influencers. Gaining competitiveness in today's online retail marketplace is crucial for online retailers. They have leveraged the power of influencer partnerships to reach and engage their target audience, particularly in the fashion and beauty niche. Shein has built a brand image and a competitive advantage with its social campaigns and influencer marketing (Carr, 2022).

Additionally, Shein encouraged customers to share their Shein purchases on social media using specific hashtags. They often featured user-generated content on their own social media accounts, creating a sense of community and authenticity around their brand (Agarwal, 2021). "The goal is to interact with content creators and real-time consumers to create compelling tales about their products through blogs, articles, and videos" (Shen, 2022, p.228). Shein's social media content focused on staying up-to-date with the latest fashion trends and engaging their audience. They posted images, videos, and blog posts showcasing their products in fashionable and aesthetically pleasing ways to attract and retain followers (Li, 2022). For instance, Shein hosts a live show on Instagram every Wednesday to keep customers up-to-date on trends in fashion and products (Bargeron, 2021).

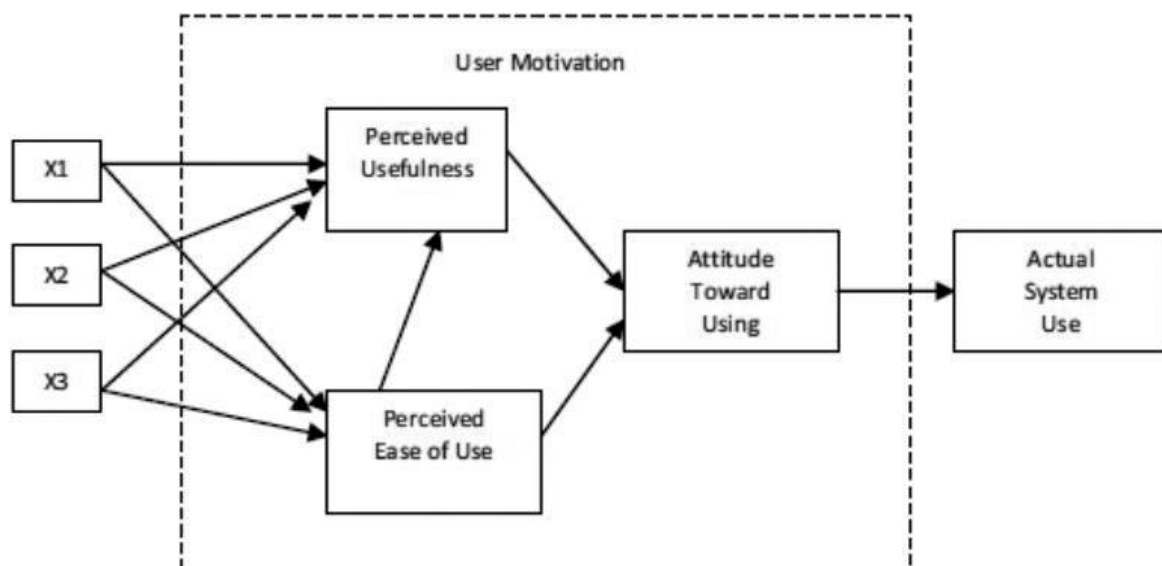
Shein maintained a presence on multiple social media platforms, including Instagram, Facebook, Twitter, TikTok, and YouTube. They adapted their content to suit the unique characteristics of each platform and leveraged their reach across different audiences. They actively engaged with their followers by responding to comments, direct messages, and mentions on social media. They used social media as a customer service channel and prioritized building positive relationships with their customers.

2.7. Theoretical Analysis: Theories of social media

2.7.1 Technological Adoption

The difficulty in understanding the changing technological advancement and businesses accepting these constant changes heavily influences how quickly businesses grow (Younus, 2021). Several theories and models have been put out to explain why organizations accept new technology and intend to employ them. A typical consideration is the technology acceptance model (TAM). The technology acceptance model was first proposed by Fred Davis in 1986. The model suggests that there are factors that will explain the acceptance of further use of new technology by an organization or individuals (Davis, 1989). The model, therefore, proposed two main factors which include perceived usefulness (PU) and perceived ease of use (PEU). While perceived usefulness describes how an individual or an organization believes the technology can impact their actions, perceived ease of use describes the level at which the technology can be used with minimal possible effort (Lai, 2017). According to the model the two factors are believed to influence attitudes towards using the technology and finally the actual system or technology use.

Figure 2. 10. Technology Acceptance Model



Source: (Davis, 1986)

The TAM is pertinent to businesses and organizations because new technologies, like social media, can be complicated and decision-makers may be unclear about whether when they adopt them they will be successful. As a result, before making any attempts to use new technology, people create attitudes and intentions about trying to learn how to use it (Lai, 2017). TAM has formed relevance in several sectors and it has been applied in the decision of adopting several technologies by businesses and organizations (Kamal et al., 2020; Ritz et al., 2019).

However, several criticisms led to the expansion of the TAM model. TAM 2 (Venkatesh and Davis, 2000) suggest that other factors (external factors) may also explain the acceptance of new technology by organizations or individuals (Lai, 2017). While TAM 3 (Venkatesh and Bala, 2008) suggests four factors that can influence the acceptance of new technology. Despite these modifications, the TAM model has remained a significant and relevant theory in explaining the adoption of technology.

2.7.2 Social Exchange Theory

The Social exchange theory (SET) stands as another theoretical basis for this study. The Social exchange theory has its roots in the economic exchange theory (Xia et al., 2021). The economic exchange theory suggests that people seek to evaluate the benefit and cost implications of an action and seek to maximize such benefits and minimize the cost of the action or decision (Bimonte & Punzo, 2016). In the social exchange theory, a similar idea is adopted. However, in the social exchange theory, people also seek to maximize benefits and minimize costs. But in the social aspect, it is hardly tangible benefits, rather it is mostly based on beliefs and perceptions of individuals of what benefits them in a decision taken (Xia et al., 2021). For instance, an individual may want to exchange his skill or expertise for something intangible such as status or respect. Social exchanges, however, are founded on the assumption of mutual return rather than being able to ensure that the benefit is equivalent to the cost (Xia et al., 2021).

The social exchange theory has seen several criticisms, for instance, Cropanzano et al. (2017) note that the theory has been criticized for only applying when its assumptions are true however it cannot be applied in a more general context, as human behaviour is hardly predictable. Nevertheless, the social exchange theory has also found relevance in

several other contexts and areas, including consumer behaviour (Wang et al., 2019), supply chain management (Davis-Sramek et al., 2022), and online health communities (Ren & Ma, 2021) among others. Therefore, social exchange theory can be considered a relevant theory in this study. In this study, sharing information on social media could be treated as a social exchange since businesses sharing content on social media would expect to gain some benefits such as creating awareness and connecting with consumers. Therefore, the social exchange theory could be utilized as a theoretical foundation for understanding social media marketing in business.

2.7.3 Social Network Theory

A social network is a structure that comprises actors such as organizations or individuals that are provided with the opportunity to interact together (Liu et al., 2017). The social network theory suggests that the social structure is a community of connected actors (organizations or individuals) and uses the model to explain its evolution and development (Wasserman & Faust, 1994). Individual members of a community are treated as nodes in social network analysis, and their interactions are referred to as connections, links, ties, or edges (Pan & Crofts, 2012). Individuals, families, towns, and even entire countries can develop social networks, and communication frequency, friendship, financial transactions, romantic relationships, and shared ideologies or interests can all be examples of these social network links or connections (Liu et al., 2017). They combine to create a sophisticated graph structure as illustrated in Figure 2.14.

Social interactions are key in social network theory to convey information, channel personal or media influence, and facilitate attitudinal or behavioural change (Kujur & Singh, 2020). The social network theory has found relevance in explaining and understanding the context of social media. Liu et al. (2017) relate the social network theory to digital and mass media. They mentioned that digital media enables the sharing of information and hence foster connectivity. This study relates the interaction between social actors (i.e. businesses and consumers) and how the two can influence each other through social media. Thus, the social network theory can be seen as a theoretical foundation for this study.

The section presents a theoretical analysis of theories and models and their application to this study. The technological acceptance model, social exchange model and the social network theory are used in this study to form the theoretical foundation of the study. These theories explain social interactions and the adoption of technologies. These relate to this study as the study aims to understand the influence of social media in the marketing of Shein products.

2.8. Empirical Analysis

Several studies can be linked to social media marketing and its influence on brand awareness, consumer purchase behaviour, consumer connection with a brand, and consumer loyalty among others. Durgam (2018) evaluates social media and its marketing role in businesses. The study discusses the various concepts of social media and social media marketing and its role and relevance to businesses. The study found that social media creates awareness of brands, increases the number of customers, builds new partnerships, and increases consumer purchasing. The study also found that global firms now recognized social media marketing as a potential marketing platform to promote their advertising campaigns and marketing activities. Mude and Undale (2023) compared the usage of social media among Generation Y and Generation Z. The study made use of 293 respondents purposefully selected to participate in the study. The study found that both Generation Z and Generation Y use social media equally as a source of information. Thus, the study recommends that businesses should adopt social media marketing to reach out to a wide consumer network within Generation Y and Z to promote their brands and products. While other studies such as Ansari et al. (2019), Bilgin (2018), and ElAydi (2018) also studied the importance of social media marketing to businesses. They found that social media marketing is a relevant tool towards creating awareness among consumers, increasing consumer purchasing, leading to consumer loyalty, as well as enable consumer connection. Thus ElAydi (2018) recommends the adoption of social media marketing among businesses and organizations.

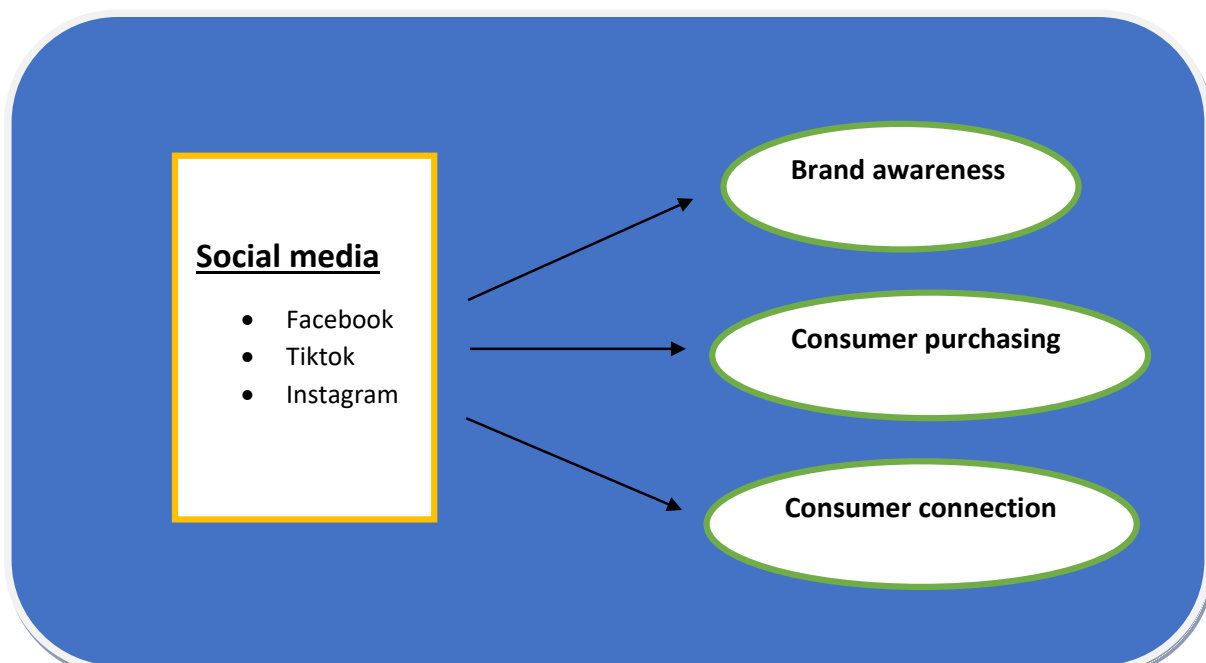
2.9. Conceptual Framework

Table 2. 1. conceptual framework

s/n	Variable	Definition	Variable type
1.	Social media <ul style="list-style-type: none"> • Facebook • TikTok • Instagram 	Social media comprises several networks and platforms which can significantly aid in business communication and marketing endeavours (Durgam, 2018). Tiago and Verissimo (2014), note that due to the high number of consumers on social media, it became a strong platform for businesses meeting with customers	Independent variable
2.	Brand awareness	brand awareness is one of the key benefits of social media marketing (Bilgin, 2018). ElAydi (2018) define brand awareness as the complete knowledge a consumer has about a product or brand including where and how to buy it.	Dependent variable
3.	Consumer purchasing	Companies now make use of social media to help build credibility and trust for their products and also influence consumers' purchasing (Mabkhot et al., 2022). This study looks at how Shein can use social media to influence consumers to purchase their products	Dependent variable
4.	Consumer connection	Social media platforms are also avenues where companies can create a good and strong bond with their customers and this influences their customer behavioural outcomes (Godey et al., 2016).	Dependent variable

Source: Personal Research (2023)

Figure 2. 11. Conceptual framework



Source: Personal Research (2023)

Based on the literature reviewed, a conceptual framework is developed for the study. From the conceptual framework in Figure 2.15, social media is the independent variable while brand awareness, consumer purchasing, and consumer connection are the dependent variables. The conceptual framework depicts that with the use of social media networks such as Facebook, TikTok and Instagram businesses can create awareness among consumers, and increase consumer purchasing, and consumer connection.

