NETNOGRAPHY REPORT

What can we learn about consumers' relationships toward fast fashion brands from an empirical study of social media platforms?

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Student Reaffirmation of Academic Integrity under Approved Changes to Delivery and Assessment of TU Dublin Programmes

Arising from the unforeseen emergency measures required for the containment of the COVID-19 virus outbreak, the University enacted contingency Quality Assurance procedures (Approved by Academic Council on March 23, 2020). Under the referred enactment, physical face-to-face examinations, invigilated in the traditional manner, will not take place in May. Programmes have moved, where possible, towards alternative assessment arrangements.

This is a reaffirmation that each student is responsible for knowing and abiding by TU Dublin Academic Regulations and Policies. Any student violating these regulations/policies will be subject to action in accordance with the University's procedures for breaches of assessment regulations. Some guidelines towards compliance with Academic Integrity are outlined overleaf.

By signing this form, I understand and will abide by the University Regulations and Policies, including those covering Academic Integrity. Therefore, I declare that any individual work being submitted for assessment is entirely the product of my own effort. For all group assessments, I accept that each member of the group is responsible for the academic integrity of the entire submission. I will retain a copy of this agreement for future reference.

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All students are expected to complete their modules and programmes in compliance with University regulations and standards. No student shall engage in any activity that involves attempting to pass an assessment by means other than honest effort, for example:

1. No student shall complete, in part or in total, any assessment for another person.

2. No student shall knowingly allow any assessment to be completed, in part or in total, for himself or herself by another person.

3. No student shall plagiarise or copy the work of another and submit it as his or her own work.

4. No student shall employ devices excluded by the lecturer in undertaking assessments.

5. No student shall knowingly procure, provide, or accept any materials that contain questions or answers to any assessment to be given at a subsequent time.

6. No student shall procure or accept assessments from any other student from current or prior classes of their programme.

7. No student shall provide their assessments, in part or in total, to any other student in current or future classes of this programme, unless authorised to do so.

8. No student shall submit substantially the same material in more than one module without prior authorisation and acknowledgment of the previous submission.

9. No student shall alter a marked assessment and then resubmit it for remarking unless specifically requested to do so by the lecturer.

10. All programming code and documentation submitted for assessment must be the students original work or material specifically authorised by the lecturer.

11. Collaborating with other students to develop, complete or correct assessments is limited to activities explicitly authorised by the lecturer.

12. For all group assessments, each member of the group is responsible for the academic integrity of the entire submission.

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Introduction

For our netnography project, we decided to focus on fast fashion brands, in particular the Boohoo Group. We came to this decision by constantly being exposed to controversies surrounding the Boohoo brand in the media. We also felt it important to focus on fast fashion amidst the rise in demand of sustainability from consumers (McNeill, 2015). Consumers are said to increasingly care about unethical behaviour, but this attitude does not always translate to behaviour (Bray et al., 2010), particularly in regard to fashion items (Joergens, 2006). This is true for the Boohoo brand, which sees a very distinct divide between consumers who love the brand and shop there regularly compared to that of consumers who dislike the brand for multiple reasons, which were voiced on social media. The research question was constructed through our desire to understand the relationship between consumers and the Boohoo Group considering the negative press surrounding the brand in recent months (Pegden, 2020). With the brand facing a 'modern slavery investigation' last year (Duncan, 2020), we wanted to understand why consumers continue to shop the brand, when brand authenticity was not transparent for consumers.

Authenticity of fast fashion brands is crucial in an age where consumers want transparency when it comes to the clothes they buy (Gustafsson, 2005). Authenticity refers to trust, the genuineness, reality or truth of something (Kennick,1985). Thus, it is imperative to study the relationship of brand authenticity and consumer brand-attachment behaviour through netnography, where social networking vehicles are providing digital platforms for consumers to form online communities, and to obtain an understanding of how authentic brands from the apparel industry are perceived by the customers in the digital era (Arya, 2019). Brand authenticity helps shape the relationship of consumers towards fast fashion and was therefore significant to consider in coining our research question. The measuring of authenticity through the netnographic process meant we objectively observed the way in which consumers engage with Boohoo online. This helped us understand their relationship with the brand which led us to making reasonable recommendations to the brand to improve their overall image.

