COMILLAS
UNIVERSIDAD PONTIFICIA

Facultad de Ciencias Económicas y Empresariales
ICADE

LOVEBRANDS: THE SUCCESS OF ENGAGEMENT ON SOCIAL MEDIA

TALA CASE STUDY

Autor: Lucía Gutiérrez de la Fuente
Director: Ana Isabel Jiménez Zarco

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ABSTRACT

The term “lovebrand” refers to brands that have successfully forged a deep emotional connection with their customers, fostering an attraction that encourages consumption and brand loyalty. This bond often stems from customers resonating with the brand’s values or ethos, as lovebrands excel in intertwining themselves with a consumer’s sense of personal identity.

This study aims to dissect the concept of lovebrands and investigate the role of social media engagement in attaining this status. In particular, it delves into an analysis of TALA as a case study to understand how a brand’s social media marketing strategy contributes to achieving lovebrand status.

KEY WORDS: lovebrand, brand, love, loyalty, social media, engagement, TALA, Grace Beverley.

RESUMEN

El término “lovebrand” se refiere a marcas que han logrado establecer con éxito una conexión emocional profunda con sus clientes, fomentando una atracción que impulsa el consumo y la lealtad a la marca. Este vínculo a menudo surge del hecho de que los clientes se identifican conlos valores o la ética de la marca, ya que las lovebrands destacan en entrelazarse con el sentido de identidad del consumidor.

Este trabajo tiene como objetivo analizar el concepto de lovebrands e investigar el papel del *engagement* en las redes sociales para alcanzar este estatus. En particular, se adentra en un análisis de TALA como estudio de caso para comprender cómo la estrategia de marketing en redes sociales de una marca contribuye a alcanzar el estatus de lovebrand.

PALABRAS CLAVE: *lovebrand*, marca, amor, lealtad, redes sociales, *engagement*, TALA, Grace Beverley.

1. INTRODUCTION

1.1. JUSTIFICATION

In today's digital era, brand marketing has undergone a significant transformation, largely driven by the increasing influence of social media. In this context, the concept of "lovebrands" has emerged, referring to those brands that have successfully established a deep emotional connection with their customers, fostering a bond of loyalty and affection that goes beyond mere commercial transactions. This emotional relationship has become a desired goal for many companies, as it not only drives sales but also strengthens the brand's reputation and identity in the market.

Taking the above into consideration, this study aims to explore: Firstly, how an emotional connection between the brand and the customer can be established, ultimately culminating in lovebrand status. Secondly, the implications associated with the development of brand love.

In this regard, the TALA brand emerges as a relevant case study to further explore the phenomenon of lovebrands and the crucial role that social media engagement plays in their development and maintenance, through an empirical analysis. TALA, a sustainable activewear brand founded by influencer Grace Beverley, has quickly gained popularity and recognition thanks to its focus on transparency, authenticity, and sustainability. Through an innovative and engagement-focused social media marketing strategy, TALA has managed to cultivate a base of devoted and loyal followers, becoming a paradigmatic case of a lovebrand in just four years.

In summary, this study seeks to comprehensively investigate the concept of lovebrands and their correlation with social media engagement, utilizing the case of TALA as an illustrative example. Through this analysis, our objective is to make a substantial contribution to the field of brand marketing and offer valuable insights for businesses and marketing professionals striving to cultivate enduring customer relationships in the digital era.

1.2. OBJECTIVES

The present work aims to address the phenomenon of lovebrands, first understanding what this level of customer attachment entails, what factors contribute to its development, and its consequences. Once we have outlined this framework of characteristics, we will carefully analyse the influence of social media engagement in the development of lovebrands to determine why engagement on social media is so crucial.

In addition, we will examine the social media marketing strategy pursued by TALA, a sustainable sportswear brand, to achieve lovebrand status with successful online engagement. We will aim to illustrate that in TALA's case, their effective and open communication with their audience, alongside their transparency, has elicited an affinity and preference for the brand among its consumers. We will delve into which characteristics of TALA may have led to this development of love for the brand.

1.3. METHODOLOGY AND STRUCTURE

In order to achieve the stated objectives and conduct a comprehensive analysis of lovebrands, the study will be divided into two main sections: theoretical and practical.

Firstly, a theoretical analysis will be undertaken to examine and synthesize the existing literature on the concept of lovebrands and the relevance of social media usage. We will examine the fundamental characteristics of a lovebrand, and identify the key factors that contribute to the development of this brand affection (its precedents), along with the subsequent effects it can have on consumers (its consequences).

This approach lays the groundwork for the presentation of TALA in the practical section, where the brand's differences from other brands in the industry will be highlighted. Subsequently, TALA's marketing strategy will be addressed in detail, assessing how it has achieved noteworthy levels of engagement, thereby solidifying its status as a lovebrand in just four years.

This will be complemented by an empirical analysis of a qualitative nature. Initially, a sentiment analysis will be carried out on the comments left by TALA consumers on the brand's Instagram and TikTok profiles, with the purpose of verifying their status as a lovebrand. Subsequently, interviews will be conducted with diverse Spanish female

consumer profiles, to compare the perspective of Spanish customers with international customers' perspective gathered from the comments, and ascertain whether these align. This will help determine whether a social media marketing strategy such as the one implemented by TALA succeeds in cultivating the feeling of love towards a brand.

2. THEORETICAL FRAMEWORK

2.1. EVOLUTION AND CONCEPT OF A LOVEBRAND

To talk about lovebrands is to talk about pure love for a brand; a love that surpasses reason (Roberts, 2005). As the name suggests, a lovebrand is a brand that is loved by consumers and forges emotional connections with them beyond the conventional company-customer relationship. It goes beyond just being a business; instead, it embodies the values and beliefs that resonate with consumers (Casarotto, 2021). In the words of Deloitte Digital Manager Andrés Martínez Verde, lovebrands evoke emotions and stir passions among their consumers well beyond purely rational considerations (Verde, s.f.).

As a result, those infatuated with the brand integrate it into their identity and lifestyle, and become fiercely loyal, disregarding competitors (Casarotto, 2021). Thus, the emotional connection between the brand and the customer becomes so intense, that it can impact the customer's rational consumption response, leading to purchasing impulses that surpass reason, and as Neurologist Donald Calne defines it, "the essential difference between emotion and reason is that emotion leads to action while reason leads to conclusions" (Sheehan, 2013).

Iconic examples include Harley Davidson, Apple, Nutella, and more recently, Barbie (Breitengraser, 2023). Harley Davidson fans specifically have gone as far as tattooing the brand's logo, because they don't perceive the company as a mere motorcycle manufacturer, but rather as a lifestyle and ethos (Affde, 2021). Branding promotes this environment, and "to build and strengthen emotional bonds between brands and consumers" (Pawle and Cooper, 2006), marketing plays a crucial role in reinforcing connections, appreciating fans, and bridging the gap between the brand and its consumers (Casarotto, 2021). As Swimberghe states, "the ultimate goal of the lovebrand will always be a connection beyond the rational, which implies a deep understanding of the market and constant work adjusting the brand to its expectations and needs" (Krist R. Swimberghe, 2014).

As we can see, many scholars have attempted to define this elusive concept of a "lovebrand" over the years. Some view them as symbols of passion and emotional connection, while others emphasize loyalty or the customer's willingness to acquire a product at a premium price (Thomson, MacInnis, & Park, 2005). However, it wasn't until 2004 that the term itself was coined by Kevin Roberts, CEO of Saatchi & Saatchi, in his book "*Lovemarks: The Future Beyond Brands*". Roberts repeatedly emphasized throughout the book that great brands are those that forge profound relationships with consumers, that transcend mere product features (Roberts, 2005). Benjumea-Tabares also highlights this importance of establishing a bond with customers, in order for them to see the brand as more than just a simple product (Benjumea-Tabares, 2021). They should strive to create "deep and intricate emotional connections" with their consumers, Roberts suggests. Hence, these relationships are primarily based on personal connection, and they aim to tell a compelling story that resonates with customers through appealing attributes (Roberts, 2005).

Moreover, some scholars argue that in order to impact their consumers in such a way, lovebrands foster a range of values to sustain this relationship, including visibility, perceived quality, personality, and loyalty (Alvarado Horna & Lucano Prado, 2015). Within this framework, brand love is characterized as the "relationship of contemplation, adoration, and love between a brand and its consumer. It's the brand for which consumers go above and beyond, willing to exert considerable efforts just to keep it close and cherish it" (Gutiérrez, 2014).

In this context, Shimp and Madden stand as pioneers in the endeavor to conceptualize love towards an object such as a brand. They define love towards a brand as the combination of repeated purchases alongside consumer commitment, which occurs when the three dimensions of **liking**, corresponding to intimacy; **desire,** corresponding to passion; and **decision/commitment,** are combined in the consumer-brand relationship. The eight types of brand love they identify using these three dimensions, based on Sternberg's triangular love theory (Sternberg, 1986), are as follows:

1. **Non-liking:** Relationship where the consumer feels indifferent towards the brand. These usually involve products the consumer has no ties with or has already connected with a competing brand on.

2. **Functionalism**: The consumer buys solely for practical purposes, without emotional ties or desires.
3. **Liking**: The consumer has some level of affinity for the brand but doesn't necessarily feel compelled to purchase.
4. **Utilitarianism**: Relationships marked by liking and loyalty but lacking intense passion. They involve consistent purchases without deep emotional ties.
5. **Infatuation**: Strong desire to purchase from a brand, despite lacking genuine liking or desire to consume it. These often relate to fleeting trends.
6. **Inhibited desire**: Liking and desire for the brand exist, but financial constraints or other barriers hinder the consumer's engagement.
7. **Succumbed desire**: Brands that evoke passion and commitment from consumers, though they may not particularly like them. This situation often arises due to external pressures from peers or family.
8. **Loyalty**: A deep-seated connection where customers feel passionately about repeatedly purchasing the brand, demonstrating strong commitment and devotion (Shimp & Madden, 1988). This final category, embodying profound brand loyalty, is what we refer to as "lovebrands".

Shimp and Madden assert that brand love bears certain parallels to love between individuals, as consumers may develop a strong attachment or fondness towards a particular product or brand (Shimp & Madden, 1988). However, other researchers who sought to clarify the idea of a lovebrand have suggested that the feelings directed towards a product or brand *cannot* be precisely equated with interpersonal love. Nevertheless, their findings still lead us to recognize that these emotions are far more profound than mere liking or preference for a brand (Ahuvia A. C., 2005).

Furthermore, it's essential to acknowledge that different brands offer vastly different products. Depending on the nature of their offerings, we assign them varying degrees of importance, leading to the development of closer or more distant relationships. As explained by Paloma Aguado, any brand can be classified into one of three categories (Aguado, 2016):

1. **Invisible brands**: These encompass brands that go unnoticed, despite their presence in our daily lives. We remain largely unaware or uninterested in them.

2. **Everyday brands**: These are deeply familiar to us, and have become integral parts of our lives over time. Yet while we trust and continue to use them, they fail to evoke new emotions and remain static.
3. **Love brands**: This category pertains to brands that have successfully captured our attention and affection, whether through their image, the value they provide, their product offerings, marketing strategies, or interactions with consumers, prompting us not only to consume but also to advocate for them willingly and passionately.

Therefore, the goal is not merely to sell products, but rather to forge a connection between the product being sold and the customer, enabling them to relate to their purchases (Orozco, 2011).

Having examined the diverse viewpoints presented, we can now define the concept of a lovebrand as follows: Lovebrands are those rare entities that inspire profound adoration and emotional connections from consumers, transcending mere rational considerations and extending beyond product features. They evoke passions that lead to action, with enthusiasts integrating the brand into their identity and lifestyle, showcasing unwavering loyalty. Consumers' allegiance becomes so profound that they disregard competitors, firmly advocating for and championing their beloved brand.

2.2. DIMENSIONS OF BRAND LOVE

As previously discussed, while brand love is a significant subject within marketing, there is limited consensus regarding its precise definition (Albert , Merunka, & Valette-Florence, 2008). As Batra, Ahuvia, and Bagozzi explain, "Various definitions of brand love suggest that it has anywhere from 1 (Carroll & Ahuvia, 2006) to 11 dimensions (Albert , Merunka, & Valette-Florence, 2008), with most studies presenting differing conceptualizations" (Batra, Ahuvia, & Bagozzi, 2012). In "*When Consumers Love Their Brands: Exploring the Concept and its Dimensions*", Albert, Merunka and Valette-Florence find that "passion, a long-duration relationship, self-congruity, dreams, memories, pleasure, attraction, uniqueness, beauty, trust (satisfaction), and a willingness to state this love" are all dimensions that underlie brand love (Albert , Merunka, & Valette-Florence, 2008).