2.10. Conclusion

The reviewed literature for this study was conducted in this chapter. This covers the contextual and conceptual analysis of social media which gives an understanding of social media and its relevance to businesses and organizations. Also, the influence of social media and creating awareness among consumers, increasing consumer purchasing, and connecting to consumers were reviewed from various literature. This review showed that social media is a powerful marketing tool that businesses and organizations such as Shein can use to achieve several business goals such as brand awareness, consumer purchasing and consumer connection. Furthermore, the theoretical and empirical analysis were also presented in this chapter. Thus a conceptual framework was developed to guide the study. This chapter gives insight into this study's main concept and ideas which gives a better general understanding of the study.

CHAPTER THREE

METHODOLOGY

3.1. Introduction

The research methodology for evaluating Shein's social media strategy for connecting with millennial consumers is a qualitative approach that uses primary data. The research design is a case study with an interpretivism research paradigm. The research approach is interview-based, and the data collection instrument is a semi-structured interview guide. The sampling method is judgmental sampling, and the study's participants are young consumers of fashion wear. The population were young consumers of fashion wear who follow Shein on these platforms. Participants were from different nationalities in Ireland. The research strategy is a case study approach, and the research ethics focus on maintaining the confidentiality and anonymity of participants and ensuring informed consent. The study may use an inductive approach to understand and explore the phenomenon of Shein's social media strategy.

3.2. Research Paradigm

A research paradigm is a broad lens or viewpoint that guides the researcher's approach when looking into a particular subject or phenomenon. The research paradigm and claims influence the development of the study topic, gathering and evaluating data, and formulating conclusions. (Khalid, 2017). Furthermore, according to Shah and Al-Bargi (2013), the research's purpose, worldview, and ontological presumptions all impact the researcher's chosen paradigm.

This study employs the interpretivism research paradigm. The qualitative research paradigm known as interpretivism emphasises the subjective nature of human experience and the significance of comprehending the significance and meanings that individuals attach to their experiences. (Alharahsheh and Pius, 2020). The use of interpretivism in this study is suitable since it allows for the investigation of millennial consumers' individualized views and experiences of Shein's social media strategy. Furthermore, since Shein works in a global market and its social media strategy could be influenced by cultural differences, interpretivism also recognizes the impact of social and

cultural circumstances on individual experiences. Finally, interpretivism also emphasizes how crucial it is to comprehend social processes in their natural settings. This is pertinent to the study because Shein's social media strategy is deployed on Facebook and TikTok, two social media outlets that millennial users use every day.

As a result, the interpretive research paradigm is suitable for this study because it enables the researcher to thoroughly understand Shein's social media strategy and its effects on millennial consumers in their natural environment while taking into account the cultural and subjective nature of the human experience.

3.3. Research Approach

The overarching framework or viewpoint that directs the research investigation is referred to as a research approach; it gives the study a broad theoretical framework that directs the research approach and data collection strategies. (Morgan et al., 2017). It also allows the researcher to tackle the study problem logically, with little ambiguity and will enhance the current research. Furthermore, the researcher will avoid drawing flimsy and unappealing findings, which can seriously impair the reliability and legitimacy of the research, by employing a research approach.

There are three major research approaches: deductive, inductive, and critical reasoning.

This research uses the inductive approach. An inductive research approach aims to develop a theory or explanation of a phenomenon by gathering and analyzing facts. In this method, the researcher starts by making observations and gathering data before developing theories or notions based on the information. (Liu, 2016). The inductive research approach is frequently used in qualitative research investigations where the objective is to produce new ideas or theories.

The inductive approach also encourages openness and adaptability to fresh insights that might emerge from the data and has the potential to generate previously unconsidered theories or notions. (Liu, 2016). For these reasons, this study employs an inductive approach which enables the researcher to determine if Shein's use of Facebook and TikTok has enhanced young customers' awareness of fashion wear and their propensity to purchase it. It also enables the researcher to contrast Facebook's and TikTok's

efficiency in reaching young consumers. Using the inductive approach aided the researcher to investigate how young customers view Shein's social media strategy from their viewpoints and experiences. The themes and ideas from this investigation were further developed using the inductive approach.

The inductive method has been criticized for its tendency to produce subjective interpretations and a lack of universality. The results may be impacted by human biases, preconceptions, and expectations because the approach depends on the investigator's perceptions and interpretations of the data. (Greenfield et al., 2015). The inductive approach also emphasizes the creation of ideas and hypotheses based on particular observations and experiences, which might not be appropriate or indicative of the larger population or context. As a result, it could be difficult to generalize an inductive study's results to a larger population or setting. Nevertheless, the researcher will offset this by using a representative sample to improve the generalizability of the results to a wider population or environment.

3.4. Research Strategy

A research strategy is a method or plan for carrying out a study. It explains the procedures to be performed to accomplish the study's goals and respond to its open-ended questions. The data collection, processing, and interpretation methods are included in the research plan, which is typically based on the research methodology. (Beach and Rasmus, 2016),

The case study method will be the research strategy used for this study. The case study approach, sometimes referred to as the qualitative research approach, is appropriate for this study because it enables a thorough examination of a specific phenomenon, in this case, Shein's approach to social media engagement with millennial customers on Facebook and TikTok. (Crowe et al., 2015)

The case study approach entails gathering primary data from Shein's target millennial consumers who satisfy the research's inclusion requirements via in-depth interviews. The case study approach will thoroughly examine the research goals, including determining if Shein's usage of Facebook and TikTok has boosted young customers' knowledge of fashion clothing and their propensity to purchase it. The strategy will also enable a comparison of Facebook and TikTok's abilities to reach young consumers.

Overall, the case study approach is an appropriate research strategy for this study, as it will provide a comprehensive understanding of Shein's social media strategy and its effectiveness in connecting with millennial consumers.

3.5. Source of Data

Primary data was gathered directly from the person who responded or participated. Given that they are obtained directly from a participant, they provide a more real and precise image of the variables. (Bryman & Bell, 20). This allows the researcher to get data that provides specific information for the study. Additionally, primary data generates the precise information required to respond to the research questions and accomplish the study's goals.

The primary data used in this study was obtained through in-depth interviews with millennial Shein customers who frequently use Facebook and TikTok and have recently bought clothing from the retailer. The researcher conducted interviews, and audio recording devices were used to capture the data. After that, the data was transcribed for qualitative analysis.

3.6. Sampling/Participants of the Study

The sampling technique used for this study is purposive sampling, also known as judgmental sampling. Judgmental sampling involves selecting participants based on specific criteria relevant to the research objectives. According to Etikan and Bala (2017), judgmental sampling happens when the researcher evaluates participants to determine who will provide the most valuable information to support the study's objectives. In this study, the criteria for selecting participants were:

- Age: Participants fell into the target age range for Shein's millennial customers, which is 18 to 35. They were from different extractions including Africans, Irish and Indians.
- Gender: Participants were selected to ensure a diverse representation of gender.
- Social media usage: Participants were regular users of Facebook and TikTok.
- Fashion wear consumption: Participants purchased fashion wear from Shein

Social media sites like Facebook and TikTok were used to contact the participants, focusing on those who have interacted with Shein's social media material. A total number of 10 participants were used for the study.

3.7. Instrument for Data Collection

The instrument used for data collection in this study is the interview method. This will be used to conduct in-depth interviews with Shein's target millennial consumers.

The interview guide covered the following key areas:

- Awareness of Shein's social media presence on Facebook and TikTok
- Perceptions of Shein's social media strategy on Facebook and TikTok
- Engagement with Shein's social media content on Facebook and TikTok
- Impact of Shein's social media strategy on purchase behaviour
- Comparison of effectiveness between Facebook and TikTok for connecting with millennial consumers

The interview method was developed based on the research objectives and literature review. They were designed to allow for open-ended responses and follow-up questions to allow for a deeper exploration of participants' perceptions and experiences.

3.8. Validity of the Research

The degree to which a research tool assesses what it is intended to measure is known as validity. (Ryan and Johnson, 2020). To guarantee that the phenomenon being studied is reliably measured, research equipment must be validated. When using a legitimate research tool, the researcher can reach an inference or finding that appropriately represents the results from the study region or target population. Additionally, validity increases the amount of study credibility, particularly in connection to the variables created and tested.

To ensure the validity of the research instrument, the study employed various measures to validate the interview and study. These measures include:

1. **Pilot testing:** To detect any potential flaws with the wording or clarity of the questions, the interview questions will be pilot tested with a small sample of Shein's target millennial consumers. The pilot test feedback will be utilized to refine and improve the research instrument.
2. **Expert review:** Experts in social media advertising and qualitative research will analyze the research instrument to look for any possible prejudices or holes in the questions. The research instrument will be revised and improved based on the comments from the expert review.
3. **Member checking:** The researcher will give the participants a chance to examine and validate the accuracy of the data obtained after conducting the interviews. This will help to validate the data and ensure that the participants' perspectives and experiences are accurately represented.
4. **Triangulation:** The researcher will use different data sources to validate the study's findings. This may entail studying social media interaction data, performing a literature review, and speaking with professionals in the field.
5. **Reflective approach:** Throughout the investigation, the researcher would keep a reflective mindset, considering their opinions and biases that could affect the findings. This is intended to ensure that the research is carried out fairly and impartially.

3.9. Analysis of Data

Semi-structured interviewing was used to collect data, which covered essential subjects while allowing participants to express their opinions and experiences freely. The thematic analysis was used for the analysis of data. Thematic analysis groups responses based on relevant ideas and responses gotten from the data. There is no current universal method for thematic analysis. However, this research adopts the thematic analysis explained by Cresswell (2013)

Transcribing interviews: Interviews were transcribed to get conversant with the data.

Coding: The interviews were then coded. Coding was done with an Excel spreadsheet.

Identification of Themes: Themes were identified, based on similar responses evolving from interviewees. Not all responses were used during theme development, due to the

numerous data collected. Interviews focused on the most essential and insightful findings about the research objective (Cresswell, 2013).

Discussion: Themes were discussed based on findings and the literature review. Therefore, ensuring that a comparison is made between new knowledge and what is available in previous literature.

Overall, the thematic analysis provided valuable qualitative data that enabled the researcher to thoroughly examine the study's objectives and comprehend Shein's social media strategy on Facebook and TikTok from the viewpoint of its intended millennial audience.

3.10. Ethical Considerations

The research will adhere to ethical principles to protect the rights and welfare of the research participants. To ensure the security of participants and the reliability of the data gathered, research ethics coordinate and regulate the conduct of the study. (Sileyew, 2019). As a result, the researcher followed ethical guidelines to guarantee that nobody was coerced to participate in the study. The following ethical considerations will be addressed:

1. **Informed consent:** All participants will receive information about the study's objectives, the procedures for gathering data, and their right to discontinue participation at any time before enrolling in the study. Before participating in the study, participants must provide informed consent in writing.
2. **Confidentiality:** Information about the participants' identities and personal details will remain private. All information gathered will be safely stored; only the study team can access it. Pseudonyms will be given to participants to maintain their anonymity.
3. **Voluntary participation:** The study will be voluntary, and participants will be free to drop out whenever they choose without facing any consequences.
4. **Avoidance of harm:** Participants will not experience injury or suffering as a result of the study. The research team will take the necessary precautions to guarantee that the volunteers are not harmed physically, psychologically, or emotionally due to the study.

5. **Cultural sensitivity:** The research team will perform the study with cultural sensitivity, acknowledging and respecting the participants' diversity of cultural backgrounds.
6. **Data protection:** The researcher will abide by data protection laws and regulations to ensure that all information is stored securely and only utilized for the research.

3.11. Conclusion

In conclusion, the study's research technique was a qualitative research design that made use of a case study methodology and an inductive approach. Young consumers' experiences and viewpoints on Shein's social media strategy could be explored thanks to the utilization of interviews as the main tool for data collection. Participants who met the inclusion criteria were chosen for the study using a purposive sample technique across a cross-sectional period. The quality of the data was guaranteed by the research design, which included ethical concerns and the validation of the research instrument. Overall, the research technique utilized in this study offered a methodical and exacting approach to answering the research questions and completing the study's goals.