Alongside evaluating authenticity to understand consumers' relationship with the Boohoo brand, this question will also see theories of brand community, gender, cultural capital and tastemakers discussed, given the recent history of slavery scandals and the moral obligations of tastemakers when it comes to fast fashion through promoting it to a wider audience. All these topics are crucial to understand for the purpose of answering the research question and making recommendations to the Boohoo Group.

Literature in relation to what we can learn about consumers' relationships toward fast fashion brands

Brand Community Theory

Because of the nature of this question and the divide between consumers and non-consumers of the Boohoo brand, this research question will consider theories around brand community. Specifically, theories surrounding members of the public both inside and outside of the community to achieve a well-rounded and objective view of the brand. Muniz and O'Guinn (2001) believe that brand communities are most likely to form around brands that have a strong image and things that are publicly consumed. The Boohoo Group sees both in practice for their brand. McAlexander et al. (2002, pg. 38) state that a brand community is *'a fabric of relationships in which the customer is situated.'* It is interesting to observe through netnography the brand community around Boohoo, when we understand a brand community is essentially a business strategy to maximize profit (Fournier and Lee, 2009). Boohoo must attempt to understand members outside of their community through observing comments online and address this marginalized group instead of continuing to focus their attention on loyal members situated within the brand community. Only then will authenticity be restored from recent scandals and allegations.

For our research question, theories and literature worth noting include Cova's theory (1997), which states that people turn to consumption to forge an identity in absence of a community. Cova set out initial informative principles of brand communities where the link of community is more important than the thing being consumed. We believed a strong sense of brand community would be evident when observing the Boohoo brand online. Given the essence of fast fashion which is produced rapidly by mass-market retailers in response to the latest trends,

implying little consideration or care for the actual garment, its members focus more on links and networks through the mutual bond over the thing. In this regard, brand community literature is relevant to our research question.

Gender Theory

Theory around gender must also be considered when understanding consumers relationships between fast fashion brands. This is due to the fact that women are disproportionately affected by climate change (Halton, 2018), which we know fast fashion is a leading cause of. With the fashion industry emitting more carbon than international flights and maritime shipping combined (McFall-Johnson, 2019), it is important we look at the ways consumers respond to climate change and sustainability both inside and outside of the community. It also must be considered when slavery allegations have been made towards the Boohoo brand claiming that people in their factories in Leicester are making as little as £3.50 an hour (Duncan, 2020). We believe that we would observe a strong reaction on the sustainable front from a netnographic perspective, which is intrinsically linked to gender, hence our justification for researching literature around gender and sustainability.

Cultural Capital and Tastemaker Theory

Finally, theory around influencers and tastemakers to be considered include Marx's theory of alienation which separates the consumer from the construction and the making of the garment (Lavalette & Ferguson, 2018). This can be applied to both consumers and tastemakers and can be argued to be a reason for the ongoing promotion of Boohoo by cultural online intermediaries such as influencers. The ignorance of influencers towards the scandals which inspired our question can also be linked to this theory. Another theory that can be viewed through the topic of tastemakers is Bourdieu's theory of cultural capital (1986), which promotes social status beyond economic means. Because of the issue of promoting overconsumption of fast fashion through influencers, we can understand that perhaps Bourdieu's theory helps explain why we see a culture obsessed with acquiring and accumulating social status through material items, and therefore a reason as to why consumers' relationship with Boohoo fail to transition into one of transparency. We expected to see consumers' relationship with the Boohoo brand be communicated through intermediaries such as influencers, and therefore theories around the topic would provide valuable insights in answering our research question.