Nonetheless, numerous scholars have attempted to create measuring scales in order to assess consumers' love for brands. Formisano, Grappi and Zarantonello devised a model based on five dimensions of brand love, condensing various factors into manageable categories for measurement and analysis (Zarantonello , Formisano , & Grappi, 2016):

1. **Fantasies and thoughts**: measure the extent to which consumers keep the brand in mind.
2. **Attachment**: evaluates how consumers identify or connect with the brand.
3. **Self-expression**: reflects the ability of consumers to express their identity through the brand's products.
4. **Pleasure**: signifies satisfaction post-purchase.
5. **Idealization**: illustrates how consumers idealize the brand, seeing it as a symbol of perfection.

Additionally, apart from conceptualizing what it means to be a lovebrand, there is a growing interest in comprehending the phenomenon holistically, from its inception to its effects on consumer behavior. This involves identifying factors that foster brand love – antecedents – and exploring how they influence behavior – consequences – which we will delve into next.

2.3. PRECEDENTS: HOW TO BECOME A LOVEBRAND

As Abigail Dominguez Orozco details in "*El amor por la marca: Lovemark*", "the birth of the lovebrand concept marked the starting point for the first theories in brand management.*"* Within the literature on lovebrands, one can find various general recommendations regarding how to enhance the connection between the brand and the customer. Notably, authors like Mar Heras Pérez, Antonio Núñez Lopez, and Antonio Caro Almela highlight the significance of the communication process, giving priority to aspects such as image and the establishment of emotional connections in the process of building and solidifying a brand. However, these scholars do not precisely pinpoint the elements through which a conventional brand can transform into a lovebrand (Orozco, 2011) – this will be explored next.

According to Luisa Fernanda Montalvo-Arroyave, one of the most important goals for brands is to make customers truly love them. However, achieving this entails a methodical

process that demands time, particularly due to the necessity of comprehending how the brand is perceived by customers (Montalvo-Arroyave, 2023).

Firstly, it is essential to develop a distinct brand personality that sets your company apart from the competition. Albert, Merunka, and Valette-Florence argue that brands need to make their values evident, as it gives substance to their personality and serves as a foundation for their communication efforts (Albert, Merunka, & Valette-Florence, 2013). This implies that every action undertaken by the brand should be firmly grounded in their fundamental core values, mission and vision.

Secondly, Batra, Ahuvia, and Bagozzi argue that in order to turn merely liked brands into loved brands, and maintain that relationship over time, brand managers must "facilitate *passion-driven behaviors"*. What this means is that they must create a strong desire in the consumer to use the brand. This suggests the importance of employing design and packaging methods proven to evoke a visceral sense of desire (Belk, Ger, & Askegaard, 2003). Accessorizing and personalization can be used as strategies to generate this need to invest both time and money into, and frequently interact with, the brand. For instance, Scion cars encourage owners to not only select colors and sound systems, but also customize armrests, interior lights, steering wheels, and so forth (Batra, Ahuvia, & Bagozzi, 2012).

Furthermore, the brand must go beyond merely offering excellent products or services, and embrace social responsibility. For instance, active engagement in initiatives promoting sustainability and addressing climate change can foster a sense of community and purpose among customers, because being aligned with a broader cause makes customers feel part of a meaningful movement through their purchase choices (Casarotto, 2021). Lovebrands excel in intertwining themselves with a consumer's sense of self-identity and giving life "meaning" by "connecting to some life aspects considered inherently important", such as societal betterment, via corporate social responsibility initiatives (Batra, Ahuvia, & Bagozzi, 2012). Following this train of thought, constructing an inspirational lifestyle around the brand is crucial. Successful lovebrands excel at presenting customers with an inspiring vision attainable through a simple purchase decision.

Moreover, establishing meaningful emotional connections with the brand that go beyond mere positive sentiments. This entails fostering a sense of attachment, similar to a bond or familiarity, and an "intuitive feeling of rightness with the brand". Achieving this involves infusing the brand with authenticity from its origins, history, the vision of its founders, and its corporate ethos, thereby evoking a sense of community among consumers. According to Batra, Ahuvia, and Bagozzi, "brands that seem to come from the heart of their producers have a much easier time finding a place in the hearts of their consumers". For instance, brands like Patagonia, The Body Shop, and TALA, exemplify this authenticity. Additionally, cultivating active and closely-knit brand communities, as seen with the previously mentioned example of Harley Davison, and participating in emotionally significant events such as music festivals or NASCAR races can further foster these connections (Batra, Ahuvia, & Bagozzi, 2012).

This is closely aligned with prioritising an excellent customer experience. Exceptional treatment of customers and making them feel valued ensures they'll keep coming back and establishes long-term customer loyalty (Casarotto, 2021). Regarding this antecedent, Kevin Roberts suggests that the elements of love and respect towards the brand, which constitute the two strategic pillars in the creation of a lovebrand, have the potential to influence the "zone of tolerance of expectations", thereby either broadening or narrowing it. This, in turn, can significantly impact the future relationship with consumers (Roberts, 2015).

Furthermore, building a positive brand culture internally goes hand in hand with delivering great experiences to customers (Casarotto, 2021). Lovebrands prioritise creating workplaces that inspire and satisfy employees, and according to a study conducted by Glassdoor's Senior Economist and data scientist Daniel Zhao and Chief Economist Dr. Andrew, "maintaining a healthy and engaged workforce – particularly for customer-facing employees – is a necessary prerequisite for being able to effectively deliver great experiences to customers" (Daniel Zhao and Andrew Chamberlain, 2019). Thus, fostering an internal environment that inspires employee advocacy, as exemplified by companies like Google, will in turn reinforce the brand's appeal.

Subsequently, staying up to date with current trends is key in order to remain relevant. Lovebrands constantly adapt to their audience's evolving lifestyles, and this adaptability enhances their appeal and keeps them ahead in the market. Similarly, maintaining an

engaging social media presence is equally as essential, as we are aware that social media now plays a crucial role in the lives of contemporary consumers. Lovebrands skilfully build communities around their businesses, and by focusing on delivering value rather than overtly selling products through their content, they foster engagement with their audience. To delve deeper into this aspect, we'll examine it further in this study, focusing on a brand that employs this phenomenon: TALA.

Taking all of these antecedents into account, the final stride in evolving into a lovebrand is to have a positive brand image through favourable press coverage. Regularly being featured in positive headlines contributes to heightened brand awareness and a positive reputation too (Casarotto, 2021).

Overall, numerous factors such as brand personality, social responsibility, trust, customer experience, and an engaging social media presence contribute to the creation of a lovebrand, and play pivotal roles in fostering long-term relationships that encourage repeat purchases, recommendations, cross-selling and upselling (Philipp A. Rauschnabel, 2014). However, becoming a lovebrand goes beyond mere sales growth; it encompasses a deeper objective of forging meaningful connections with customers, with the aim of nurturing love and loyalty. Hence, it does not necessarily imply being the market leader (De Córdoba, 2022).

2.4. CONSEQUENCES OF BEING A LOVEBRAND

After examining both the concept of a lovebrand and its antecedents, it's essential to investigate the effects this phenomenon has on both consumers and the brand itself.

According to Fournier, customers can form attachments and develop bonds with brands, leading to brand commitment (Fournier, 1998). Brand commitment entails a favourable attitude towards the brand and a desire to maintain an ongoing relationship with it (Chaudhuri & Holbrook, 2001; Evanschitzky et al., 2006). Essentially, consumers feel emotionally connected to the lovebrand, leading to increased brand identification and trust (Burmann & Zeplin, 2005). Moreover, Chaudhuri and Holbrook (2001) discovered a positive relationship between brand commitment, brand loyalty, and repurchase behaviours.

Previous research presents various conceptualizations of the dimensions associated with brand commitment (Burman & Zeplin, 2005; Chaudhuri and Holbrook, 2001; Evanschitzky et al., 2006). One influential conceptualization comes from Allen and Meyer, who outline three dimensions: affective, continuance, and normative commitment (Allen & Meyer, 1990). Similarly, Albert and Merunka examined brand commitment within the context of brand love, incorporating affective and continuance commitment components into their study (Merunka & Albert, 2013). Affective commitment pertains to the emotional attachments a consumer feels towards a brand, while continuance commitment involves the potential costs of switching brands or a perceived obligation to remain a customer (Allen & Meyer, 1990; Evanschitzky et al., 2006; Albert & Merunka, 2013). Hence, with continuance commitment, the consumer does not necessarily *desire* to maintain a bond with the brand, but does so possibly due to limited alternatives, possession of the brand's loyalty card, or external pressures (Evanschitzky et al., 2006). Therefore, whilst affective commitment pertains to "internally oriented attachment", continuance commitment is more associated with "externally oriented attachments" (Grace & King, 2009).

Moreover, Forbes Business Council member and CEO of VOID International Media Group, Richard Breitengraser, explains that one of the main benefits of being a lovebrand is that "loyal customers often become brand activists", and protect the brand. During periods of turmoil, these advocates step in to counter criticism, serving as a shield for the brand, especially in social media (Breitengraser, 2023). Ahluwalia et. al (2000) found that consumers who are attached to a brand tend to resist unfavourable information about it. As Casarotto states, "Loyalty to the brand even forgives one or two mistakes in the name of the relationship" (Casarotto, 2021).

Furthermore, consumers exhibit heightened loyalty towards lovebrands, rendering them less susceptible to be "poached" by competitors (Breitengraser, 2023). As Casarotto details, "The ties are strong. The consumer is always around, informed about the brand's news, and willing to return at any time." (Casarotto, 2021).

Subsequently, lovebrand fans not only protect their cherished brand but also actively promote it within their networks and by word-of-mouth (WOM). WOM refers to an informal form of communication between consumers assessing products and services. In today's digital age, WOM occurs not only through face-to-face conversations but also in

online settings (Chung & Darke, 2006). Consumers enjoy discussing the brand's merits, showcasing it in their daily routines, and highlighting their interactions with it, for example via Instagram stories or TikTok videos. They not only want to witness the brand thrive, but also participate in it (Casarotto, 2021). Nevertheless, WOM can be challenging for brands to obtain. Even if a customer is content with a brand and its offerings, there is no guarantee they will share their satisfaction with other consumers via WOM (Chung & Darke, 2006).

These brand advocates are highly trusted by other potential clients, as their endorsements stem from genuine conviction rather than corporate affiliation or monetary incentives (Breitengraser, 2023). Consumers may be sceptical of companies and their marketing strategies when they recognize a product is being promoted, but if the product is being recommended by a friend, a family member, or a fellow consumer, they are more likely to trust that product recommendation. This is where the endorsement of a loyal lovebrand fan can hold considerable influence (Vaughan, 2020).

Moreover, according to Xia et. al (2004), price affects consumer behaviour differently depending on their loyalty to the brand. Loyal customers are more inclined to accept price increases if they have a genuine appreciation for the brand (Aaker, 1991). Casarotto supports this, arguing that lovebrand consumers tend to overlook product prices, as the emotional connection forged by the relationship holds greater significance to them. Consequently, lovebrands can raise prices higher than their competitors and their consumers will tolerate it, because losing the beloved brand would be more emotionally costly for them (Ahuvia, 1993; Casarotto, 2021). Moreover, since a lovebrand is valued and perceived as unique, customers may be more willing to accept price hikes due to a lack of alternative options and a desire to maintain the positive emotional connection with the brand in the future (Albert et. al, 2008).

Lastly, another advantage of being a lovebrand is the company's ability to attract top-tier talent amid the competitive landscape for skilled individuals. Prospective employees aspire to contribute to the growth of brands that are loved, thriving, and aligned with a meaningful purpose they resonate with. Consequently, lovebrands tend to draw in highly skilled, driven employees (Casarotto, 2021).

2.5. THE ROLE OF SOCIAL MEDIA AND ENGAGEMENT AS GENERATORS OF LOVEBRANDS

2.5.1. PREVALENCE OF SOCIAL MEDIA USAGE AMONG CONSUMERS

According to the 2024 global social media statistics research summary from Smart Insights, social media has revolutionised marketing and continues to gain popularity, becoming a fundamental pillar for the communication strategy of many companies (Chaffey, 2024; Chu, 2011). Global WebIndex's research indicates that 62.3% of the world's population uses social media, with an average daily usage of 2 hours and 23 minutes. Furthermore, 94.2% of current internet users are using social media, making it imperative for companies to integrate the latest social media usage statistics into their digital marketing strategies in order to become lovebrands (Chaffey, 2024).