CHAPTER FOUR

FINDINGS AND DISCUSSION

4.1. Introduction

This chapter analyses and discusses the findings of the research based on interviews with 8 consumers of Shein. The interviews are documented in tables based on interviewees. Due to the principle of anonymity, only the initial interviews are documented. A total of fifteen questions were asked of the interviewees. Interviewees responded to all questions.

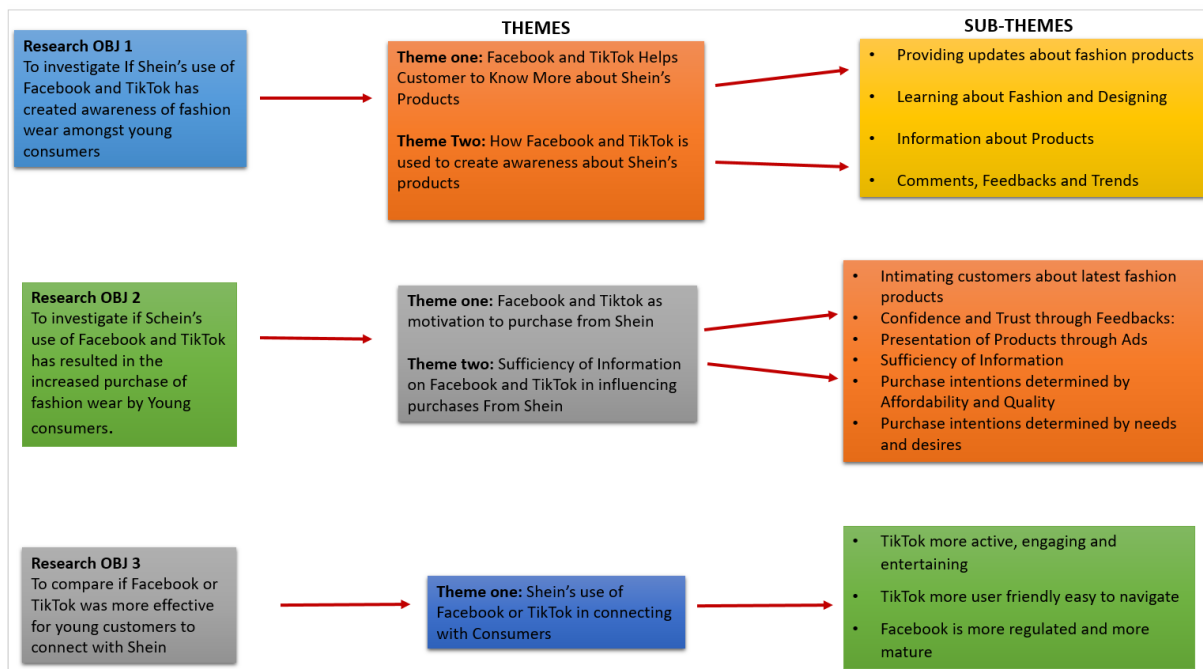
Table 4. 1. Interviewee Demographics

DESCRIPTION	AGE	GENDER	YEARS PATRONISING SHEIN
CN	22	M	2
BB	23	F	1
AJ	23	F	3
KM	22	M	4
LO	24	M	3
HU	23	F	9 months
SO	23	F	5 years
OP	24	F	8 months

Source: Personal Research (2023)

Interviews are presented in several tables and discussions are made afterwards. The analysis is based on the objectives. Due to the numerous data collected during the interview process, the researcher did not include or analyze all responses given by each interviewee. The researcher only makes use of the most insightful responses that give hints about the research objective. The findings are discussed based on themes and linked to the research objectives. Sub-themes are further identified. On the total three objectives, five themes and 15 sub-themes were discovered from the interviews. The diagram below provides a summary of the themes.

Figure 4. 1. Theme breakdown



Source: Personal research (2023)

4.2. Research Objective One: To investigate If Shein's use of Facebook and TikTok has created awareness of fashion wears among young consumers

The use of social media for creating awareness is not a new phenomenon among contemporary business, online retailers like Shein adopts several social media platforms to create awareness of their products among young consumers (Durgam, 2018). However, existing literature has not investigated thoroughly how Shein adopts Facebook and TikTok to create awareness among young consumers, especially outside China. Therefore, this objective sought to discuss this. From the analysis, two specific themes were drawn based on Shein's use of Facebook and TikTok to create awareness amongst young consumers.

4.2.1 Objective One, Theme One: Facebook and TikTok Helps Customer to Know More about Shein's Products

Table 4. 2. Participant response

PARTICIPANT	RESPONSE
CN	<i>Yes, it has. I see most of their product when it is advertised on Facebook. This saves me much time as it is easier to peruse through those and decide which</i>

	<i>to buy. They also keep me updated on those channels. So, I think they should keep up the excellent work.</i>
BB	<i>Their Facebook and TikTok handle has been much help. I got to know about their products on Facebook. I see most of their work on their Facebook handle. This has helped me to keep in touch with their latest designs. It also makes it easier to choose as I could use people's comments as a parameter to quickly pick a design.</i>
AJ	<i>When I first learned about Shein from a friend, I did not know what they were all about until I saw them on Facebook. Through their social media handle, I learned that they were into fashion and design. I still get updates on those platforms on any recent product.</i>
KM	<i>The Facebook platform has been a lot of help in providing the necessary information I need about a given product. I am also into fashion and design. One of the ways Shein has used its social media handle to help is that beyond just adding the price tag of a product, they also help me get to know the type of material a product is made of.</i>

Source: Interviews conducted (2023)

From the above, interviewees expressed their opinions concerning how Shein's use of Facebook and TikTok has effectively enabled them to know more about what Shein offers. From the responses, there is a correlation among interviews. They all agree that Facebook and TikTok have offered them the opportunity to know more about Shein's products. However, they say this from different perspectives.

For instance, CN notes that Facebook and TikTok mainly update him about fashion products through adverts. CN has been a patronizer of Shein for two years and has followed Shein on both Facebook and TikTok. Therefore, he confirms that Shein has a strong presence on both platforms. He echoes the relevance of Shein's strategy in enabling him to know more about fashion products and keep in touch with relevant trends in his words "*This saves me much time as it is easier to peruse through those and decide which to buy*". However, the major theme evolving from CN is keeping in touch with relevant trends. AJ provides a different opinion. AJ being a follower of Shein for three years on both Facebook and TikTok platforms notes that through Facebook and TikTok she has learned more about fashion and designing. This is mainly through getting updates on recent fashion events. This proves that Shein played more roles than just updating its followers on fashion trends but mostly teaching them about newer fashion trends.

KM buttresses the fact that Facebook and TikTok are effectively used by Shein, therefore keeping him updated on fashion trends. However KM, notes the value of recent

information in the fashion industry, and how Shein has enabled him to gain new information concerning fashion trends. Being a fashion designer, she notes that Shein's Facebook post provides her with more information, especially about the material of products.

Also, BB, a customer of Shein for one year notes that Facebook and TikTok platforms provide her with the necessary information about Shein's products. Therefore, enabling her to keep in touch with the latest designs. The information which Shein's Facebook and TikTok platform provides significantly proves that Shein has effectively adopted its Facebook and TikTok platform to provide sufficient information to its customers.

From, the above analysis we can express that, Facebook and TikTok have helped customers know more about Shein's products by providing updates about fashion products through adverts, learning about fashion and designing and information about products.

4.2.2. Objective One, Theme Two: How Facebook and TikTok are used to create awareness about Shein's products

Table 4. 3. **Participant response**

Participant	Responses
KM	<i>I am also into fashion and design. One of the ways Shein has used its social media handle to help is that beyond just adding the price tag of a product, they also help me get to know the type of material a product is made of.</i>
HU	<i>I remembered recently I wanted to buy a shoe. I searched everywhere but couldn't get the type of shoe I wanted not until I saw an advertisement by Shein Fashion on Facebook. I never knew that they were into shoes, also.</i>
SO	<i>There are several ways that Shein-fashion has been much help to me. One way is by helping me to know more about their product. Their advertisement is clear enough, and you get a good knowledge about the product you want to buy.</i>
OP	<i>I learned more about their products from their Facebook handle. I see customers' comments on products and follow the trends in their posts.</i>

Source: Interviews conducted (2023)

The above table responds how Facebook and TikTok are used to create awareness about Shein's products. Creating awareness about fashion products is a popular discussion amongst literature, several researchers have discussed that Shein popularly uses its

Facebook and TikTok handle to create awareness. However, these interviews reveal, how customers perceived the use of Facebook and TikTok by Shein.

From the total analysis, there is a correlation among responses which reveals that customers agree that Facebook and TikTok are platforms used by Shein to create awareness about their products. However, Interviewees revealed different aspects of how Shein used Facebook and TikTok. Some interviewees expressed how Shein's Facebook and TikTok activities were connected to their professions. For instance, KM links the use of social media by Shein to her profession which is fashion design. According to her, she gets extra information about the material products are made of. Thus, getting extra information about products is a reasonable use of Facebook and TikTok by Shein. This also corresponds with SO's response who notes that using Facebook and TikTok enables her to get good knowledge about Shein's products, thus, gaining information about products she wants to buy. So, has been a patronizer of Shein for 3 years, therefore she notes that adverts by Shein on Facebook and TikTok significantly enhanced her experiences in shopping for the last three years. HU, has also been a female customer of Shein for three years. She provides an experience of desperately wanting to buy a shoe online, but could not get it until she sees an advert by Shein, this implies that using Facebook and TikTok satisfies the search desires of customers. Similarly, OP, who has been a patronizer of Shein for 2 years authenticates that Facebook and TikTok significantly assist in gaining knowledge about products, however, notes that this was done through comments (feedback) and following trends about posts. Still agreeing that Facebook and TikTok created awareness of Shein's products.

From the above it is accurate to note that Shein uses Facebook and TikTok to create awareness about their products by offering extra information about products, therefore allowing customers to have sufficient knowledge about such products. Customers also knew more about Shein's through comments, feedback and trends being shared on Facebook and TikTok.

4.2.3. Discussion of Objective One

In achieving the first objective of this research i.e. critically investigating how Shein uses Facebook and TikTok to create awareness about their products. This research finds that

Shein thoroughly uses Facebook and TikTok to create awareness about their products, through the following processes:

Providing updates about fashion products: Customers of Shein were able to gain new information and updates about fashion wear. Shein has adopted social media platforms such as Facebook and TikTok to keep its customers updated about newer fashion wear (Durgam, 2018). This is significantly beneficial to keeping customers informed and engaged thus triggering the purchase of such products (Brech et al., 2017; Han et al., 2020). Facebook and TikTok are constant instruments to keep customers updated about products, this is because the two platforms had a high number of users (Rossiter, 2014). Also, the majority of people shop online through these platforms (Bilgin, 2018). Therefore, Shein's use of Facebook and TikTok to keep customers updated about its products is a significant strategy for creating awareness about its business value (Hama-Kareem et al., 2016).

Learning about Fashion and Designing: Customers also used Shein's Facebook and TikTok platforms to learn and understand fashion and design. This buttresses the role of content marketing as a means of customer engagement (ElAydi, 2018). Through constant fashion updates, customers were able to learn more about fashion and design. This creates trust, and confidence in brands, also triggering greater engagement and purchase (Ansari et al., 2019).

Information about Products: This research finds that customers were also able to gain information about Shein's products through Facebook and TikTok. These platforms aided customers to gain more information about specific fashion products (Wang et al. 2017). Extra information such as product materials, durability and peculiarity is gained. This increases customer's knowledge and further influences the way they interacted with Shein through Facebook and TikTok. Facebook and TikTok, were enabling customers to gain greater access to product information, therefore providing customers with details of every product before purchase (Bilgin, 2018).

Comments, Feedback and Trends: This research also finds that through comments, feedback and trends about products, customers were able to know more about Shein and the quality of its products. Comments, feedback and trends are critical components in influencing purchase patterns (Durgam, 2018). Thus, with comments, feedback and

trends customers of Shein know about product quality, and experience of products from other customers, therefore making judgements about such products. This also increased the trust customers had in Shein, as these comments, feedback and trends, helped customers to know about product faults or defaults, therefore preventing regrets when they were purchased.

The research themes and sub-themes provide significant information concerning how Shein uses both Facebook and TikTok Platforms to connect to its customers. The major sub-themes of how Shein utilizes its Facebook and TikTok platforms such as providing updates about fashion products, learning about Fashion and Designing, information about Products, comments, Feedback and trends have been discussed in the literature review. Li (2022), notes that Shein's use of Facebook and TikTok is majorly driven by its need to connect greater to its target audience. Therefore, providing them with the necessary information, updates and recent trends in fashion products. This conforms to the finding of this research. The findings reveal that customers were more aware of Shein's products, especially the quality and price of products. They were also able to learn newer trends about Shein. This also corresponds to JJieru's(2022), analysis that Shein used influencers to create awareness about newer fashion trends. Shein supports an elaborate base of influencers who create their fashion trends, and use its platforms to showcase them (Jiaye, 2022). Also, some participants noted that this enabled their profession as they were fashion designers. Shein's use of Facebook and TikTok, therefore, provides more services to customers beyond traditional awareness (Linglin and Yunlan, 2021). Customers were able to learn better about fashion trends, stay informed and use such information for their benefit.