Netnographic research process: theoretical

Growth in online conversations to communicate and share knowledge has seen a considerable increase in the last two decades, enabling online sites to be used as a qualitative research space (Kozinets et al., 2014). Netnography, a combination of the terms 'Ethnography' and 'Internet' (Kozinets, 2010), involves the collection, participation and analysing of relevant online data (Costello et al., 2017). Netnography is considered to be less invasive as ethnography (Beaulieu, 2004), allowing researchers to accumulate extensive knowledge without making their presence known. However, this lack of action known as lurking, is not often recommended as it can result in researchers missing vital elements of the phenomenon (Kozinets et al., 2004).

There are several essential procedures which researchers should be aware of throughout netnographic research. According to Kozinet et al. (2014, p. 265) these procedures consist of "*preparing for data collection and cultural entrée, collecting and creating the data, performing ethical research, conducting an insightful and trustworthy analysis and representing the data analysis in a meaningful and appropriate manner*".

When preparing for the collection of data, deciding on an online site to observe and research is an important factor to consider. Communities which are; relevant to the questions, have a high frequency of postings and 'chatter', have many discrete message posters, have rich informative data and inter-member communication related to the research question will be favoured (Kozinets et al., 2014). It has been proposed that identifying several research topics within the overall research question can help in the search for applicable online sites (Kozinets, 2010). Understanding the different forms of conversations which take place within each online site is vital for the researcher's collection of data, affording them a knowledge of the different types of users within the community (Kozinets, 2002). To prevent community rejection, it is important for the researcher to understand and be attuned to the culture of the online community they are entering much like a social setting (Kozinets et al., 2014).

It has been suggested that there are three main types of data available to netnographers those being; archival data, elicited data and field note data (Kozinets et al., 2014). Archival data consists of information which has been directly sourced from online sites without participation from the researcher (Kozinets, 2002). This type of data has been referred by Wei et al. (2011) as being free from the researchers potential bias. It is important that researchers do not 'mine'

data as this can impact their engagement and understanding of online conversations (Kozinets et al., 2014). Elicited data involves data which has been created through the researchers interaction with community members (Costello et al., 2017). This data can be the by-product of online interviews by means of emails, forums or video calling (Kozinets et al., 2014). The final type of data is field note data, this is produced by the researcher to aid in the reflection and reviewing process (Kozinets et al., 2014). This type of data is not shared with the community and should be continuously worked on throughout the research process.

Since netnography is a relatively new research method, understanding the correct ethics to abide by can be challenging. The blend of public and private online sites can lead to complexities, researchers should carefully consider choosing an online space which is bound by certain agreements which define the space as a private (Kozinets et al., 2014). An important consideration researchers should assess are the potential benefits and risks their publication could have on community members (Tuikka et al., 2017). To prevent ethical and legal issues arising, community members could be asked for written consent or a pseudonym name could be created to protect member confidentiality (Kozinets, 2002).

It has been suggested that there are four main elements which should guide a netnographic researcher to conduct an insightful and trustworthy analysis (Kozinets et al., 2014). The first consideration is to initially focus on a small numbers of postings to understand the culture of the online site, the second element is to analyse this culture by engaging with community members, the third guideline is to experience and review conversations through the viewpoint of community members and the final element is to allow conversations unfold in real time and to avoid reading the conversations all at once (Kozinets et al., 2014). To analyse the data efficiently and effectively a researcher should take a coding and hermeneutic approach (Kozinets, 2002). These two approaches allow various themes and theories to be formed from communications and should be used harmoniously (Kozinets, 2010).

The final consideration which researchers should be aware of is showcasing their research in a clear and appropriate manner. It has been suggested that trustworthiness is connected to how findings are represented and received (Salzmann-Erikson and Eriksson, 2012). Researchers must ensure that the data which has been analysed can be easily understood from an outside perspective and has not been culturally distorted.

Netnographic research process: in practice

Throughout the netnographic research process Kozinets' methodology was employed to create an in-depth research process. As suggested by Kozinets (2010), online communities form and manifest cultures through learned beliefs, values and customs that serve to order, guide and direct the behaviour of a particular society or group.