The growth of social media persists, with 5.04 billion users worldwide and 226 million new users joining within the past year (Chaffey, 2024). Even among baby boomers, there has been a rise in social media engagement, with a notable increase of 14 minutes (+18%) since Q1 2020, the most of any generation (Horberry, 2023). For a brand's social media marketing strategy, this signifies abundant opportunities "to reach, interact with, convert, and engage social media users", states co-founder and Content Director of Smart Insights, Dr. Dave Chaffey.

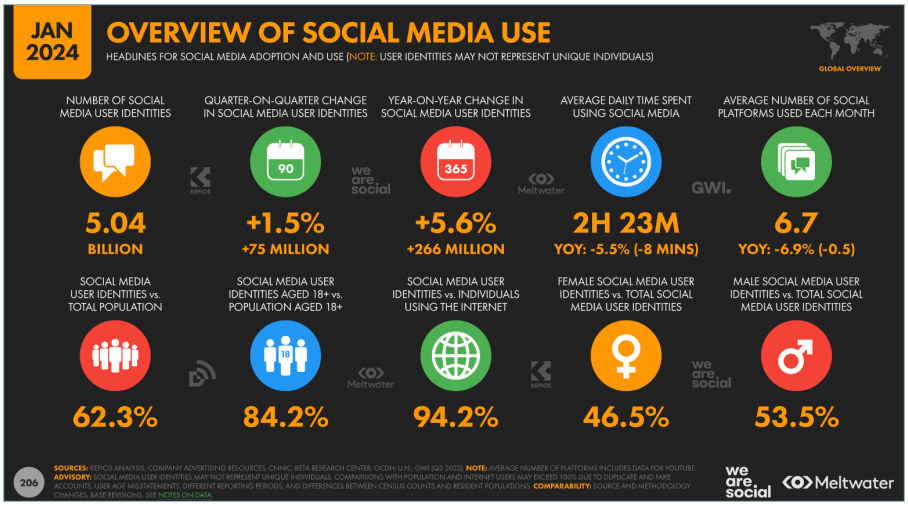


Figure 1: Datareportal, 2024

Over time, certain conventional communication methods, like mailing programs, have been phased out in favor of a greater emphasis on digital marketing. Businesses are

capitalizing on the influence of social media platforms like Facebook, Twitter, or Instagram, to forge stronger connections with both existing and potential customers. These platforms have surged in popularity by meeting individuals' basic needs, which include group belonging and social interaction (Nadakarni and Hofmann, 2012, as cited in Palazón, Sicilia & Delgado, 2014).

Regarding what each social media platform is used for, Global Web Index research sheds light on this. Among Instagram, Pinterest, LinkedIn, Reddit, and Twitter users, a common trend emerges as they all cite "following/finding information about products/brands" as one of their top three motivations (Chaffey, 2024). Similarly, according to Roger Horberry, "78% of internet users say they use some form of social media when looking for more information on brands". For TikTok, over the past two years, there has been a 52% surge in the number of TikTok users in Western markets who indicate utilizing the platform to seek information regarding products and brands. Thus, if a brand isn't visible on social media platforms, their more easily discoverable competitors will likely fill this void, potentially hindering their journey towards becoming a lovebrand (Horberry, 2023).

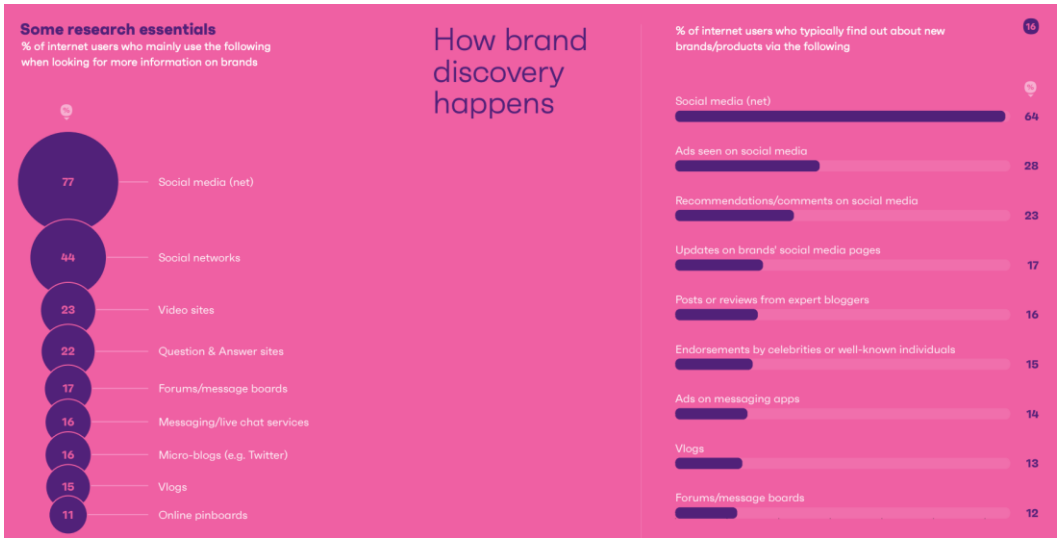


Figure 2: Global Web Index (GWI), 2024

Nonetheless, social media specialists caution against the common misconception held by many companies that merely gaining more followers will automatically translate into higher sales. The mere act of acquiring a new follower does not guarantee a favorable sentiment towards the brand or an intention of purchase (MarketingDirecto, 2011). Hence, it is essential for brands to also be able to evoke an emotional or affective response in their followers (Palazón, Sicilia, & Delgado, 2014).

2.5.2. THE PRESENCE OF BRANDS ON SOCIAL MEDIA

The followers of a brand on social media constitute a virtual community, as they are a group of individuals who share common interests in the brand and communicate with each other electronically (Sicilia & Palazon, 2008).

Traditionally, only brands catering to specific market niches with high-involvement products boasted significant brand communities, such as Harley Davidson or Mercedes. However, with the development of the Internet and particularly social media, brand communities have become accessible to a broader range of products and brands. Initially, many of these communities were housed within the company's website, exemplified by Coca-Cola's creation of "The Coca-Cola Movement" in 2000, which garnered over a million registered users (Sicilia & Palazon, 2008). In recent years, brands have shifted their focus to social media platforms, recognizing them as prime venues for locating and engaging with their customer base, and as previously mentioned, brand pages on social media serve as primary sources of brand information for consumers. Moreover, the active participation, feedback, and comments from fellow community members hold particular value for many brand followers on social media, as it contributes to a heightened level of interaction compared to a brand's standalone website (Palazón, Sicilia, & Delgado, 2014).

In social media, consumers dictate their engagement with brands by voluntarily joining brand communities. Upon becoming members or followers, they become exposed to the brand's messages, and the company can communicate with their followers as frequently as desired, facilitating the development of a stronger brand-consumer relationship (Zhang , Lee, & Sung, 2010). However, once they become part of the community, brand followers on social media become more than mere passive recipients, as they have the ability to take on an active role by initiating conversations with the brand or with fellow consumers. In other words, consumers are now able to engage directly with brands, and brands, in turn, respond to consumers. Therefore, the level of interaction that was previously unattainable via traditional communication methods such as advertising, direct marketing, and sales promotions, has now been achieved through social media (Palazón, Sicilia, & Delgado, 2014).

2.5.3. IMPACT OF ENGAGEMENT ON BRAND LOVE

The notion of consumer engagement has been a focal point in academic marketing literature since approximately 2005 (Islam & Rahman, 2016; Brodie et al., 2011, as cited in Kaur et al., 2020). Most scholars agree that social media is characterized by "two-way interactions between consumers and brands", contrasting with traditional one-way media channels (Kaur et al., 2020). In this interactive environment, consumers not only receive brand communications but also actively contribute.

Consumer engagement, "which reveals the consumer's investment in their brand-related interactions", is becoming increasingly crucial because engaged customers tend to drive sales growth, promote positive WOM, and enhance organizational performance (Kaur et al., 2020; Islam & Rahman, 2017; Wirtz et. al., 2013). In fact, a research conducted by People Metrics revealed that engaged consumers actively advocate for brands, express intentions to return in the future, and harbour strong feelings of passion and affection towards brands (People Metrics, 2009; Paruthi et. al, 2022).

Within social media-based brands, research indicates that consumer engagement fosters brand love. When consumers are emotionally invested in certain brands and their attributes, "they cognitively and affectively invest more with these brands", leading to greater admiration and affection towards both the brands and their brand communities, thus fostering deeper emotional connections (Machado et. al., 2019).

Based on the results of the "*Engaging consumers via online brand communities to achieve brand love and positive recommendations*" study, actively engaged consumers formed a "strong, passionate, and biased perception of the brand", seeing it as irreplaceable and ultimately fostering brand love. This discovery implies that consumers who engage in interactive relationships with a brand through online brand communities and view the brand as inimitable, are likely to develop an emotional connection with these communities and, consequently, love for the brand (Paruthi et. al, 2022).

The mentioned study suggests that a plausible explanation for this could be that consumers are inclined to participate more actively in community discussions and exert a positive impact on community engagement because they feel a sense of belonging to the brand community (Paruthi et al., 2022; Prentice et al., 2019). This active involvement

enhances their collective identity and fosters admiration for the shared culture within the brand community (Mandl & Hogreve, 2020; Wallace et al., 2014). For these reasons, it's important for brands to foster consumer interactions on social media (Paruthi et al., 2022).

- <u>Different platforms' engagement rates</u>

According to Rival IQ's 2024 Social Media Industry Benchmark Report, Instagram engagement rates remained relatively stable throughout the year, experiencing only a modest decrease of 8% as seen in figure 3 (Feehan, 2024).

Engagement rates on TikTok experienced a decline of more than 50% on average this year, yet despite this decrease, the platform's engagement rates remain significantly higher than Instagram's, Facebook's, and Twitter's, with a median engagement rate of 2.63% (view figure 4) (Feehan, 2024).