4.3. Objective Two: To investigate if Shein's use of Facebook and TikTok has resulted in the increased purchase of fashion wear by Young consumers.

An essential purpose of social media marketing is to increase the purchase and sales of products (Huang, 2020). Social media through its ability to connect with a large base of customers, provides... for businesses, therefore enabling them to reach multiple of its target audience. Advertise to these audiences and further increase purchases. This objective, therefore, sought to discover if Facebook and TikTok are effective in increasing

young consumers' desires to purchase from Shein. The research discovers several findings concerning this:

4.3.1. Objective two, Theme one: Facebook and TikTok as motivation to purchase from Shein

Table 4. 4. Participant response

<i>Participant</i>	<i>Response</i>
<i>BB</i>	<i>Yes, Their Facebook and TikTok motivate me to make a purchase. It lets me be intimated with their latest design and builds my confidence in the Shein fashions, as I get to read positive comments from customers on their purchases.</i>
<i>AJ</i>	<i>Their social media handles motivate me to increase my purchase. I often see designs that I can't do but order for. Sometimes even when I don't intend to buy a product, I can't help but do so when I see some of their ads.</i>
<i>KM</i>	<i>I appreciate their work on those spaces, but I don't think I need any motivation to patronize them. So no, their social media presence has nothing to do with motivating me to buy a product from them.</i>
<i>LO</i>	<i>Facebook and TikTok handles on social media have nothing to do with me patronizing them. I patronize them majorly because their products are affordable cheap and also made up of good and authentic materials</i>

Source: Interviews conducted (2023)

The above responses provide opinions about Shein's customers concerning if Facebook and TikTok served as motivation to purchase from Shein. From the responses, customers had different views concerning Facebook and TikTok serving as motivations to make purchases. For instance, BB agrees that Facebook and TikTok served as motivations because she is intimate about the latest fashion products. Her motivations and confidence are also built up by positive comments and reviews. Positive comments and reviews were the basic motivations influencing purchases from Shein

While still authenticating that Facebook and TikTok influenced the desire to purchase, but with different reasons, AJ, notes seeing products on Facebook and TikTok creates a strong desire to purchase, even though he did not want to purchase products, he is compelled to buy them because of the presentation of products through Ads. Thus, Ads

express the strong influence of Shein's Ads on Facebook and TikTok in triggering a desire to purchase.

Contrary to the above, some customers of Shein, note that Facebook and TikTok did not serve as significant reasons to purchase from Shein. This is because Facebook and TikTok platforms did not provide sufficient triggers to push them towards making purchases. For instance, KM notes that Facebook and TikTok did not serve as motivations, though she appreciates Shein's use of Facebook and TikTok these platforms did not trigger a strong and willing desire to purchase fashion wear, her purchase is mainly motivated by her needs and desires. Her needs and desires trumped, Facebook and TikTok in triggering the desire to purchase.

Correspondingly, LO disagrees that Facebook and TikTok served as motivations because these platforms did not determine the price and authenticity of products. His motivations for purchasing products from Shein through Facebook and TikTok are determined by the affordability and quality of products. Thus, despite Shein having good campaigns on Facebook and TikTok, if products were not affordable or of good quality, he will not purchase them.

Therefore, it is concluded that the Facebook and TikTok platforms of Shein served as motivation by intimating customers about the latest fashion products, providing confidence through positive comments and reviews, and presenting products acceptably through Ads. However, not at all times did Facebook and TikTok served as a motivation, as certain customers were motivated by their needs and desires and the affordability and quality of products.

4.3.3. Objective two, Theme two: Sufficiency of Information on Facebook and TikTok in influencing purchases From Shein

Table 4. 5. Participant Response

Participant	Response
<i>CN</i>	<i>Yes, those platforms help intimate me with sufficient information about a product before I buy them. Through these, I know when the products are available and the price.</i>
<i>AJ</i>	<i>Yes, they do. I get a clear image of the product, its sizes, material type, and price tag. I think that's fair enough for anyone genuinely intending to buy any product.</i>

<i>LO</i>	<i>Facebook and TikTok platforms help provide information necessary to help customers know about the product; they give information such as the quality of the material, the size of the product, and the price.</i>
<i>OP</i>	<i>That is one of my challenges with their TikTok platform. They do not give sufficient information about their product. Instead, they offer slipshod information that only suffices to provide knowledge about the product.</i>

Source: Interviews conducted (2023)

The above provides interviewees' responses concerning the information provided on Shein's Facebook and TikTok platforms and its influence on purchase intentions. The majority of the responses confirm that purchasing from Facebook and TikTok is influenced by sufficient information provided.

For instance, CN notes that Shein intimates him with sufficient information before he buys products. He is also able to know if these products are in stock and the price. Thus, CN values information and considers it a significant reason why he purchased from Shein. With adequate information, he knows when products were in stock.

Similarly, AJ notes that the information provided by Shein on its Facebook and TikTok platforms gives a clear image of products, sizes, materials, tags and images. This is sufficient information to influence purchase intention. AJ gives precise details of the information which triggers her to purchase from Shein. Precise information and details of products and their influence on purchase intention is reaffirmed by LO, who notes that information concerning the material, size of products and price are placed by Shein's Facebook and TikTok platforms. This enables him to know what he was purchasing and the relevance of such products.

However, unlike other interviewees that note that Shein provided sufficient information about its products and the relevance of this information in influencing purchase intentions. LO notes that information placed by Shein on its Facebook and TikTok platforms was slipshod i.e. without care or thought. Therefore, they were insufficient and did not provide the necessary details. This is a major challenge she had with Shein.

From the analysis of interviews, it can be noted that Shein provides information on Facebook and TikTok which were sufficient enough to influence purchase as it provides knowledge on price, material, and price. However, certain customers noted that such

information was slipshod, not sufficient and hence did not influence their desires to purchase.

4.3.4. Discussion of Objective Two

Research objective two sought to investigate if Shein's use of Facebook and TikTok influenced purchase intentions. From, the analysis of interviews Shein's use of Facebook and TikTok influenced purchase intentions in some situations due to the following reasons

Intimating customers about the latest fashion products: The research finds that Shein uses Facebook and TikTok to intimate customers about fashion products, therefore keeping them updated and knowledgeable on new fashion trends. Facebook and TikTok were essential platforms for keeping in touch with Shein customers, therefore feeding them with the latest fashion trends (Huang, 2020). Also, Shein could easily connect with its customers through Facebook and TikTok as a majority of its clients were on Facebook and TikTok (Naeem, 2021). Intimating customers about the latest fashion trends becomes an essential factor influencing purchasing intentions of Shein's customers.

Confidence and Trust through Feedback: The research finds that comments and feedback built confidence in Shein therefore triggering purchase intentions. Shein's Facebook and TikTok platforms enable reviews and feedback, by reading them, customers become aware of product quality, therefore, triggering purchases. Comments, positive reviews and feedbacks were essential instruments in marketing (Meire et al, 2019). Comments, positive reviews and feedbacks were evaluators of Shein's customer satisfaction levels (Pütter, 2017; Hassan and Sohail, 2021). Which influenced greater interaction with its business (ElAydi, 2018).

Presentation of Products through Ads: The research also finds that the presentation of products through Facebook and TikToks increased certain Shein's customers to make purchases. This is because Ads especially on TikTok were intriguing and interesting. TikTok's ability to present products attractively was a significant reason why businesses were using TikTok for Ads (Ansari et al., 2019; Bilgin, 2018; Hassan & Sohail, 2021). Shein's use of Ads was essential in presenting products' quality, attractiveness and desirability (Miah et al., 2022). This triggered purchases by some customers.

Sufficiency of Information: The research also finds that Shein provided sufficient information concerning the quality, price, durability and sizes of fashion wears on Facebook and TikTok. This increased the desire to purchase, as with sufficient information customers were thoroughly informed of what they were buying (Augustinus & Agnes, 2020)

However, the research discovers that not in all cases was Facebook and TikTok an influencer of Shein customer purchase intentions. This is due to:

Purchase intentions determined by Affordability and Quality: The research discovers that for certain Shein customers Facebook and TikTok did not influence their desire to make purchases. Purchase was driven by product affordability and quality. Customers are price sensitive, therefore their desire to purchase is driven by cost and income (Kumar et al., 2016). In situations where Shein's products were beyond the purchasing capacity of customers, the use of Facebook and TikTok for marketing will not influence customers to purchase (Desai and Vidyapeeth, 2019).

Purchase intentions determined by needs and desires: The research also discovers that for certain customers of Shein, the purchase of products was determined by their needs and desires and not necessarily because of the use of Facebook or TikTok. Customers' needs and desires served as strong influencers for purchase (Eid et al., 2020). Shein customers purchased products to satisfy their needs, and the ability of Shein to have products which satisfy customers' needs was necessary for business continuity and performance (Kumar et al., 2016). Moreover, certain customers note that Facebook and TikTok did not provide sufficient information about products, therefore, their main drive for making purchases is their needs and desires.

The research findings on objective two confirm that Shein's use of Facebook and TikTok has resulted in the increased purchase of fashion wear by Young consumers. This is due to the several themes and sub-themes that evolve from the analysis of interviews. The two major themes on how Facebook and TikTok increased young consumers' purchases from Shein are the motivation provided by Facebook and TikTok, and the information provided on the two platforms. The first theme and second theme on how Facebook and TikTok motivate customers to purchase from Shein partially corresponds to the literature. The findings that reveal that customers made purchases from Shein because of

the confidence they had in products, and also the attractiveness of ads that triggered purchase intentions are documented in the existing literature. Linglin and Yunlan (2021), note that feedback, reviews and comments stirred confidence among Shein's consumers, thus motivating them to purchase products. Also, Linglin and Yunlan (2021), note that Shein is creative in its ads, and posts on social media. Jiaye (2022) also notes that the use of several influencers, and the development of several strategies for showcasing products corresponds to increased purchase intentions among customers (Li, 2022). Jiaye (2022), notes that influencer marketing and ads are a significant strategy for Shein in increasing its purchase of products, especially in the West.

However, certain findings of the literature did not correspond to the literature. This research finds that some customers did not consider Shein's use of Facebook and TikTok as significant triggers of their purchase intentions. However, their purchase intentions were influenced based on their needs and desires, product availability and quality. Existing literature on Shein's marketing strategy does not consider that certain customers purchased products from Shein based on their needs and desires, or product quality and price. This is therefore a new finding of this research. Also, the research finds that certain customers complained about the insufficient information on Shein's platform about products. This is not documented in the literature review, as scholars such as Jiaye (2022); Jieru, (2022), discuss that Shein provides sufficient information on the price, quality and materials of products.

4.4. Objective Three: To compare if Facebook or TikTok was more effective for young customers to connect with Shein.

A central objective of this research was to discover if Facebook or TikTok was more effective for customers to connect with Shein. Therefore the research sought to investigate which amongst Facebook or TikTok resonated better with customers of Shein. Overall, the objective finds that both Facebook and TikTok were significant for customers. However, customers used TikTok more, as Shein actively used TikTok more than Facebook.

4.4.1. Objective Three, Theme one: Shein's use of Facebook or TikTok in connecting with Consumers

Table 4. 6. Participant Response

<i>INTERVIEWS</i>	<i>Response</i>
<i>CN</i>	<i>Their TikTok platform is active and engaging, with several followers. As I have said, I do not even have a Facebook account. So, I will encourage them to compare the sales resulting from their ads on both platforms. They should shift more energy to the one that brings in more deals.</i>
<i>BB</i>	<i>I connect with them better on the TikTok platform than with Facebook. The reason is that I spend more time on TikTok than I do on Facebook. So it is easier for me to check their page on TikTok.</i>
<i>AJ</i>	<i>I think I connect more with TikTok than with Facebook. It is easier for me to navigate.</i>
<i>KM</i>	<i>they connect with me on Facebook more than on TikTok. The reason is that I am not into TikTok. It was not until recently that I saw the need to register on that platform. It feels so childish to me.</i>
<i>LO</i>	<i>Shein uses TikTok to connect with me better than Facebook. The reason is that I don't do Facebook that much. I have friends on TikTok that I usually chat with, so occasionally, I open Shein's page and check out the latest fashion trends.</i>
<i>HU</i>	<i>Shein connects with me better with their TikTok than Facebook. The reason is that my phone can better navigate TikTok better than Facebook. The image quality is also better on TikTok.</i>
<i>SO</i>	<i>I can connect with Shein's fashion on Facebook more than on TikTok. Some of the contents on TikTok are too gruesome and impolite. Facebook is more regulated, and I prefer to surf that platform than TikTok.</i>
<i>OP</i>	<i>I connect to Shein on TikTok more than on Facebook. The reason is that TikTok is user-friendly and easy to navigate as compared to Facebook, and it is also entertaining</i>

Source: Interviews conducted (2023)

The above responses provide reasons why young customers felt that Shein connected with them better via Facebook or TikTok. Reasons were dispersed and split between those favouring Facebook and those favouring TikTok.