Preparing for data collection and cultural entrée

Our approach began with generating relevant sub-topics related to our research question that could be used in the search of content within online spaces. It was important for us to have an understanding of what individuals regarded as important for a brand to be valuable and relevant. Through initial research, the most relevant sub-topics to help search for appropriate online communities were; quality, sustainability, gender, authenticity and the influence of tastemakers. Millennials and Generation-Z are looking to companies which share their values (MacDonald, 2021), making these five sub-topics extremely relevant to the Boohoo brand. As Vance suggests (2017), a brand is just a perception that is simply a collective impression some have about a product. Splitting the sub-topics amongst the group, we began our research combining Kozinets's (2014) research processes. The sub-topics aided us with our collection of data from the following online platforms; Facebook, Instagram, Reddit, Tik-Tok, Twitter and YouTube. Our research was conducted through a netnographic sensibility level through social media listening. Reid and Duffy (2018) advocate that netnographic sensibility can add richness and depth to mass consumer realities by bridging the established tradition of netnography with the depth and scale of social media monitoring. Searching keywords, hashtags and acting as a silent person in the background while watching conversations unfold surrounding Boohoo afforded us a better understanding of attitudes towards the brand. This initial process not only enabled us to become attuned to the culture of the community and prevent community rejection, but allowed for the emergence of themes such as brand community, authenticity, sustainability and ethics.

Collecting and creating the data while performing ethical research

Through social media listening we collected in-depth knowledge regarding both Boohoo consumers and non-consumers ensuring that we stayed up to date with real time unfolding of conversations. We decided to insert ourselves into conversations allowing a deeper

understanding of individual behaviour and attitudes to be understood, field notes were actively taken during this process to aid in analysis and reflection (appendix A). To ensure ethical research was conducted, Kozinets' (2002) guidelines were adhered to and Tuikka's et al. (2017) journal of ethical questions surrounding netnography research was reviewed. Before delving into an online community we ensured that the space we were entering was public, preventing privacy complications. Through a combination of social media listening and participation in conversations, an extensive knowledge surrounding Boohoo communities and non-Boohoo communities was gained.

In the era of tastemakers, we deemed videography to be relevant to our netnographic research process. Belk and Kozinets (2005) propose that videography and netnography both derived from the anthropology technique of ethnography. With influencers using the video section on multiple online platforms to flaunt the items they have either bought or received through the term 'fashion haul,' we anticipated that the comment section of these videos would allow for interesting findings. Boohoo sponsors numerous influencers, sending them free clothes to showcase on their platforms for their audience to ultimately purchase. Watching these 'fashion hauls' and reading the comments from both loyal Boohoo consumers and non-consumers afforded us an insight into the attitudes which individuals have towards the Boohoo brand. Belk and Kozinets (2005), further explained that videography is a useful tool for revealing how groups of individuals behave and speak, as it reveals the human face of what might otherwise be abstracted as 'subject' or 'consumer' behaviour.

Conducting insightful analysis and representing the data in a meaningful manner
Throughout our research process we were directed by the four main elements of insightful and trustworthy analysis (Kozinets et al., 2014). By adhering to these guidelines we believed that our research would enable a credible and reputable report to be produced. Showcasing our findings by means of both a report and presentation format enables a comprehensive understanding of our netnographic research, allowing those from an outside perspective to appreciate findings.

Research findings

Throughout our netnographic research we came across a substantial amount of data which gave great insight into how the Boohoo brand is perceived by consumers both in and out of the brand community through online engagement. By using netnographic methods to analyse the data found, we have been able to determine brand-related phenomena central to the community. The analysis of this research surrounding the conversation about the brand on social media platforms revealed that the topics of product quality, sustainability and inequality, and influencing were most mentioned. These topics can be linked to theory involving tastemakers, sustainability and consumption, gender and brand communities, all of which tell us about the overall authenticity of the brand.

Brand Community Findings

We know that internet forums are a large part of the brand community from Muniz and Guinn's (2001) ethnography study relating to the Ford Bronco, Macintosh, and Saab communities. Subsequently, virtual communities have been a main focus when conducting netnographic research.