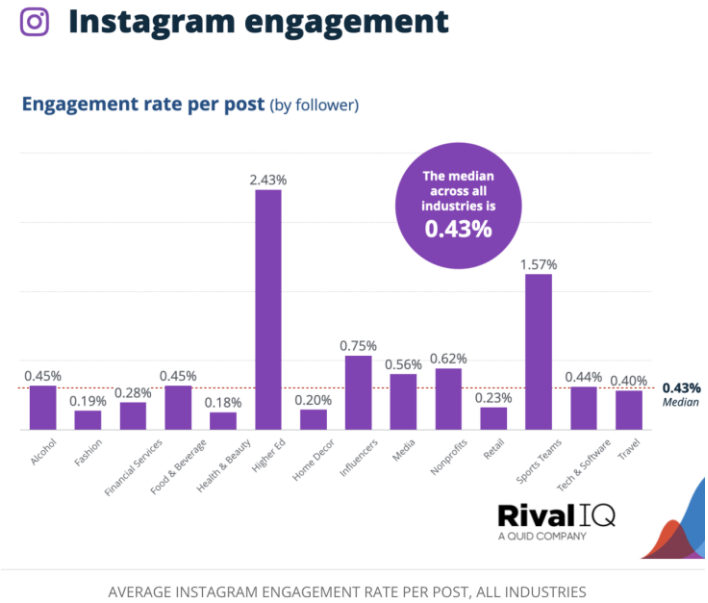


Figure 3: Rival IQ, 2024

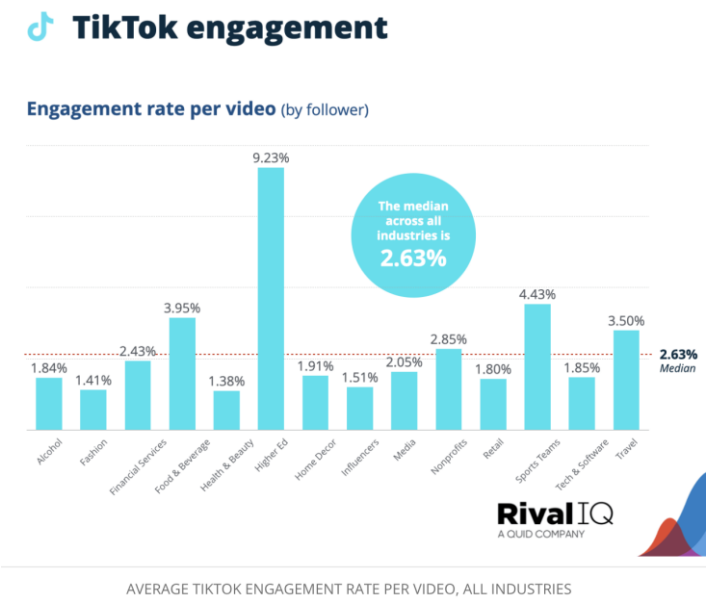


Figure 4: Rival IQ, 2024

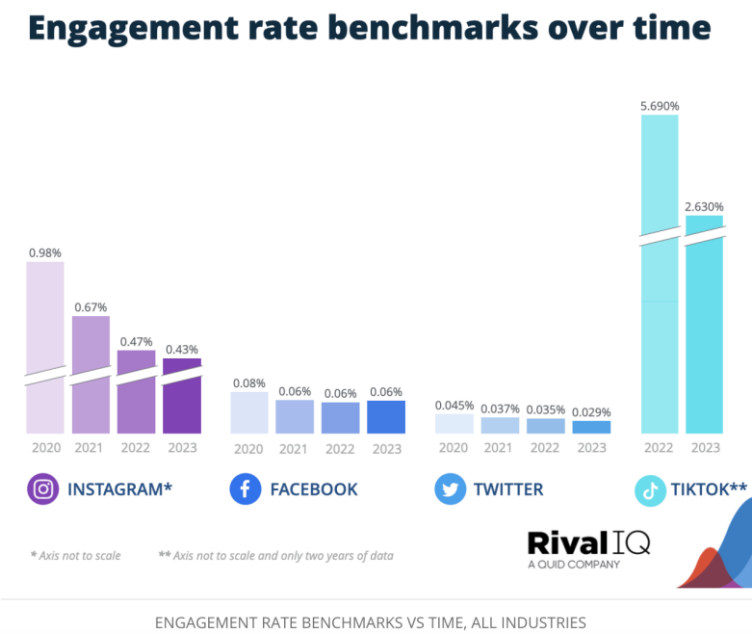


Figure 5: Rival IQ, 2024

Focusing specifically on the fashion industry (figure 6), particularly relevant as we will delve into the analysis of TALA in the next chapter, it becomes evident that fashion brands achieved less than 50% of the median performance across all channels this year, highlighting the competitive and crowded nature of social media for these brands, despite TikTok and Instagram being the top engagement platforms (Feehan, 2024).

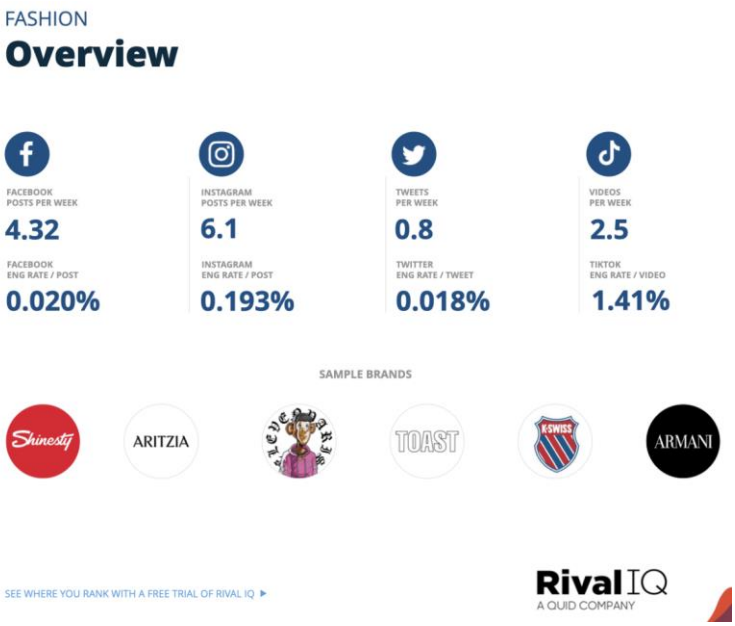


Figure 6: Rival IQ, 2024

In addition to varying interactions across different social media platforms, consumers also engage differently with different post formats on social media. Marketers understand that selecting the appropriate visuals and videos enhances engagement. LinkedIn reports that images typically yield a comment rate twice as high, while videos garner five times more engagement, with *live* videos receiving twenty-four times more engagement. (Chaffey, 2024).

Breitengraser also defends that video stands out as a "powerful brand ambassador". According to Cisco's 2020 projection, it was anticipated that by 2022, 82% of global internet traffic would be attributed to video consumption (Cisco, 2018), with individuals on average spending 100 minutes viewing video content daily (Mandese, 2019). Evidently, video content permeates various aspects of our lives and, according to Breitengraser, "no other branding tool is as influential". However, it's essential to emphasize the importance of story*telling* over direct *selling* when utilizing video as a marketing tool (Breitengraser, 2023).

3. "TALA" AS A LOVEBRAND

In this chapter, we will illustrate and explore the theoretical concepts discussed in the previous sections. We have conceptually explained what brand love entails and is based on, exploring the elements facilitating its development and the resulting impacts on consumers. Here, we will seek to demonstrate these notions through a real-life example: the TALA case study.

3.1. WHAT IS TALA AND WHO IS GRACE BEVERLEY?

TALA is a British brand founded by Grace Beverley, renowned for its sustainably-made activewear. What sets the company apart is its transparency and authenticity through which it markets itself on social media, using their founder who used to be an influencer with an established following, to foster a stronger connection and trust between customers and the brand. If a brand manages to establish meaningful emotional connections with its customers, they've taken a significant step towards becoming a lovebrand.

- General Characteristics

TALA was founded in May of 2019 by social media influencer Grace Beverley, as she observed a gap in the market for sustainable, ethical, and transparently produced sportswear available at accessible prices. “That’s the idea that started TALA: If you could buy the same quality activewear at the same price, but made sustainably and ethically, wouldn’t you?” (TALA, a).

A company’s mission can be defined as “a precise statement that defines what a company does and what purpose it serves” (Talerico, s.f.). In the case of TALA, their mission according to their website is to “**deliver on performance, fit, quality, and style, without the hefty price tag**”.

- Product portfolio

TALA offers a wide range of products: leggings, sports bras, jackets, dresses, jumpsuits, joggers, tank tops, sweatshirts, tracksuits and more. Below we can see an example of the various products offered by the brand:

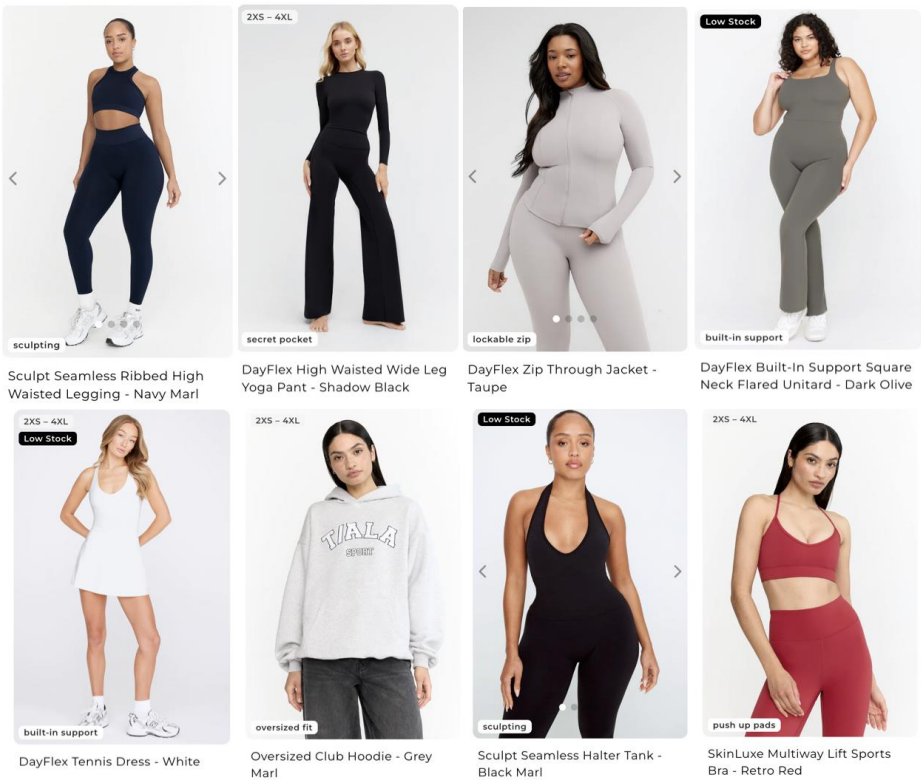


Figure 7: Own elaboration, TALA

- Main competitors

Regarding TALA's main competitors, this is where the brand positions itself:

Figure 8: TALA's pitch deck used to raise $5.7 million in funding

As one can see, the brand positions itself at the centre of three thriving retail sectors, competing with other activewear brands, leading digital marketing brands, and brands characterized by a strong alignment with customer values – a position referred to as "the golden middle point" by Grace Beverley (Fields, 2022).

- Who is Grace Beverley?

Grace Beverley, who is only 26 years old and has been featured in Forbes 30 under 30's retail and e-commerce list, began her journey as a lifestyle vlogger known as "GraceFitUK" on YouTube and Instagram, focusing primarily on fitness and veganism (Forbes, s.f.; Wright, 2023). While still a student at Oxford University, she ventured into the fitness industry by launching the gym equipment brand B_ND. Subsequently, utilizing earnings from her blogging endeavours, she established "Shreddy", a female fitness transformation app. Having established herself within the fitness realm, she later launched TALA. Additionally, her podcast "Working Hard, Hardly Working" played a pivotal role in amassing over 100,000 followers on LinkedIn.

It is widely acknowledged that influencers excel at effectively promoting brands' products and services, and this business model has completely transformed marketing within the fashion industry (Vaughan, 2020). According to a survey conducted by

Linqia[1], which involved over 250 enterprise brand and agency marketers investing in influencer marketing in 2023, 97% of respondents were utilising influencer content beyond organic influencer posts. Additionally, 75.5% of respondents reported either an increase or no change in their influencer marketing budget compared to the previous year, with 18% of respondents allocating seven figures or more to this in 2023 (Linqia, 2023). Furthermore, as highlighted in Influencer Marketing Hub's report on "*The State of Influencer Marketing in 2024*", "nearly one-fourth of respondents intend to spend more than 40% of their entire marketing budget on influencer campaigns", driven by the belief of 85% of respondents in the effectiveness of influencer marketing. Consequently, the influencer marketing industry is projected to grow to approximately $22.2 billion by 2025 (Influencer Marketing Hub, 2024).

Nonetheless, influencers and bloggers have also been demonstrating their capabilities as successful *businesswomen* and *entrepreneurs* for years, launching their *own* fashion brands just like Grace Beverley (Murray, 2019). Previously dependent on paid posts and brand partnerships, they have now amassed both the financial resources and a substantial follower base, to pave the way for business endeavours like TALA (Vaughan, 2020).

Georgia Wright from Retail Gazette highlights, "The company generated sales of $6.5 million in less than a year of trading as it struck a chord with hordes of Gen Z consumers searching for affordable high-performance activewear that was truly sustainable thanks to its powerful influencer marketing strategy" (Wright, 2023). Through effective utilisation of social media and leveraging Grace's influential online presence, TALA has experienced significant growth and increased visibility in just 4 years (Juss, 2023).

[1] Linqia is a platform facilitating campaigns for leading brands.

3.2. TALA'S SOCIAL MEDIA MARKETING STRATEGY

3.2.1. BRAND PAGE ANALYSIS

TALA primarily focuses its marketing efforts on Instagram and TikTok, while maintaining accounts on LinkedIn and Twitter. However, these platforms are not extensively utilised for product promotion (Juss, 2023). Leveraging her own social media platforms, boasting over 1 million Instagram followers and 584k YouTube subscribers, Beverley told Business Insider she used this to generate "buzz and gift items to fitness and sustainability influencers", further amplifying TALA's presence (Fields, 2022).

Instagram serves as TALA's primary social media platform in terms of follower count and marketing efforts, with 429k followers currently and around 3.7k posts since 2019, whereas TikTok, their second most utilised platform, has garnered around 68.6k followers (TALA, c; TALA, d). For this reason, this analysis will primarily focus on the company's Instagram page.