CN, notes that Shein used TikTok more to connect with him, according to him Shein's TikTok platform was more engaging, and active with several followers. Therefore, he thinks that Shein uses TikTok more than Facebook to connect to its customers. However, he cannot conclude if Shein was more active and engaging on TikTok than on Facebook as he does not have a Facebook account. Similarly, BB notes that reason why she feels Shein connects better with her through TikTok than Facebook was that she is mainly on TikTok and not Facebook, furthermore in her opinion TikTok was easier to navigate than Facebook. Likewise, AJ, notes that TikTok was more essential for Shein to connect with her, she had more friends on TikTok, so it was easier to check Shein's TikTok platform from there. HU, notes she preferred TikTok, due to image and video quality, thus Shein's posts were better on TikTok than on Facebook. Also OP, also that she preferred TikTok to Facebook in connecting with Shein. This is because TikTok is user-friendly, easy to navigate and more entertaining when compared to Facebook.

However, KM, notes that Shein connects better with her through Facebook than TikTok, she was more active and Facebook furthermore she considered TikTok childish. Interestingly, SO notes that she connected better with Shein on Facebook because she considered TikTok gruesome and impolite. Facebook however was better moderated and better regulated. Thus, it was better to use Facebook to connect with Shein.

The above, therefore, reveals that the majority of customers interviewed felt that they connected better with Shein through TikTok because Shein was more active, and engaging on TikTok. TikTok was easier to navigate than Facebook due to the presence of more friends and engaging content. Also, the user-friendliness and entertaining nature of TikTok to Facebook influenced the population to use TikTok better in connecting with Shein. However, those consumers who preferred Facebook to TikTok in connecting with Shein noted that TikTok was childish compared to Facebook. Facebook was better regulated and moderated than TikTok which was gruesome and impolite.

4.4.2. Discussion of Objective Three

This objective sought to compare the opinions of young customers on which platform they connected better with Shein. The interviews revealed several reasons why customers chose Facebook over TikTok and Vice-versa.

Customers noted that Shein was more active and engaging on TikTok than Facebook. Therefore, Shein has a greater strategy on TikTok than Facebook. Shein provided more posts on TikTok than Facebook, this enabled it to keep up with some of its Generation Z consumers who were widely on TikTok (DX, 2022). On TikTok, the hashtag #Shein has garnered over 32.3 billion views from Gen Z customers (DX, 2022).

TikTok was also more entertaining than Facebook, customers noted that it had better video and image quality than Facebook. Shein had a stronger TikTok strategy than Facebook, thus connecting with customers through influencer marketing, countless post and video uploads (Pervical, 2022). In 2021, Shein has 177 million app downloads with traffic coming from TikTok (DX, 2022). Shein encourages its micro-influencers to make daily posts, therefore, keeping its young consumers engaged as they were mainly on TikTok (Pervical, 2022). Shein's downloads have surpassed Amazon in 2022. Shein has successfully used TikTok to create an army of fashion bloggers who constantly support the brand by making countless videos to increase purchases and promotions through hashtags "#shein". Shein was the number 1 brand on TikTok.

However, some customers noted that they preferred Facebook to TikTok because Facebook was more regulated and mature than TikTok was impolite and gruesome. TikTok has significantly been blamed for unregulated and insensitive posts, especially in body shaming. DX (2022), notes that Shein faces controversies over its post on TikTok which were photoshopped thus making models look excessively thin and slim. Shein was therefore promoting unrealistic beauty standards (Pervical, 2022). This influenced many teens towards considering slim as being beautiful and setting impractical weight loss goals (DX (2022)). Therefore, some considered that Shein did not set all these fake and childish standards on Facebook, they preferred Facebook to connect with Shein.

The above, therefore, proves that TikTok and Facebook were preferred by young consumers for different reasons, TikTok was preferred for its engaging and entertaining content. However, Facebook was considered significant in regulating the excessive post by Shein.

The comparison of how customers connected to Shein via Facebook and TikTok is a significant finding of this research and it is not documented in the existing literature. Previous literature is silent when comparing Facebook and TikTok and its use by Shein. Therefore, the comparison and its finding are novel findings of this research. From the findings this research reveals that some of Shein's customers preferred TikTok to Facebook. Shein supports an active TikTok strategy, therefore, connecting to its customers (Jieru, 2022). This research has gone ahead to reveal why certain customers considered TikTok better than Facebook. These include TikTok's engaging, entertaining, easy-to-navigate and presence of many influencers.

Also, this research discovers that certain customers considered Shein's constant use of TikTok as gruesome, offensive and impolite. TikTok has constantly been accused of promoting unrealistic expectations from its target audience (Li, 2022; Jieru, 2022). Shein on TikTok exalts slimness through several photoshopped and unrealistic posts, thus increasing unhealthy behaviour amongst young audiences (Pervical, 2022). This research confirms this from a customer perspective. The research finds that most customers who preferred Shein's Facebook posts to TikTok, note that Facebook was better regulated and matured. Thus, they preferred to connect with Shein via Facebook than TikTok.

4.5. Summary of Findings

Based on the research objectives, the following is the summary of the research findings

To investigate If Shein's use of Facebook and TikTok has created awareness of fashion wear amongst young consumers: the research finds that Shein uses Facebook and TikTok sufficiently to create awareness about its products. It does this by providing updates about fashion products, customers learned and understood fashion design. Allowing for comments, feedback and trends.

To investigate if Shein's use of Facebook and TikTok has resulted in the increased purchase of fashion wear by Young consumers. The research discovers that Shein's use of Facebook and TikTok has resulted in the purchase of fashion wear amongst young consumers in some instances, this is because Shein used Facebook and TikTok platforms to intimating customers about the latest fashion products. Build confidence and trust through feedback, present products through Ads and provide sufficient information about products. However, not all things did Shein's use of Facebook and TikTok influenced purchases, this is because the purchase was driven by customers' needs, desires, affordability and quality of products.

To compare if Facebook or TikTok was more effective for young customers to connect with Shein; The study discovers that some customers preferred TikTok for connecting to Shein than Facebook because TikTok was more engaging, entertaining and used mostly Shein. Other customers noted that they preferred Facebook because it was more regulated and mature, and limited the posting of impolite and gruesome videos and images by Shein unlike what is obtained on TikTok.

CHAPTER FIVE

IMPLICATIONS, RECOMMENDATIONS, AND CONCLUSION

5.1. Implications of the Research Findings

The research finds that Facebook and TikTok are significantly used by Shein in connecting with young consumers. Therefore, supporting arguments that Facebook and TikTok are significantly used by Shein and other businesses for marketing to its consumers. Both Facebook and TikTok have a high and wide reach with over 700 million individuals on both platforms. Therefore, they become essential to the marketing of Shein. Shein practically uses both platforms to create awareness about itself, by providing information, enabling consumers to learn about fashion wear and also keeping consumers updated about several fashion wear. This implies that Facebook and TikTok were essential to Shein's marketing strategy, therefore justifying the relevance of social media in contemporary marketing.

However, regarding the effective use of Facebook and TikTok by Shein, this research finds that some consumers had problems with Shein especially because of its TikTok campaigns. They considered it impolite and gruesome, further painting unrealistic expectations. This implies that Shein did not always have a positive perception. There is a need for Shein to modify some of its social media campaigns. Also, DX (2022), notes that the majority of Shein followers on social media, (27.3%) are aged 25-35, this falls in the age bracket of Gen Y. Gen Y mostly used Facebook than TikTok (Pervical, 2022). This research reveals that some Gen Y considered Shein's posts on TikTok as being too childish, they preferred following Shein on Facebook which is moderated and regulated. Shein will need to balance its use of TikTok and Facebook. Therefore enhancing its ability to reach its target market.

5.2. Theoretical Implications

The findings of this research authenticate theories as discussed in the literature review. For instance, the technology adoption model notes that consumers adopted technology because of ease of use and usefulness (Younus, 2021). Consumers will adopt any technological model that is easy to use and also enabled them to achieve their desires

(Lai, 2017). This corresponds with the finding of this research. The research finds that customers of Shein used the TikTok platform because it was easy to navigate and entertaining. Since consumers were most of the time unclear of what they would purchase, Shein uses platforms like TikTok and Facebook to enlighten its customers, therefore increasing the patronage level. This research reveals that Shein's use of TikTok and Facebook is essential to increasing the purchase intentions of its customers. Also, the research notes that Shein's use of Facebook and TikTok is beneficial to customers, this is a reason they purchased products on Shein. Thus, this confirms the TAM's postulation that customers will use technology when it is beneficial (Kamal et al., 2020).

Also, the research confirms the Social exchange theory that postulates that consumers will adopt technological platforms if it enables them to connect and interact with others (Xia et al., 2021) (Cropanzano et al, 2017). This corresponds to the finding of this research, the research findings that customers of Shein use TikTok because it was engaging and entertaining allowing them to connect with influencers and their friends. TikTok therefore enabled customers to maximize their benefits, leading to greater usage as noted by the Social exchange theory.

5.3. Contribution of the Study

The central contribution of this study is in comparing how young consumers connected with Shein on Facebook and TikTok. While previous studies have evaluated Shein's social media strategy, they had not thoroughly explored how consumers connected with Shein over Facebook and TikTok. This research however notes that while Shein uses TikTok the most, the majority of its followers are on social media Facebook. Furthermore, consumers connected with Shein over TikTok due to the engaging and entertaining content, also the ease of navigation. However, those who connected with Shein via Facebook, noted they preferred Facebook because it is regulated and further prevents the posting of impolite, gruesome and unrealistic content by Shein. This is therefore the major contribution of this study

5.4. Limitations

The research was limited by access to data. The researcher wanted to keep collecting more qualitative data, however, time limited the researcher. Because interviews are

rigorous and difficult to conduct and analyze. The researcher could not collect more primary data. However, the researcher ensured that the data analysis is credible, the findings are outcomes of data collected and has not been manipulated.

5.5. Recommendations

Based on the research findings, the following are recommendations for practice.

The research finds that Shein's post on TikTok is sometimes impolite, gruesome and presents unrealistic expectations. Thus, the research recommends that Shein should use more posts that are a friendly, regulated and present reality. It should also stop the glorification of slim ladies, as this could drive young consumers into unhealthy practices.

Despite the majority of Shein's followers on social media being on Facebook. Shein adopted TikTok mostly in connecting to its consumers. Therefore, the research recommends that Shein balanced both Facebook and TikTok, it should provide more acceptable content, and engage its users on both Facebook and TikTok, therefore preventing certain consumers from being left out.

Shein sometimes provides slipshod information about products, especially on Facebook. This prevents consumers from making more purchases. This research recommends that Shein should provide more details about products on Facebook, including prices, quality and sizes. Thus, increasing the purchase intentions of consumers visiting Facebook.

The research finds that some consumers were not drawn to purchase from Shein because of its presence on Facebook or TikTok but because of product affordability and quality. Therefore, the research recommends that Shein takes more effort into providing cheaper and quality fashion products, this can be done by attracting more brands to sell on its platform, and also connecting with more suppliers and sellers who provide cheaper and quality products.

5.6. Recommendations for Future Research

For future research, it is recommended that researchers compare other brands like Amazon with Shein, therefore evaluating their social media strategy for connecting with

consumers. This will provide explanations of similarities and differences further enhancing knowledge

Future researchers can also explore Shein's social media strategy by collecting more data from individuals, either through more interviews or using questionnaires. This will increase the data quality leading to more findings.

5.7. Conclusion/Reflections

This research evaluates the use of social media by Shein in connecting with its young consumers. The research's objective was targeted at evaluating Shein's strategy on Facebook and TikTok from a consumer perspective, further discovering which of the platforms consumers connected better with Shein. From the interviews analyzed the research reveals that Facebook and TikTok are significant instruments for Shein in connecting to its consumers. This research reveals that Shein uses both platforms to provide information and create awareness about itself and its products. Facebook and TikTok, therefore are essential to the social media strategy of Shein. However, this research finds that Shein mostly used TikTok, than Facebook. Also, Shein's use of TikTok was not acceptable to some consumers as it present impolite and unrealistic expectations. Therefore, Shein needs to effectively balance both Facebook and TikTok and further ensure that its post is not offensive. This will trigger more engagement by Shein's customers.