The Boohoo brand communities display some traditional indicators of community, those include a sense of moral responsibility to community members, and a shared consciousness of the brand. This can be seen from observation and participation in social media communities such as Facebook groups where a new member asks for the community's opinion on quality or style and gets a quick, direct and honest response from members within the community. The Facebook group demonstrated symbols for community members to rank their status amongst members (appendix B). From our findings, the Boohoo communities on Facebook supported the brand and showed loyalty through positive posts and feedback (see appendix C). On the contrary, non-community members were quick to negatively comment on topics surrounding the fact that Boohoo's products are of lesser quality than their online rivals such as ASOS, Missguided and PrettyLittleThing (appendix D). This coincides with Cova's theory of brand community which states that people turn to consumption to forge an identity in absence of a community. The 'linking value' principle is evident here, as Cova (1997) suggests the links between community and consumption are often used in order to identify and form links with others. In the case of the data being analysed, it seems the link is formed over shared

experiences; they care more about the connection stemmed from the thing than the actual thing, given its poor quality claims.

Brand Authenticity Findings

Authenticity has been defined as *'the extent to which consumers perceive a brand to be faithful and true toward itself and its consumers, and to support consumers being true to themselves'* (Morhart et al., 2015, p. 202 as cited in Södergren, 2021). Fast fashion is an industry where there are many reasonable improvements to be made. Once benefiting consumers through convenience, accessibility and affordability of the latest trends and inspiration quickly. Today consumer mindsets are shifting, now seeking authenticity in products and services more than ever. Gilmore and Pine (2007) state that brands must excel at managing authenticity to keep ahead of the competition. With regards to Boohoo, this is something that is lacking based on the findings observed through the netnographic process. One TikTok account member speaks of purchasing a jumper with a design copied from Pangaia, because they 'really liked the design' even though they are aware of the contrasting ethical practices on Boohoo's part. We see others offer their input by stating that Boohoo are benefitting from Pangaia's designs, reflecting poorly on Boohoo's image and therefore, authenticity. Boohoo have also been called out for copying designs from other slow fashion and jewellery brands such as House of Sunny and Odd Muse London (appendix E).

Another finding which reflects negatively on the Boohoo brand was seen through comments made about their customer service team. This included sending the wrong orders out, or not having orders arrive despite customers reaching out to Boohoo support teams (appendix F). This shows their lack of effectiveness and care for maintaining their loyal community they have captured. One recent example includes customers finding bugs in their Boohoo order with comments on TikTok mocking the brand after the scandal came to the fore on the visual platform (appendix G). This type of scenario not only damages the brand image and authenticity but also distances itself from Muniz and O'Guinn's (2001) definition of a strong brand community.

Sustainability and Overconsumption in relation to Tastemakers Findings

Influencer marketing is used in an attempt to display the brand to its target consumer in a better light. With Boohoo spending 80 million pounds on influencers in 2018 (Armstrong, 2019), they must be held accountable for the promotion of overconsumption and unethical practices

of the brand (appendix H). This method of marketing acts as a disguise for what happens behind the brand, aligning with Marx's theory of alienation which isolates the consumer from the manufacturing process. The 'See Now, Buy Now' model must be mentioned here and while it instantly gratifies the 'want it now' needs of these younger consumers, brands face a fine balancing act of providing novelty and accessibility instantly while having to completely overhaul their production and manufacturing cycles.

Bourdieu's theory of cultural capital was also evident in our findings through influencers' approach to promoting unnecessary clothing to acquire status (appendix I). Their promotion of overconsumption through endless 'fashion hauls' relate back to Bourdieu's theory of symbolic capital. Their ignorance of their influence of overconsumption practices perpetuates moral disengagement in practice, theorized by Albert Bandura, which sees individuals finding a way to cognitively reconcile that something is not their problem (Bandura, 1977).

Gender Findings

We must also consider the ethics behind the Boohoo brand, recently challenged in the media for allegations of slave labour. Findings have shown that the communities outside the Boohoo brand were outraged as such allegations came to light, however, members within the community remained silent on the matter, proving brand loyalty.