On Instagram, TALA prioritises product-centric marketing over brand promotion, frequently unveiling new products and campaigns through exclusive "sneak peeks" that allow viewers to engage with the content, thereby enhancing follower interaction and potentially boosting sales (Juss, 2023). However, Beverley told Insider that TALA's marketing budget "is often the thing that is squeezed in pursuit of sustainability and accessible pricing" (Fields, 2022).

When examining TALA's advertising approach, we come across a well-maintained equilibrium between video and image advertising. Across their advertisements featured on Instagram, Facebook, and Messenger, there exists an approximately equal distribution of 50% video content and 50% image content (Storyclash, 2023). As previously articulated, Breitengraser emphasizes the significance of video as the most influential branding tool, and LinkedIn reported that videos elicits five times more engagement (Breitengraser, 2023; Chaffey, 2024). Therefore, it is logical for TALA to integrate this format into their content strategy.

The content style also varies, encompassing behind-the-scenes insights into the styling and design rationale behind their new releases (figures 9, 10 and 11), in order to foster a stronger emotional connection with viewers, by offering these glimpses into their

workplace and daily operations. Given that the company's operations are business-to-consumer (B2C), a more casual marketing style is used to reduce the customer's barrier to interact with the company, creating a more personal and friendly connection (Juss, 2023). In figure 11, the TALA team is directly asking the viewer which style they prefer – fishtail or tunnel – for the LBD (little black dress) from their "sell out sculpting lounge collection". By directly engaging with viewers and soliciting their preferences, TALA creates a sense of inclusivity and empowerment, making customers feel valued and involved in the brand's decision-making process. TALA has also showcased its production facilities and factories on Instagram and TikTok, satisfying customers' need for transparency and authenticity.

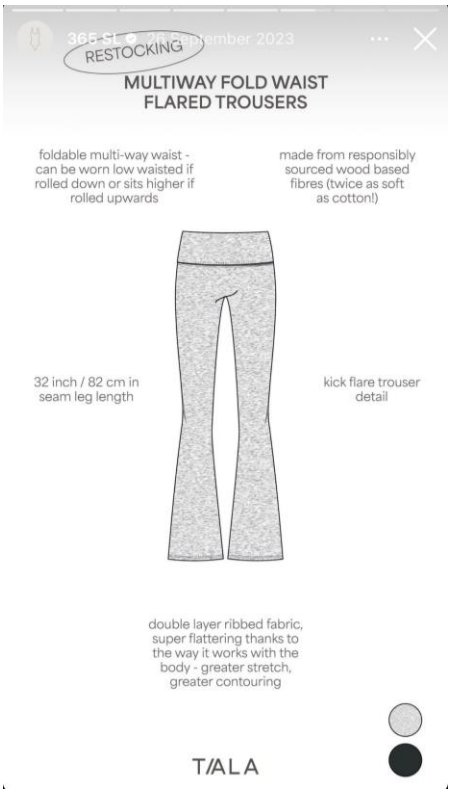


Figure 9: TALA Instagram, 2023

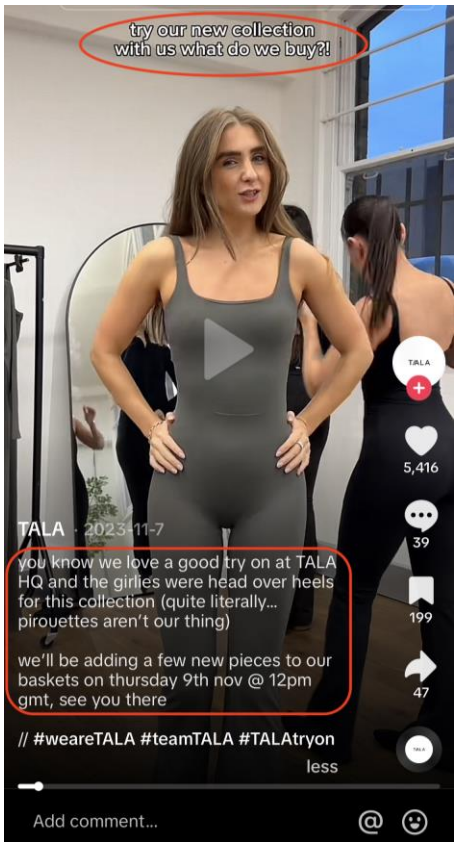


Figure 10: TALA TikTok, 2023

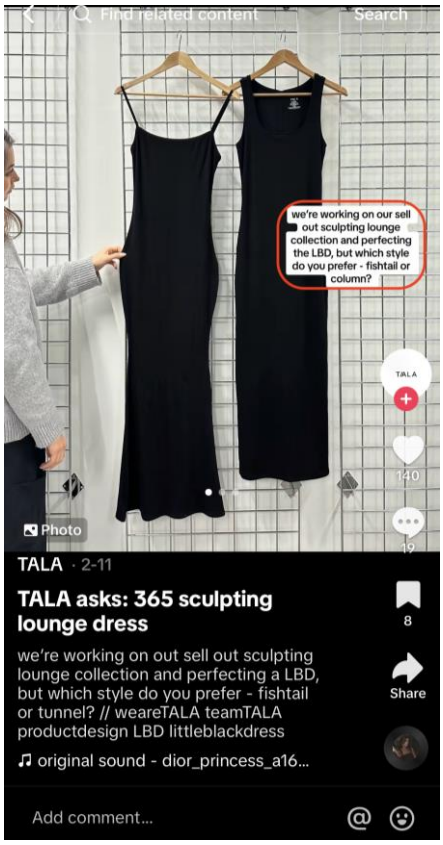


Figure 11: TALA TikTok, 2023

Additionally, the imagery features a diverse range of model types, including a notable emphasis on plus-sized models. TALA has demonstrated inclusivity and empathy within its brand imagery, by dedicating attention to featuring plus-sized models after recognizing the lack of representation for this demographic in the activewear sector (Storyclash, 2023). In Grace Beverley's interview with Retail Gazette, she emphasizes that having "an expansive product range" is a priority for TALA, because "without breadth and choice of product in terms of colors, designs, and sizing, we don't believe that people would fully switch over to us," she says. Hence, in February of 2023, TALA expanded its sizing range from 2XS to 4XL (Wright, 2023). Historically, activewear has been predominantly marketed towards slim individuals, and TALA has effectively addressed this disparity, which resonates positively with consumers who may have previously felt excluded, thereby fostering stronger emotional connections with them (Storyclash, 2023).

Figure 12: Storyclash, 2023

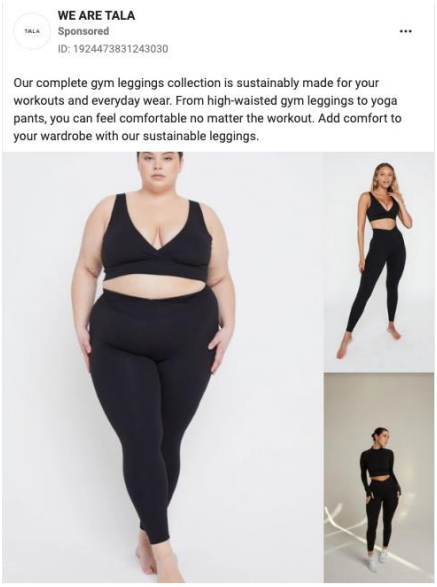


Figure 13: Storyclash, 2023

Furthermore, TALA utilizes feedback from its loyal customer base, who actively engage with the brand through comments on posts or responses to Instagram stories, to promote products, announce restocks, unveil new releases, and showcase the size range. Examples of this can be observed below. There has been a change in consumer behavior due to audiences' feeds becoming saturated with ads, and audiences now place a growing emphasis on authenticity and transparency when engaging with brands (LS:N Global, 2020). Hence, TALA incorporating genuine feedback from real individuals not only enhances the credibility of the brand's offerings, but also fosters a sense of community

and engagement, showcasing TALA's responsiveness to customer needs (LS:N Global, 2020).

Figure 14: Storyclash, 2023

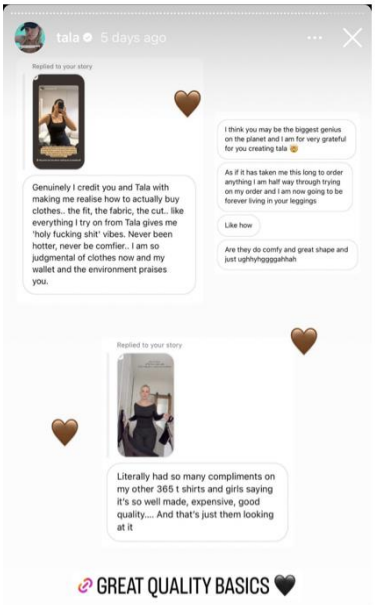


Figure 15: TALA Instagram, 2023

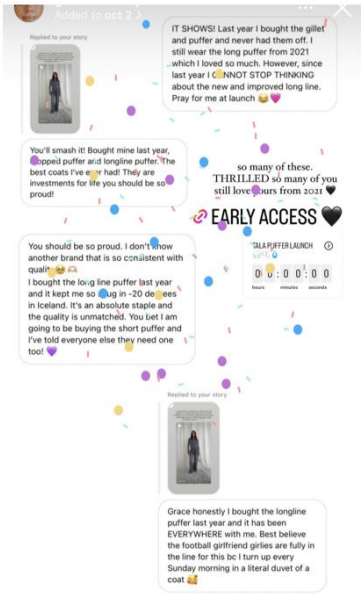


Figure 16: TALA Instagram, 2023

Lastly, TALA's exceptional customer service stands as a testament to the company's commitment to detail and dedication to caring for their clients, further cultivating their relationship and reinforcing their status as a lovebrand. Through their Instagram story highlight titled "Services Update", customers can access weekly customer services updates (figures 17 and 19), or how the company keeps track of KPIs and benchmarks (figure 18). As explained earlier on, Casarotto includes "excellent customer experience" as one of the requirements to become a lovebrand. Therefore, providing transparency through these updates and ensuring customers are informed about behind-the-scenes operations at all times, makes them feel valued and ensures they will keep coming back.

Figure 17: TALA Instagram, 2023

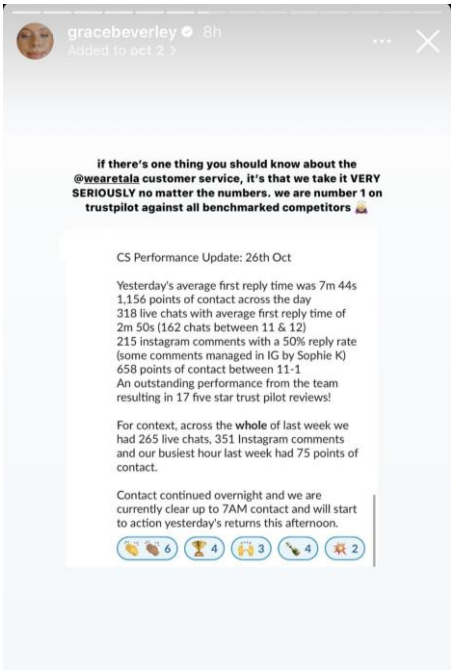


Figure 18: Grace Beverley Instagram, 2023

Figure 19: TALA Instagram, 2023

3.2.2. INFLUENCER MARKETING STRATEGY

Now that TALA's own media strategy has been examined, let's delve further into their influencer strategy. According to Storyclash, TALA's influencer marketing approach primarily centres on two key elements: "affiliate usage and sales from these collaborations, and the UGC (User Generated Content) by the founder, Grace Beverley" (Storyclash, 2023) .

3.2.2.1. AFFILIATE COLLABORATIONS

TALA is actively engaging with numerous affiliates, primarily on Instagram but also on TikTok, to enhance their brand visibility within the UK market and drive sales. It's important to distinguish affiliate marketing from influencer marketing, as they are not the same concept. According to Commission Factory's definition, affiliate marketing "uses affiliate partners to promote products or services" and "involves using performance-based commissions to incentivise affiliate partners to boost sales", while influencer marketing "uses media engagement to promote a brand" and "involves leveraging the influencer's credibility and trust among their audience". Therefore, the end goal in affiliate marketing is usually an increase in sales, while in influencer marketing the ultimate goal "can vary

from increasing brand awareness, to improving customer engagement, to driving more conversions" (Commission Factory, 2023).