In reflecting on my experience during this research, I can note that I have developed myself in the use of research methodology. Research methodology is an area I struggled with before this research however with the help of my supervisor, reading and practically carrying out this research I can properly note that I have understood research methodology better. I, therefore, intend to use my methodology skills to write more dissertations and research, benefiting both academic and business ventures.

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Appendix A: Informed Consent Form

INFORMED CONSENT FORM

I. Research Study Title: AN EVALUATION OF SHEIN'S SOCIAL MEDIA STRATEGY FOR CONNECTING WITH MILLENNIAL CONSUMERS: A CASE STUDY ON FACEBOOK AND TIKTOK

University: Griffith College, Graduate Business School.

Principal Investigator: Dr Garrett Ryan.

Researcher Name:

Email:

II. Clarification of the purpose of the research

The aim of this research is to The research aims to investigate how Shein uses Facebook and TikTok as a marketing strategy to connect with its young consumers. Furthermore, through a combination of your participation and the latest research into Shein's use of Facebook and TikTok. This research will add to the body of academic understanding of Shein's growth and profit.

III. Confirmation of particular requirements as highlighted in the Plain Language Statement

This project involves taking part in semi-structured interviews and or completion of a survey. The interview responses will be recorded, and seek to gather information on your experience of how Shein uses Facebook and TikTok as a marketing strategy to connect with its young consumers. Questions are directed towards your thoughts on Schein's use of Facebook and TikTok. I estimate the interviews/survey will take no longer than 40 minutes to complete.

Participant – please complete the following (Circle Yes or No for each question)

Have you read or had read to you the Plain Language Statement Yes/No

Do you understand the information provided? Yes/No

Have you had an opportunity to ask questions and discuss this study? Yes/No

Have you received satisfactory answers to all your questions? Yes/No

Are you aware that interviews will be audiotaped? Yes/No

IV. Confirmation that involvement in the Research Study is voluntary

Involvement in this Research Study is voluntary. Participants who decide to take part may withdraw from the Research Study at any point. There will be no penalty for withdrawing before all stages of the Research Study are complete.

V. Advice as to arrangements to be made to protect the confidentiality of data, including that confidentiality of information provided is subject to legal limitations

Every effort is made to ensure the confidentiality of the participant. Participant names will not be recorded, as all participants will be assigned a code. Where used, recorded interviews/survey data will be downloaded to a password-controlled computer, and typed transcripts/survey results are held within password-controlled documents. Participant biographical details and or mention of other persons will be omitted in the final report. Confidentiality of information provided is subject to legal limitations.

VI. Participant Signature:

I have read and understood the information in this form. My questions and concerns have been answered by the researcher, and I have a copy of this consent form. Therefore, I consent to take part in this research project

Participants Signature:



Name in Block Capitals:

Cyril Nonso

Witness:

Kehinde Theopolius

Date:

23/04/2023

Appendix B: Plain Language Statement

PLAIN LANGUAGE STATEMENT

Introduction to the Research Study

Research Study Title: AN EVALUATION OF SHEIN'S SOCIAL MEDIA STRATEGY FOR CONNECTING WITH MILLENNIAL CONSUMERS: A CASE STUDY ON FACEBOOK AND TIKTOK

University: Griffith College, Graduate Business School.

Principal Investigator: Dr Garrett Ryan.

Researcher Name:

Email:

II. Details of what involvement in the Research Study will require

This project involves taking part in semi-structured interviews and or completion of a survey. The interview responses will be recorded, and seek to gather information on your experience of how Shein uses Facebook and TikTok as a marketing strategy to connect with its young consumers. Questions are directed towards your thoughts on Schein's use of Facebook and TikTok. I estimate the interviews/survey will take no longer than 40 minutes to complete.

III. Potential risks to participants from involvement in the Research Study (if greater than that encountered in everyday life) I do not anticipate any risk to participants as a result of participation in this Research Study.

IV. Benefits (direct or indirect) to participants from involvement in the Research Study

The objective of this Research Study is to gain new knowledge that will enable the knowledge on Schein's use of Facebook and TikTok. This study may, therefore, be of benefit to you by providing you with the opportunity to contribute to a body of knowledge on Shein so that you and or society may benefit.

V. Advice as to arrangements to be made to protect the confidentiality of data, including that confidentiality of information provided is subject to legal limitations

Every effort is made to ensure the confidentiality of the participant. Participant names will not be recorded, as all participants will be assigned a code. Where used, recorded interviews/survey data will be downloaded to a password-controlled computer, and typed transcripts/survey results are held within password-controlled documents. Participant biographical details and or mention of other persons will be omitted in the final report. Confidentiality of information provided is subject to legal limitations.

VI. Advice as to whether or not data is to be destroyed after a minimum period

Audio tapes/Survey data will be destroyed upon the successful completion of this master's degree in full compliance with GDPR regulations.

VII. Statement that involvement in the Research Study is voluntary

Involvement in this Research Study is voluntary. Participants who decide to take part may withdraw from the Research Study at any point. There will be no penalty for withdrawing before all stages of the Research Study are complete..

If participants have concerns about this study and wish to contact an independent person, please contact:

Dr Garrett Ryan
Graduate Business School
Research Committee
Griffith College
South Circular Road, Dublin 8, Ireland

Phone: + 353 1 416 3324

Email: garrett.ryan@griffith.ie

Appendix C: Interview Schedule

Opening A. (Establish Rapport) My name is Kehinde Theophilus I am a student from Griffith Business College pursuing a course in International Business Management, I thought it would be a good idea to interview you.

B. (Purpose) The research aims to investigate how Shein uses Facebook and TikTok as a marketing strategy to connect with its young consumers. Millennials were technologically savvy, therefore they spent a long time on social media. Schein's use of Facebook and TikTok has influenced its growth and profit, however, it is necessary to evaluate the role of social media from its consumer's perspectives.

C. (Motivation) I hope to use this information to complete the information provided will enable me to finish my dissertation which is a requirement for the award of a MSc in International Business Management

D. (Time Line) The interview will last a minimum of 45 minutes-1 hour.

(Transition: Let me begin by asking you some questions about your business)

Body A. (Topic) General information

1. What is the name and your relation to Shein?
 - i. How long have you patronised Shein?
 - ii. Do you use Facebook or TikTok to keep in touch with Shein?
 - iii. Are you very active on Facebook or TikTok?

(Transition to the next topic: Let's Shein's marketing strategy)

- i. To investigate If Shein's use of Facebook and TikTok has created awareness of fashion wear amongst young consumers**

Has Shein's use of Facebook and TikTok helped you to know more about their product?

In what ways has Shein used Facebook and TikTok to help you know more about their products?

Do you consider these ways effective? Or will you say there are some challenges with these ways?

To investigate if Schein's use of Facebook and TikTok has resulted in the increased purchase of fashion wear by Young Consumers

Will you say that Shein's use of Facebook and TikTok serves as a motivation to make purchases? If Yes? how, if not why?

Will you agree that Shein's use of Facebook and TikTok provides you with sufficient information to make purchases? If Yes? how, if not why?

Does Shein use Facebook and TikTok for image building? Do you consider this as a factor that makes you purchase products?

To compare if Facebook or TikTok was more effective for Shein's to connecting to young consumers

Has Shein used Facebook or TikTok to effectively connect with you? If yes, how? If not why?

Is there any difference between Shein's Facebook and TikTok strategies? Can you explain some differences?

In your opinion will you say that Shein uses Facebook better in connecting to you than TikTok? If Yes Why, if No How?

If you were to advise Shein, which will you say it should use in connecting with customers, Facebook? Or TikTok?

Conclusion

Are there any recommendations you will like to make for Shein in using Facebook or TikTok?

Appendix D: Transcribed Interviews

INTERVIEW FOR CN

I: My name is Kehinde Theophilus. I am a student from Griffith Business College pursuing a course in International Business Management. I thought it would be a good idea to interview you.

R: Okay. Thank you very much, Kehinde. So, how are you doing today?

I: I am doing very well, sir. The research aims to investigate how Shein uses Facebook and TikTok as a marketing strategy to connect with its young consumers. Millennials were technologically savvy. Therefore, they spend a long time on social media. Scheins use of Facebook and TikTok has influenced its growth and profit; however, it is necessary to evaluate the role of social media from its consumers' perspective.

R: Okay, That is a good one. You have my undivided attention.

I: I hope to use this information to complete the information provided will enable me to finish my dissertation which is a requirement for the award of an MSc in International Business Management

R: Okay.

I: Thank you very much for agreeing to take this interview. The interview will last a minimum of 45 minutes-1 hour.

R: It is okay.

I: How long have you patronized Shein?

R: I have been patronizing Shein for like two years now.

I: Do you use Facebook or TikTok to keep in touch with Shein?

R: Yes, I mostly view some of their recent posts on Facebook. Do they have a tik took handle? I did not know they had one.

I: Yes, they are active in that space also. So Has Sheins' use of Facebook and TikTok helped you to know more about their product?

R: Yes, it has. I see most of their product when it is advertised on Facebook. This saves me much time as it is easier to peruse through those and decide which to buy. They also keep me updated on those channels. So, I think they should keep up the excellent work.

I: In what ways has Shein used Facebook and TikTok to help you know more about their products?

R: There are times when I have had to buy a product from her, not necessarily became I planned on doing so but because I saw the design on their Facebook handle.

I: Do you consider these ways effective? Or will you say there are some challenges with these ways?

R: It is effective enough. Nevertheless, they could still improve and extend their business to other internet spaces. The more platforms they cover, the more chances they have to reach more customers, which will, in turn, increase sales.

I: Will you say that Shein's use of Facebook and TikTok serves as a motivation to make purchases? If Yes? How, if not, why?

R: It is a welcoming idea, and I implore them to keep up the good work. I have been a customer for almost two years, just like I told you before. So, I would still patronize them with or without their advertisement or presence on those social media platforms as I know their physical address.

I: Will you agree that Shein's use of Facebook and TikTok provides you with sufficient information to make purchases? If yes? How, if not, why?

I: Does Shein use Facebook and TikTok for image building? Do you consider this as a factor that makes you purchase products?

R: Shein's online presence has a tremendously positive outcome for its image as it improves people's perception of them. However, I have had many positive experiences with their product, so I do not think their online presence influences me to patronize them.

I: Has Shein used Facebook or TikTok to effectively connect with you? If yes, how? If not, why?

R: Yes, they have done that many times. There are some clothing designs that, though in fashion, did not settle with me, not until I saw that same design by Shein, and I cannot help but love it. They make very outstanding clothing designs.

I: Is there any difference between Shein's Facebook and TikTok strategies? Can you explain some differences?

R: As I told you before, I am not really into TikTok that much. So I need to find out what is happening there. However, compared to other businesses using Facebook to promote their business, their strategy is more practical.

I: Would you say Shein uses Facebook better to connect with you than TikTok? If Yes Why, if No How?

R: I would have to follow them on their TikTok handle to give my reply to that. I would do that.

I: If you were to advise Shein, which should it use in connecting with customers, Facebook? Or TikTok?

R: Their Facebook platform is active and engaging, with several followers. As I have said, I do not even have a TikTok account. So, I will encourage them to compare the sales resulting from their ads on both platforms. They should shift more energy to the one that brings in more deals.

I: Are there any recommendations you would like to make for Shein using Facebook or TikTok?

R: They should keep up the excellent work. They should study brands that are similar to them. They should inculcate some of the strategies responsible for their success and learn from their mistakes.

INTERVIEW FOR BB

I: My name is Kehinde Theophilus. I am a student from Griffith Business College pursuing a course in International Business Management. It would be a good idea to interview you.

R: It is all right. You have my permission.

I: The research aims to investigate how Shein uses Facebook and TikTok as a marketing strategy to connect with its young consumers. Millennials were technologically savvy and spent a long time on social media. Shein's use of Facebook and TikTok has influenced its growth and profit. First, however, it is necessary to evaluate the role of social media from its consumers' perspectives.

R: Yes, I agree with you. Any business that seeks to be relevant in these contemporary times must know how to navigate those spaces and utilize them to increase its customer base and, as a result, improve its sales.

I: I hope to use this information to complete the information provided will enable me to finish my dissertation, which is required for the award of an MSc in International Business Management.

R: Okay.

I: The interview will last a minimum of 45 minutes-1 hour.

R: It is not a bother. I do not have anywhere to be.

I: How long have you patronized Shein?

R: I started buying my clothing from Shein last year. So, I have been patronizing them for like a year now.

I: Do you use Facebook or TikTok to keep in touch with Shein?

R: I follow them on both platforms.

I: Has Shein's use of Facebook and TikTok helped you to know more about their product?

R: Their Facebook and TikTok handles have been much help. I got to know about their products on Facebook.

I: In what ways has Shein used Facebook and TikTok to help you know more about their products?