Feminist theory from critics such as Crenshaw promote intersectional feminism which fast fashion brands appear to disregard (Coasten, 2019). Feminist theory must be applied when discussing sustainability and working conditions, as we see women most impacted by these issues. According to the UN, 80% of people displaced by climate change are women (Halton, 2018). This means that fast fashion is indirectly impacting women, and Boohoo is partly responsible, given that Boohoo were named one of the least sustainable fashion brands in the UK in a report published by the Environmental Audit Committee (Petter, 2019). The hypocrisy of the Boohoo brand is evident through their treatment of women. One example of this was seen underneath a post on the official Boohoo account on International Women's day, which saw comments expressing the hypocrisy of celebrating women when they allegedly do not pay their garment workers a living wage, most of whom are women (appendix J).

Recommendations

The unpredictable nature of the fashion industry coupled with rising demands of consumers has enabled the fast fashion business model to become one of the most effective strategies for a clothing company to employ (Choi et al., 2010). The negative and damaging effects this business model has on both the society and the environment has been widely criticized by the media and internet users. Studies have shown that emotional and cognitive reactions due to crisis events have led to negativity on social media and stopping patronage (Youn and Moritz, 2020). Companies should be fully aware of the negative impact which crisis events have on their operations and implement crisis management in terms of preventive measures and interventions (Kash & Darling, 1998). Several recommendations have been garnered through our netnographic research and would enable Boohoo to overcome the issues they currently encounter on social media.

The first recommendation we suggest is that the brand should anticipate possible problems and conflicts by strategic forecasting and scenario analysis to develop a contingency plan accordingly. In the event of a crisis, the brand should follow the framework of this plan for external communication. Coupled with this framework, the brand should avoid lying or refusing to acknowledge fault when responding to questions and maintain the integrity of the company. By being the first to respond, apologise and clarify on social networks, Boohoo's consumers will feel included and the brand could be rewarded for transparency, and therefore restore authenticity. If the Boohoo brand established a dedicated crisis team to address the characteristics of social media, such as speed of communication, wide user reach and information asymmetry and promote positive opinion-led campaigns in active user communities, the brand could remain unscathed following scandals and controversies.

Brand authenticity is the cornerstone of a brand's marketing activity. It reflects the deeper value and meaning of the products, information and services consumers receive from the brand (Arya et al., 2019). With the growth of social networks, the content which brands post on social media directly impact consumers' perceptions of brand conviction and attitude. The second recommendation speaks to how Boohoo could positively influence their customers on social media as through our findings it is evident Boohoo is lacking authenticity. Boohoo should use culturally relevant meanings in their marketing communications to promote their products,

allowing consumers to gain additional value by consuming these products. By constantly instilling the brand philosophy in consumers, the impression of a positive attitude and a responsible image of the brand can be reinforced. A common way Boohoo currently employs this strategy is by sponsoring influencers. However, Boohoo should carefully consider who their influencers are and be affiliated with trustworthy influencers only. These influencers would act as a medium to use their influence on social networks to interact with a certain range of followers and the general public (Khamis et al., 2016). Moreover, Boohoo should reach out to brand communities through influencers on social networks to impact customers' perceptions of brand authenticity.

Conclusion

Overall, our findings from the netnographic research process highlights a clear distinction between members opinion's both inside and outside of the community, with both positive and negative responses regarding the brand found on social media platforms for analysis. To achieve a well-rounded and unbiased study of Boohoo, all relevant comments regarding our sub-topics were considered. Our recommendations towards the Boohoo Group were established accordingly after our findings. Based on our observation of what the data says about consumers' relationship with fast fashion brands, the netnographic process was insightful and enlightening. Sustainability, overconsumption and ethics appear to be the greatest downfall of the brand, which compromises authenticity. On the other hand, some data demonstrated members of a loyal and trusting community, who continue to support them despite the recent scandals and accusations of the Boohoo Group. Our findings were mixed, but undoubtedly gave us a rich insight into the relationship between consumers and fast fashion in a time where sustainability must be the leading decision-making factor for businesses and brands alike (Cernansky, 2020), and considered the most pressing issue in modern-day society.