TALA's affiliate partnerships are typically identified through the inclusion of discount codes in the captions of Instagram posts or reels and TikTok videos. These codes typically follow a standard format, with the creator's first name followed by a percentage discount (e.g., Casey15) (Storyclash, 2023). Furthermore, TALA recruited three influencers – two from the UK and one from Los Angeles, California – to serve as brand ambassadors (Fields, 2022).

Storyclash's brand collaboration timeline provides an overview of the numerous collaborations TALA has undertaken on Instagram, spanning from May 2022 to May 2023 (refer to figure 20).

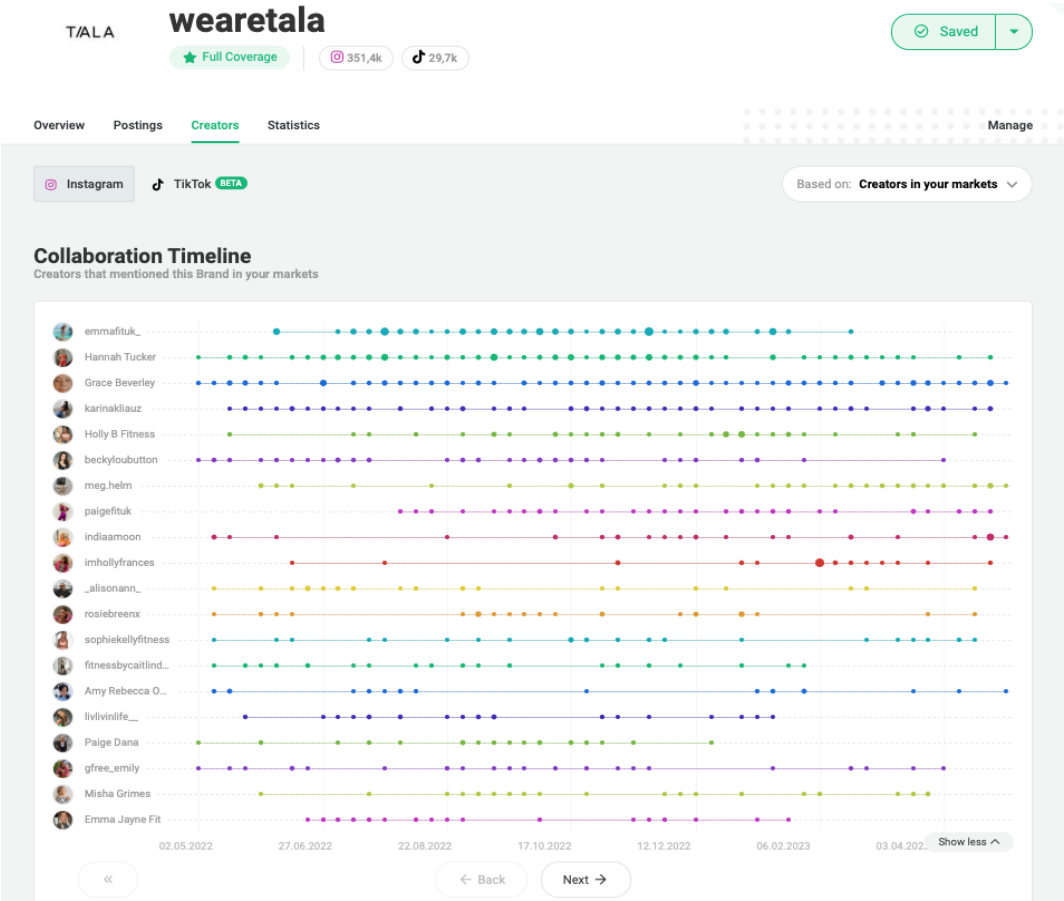
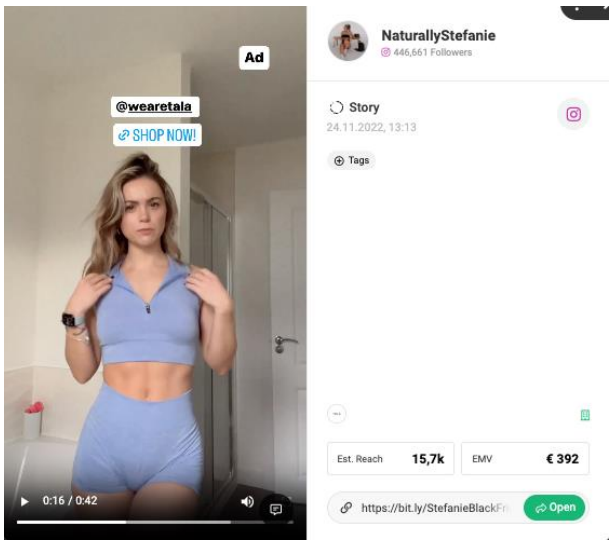
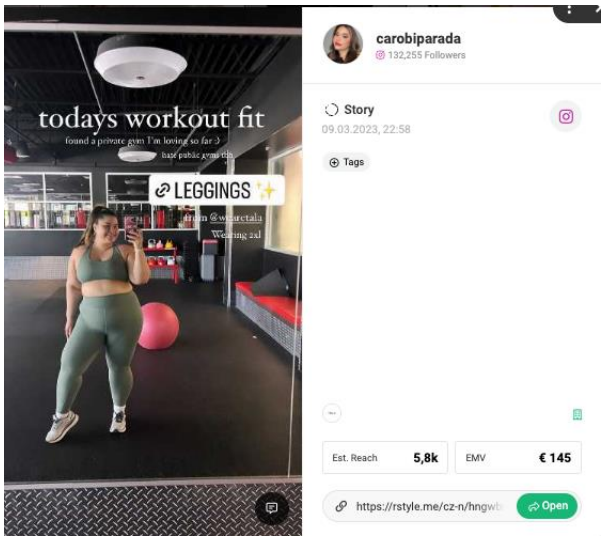


Figure 20: Storyclash, 2023

Here are some examples of posts from influencers collaborating with TALA:





Figures 21 & 22: Storyclash, 2023

3.2.2.2. USER GENERATED CONTENT (UGC)

Grace Beverley, the founder and foremost advocate of the brand, consistently promotes the brand through daily posts, primarily on Instagram, but also on her TikTok page. Through her previous business ventures and association with GymShark, a UK fitness apparel and accessories brand, she has amassed a substantial following of over 1 million on Instagram and 154k on TikTok, who now engage with her TALA-related content (Muñiz, 2023). With a loyal follower base, she maintains a remarkably high engagement rate of over 4% on Instagram and 6.6% on TikTok, according to Storyclash, “which for a creator of her size is very high and commendable” (Storyclash, 2023).

Through her transparent sharing of behind-the-scenes insights, Beverley reinforces the brand’s commitment to product sustainability without compromising affordability. Notably, 53% of TALA’s Instagram followers also follow Beverley, indicating that “her and the brand are truly synonymous with one another” and that, as Storyclash puts it, “she is TALA and TALA is her” (Storyclash, 2023).

Some postings of Grace Beverley's UGC:

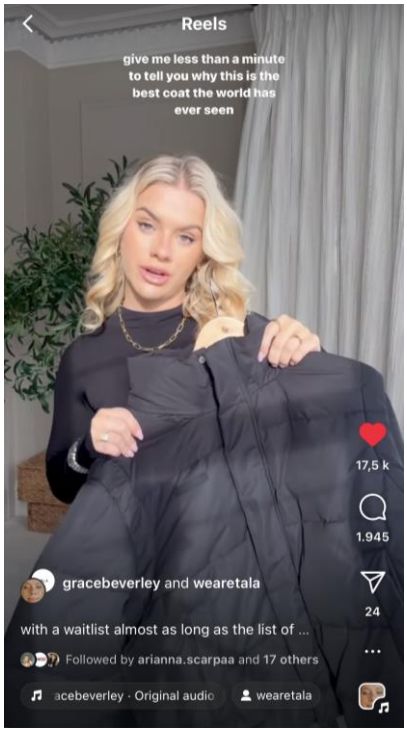


Figure 23: Grace Beverley Instagram, 2023

Figure 24: Storyclash, 2023

Figure 25: Grace Beverley Instagram, 2023

Nevertheless, Beverley not only directly promotes her brand through her social media posts, but also offers remarkable transparency by sharing behind-the-scenes insights into all aspect of running her business. From showcasing warehouses before major launches (figure 26) to unveiling TALA's upgraded offices (figure 27), and even disclosing sales figures and revenue generated within the first hour of a product launch (figure 28), she provides a level of openness rarely seen in the industry. Coupled with her open communication style, she has fostered a sense of inclusivity and community among her followers, making them feel intimately involved in TALA's success.

Figure 26: Beverley Instagram, 2023

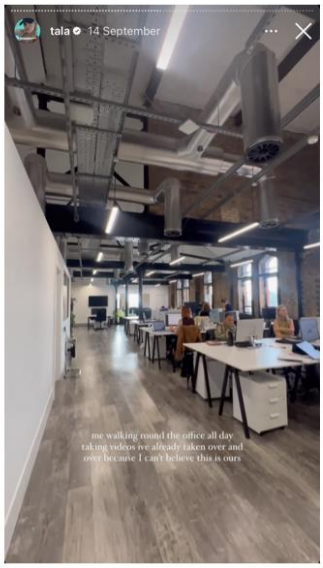
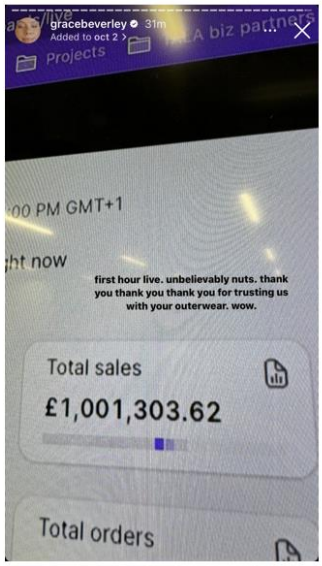
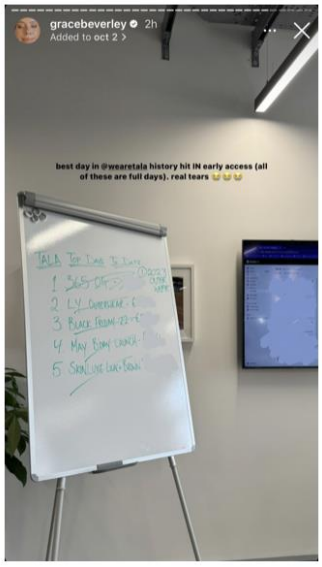


Figure 27: TALA Instagram, 2023





Figures 28 & 29: Beverley Instagram, 2023

In summary, it can be greatly beneficial for a company's founder to actively engage in promoting their brand, as consumers appreciate witnessing the passion of an entrepreneur dedicated to their brand, with Beverley's level of authenticity "that makes it not seem like some sort of façade". Involving the founder, who possesses unparalleled knowledge and enthusiasm for the brand, essentially serves as free marketing. Moreover, as demonstrated by Grace Beverley's social media posts, this involvement can significantly amplify brand awareness and exert a positive influence on the company (Storyclash, 2023).

3.3. SUSTAINABILITY

TALA's social media strategy exemplifies effective brand marketing, aligning with the company's mission to *ethically* produce inclusive sportswear at a competitive price point (Juss, 2023). This commitment is evident in their transparent operations, as showcased on their website, where the percentage of recycled fabric used in each item is specified in the product description, along with the factory partnered with TALA where it was manufactured. As noted by Natalie Theodosi from Women's Wear Daily, "Products are made using a mix of recycled and natural materials, including regenerated waste materials, Lyocell, bamboo and organic or recycled cotton" (Theodosi, 2022). The TALA website also provides details regarding the location of each of the factories, their environmental and ethical working practice certifications, and the commencement date of TALA's collaboration with them, fostering a perception of ethical, reliable, and responsible business practices among customers (Field, 2022; Juss, 2023; TALA, b).