R: I see most of their works on their Facebook handle. This has helped me to keep in touch with their latest designs. It also makes it easier to choose as I could use people's comments as a parameter to quickly pick a design.

I: Do you consider these ways effective? Or will you say there are some challenges with these ways?

R: It is practical and engaging, allowing the customer to err on their view concerning a design or dissatisfaction. This would allow them to know which aspect they are to improve on.

I: Shein's use of Facebook and TikTok serves as a motivation to make purchases. If yes? How, if not, why?

R: Yes, Their Facebook and Tik Tok motivate me to make a purchase. It lets me be intimated with their latest design and builds my confidence in the sheiin fashions, as I get to read positive comments from customers on their purchase.

I: Will you agree that Shien's use of Facebook and TikTok provides you with sufficient information to make purchases? If yes? How, if not, why?

R: Yes, those platforms help intimate me with sufficient information about a product before I buy them. Through these, I know when the products are available and the price.

I: Does Shein uses Facebook and TikTok for image building? Do you consider this as a factor that makes you purchase products?

R: Yes, Shein has a good image. Some of the designs they advertise are epical and also affordable. I have made several purchases, not only because the design is beautiful but also because it is cheap.

I: Has Shein used Facebook or TikTok to effectively connect with you? If yes, how? If not,t why?

R: I have connected with Shein on those platforms on several occasions. One of those instances was one time when I saw a clothing design. I never knew it was possible to make those combinations.

I: Is there any difference between Shien's Facebook and TikTok strategies? Can you explain some differences?

I: Would you say Shein uses Facebook better to connect with you than TikTok? If Yes Why, if No How?

R: I connect with them better on the Facebook platform than with the Tik Took. The reason is that I spend more time on Facebook than I do in Tik Took. So it is easier for me to check their page on Facebook.

I: If you were to advise Shein, which should it use in connecting with customers, Facebook? Or TikTok?

R: Hope I would not be biased on this (laughs). It is easier to reach more customers at a time on Facebook than Tik Tok. If you notice, more young people are on Tik Tok than on Facebook. This is good, but she should seek to reach older customers too. So, if they hope to reach this older customer, it is expedient that they concentrate their effort on Facebook.

I: Are there any recommendations you would like to make for Shein using Facebook or TikTok?

R: First of all, I would like to commend them on their excellent work. They are doing a good job. However, I would like to encourage them to employ the services of popular influencers to promote their product. It would go a long way to increase their customer base.

INTERVIEW FOR AJ

I: My name is Kehinde Theophilus. I am a student from Griffith Business College pursuing a course in International Business Management. I thought it would be a good idea to interview you.

R: Okay. It's nice to meet you, Theophilus. That is the name of my younger brother (laughs).

I: The research aims to investigate how Shein uses Facebook and TikTok as a marketing strategy to connect with its young consumers. Millennials were technologically savvy. Therefore, they spend a long time on social media. Shein's use of Facebook and TikTok has influenced its growth and profit; however, it is necessary to evaluate the role of social media from its consumers' perspective.

R: Okay. I will help you the best way I can.

I: I hope to use this information to complete the information provided will enable me to finish my dissertation which is a requirement for the award of an MSc in International Business Management

I: The interview will last a minimum of 45 minutes-1 hour.

R: It is okay.

I: How long have you patronized Shein?

R: I learned about Shein from a friend about three years ago. It's been quite an experience.

I: Do you use Facebook or TikTok to keep in touch with Shein?

R: I keep in touch with Shein through Facebook, and that's okay. It's not been long since I joined tik tok, though, but I am following shein on tik tok. I view most of their recent work in that space.

I: Has Shein's use of Facebook and TikTok helped you to know more about their product?

R: When I first learned about shein from a friend, I did not know what they were all about until I saw them on Facebook. Through their social media handle, I learned that they were into fashion and design. I still get updates on those platforms on any recent product.

I: In what ways has Shein used Facebook and TikTok to help you know more about their products?

R: Shein's social media platform has been much help in keeping up to date with trending designs. I work as an engineer, and I rarely have time to follow trends, especially in fashion, but Shein has made it more accessible as most of their product is up to date

I: Do you consider these ways effective? Or will you say there are some challenges with these ways?

R: Yes, I consider their strategy effective, but they could do better. They should try as much as they can to read the comments on most of their products. This will help them know what their customers want at a time. They should also extend their reach beyond Facebook and Tik Tok to other social media spaces.

I: Will you say that Shein's use of Facebook and TikTok serves as a motivation to make purchases? If yes? How, if not, why?

R: Their social media handles motivate me to increase my purchase. I often see designs that I can't do but order for. Sometimes even when I don't intend to buy a product, I can't help but do so when I see some of their ads.

I: Will you agree that Shien's use of Facebook and TikTok provides you with sufficient information to make purchases? If yes? How, if not, why?

R: Yes, they do. I get a clear image of the product, its sizes, material type, and price tag. I think that's fair enough for anyone genuinely intending to buy any product.

I: Does Shein uses Facebook and TikTok for image building? Do you consider this as a factor that makes you purchase products?

R: What determines the image of any business is what its customers are saying about them. From the comments on their page, they are doing pretty well in that regard. I am satisfied with their services and won't hesitate to recommend anyone.

I: Has Shein used Facebook or TikTok to effectively connect with you? If yes, how? If not, why?

R: I think I connect more with it okay than with Facebook. It is easier for me to navigate.

I: Is there any difference between Shien's Facebook and TikTok strategies? Can you explain some differences?

R: As I said before, I connect with them on their Tik Tok handle more than I do with Facebook. TikTok is a 3D version of Facebook's 2D (laughs). I am trying to say that at Tik Tok you get to see pictures about a product and a video of a model wearing them. So it is easier for me to connect with those than just images on Facebook.

I: In your opinion, will you say that Shein uses Facebook better in connecting to you than TikTok? If Yes Why, if No How?

R: (laughs) I prefer their Tik Tok to handle any day.

I: If you were to advise Shein, which would you say it should use in connecting with customers, Facebook? Or TikTok?

R: I advise them to utilize their Facebook handle more, even though I connect them more on Tik Tok. The reason is that there are more customers for their products on Facebook, and most people consider Facebook easier to use.

I: Are there any recommendations you would like to make for Shein using Facebook or TikTok?

R: Customers like to know that their investment is safe. It will benefit the sheins if they have a policy that customers will get a refund for their purchases if they do not appreciate any product even after paying for them.

INTERVIEW FOR KM

I: My name is Kehinde Theophilus. I am a student from Griffith Business College pursuing a course in International Business Management. I thought it would be a good idea to interview you.

R: Alright, Mr. Kehinde. I hope this won't take too much time. I have somewhere to be in two hours.

I: NO, it won't take long. This would take at least 45 minutes to 1 hour at most.

R: Okay.

I: The research aims to investigate how Shein uses Facebook and TikTok as a marketing strategy to connect with its young consumers. Millennials were technologically savvy; therefore, they spent a long time on social media. Shien's use of Facebook and TikTok has influenced its growth and profit. However, it is necessary to evaluate the role of social media from its consumer's perspectives.

I: I hope to use this information to complete the information provided will enable me to finish my dissertation which is a requirement for the award of an MSc in International Business Management.

R: That's a good one. I hope you succeed at this.

I: Thank you very much. How long have you patronized Shein?

R: I have been a customer for four years now.

I: Do you use Facebook or TikTok to keep in touch with Shein?

R: I follow them on both platforms, but I use Facebook to connect with them most often.

I: Has Shien's use of Facebook and TikTok helped you to know more about their product?

R: the Facebook platform has been a lot of help in providing the necessary information I need about a given product.

I: In what ways has Shein used Facebook and TikTok to help you know more about their products?

R: I am also into fashion and design. One of the ways Shein has used its social media handle to help is that beyond just adding the price tag of a product, and they also help me get to know the type of material a product is made of.

I: Do you consider these ways effective? Or will you say there are some challenges with these ways?

R: I think this is a very effective strategy. This help to prevent scenarios where customers regret buying a product after discovering the material they are made up of on delivery.

I: Will you say that Shien's use of Facebook and TikTok serves as a motivation to make purchases? If yes? How, if not, why?

R: I appreciate their work on those spaces, but I don't think I need any motivation to patronize them. So no, their social media presence has nothing to do with motivating me to buy a product from them.

I: Will you agree that Shien's use of Facebook and TikTok provides you with sufficient information to make purchases? If yes? How, if not, why?

R: I think the information they provide about their product is sufficient enough for anyone to get enough information about their product.

I: Does Shein uses Facebook and TikTok for image building? Do you consider this as a factor that makes you purchase products?

R: yes, shein does use Facebook to build their image. However, that has nothing to do with me buying their product.

I: Has Shein used Facebook or TikTok to effectively connect with you? If yes, how? If not, why?

R: I appreciate what they are doing, but no, I don't connect with them on those platforms. They will better connect with their customers if they use platforms like Twitter.

I: Is there any difference between Shien's Facebook and TikTok strategies? Can you explain some differences?

R: yes, there are differences between their strategies on Facebook and Tik Tok. One major one is that while there are provisions for comments on Facebook, there are none on Tik Tok.

I: In your opinion, will you say that Shein uses Facebook better in connecting to you than TikTok? If Yes Why, if No How?

R: they connect with me on Facebook more than on Tik Tok. The reason is that I am not into Tik Tok. It was not until recently that I saw the need to register on that platform. It feels so childish to me.

I: If you were to advise Shein, which would you say it should use in connecting with customers, Facebook? Or TikTok?

R: yea, I would advise them to incentives

I: Are there any recommendations you would like to make for Shein using Facebook or TikTok

INTERVIEW FOR LO

I: My name is Kehinde Theophilus. I am a student from Griffith Business College pursuing a course in International Business Management. I thought it would be a good idea to interview you.

R: good morning. How are you doing today

I: I am fine, thank you. The research aims to investigate how Shein uses Facebook and TikTok as a marketing strategy to connect with its young consumers. Millennials were technologically savvy. Therefore, they spend a long time on social media. Schein's use of Facebook and TikTok has influenced its growth and profit. However, it is necessary to evaluate the role of social media from its consumer's perspectives.

R: it's all right, that's a welcoming idea. Any business that seeks to do well in the business field must strive to meet its customers on social media platforms, as this is the new marketplace

I: I hope to use this information to complete the information provided will enable me to finish my dissertation which is a requirement for the award of an MSc in International Business Management

R: it's a good one, thank you very much

I: The interview will last a minimum of 45 minutes-1 hour.

R: It's Okay.

I: How long have you patronized Shein?

R: I've been a customer of shein fashion for three years now. I think the first time I patronized them was when I needed clothes for a wedding.

I: Do you use Facebook or TikTok to keep in touch with Shein?

R: I use both social media platforms to keep in touch with the Shein-fashion. However, I follow them on Facebook because I don't have the TiK ToK app on my phone. So usually, when I'm on my phone and chatting with friends, I can check their page on Facebook.

I: Has Shien's use of Facebook and TikTok helped you to know more about their product?

R: yes, they have helped me to know more about their products on both platforms; however, I learn more about a product from Facebook than I do on TikTok.

I: In what ways has Shein used Facebook and TikTok to help you know more about their products?

R: The shein fashion helped me to know more about their product to their advertisement

I: Do you consider these ways effective? Or will you say there are some challenges with these ways?

R: yes, I consider it effective, and I advised them to put in more effort.

I: Will you say that Shien's use of Facebook and TikTok serves as a motivation to make purchases? If yes? now, if not, why?

R: James Version Facebook and TikTok handles on social media have nothing to do with me patronizing them. I patronize them majorly because their products are affordable cheap and also made up of good and authentic materials

I: Will you agree that Shien's use of Facebook and TikTok provides you with sufficient information to make purchases? If yes? How, if not, why?

R: change fashion Facebook and TikTok platforms help provide information necessary to help our customers know about the product; they give information such as the quality of the material, the size of the product, and the price.

I: Does Shein uses Facebook and TikTok for image building? Do you consider this as a factor that makes you purchase products?

R: yes, I think Shein's fashion uses their Facebook and Tik Tok handles for image-building, and that's a good thing. This help creates awareness about Shein's fashion, and it also helps build confidence in their customers.

I: Has Shein used Facebook or TikTok to effectively connect with you? If yes, how? If not, why?

R: yes, shein, through Facebook and TikTok and has been able to connect with me. One such is when I bought a product from them, and I got the size wrong. So, after delivery of the purchased product, it didn't fit, so I had to find a way to return it, and I was glad they could change it.

I: Is there any difference between Shien's Facebook and TikTok strategies? Can you explain some differences?

R: The significant difference between Shein's Facebook and Tik-Tok strategies is that while the Facebook strategy is open for others to post their product on their page, it is not the same with Tik-Tok.

I: In your opinion, will you say that Shein uses Facebook better in connecting to you than TikTok? If Yes Why, if No How?