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Appendices

Appendix A: Field notes of members within Boohoo communities discussing the brand, compared to consumers outside the Boohoo community discussing the brand

Amy Smith

Kimberly Faith Bowman I absolutely love boohoo and have used the company for years. I would say it is a hit or miss with quality and sizing, sometimes you can get some amazing stuff for dirt cheap prices, then sometimes buy something expensive and it's feels and looks terrible and ends up getting returned for refund. I've never used BoohooMAN but if you can get free delivery, which they promote quite often, you can always return for free and means your not losing out on money, I hope this helps 🙂

On a Facebook community a positive brand perception is spread among community members regarding Boohoo

On a reddit community a positive brand perception is spread among community members regarding Boohoo

r/PlusSizeFashion
u/512916connie · 4d · i.redd.it

Omg I feel like shopping at boohoo is super underrated. I got this dress, a pair of jeans, and 6 blouses for 90 bucks. There plus size section is actually cute! I will most definitely wear this dress with a tank top though lol.

Comments regarding people getting the wrong order one man tweeted " opened my order from "boohoo.man this morning and a bright pink thong was embedded in my shorts". Other comments included how their orders hadn't arrived after the consumer getting in contact with customer care several times. "@boohoo order was shipped March 20th and I still haven't received it! My delivery dates changed for March 31st, April 6th and now April 20th! This has to be a scam or something because no business could be this horrible! I just want a refund! #boohoo with many comments following on how the same had happen to them and they were not buying from boohoo again.

Scam website. Poor quality. Bad service.

○ ○ ○ ○ ○ June 27th, 2020

This is the worst online shopping website. Product quality is poor. And customer service is non-existent. You receive template answers. Ordered 4 size 8 dresses. All 4 were different sizes. I'm size 6 and some of their size 8 were so small, a kid would fit fine. And 2 products were faulty. I got cheap skirts instead of baby bump bands. And on top of that, I am asked to pay return shipping for returning faulty products. Don't shop here. Save yourself the headache and your money.

Tip for consumers:
Don't buy from here. You'll get faulty products and then you'll be asked to pay return shipping for returning.

Products used:
1 jacket & 1 dress

○ ○ ○ ○ ○ Service
○ ○ ○ ○ ○ Value
○ ○ ○ ○ ○ Shipping
○ ○ ○ ○ ○ Returns
○ ○ ○ ○ ○ Quality

▲ Show less
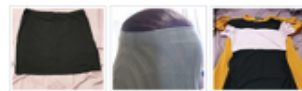
*Appendix B : Symbols used to rank Facebook community members positioning*

You can control which badges are available for your group. When a group member receives a badge, it will show up next to their name on posts and comments.

☑ ⬡ **Admin**
For members who manage the membership, moderators, settings, and posts for Facebook Community Leadership Circles: Guatemala City.

☑ 🛡 **Moderator**
For members who manage the membership and posts for Facebook Community Leadership Circles: Guatemala City.

☑ ⭐ **Rising Star**
For new members who have made engaging posts. Shows for at least 1 month.

☑ ✋ **New Member**
For new members. Shows for 2 weeks.

☑ 💬 **Visual Storyteller**
For people who share engaging images or videos. Shows for 1 month.

☑ ☕ **Conversation Starter**
For people who create engaging posts and comments. Shows for 1 month.

☑ 🌱 **Founding Member**
For members who helped build Facebook Community Leadership Circles: Guatemala City by sharing it, inviting people or writing posts when group was new.