TALA's commitment to sustainability, which forms the foundation of its ethos and brand identity, has played a pivotal role in elevating it to the status of a lovebrand. This is particularly significant considering the growing awareness among younger millennials and Gen Z, who compromise TALA's target demographic and are the most active on social media, regarding social and environmental issues (Fields, 2022; Marketing Charts, 2019). A staggering 79% of Gen Z consumers are aware of the environmental impact associated with the fast fashion industry (McKinsey, 2019). Furthermore, as McKinsey states in "*The influence of "woke" consumers on fashion*" article, "Gen Z increasingly back their beliefs with their shopping habits", with 90% of them believing that companies bear a responsibility to address environmental and social concerns (Amed, et al., 2019). Therefore, TALA not only acknowledging the issue of sustainability in the fashion industry but also constructing its entire business model around it, even producing their packaging from upcycled, recycled and natural materials, has garnered a loyal following and solidified its position as a lovebrand among environmentally conscious consumers.

However, in her interview with Grace Beverley, Georgia Wright from Retail Gazette mentions how in recent years, sustainable fashion has become a "buzzword" in the industry, with consumers' growing concerns about environmental issues. While TALA may describe its products as "sustainably-made", Beverley acknowledges that "sustainable fashion as a concept is oxymoronic". She recognises that fashion inherently revolves around consumption, noting, "If you're asking people to consume, you're asking people to be less sustainable", and the TALA website acknowledges that "recycled materials aren't the perfect solution". Nevertheless, Beverley explains that TALA provides "more sustainable options for people currently shopping less sustainable activewear". In other words, given that people will shop, they want to be a better solution. Beverley also acknowledges that achieving complete sustainability is an ongoing challenge. Instead, TALA prioritizes transparency, aiming to provide clear information about its manufacturing processes and product composition, because "merely finding sustainable products you can trust shouldn't be so difficult". This transparency is essential, and Beverley emphasizes the company's commitment to continuous improvement, stating, "There's a constant evolution" (TALA, b; Wright, 2023).

We have now examined TALA's social media marketing strategy, characterized by its exceptional engagement levels thanks to their open dialogue with customers and their

transparency regarding their operations. This strategy distinguishes TALA from its competitors, forging strong emotional connections with consumers. The subsequent phase involves evaluating whether TALA is truly considered a lovebrand, by conducting a sentiment analysis and various interviews.

3.4. EMPIRICAL ANALYSIS

3.4.1. SENTIMENT ANALYSIS

A sentiment analysis was conducted on comments from both TALA's Instagram and TikTok platforms. For TikTok (TALA, c), the analysis encompassed all comments under TALA's posts from January and February 2024, amounting to 148 comments. Meanwhile, on Instagram (TALA, d), comments from all 66 posts uploaded in February were examined, totalling 467 comments. The comments from Instagram were exported using the ExportComments.com website. This process involved copying the Instagram post link, pasting it into the ExportComments website, processing, and then downloading the Excel document it generated. This was done individually for all 66 posts, with all the downloaded comments consolidated into one Excel sheet (annex 2). On the other hand, the 148 TikTok comments were exported manually, with each comment copied and pasted into a Word document (annex 1).

The next step involved reading and analysing all the comments to discern the emotional tone conveyed by customers and to identify key comments regarding the brand, categorizing them as either "positive" or "negative". The categorization of positive comments was done based on three criteria: the emojis used, the tone conveyed in the comment, and specific key words. Emojis such as hearts, heart eyes, high fives, fires, star eyes, clapping hands, and more, were indicative of a positive comment (figure 30). Secondly, words conveying affection, admiration and encouragement towards the products, such as "love", "obsessed", "adore", "I need", "dreamy", or "gorgeous", were considered positive indicators. Thirdly, the overall tone of the comment and the message being conveyed played a pivotal role. Complimenting the brand for consistently delivering exceptional products, expressing excitement for new releases, or eagerly anticipating the arrival of recently ordered items were classified as positive.

Figures 30: Positive emojis commented by TALA customers

Classifying negative comments proved to be more nuanced, particularly concerning complaints about restocks, as the sentiment could be interpreted as either positive or negative, which will be elaborated on shortly. For other types of negative comments, two of the same criteria were employed: the emojis and the message conveyed. Emojis such as the crying face, teary eye, sad face, and an array of disappointed faces (figure 31) served as initial indicators of negativity. However, many negative comments lacked emojis, thus placing greater emphasis on the overall message conveyed. By reading and analysing the content and context of each comment, whether addressing concerns regarding lack of larger sizes, the representation of diverse models, allegations of greenwashing, high pricing, or shipping costs, they were categorized as "negative".

Figures 31: Negative emojis commented by TALA customers

For TikTok, out of the total 148 comments, 82 were categorized as positive (55.41%), while 66 were deemed negative (44.59%). This is if we consider all comments requesting restocks as "negative", because they could signify customer frustration with the production or supply chain, potentially leading to lost sales opportunities. However, if we interpret these comments as positive as they indicate customer loyalty, eagerly awaiting the return of their favourite products, suggesting a high rate of repeat purchases and brand affinity, the positive comments percentage rises to 73.65%. Additionally, by considering factors such as tone, emojis, and punctuation in restock-related comments, we can discern between those expressing patience and loyalty (positively) and those conveying frustration (negatively). Consequently, out of the 27 restock comments, 23 are inferred as **positive** (making **71% of total comments positive**), while the remaining 4 are interpreted as **negative** (making **29% of total comments negative**).

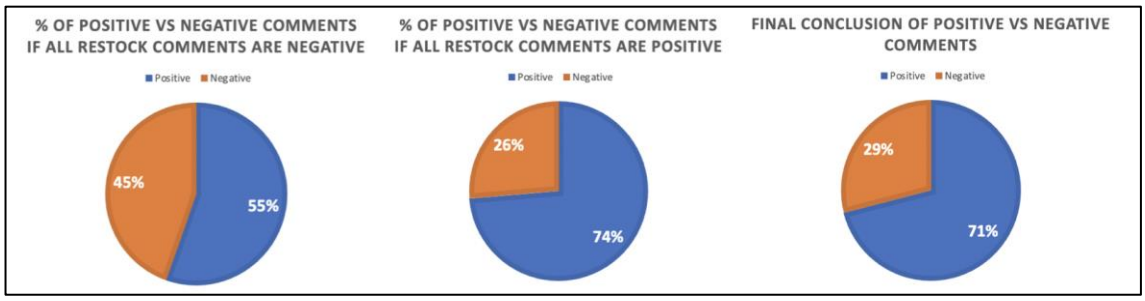
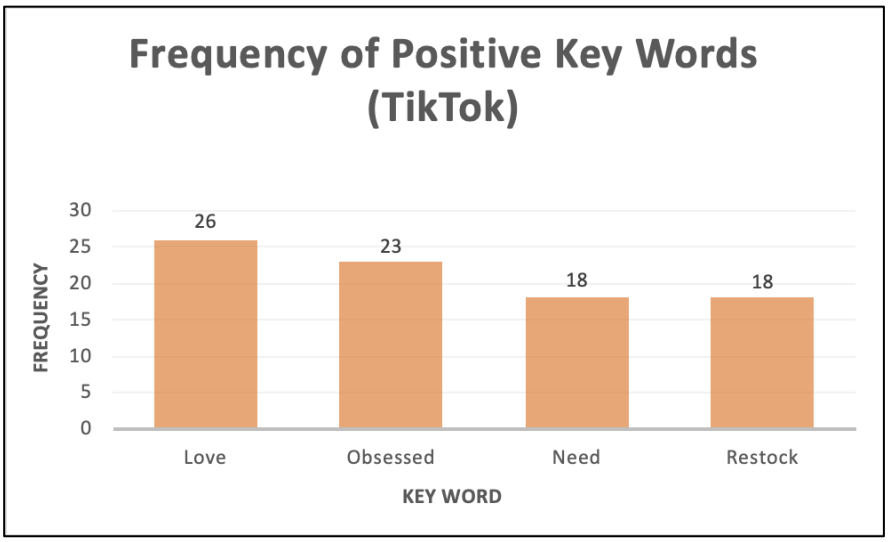


Chart 1: Percentage of positive vs negative TikTok comments

On Instagram, a staggering 430 out of the total 467 comments (92%) were positive, indicating a notably higher engagement level compared to TikTok and an overwhelmingly positive sentiment overall. Moreover, TALA's proactive approach in responding to nearly every comment and addressing various customer inquiries regarding sizing, colours, new products, and more, exemplifies their unparalleled dedication to fostering open communication with their clientele. This not only highlights their commitment to customer satisfaction but also cultivates a sense of trust among their audience, ultimately strengthening the brand's reputation.

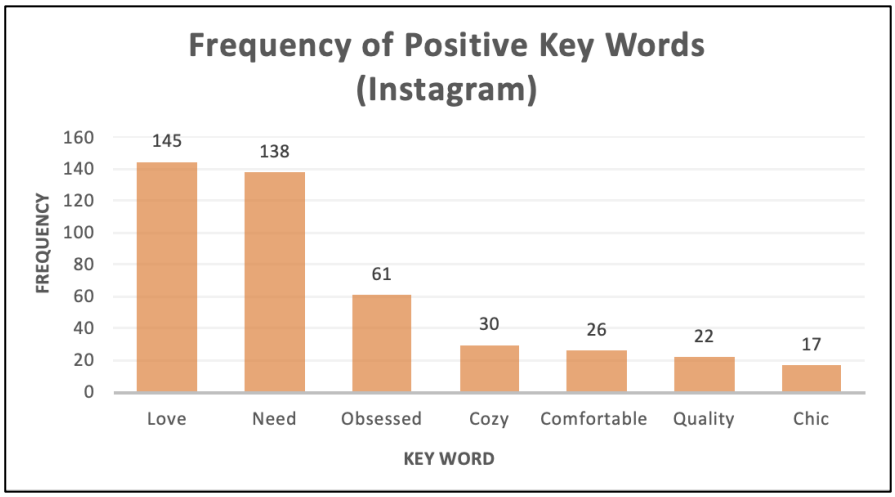
- <u>Positive comments</u>

In analysing the **positive** TikTok comments, the most frequently occurring words were "need", "love", "restock", "obsessed", and "quality". The tone of the comments is overwhelmingly positive and enthusiastic towards TALA, with emotions such as excitement, admiration, and eagerness being express throughout. The frequent use of "need" (mentioned 17 times) alongside "restock" reflects a strong desire for TALA's products, suggesting a deep-seated perception of the brand as indispensable and essential in the eyes of its audience. This sentiment is further emphasized by the prominence of "love" (mentioned 15 times) and "obsessed", indicating a profound emotional connection and loyalty to the brand's offerings.



Graph 1: Summary of TikTok positive key words frequency

On Instagram, the key words were also "love" (mentioned 145 times), "need" (138 times), "obsessed" (61 times), and "quality" (22 times), along with descriptors "cozy" (30 times), "comfortable" (26 times), and "chic" (17 times).



Graph 2: Summary of Instagram positive key words frequency

One of the main sentiments felt in these comments is that TALA distinguishes itself from other activewear brands through the versatility of its products. Women feel they can wear the same TALA workout top on many occasions throughout the day: to the gym, to grab a coffee, to the office under a blazer, to work from home or to have drinks with friends, making them indispensable wardrobe staples. Some examples of these comments include: "I need this top! Could go straight from the office to a beer garden in this in summer", "I need one to be able to wear to run errands and to go straight to the gym afterwards", and "Struggling with unemployment currently, this would be the perfect tank to wear casually,

to the gym but also under blazers (as demonstrated by Grace) to interviews, as I get so hot in normal tops and blazers when I'm nervous!".

Comments also praised TALA's garments for their remarkable blend of comfort, flattering design, and style, helping customers feel confident in their bodies – an essential aspect in activewear. "I buy from almost every TALA drop because it's the only clothes that make me feel good in my own body," remarked one customer. Another shared, "I know it sounds silly, but every time I wear something from TALA I feel so much more confident in myself – it's amazing the power of clothes to do that to you." Particularly noteworthy were the testimonials from mothers, who found solace in TALA's attire: new moms expressed how it boosted their confidence post-partum, while those with toddlers appreciated its ability to elevate their look while remaining practical and comfortable. Hence, the prevailing sentiment echoed that these garments transcend mere workout wear, serving as good basics for women leading busy lives – whether juggling motherhood, professional commitments, or both – offering a polished look with minimal effort.

Moreover, it's evident that a considerable number of comments originate from repeat customers, illustrating the brand's strong customer loyalty. Examples include remarks like, "Half my wardrobe is @wearetala at this point" and "I absolutely live in my off-duty sets so I am so excited for these!!". Furthermore, the emphasis on exceptional quality, exemplified by comments such as "TALA is the best quality I've had of any clothing ever, it's unbeatable", and "Nothing matches the quality of your product. The design, fit, texture and feel are next level" resonates with Grace Beverley's own assertion on LinkedIn that 81% of surveyed customers cited "quality" as the primary reason for their love towards TALA (Beverley, 2023). Overall, these sentiments highlight the deep emotional attachment and affection towards the brand, indicative of TALA's success in cultivating a passionate and devoted fan base who proudly declare their allegiance, some even going as far as to proclaim, "I am an addict!".