R: Shein uses Facebook to connect with me better than TikTok. The reason is that I don't do TikTok that much. I have friends on Facebook that I usually chat with, so occasionally, I open Shein's page and check out the latest fashion trends.

I: If you were to advise Shein, which would you say it should use in connecting with customers, Facebook? Or TikTok?

R: If I were to advise shein fashion as to which of the Social Media platform to utilize more, I would recommend they concentrate more on their tik Tok handle as this is a new terrain with little competition as compared to Facebook. Though there are few customers on TikTok, the number of businesses offering the same services is few.

I: Are there any recommendations you would like to make for Shein using Facebook or TikTok?

R: I will recommend that they use social media influencers to promote their product

INTERVIEW FOR HU

I: My name is Kehinde Theophilus. I am a student from Griffith Business College pursuing a course in International Business Management, and I thought it would be a good idea to interview you.

R: Good afternoon, Kehinde. How are you doing today?

I: I am fine, thank you. The research aims to investigate how Shein uses Facebook and TikTok as a marketing strategy to connect with its young consumers. Millennials were technologically savvy and spent a long time on social media. As a result, shein's use of Facebook and TikTok has influenced its growth and profit. First, however, it is necessary to evaluate the role of social media from its consumers' perspectives.

R: All right

I: I hope to use this information to complete the information provided will enable me to finish my dissertation which is a requirement for the award of an MSc in International Business Management.

R: That is a good one. I hope to put in for my Master's program soon

I: The interview will last a minimum of 45 minutes-1 hour.

I: How long have you patronized Shein?

R: I've been patronizing them for nine months now

I: Do you use Facebook or TikTok to keep in touch with Shein?

R: Yes, I use both social media platforms to keep in touch with Shein fashion, but I enjoy TikTok more. I feel it is less serious and more entertaining

I: Has Shien's use of Facebook and TikTok helped you to know more about their product?

R: Their Facebook handle has helped me learn much about them. I learned many things that shein fashion sells only when I saw them on their Facebook handle.

I: In what ways has Shein used Facebook and TikTok to help you know more about their products?

R: I remembered recently I wanted to buy you a shoe. I searched everywhere but couldn't get the type of shoe I wanted not until I saw an advertisement by Sheine Fashion on Facebook. I never knew that they were into shoes, also.

I: Do you consider these ways effective? Or will you say there are some challenges with these ways?

R: Yes, I consider the strategy effective. The only challenge I have with this strategy is that it is limited in reaching out to older individuals who are not on those social media spaces

I: Will you say that Shien's use of Facebook and TikTok serves as a motivation to make purchases? If yes? How, if not, why?

R: No. I have had a lot of positive experiences from patronizing them before I have confidence in them, so respective of their social media presence, I will still patronize them

I: Will you agree that Shien's use of Facebook and TikTok provides you with sufficient information to make purchases? If yes? How, if not, why?

R: Yes, I agree that they use their social media handle to provide sufficient information for customers. They provide a clear image of the product, the quality of the material, the size, and the price.

I: Does Shein uses Facebook and TikTok for image building? Do you consider this as a factor that makes you purchase products?

R: Yes, they used their social media handles for image building, but this has nothing to do with me patronizing Shein fashion.

I: Has Shein used Facebook or TikTok to effectively connect with you? If yes, how? If not, why?

R: Yes, Shein's fashion social media platforms have been able to connect with me on several occasions. One such event is when I see a product at a lower price than I usually would get from a physical mall. That is the best form of connection (laughs).

I: Is there any difference between Shien's Facebook and TikTok strategies? Can you explain some differences?

R: Yes. One difference is that their Tik Tok advertisement contain content and product that are more appealing to the younger generation. The reason is that the platform has more traffic for the younger generation.

I: In your opinion, will you say that Shein uses Facebook better in connecting to you than TikTok? If Yes Why, if No How?

R: Shein connects with me better with their Facebook than the Tik Tok platform. The reason is that my phone can better navigate Facebook better than Tik Tok. The image quality is also better on Facebook than on Tik Tok.

I: If you were to advise Shein, which would you say it should use in connecting with customers, Facebook? Or TikTok?

R: I recommend they harness their Tik Tok platform more.

I: Are there any recommendations you would like to make for Shein using Facebook or TikTok?

R: I do not have any recommendations for them. I would appreciate them and also as them to keep up the excellent work.

INTERVIEW FOR SO

I: My name is Kehinde Theophilus. I am a student from Griffith Business College pursuing a course in International Business Management, and it would be a good idea to interview you.

R: Good afternoon, Mr. Kehinde. It's nice meeting you. How are you doing today?

I: I am fine, thank you. The research aims to investigate how Shein uses Facebook and TikTok as a marketing strategy to connect with its young consumers. Millennials were technologically savvy. Therefore they spend a long time on social media. Scheins use of Facebook and TikTok has influenced its growth and profit; however, it is necessary to evaluate the role of social media from its consumer's perspective.

R: It's all right, it's no problem at all. You have my undivided attention.

I: I hope to use this information to complete the information provided will enable me to finish my dissertation which is a requirement for the award of an M.Sc. in International Business Management

R: It's all right

I: The interview will last a minimum of 45 minutes-1 hour.

R: All right.

R: It's no problem at all. I have nowhere to be.

I: How long have you patronized Shein?

R: I've been patronizing Shein for five years now. It has been a wonderful experience.

I: Do you use Facebook or TikTok to keep in touch with Shein?

R: I use TikTok and Facebook to keep in touch with the Shein fashion.

I: Has Shein's use of Facebook and TikTok helped you to know more about their product?

R: Yes, they have helped me know about their product on Facebook and TikTok, but I have learned much more from Tik Tok.

I: In what ways has Shein used Facebook and TikTok to help you know more about their products?

R: There are several ways that shein-fashion has been much help to me. One way is by helping me to know more about their product. Their advertisement is clear enough, and you get a good knowledge about the product you want to buy.

I: Do you consider these ways effective? Or are there some challenges with these ways? Yes, this method is very effective, and I encourage them to keep up the excellent work.

I: Will you say that Sheins use of Facebook and TikTok serves as a motivation to make purchases? If yes? How, if not, why?

R: No, they do not motivate me in any way to patronize them. I have had positive experiences patronizing them, so their social media handle has nothing to do with why I buy products from the shein.

I: Will you agree that Sheins use of Facebook and TikTok provides you with sufficient information to make purchases? If yes? How, if not, why?

R: Yes, most of the times that I had to buy a product, I got to know about the product from one of their social media platform

I: Does Shein uses Facebook and TikTok for image building? Do you consider this as a factor that makes you purchase products?

I: Has Shein used Facebook or TikTok to effectively connect with you? If yes, how? If not, why?

R: Yes, severally. I love their social media platform. There are too many unnecessary posts. But it is precise and contains the necessary information.

I: Is there any difference between Shein Facebook and TikTok strategies? Can you explain some differences?

R: Yes, there are a few differences between Facebook and Tik Tok. One very prominent one is that while Facebook has other features that could serve as entertainment, Tik Tok does not have some of those features.

I: Would you say Shein uses Facebook better to connect with you than TikTok? If Yes Why, if No How?

R: I can connect with Shein's fashion on Facebook more than on Tik Tok. Some of the contents on Tik Tok are too gruesome and impolite. Facebook is more regulated, and I prefer to surf that platform than Tik Tok.

I: If you were to advise Shein, which would you say it should use in connecting with customers, Facebook? Or TikTok?

R: They should improve and concentrate on their Tik Tok platform as it is a fertile ground that has excellent possibilities in the nearest future.

I: Are there any recommendations you would like to make for Shein using Facebook or TikTok?

R: No, I don't have anything to add for now.

7

INTERVIEW FOR OP

I: Good afternoon. My name is Kehinde Theophilus. I am a student from Griffith Business College pursuing a course in International Business Management, and I thought it would be a good idea to interview you.

R: Good afternoon. How is your day going?

I: My day is going quite well. The research aims to investigate how Shein uses Facebook and TikTok as a marketing strategy to connect with its young consumers. Millennials were technologically savvy and spent a long time on social media. As a result, Shein's use of Facebook and TikTok has influenced its growth and profit. First, however, it is necessary to evaluate the role of social media from its consumers' perspectives.

R: Yes, I agree with you.

I: I hope to use this information to complete the information provided will enable me to finish my dissertation which is for the award of an M.Sc. in International Business Management

R: All right.

I: The interview will last a minimum of 45 minutes-1 hour.

R: It's all right.

I: How long have you patronized Shein?

R: I have been patronizing Shein for eight months and genuinely have no regret.

I: Do you use Facebook or TikTok to keep in touch with Shein?

R: I do get in touch with them on both platforms.

I: Has Shein's use of Facebook and TikTok helped you to know more about their product?

R: Yes, they have. I need to find out the address of their physical location. Most of the things I know about Shein's products are from their online platforms.

I: In what ways has Shein used Facebook and TikTok to help you know more about their products?

R: I learned more about their products from their Facebook handle. I see customers' comments on products and follow the trends in their posts.

I: Do you consider these ways effective? Or are there some challenges with these ways?

R: Okay, the only challenge I see with the Facebook strategy is that there needs to be an adequate regulatory system to regulate some posts on the platform. They should control the content people post on their Facebook space as much as possible.

I: Will you say that Shein's use of Facebook and TikTok serves as a motivation to make purchases? If yes? How, if not, why?

R: Their Facebook or TikTok presence does not concern my patronizing them. Their product is authentic, and I think they have won my heart.

I: Will you agree that Shein's use of Facebook and TikTok provides you with sufficient information to make purchases? If Yes? How, if not, why?

R: That is one of my challenges with their Tik Tok platform. They do not give sufficient information about their product. Instead, they offer slipshod information that only suffices to provide knowledge about the product.

I: Does Shein use Facebook and TikTok for image building? Do you consider this as a factor that makes you purchase products?

R: People are learning about Shein fashion from their social media handles. They tend to appreciate Shein's work and either order a product for themselves or refer people to patronize Shein. So, I think they should keep up the good work

I: Has Shein used Facebook or TikTok to effectively connect with you? If yes, how? If not, why?

R: It depends on what you mean by connect. If you mean that I enjoy visiting these platforms? Yes, I do. I sometimes go through their pages not necessarily because I want to buy anything but learn good dressing sense (laughs).

I: Is there any difference between Shein Facebook and TikTok strategies? Can you explain some differences?

R: Many fashion companies on Facebook create a harsh environment for competition. However, Tik Tok is a new terrain with little competition. TikTok also has the younger individual in that space.

I: In your opinion, will you say that Shein uses Facebook better in connecting to you than TikTok? If Yes Why, if No How?

R: I connect to Shein on TikTok more than on Facebook. The reason is that tick tock is user-friendly and easy to navigate as compared to Facebook, and it is also entertaining

I: If you were to advise Shein, which would you say it should use in connecting with customers, Facebook? Or TikTok?

R: If I were to advise shein to concentrate more on Tik-Tok than they do Facebook. The reason is that there is little competition in TikTok as it is a new terrain with very little competition. However, the same cannot be said about Facebook

I: Are there any recommendations you would like to make for Shein using Facebook or TikTok? R: Okay, I will advise them to have a way of compensating their customers with bonuses. This will encourage patronage from customers.

APPENDIX E: EXCEL INTERVIEW ANALYSIS SAMPLE

Microsoft account

FILE HOME INSERT PAGE LAYOUT FORMULAS DATA REVIEW VIEW

Clipboard Font Alignment Number Conditional Formatting Styles Cell Styles Insert Delete Format Cells AutoSum Fill Clear Sort & Find & Filter Select Editing

B32 Their Facebook platform is active and engaging, with several followers. As I have said, I do not even have a Tik Tok account. So, I will encourage them to compare the sales resulting from their ads on both platforms. They should shift more energy to the one that brings in more deals.

	A	B	C	D
1	Inter Text		Customer Uses Facebook or TikTok to Keep I	Shein's Use of Facebook and TikTok Helps Customer to Kn
8	I	Thank you very much for agreeing to take this interview. The interview will last a minimum of		
9	R	It is okay.		
10	I	How long have you patronized Shein?		
11	R	I have been patronizing Shein for like two years		
12	I	Do you use Facebook or TikTok to keep in		
13	R	Yes, I mostly view some of his recent posts on Facebook. Does he have a tik took handle? I did		
14	I	Yes, they are active in that space also. So Has Sheins' use of Facebook and TikTok helped you		
15	R	Yes, it has. I see most of their product when it is advertised on Facebook. This saves me much time as it is easier to peruse through those and		
16	I	In what ways has Shein used Facebook and		
17	R	There are times when I have had to buy a product from her, not necessarily because I		
18	I	Do you consider these ways effective? Or will		
19	R	It is effective enough. Nevertheless, they could still improve and extend their business to other internet spaces. The more platforms they cover,		
20	I	Will you say that Shein's use of Facebook and		