Appendix C : Positive Boohoo community comments, along with symbols to rank the members

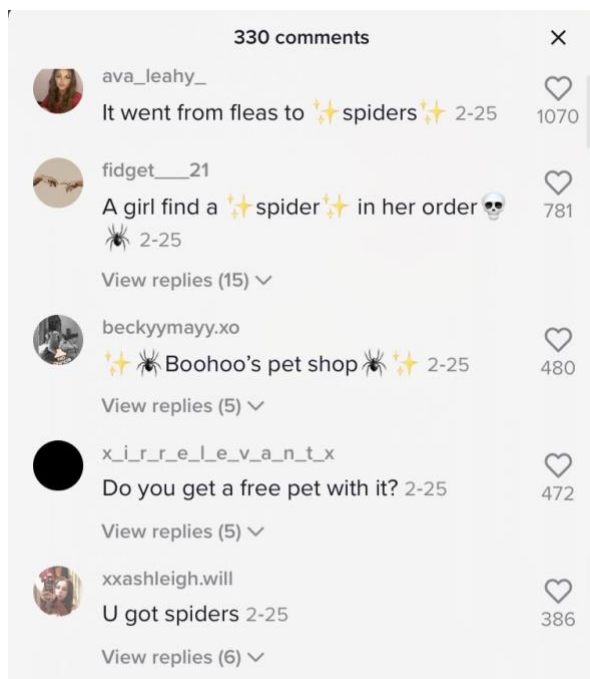*Appendix D : Comments made on Twitter ranking fast fashion brands*
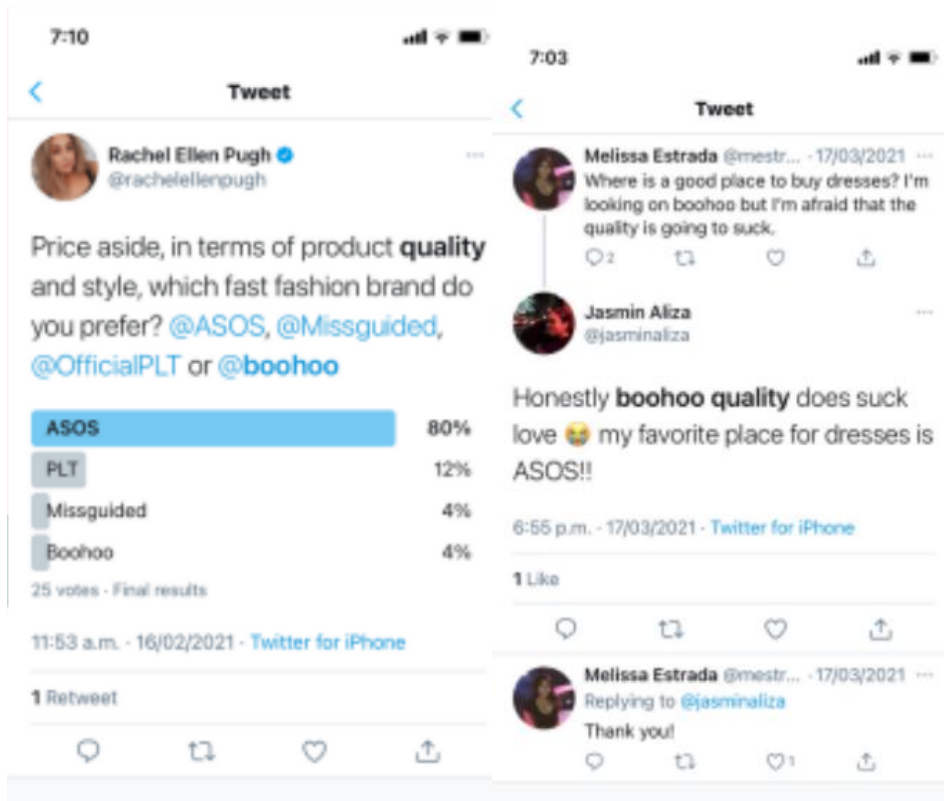
Appendix E : Allegations made against Boohoo surrounding the topic of copying designs from slow fashion brands

Appendix F : Tweet revealing Boohoo's poor customer service

Appendix G : TikTok users mocking the Boohoo brand after the bug scandal

Appendix H : Twitter user angered at Boohoo fast fashion business model of promoting overconsumption

Appendix I : TikTok user negatively commenting on an influencer who is promoting Boohoo's clothing

Appendix J : Twitter users expressing the hypocrisy of Boohoo celebrating International Women's day