Additionally, numerous comments originated from customers who invest in Grace Beverley's other ventures, such as the Shreddy fitness app or her planners. In fact, some customers commented they were buying TALA merchandise as a *reward* for completing Shreddy fitness challenges. This underlines a remarkable level of loyalty and dedication among customers.

- Negative Comments

On the other hand, **negative** TikTok comments primarily revolved around three key complaints: product availability (requests for restocks), sizing issues, and affordability concerns. Of the 44 negative comments identified, 22 (50%) centre on TALA's perceived lack of inclusivity across body types, with complaints ranging from ill-fitting workout tops for larger busts to criticisms of catering predominantly to shorter women or offering attire deemed too revealing for the gym. This sentiment contradicts TALA's professed commitment to inclusivity, sparking debate among consumers.

Furthermore, 25% of negative comments express discontent with TALA's pricing, citing "If it was £10 cheaper I'd buy it, TALA used to be affordable" or "TALA does nice bits but the prices are ridiculous", which challenges TALA's objective of providing sustainable activewear at accessible prices (TALA, a). This inconsistency could undermine the brand's credibility and erode consumer trust, hindering its status as a lovebrand.

Two less prevalent but notable complaints also emerged. Firstly, some comments challenged TALA's sustainability claims, with statements like "There's no ethical consumption under capitalism babes", "GREENWASHING[2] lol okay TALA", and "Your clothes are made in China you are literally fast fashion", questioning the brand's environmental integrity. However, as previously discussed, Beverley has acknowledged that fashion inherently encourages consumption (Wright, 2023) and reiterated TALA's aim to provide an eco-friendlier option for consumers, as well as offering transparent details regarding their manufacturing processes and factories (TALA, b). Secondly, a few comments expressed frustration over additional shipping costs and complications related to shipping TALA products to the European Union. These issues, including high shipping fees, import taxes, and customs issues, particularly affect consumers outside the UK, such

[2] Greenwashing: The deceptive practice where a company misleads consumers by conveying false or misleading information regarding the environmental friendliness of its products (Hayes, 2024).

as those in Spain, creating accessibility and affordability barriers that may lead them to favour domestic brands instead.

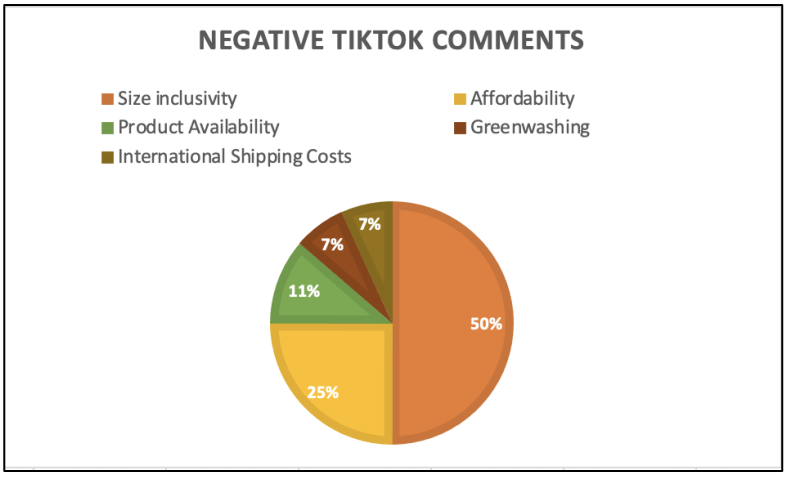


Chart 2: Summary of negative TikTok comments

Similarly, on Instagram, negative feedback revolved around these common themes of sizing, restocks, and high prices exacerbated by shipping costs. Among the 37 negative comments (representing 8% of total Instagram comments), 54% focused on the limited sizing options and the perceived lack of diversity in TALA's offerings, with customers expressing frustration over the absence of larger sizes and the diminished representation of various body shapes, sizes, and ethnicities in the brand's marketing. Some recalled TALA's initial inclusivity efforts upon launch but lamented the apparent regression in diversity since then. Additionally, 24% of comments pleaded for restocks of specific items, while 8% voiced concerns about affordability due to hefty shipping fees for international orders. However, in response to one of these comments, TALA stated, "We hope to have some exciting updates for our EU customers soon! Keep an eye on socials.", suggesting potential improvements are on the horizon.

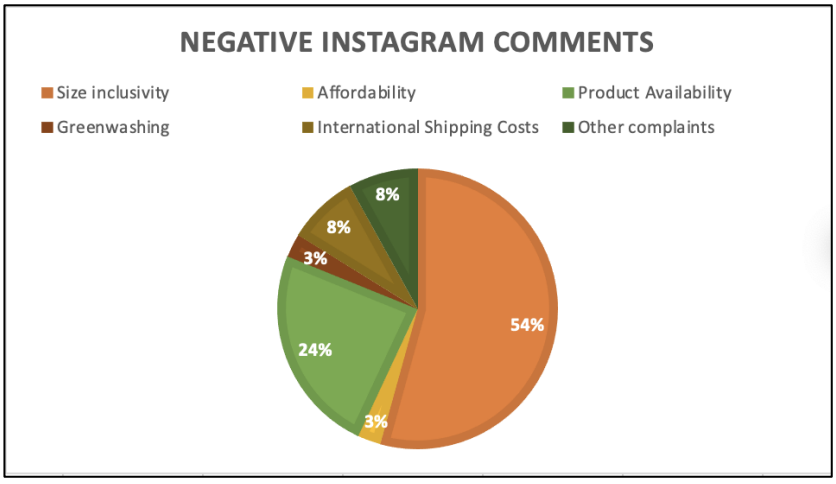


Chart 3: Summary of negative Instagram comments

3.4.2. INTERVIEWS

To determine whether the sentiments gathered from the social media comments coincide with the actual perception of real Spanish customers, the second part of the qualitative analysis entailed interviews with five women from Spain, spanning ages 14 to 62. The goal was to assess their thoughts on TALA and compare this Spanish perspective to the international perspective from the sentiment analysis. The interviewees included (refer to annex 3 for a detailed table):

1. A **14-year old** Spanish girl primarily active on TikTok, familiar with TALA but yet to make a purchase.
2. Two **22-year old** Spanish women active on both Instagram and TikTok. Both are long-time followers of Grace Beverley and TALA, but only one had bought from TALA.
3. A **30-year old** Spanish woman predominantly engaged on Instagram, unaware of TALA and without any purchase.
4. A **62-year old** Spanish woman who doesn't use any form of social media, unfamiliar with TALA and lacking any purchasing history.

- <u>Overview:</u>

The attributes emphasized in the interviews notably echoed those extracted from the sentiment analysis, a correlation we will further explore. Its noteworthy to mention that aside from one of the 22-year-olds, none of the other interviewees had made purchases from TALA, shaping their opinions solely through observations on the brand's social media platforms and website rather than firsthand experiences.

Right from the start, each interviewee expressed a positive initial impression of TALA, emphasizing the brand's engaging and visually captivating presence on social media. The 14-year-old remarked, "I've seen a lot of stuff about TALA on TikTok, and it seems pretty cool. Various influencers I follow show it in their shopping hauls.", while the 30-year-old appreciated TALA often featuring "influencers and regular people showing their activewear in action", which made the brand feel relatable and authentic. Notably, the 62-year-old commended TALA for its interactive approach, citing instances where the brand's social media team responded to comments requesting product modifications,

saying they would pass the message along to the product managers, showcasing a level of engagement rarely seen with other brands.

The interviewees who were already familiar with TALA noted that Grace Beverley's active online presence, coupled with her involvement in TALA's social media platforms, contribute significantly to the brand's authenticity. They emphasized how Beverley's frequent interactions with the audience, "posting what she's doing every day, what meetings she has, how she's structuring her day, and going to source materials", create a relatable connection. Moreover, the interviewees appreciated Beverley "consistently answering a bunch of questions on her Instagram stories, constantly posting reviews that come from her Instagram DMs", which "feels like she's very much one of us rather than some celebrity that's doing it for clout".[3]

This opinion aligns with the insights from "*The Rise of Tala & Shreddy, and their Strategies for Success*" blog, which explains how Grace Beverley's "honest and sincere approach" sets her apart from "faceless corporations" that exploit social causes to sell products. By consistently showcasing her personality, Beverley has "built unparalleled rapport with her customers and followers." This adds a crucial human element to her ethical stance, contributing to the success of her business among an audience for whom authenticity holds immense significance (The Accountancy Cloud, 2021).

- <u>Comparison with the Sentiment Analysis:</u>

<u>Sizing and Body Inclusivity</u>

TALA's inclusivity in sizing was a topic of significant controversy in the sentiment analysis, with 50% of negative TikTok comments and 51% of negative Instagram comments questioning the authenticity of the brand's body-positive stance. One user even commented: "Will TALA ever go back to using more diverse models? I remember when they used to have a range of bodies and it was so much more welcoming than just the same able bodied/light skin/white/flat stomached ones they seem to exclusively use now."

[3] Clout: Having clout means having a significant following, engagement, or impact on social media platforms or within specific communities (Later Social Media Management , s.f.).

In the interviews, however, all interviewees expressed positive opinions. Notably, the 62-year-old was quick to highlight this aspect by saying, “They have plus sizes, so it might fit me.” The presence of plus-sized models and clothing sizes immediately resonated with her and heightened her interest in the brand. Similarly, one of the 22-year-olds praised TALA’s diversity and the representation of various body types, emphasizing the inclusive atmosphere it fosters.

Sustainability

Sustainability was also a discussed issue in the sentiment analysis, with 7-8% of negative comments questioning TALA’s sustainability claims and accusing the brand of greenwashing. However, during the interviews, this skepticism was not found. When asked about their thoughts on TALA’s sustainability efforts and transparency in manufacturing processes, the 14-year-old expressed, “We hear a lot about how important it is to take care of the planet, so knowing that TALA cares about that too makes me like them even more. And being transparent about how they make their clothes is awesome because it shows they’re not hiding anything.” Similarly, one of the 22-year-olds emphasized, “There’s a lot of things that sets them apart, but when I think of Grace Beverley and TALA, I do think about sustainability and just transparency, absolutely.”

Moreover, the same interviewee praised TALA for not being afraid to address the “fashion is inherently unsustainable” controversy head-on, by saying, “They’re not afraid to make mistakes and apologize, rebuild their reputation. They’re not afraid of addressing controversies, so that adds to their authenticity.” It shows the brand’s willingness to engage in open discussions, unlike other fashion brands that avoid such conversations. This transparency, she noted, fosters trust among consumers.

Quality

All interviewees unanimously agreed that high quality was one of TALA’s defining attributes. The 22-year-old who had prior experience purchasing from TALA, attested to the durability and texture of the garments, citing her positive experience with a vest and flared leggings that remained intact without any tearing. She specifically stressed, “The flared leggings I bought from them are by far the nicest ones I have.” Similarly, the 30-year-old noted, “From what I’ve seen, their stuff looks top-notch. The reviews, the design,

it all screams quality. They seem to pay a lot of attention to detail." This meticulous attention to detail, blending functionality with style, was also mentioned in the sentiment analysis.

Furthermore, the 14-year-old also perceived the brand as high-quality, noting "since a lot of influencers wear TALA and talk about how great it is, it gives me the impression that it's good quality." Therefore, overall the interviewees' answers coincide with the sentiment analysis, where "quality" was one of the most frequent key words.

Versatility

However, opinions on the clothes' versatility weren't entirely aligned with the sentiment analysis. While the overall conclusion from the sentiment analysis was that customers deemed TALA clothing to be versatile, only 3 out of the 5 interviewees agreed with this sentiment. In particular, the 62-year-old, who was a mother, agreed with other mothers' comments praising TALA for offering practical yet stylish and comfortable clothing. In fact, she expressed a desire to make a purchase herself after the interview, impressed by TALA's offerings. On the contrary, the 22-year-olds raised an interesting perspective: they wouldn't wear TALA outside the gym because "it's just not my style at all". They acknowledged that while wearing athleisure outside the gym is common and fashionable in the UK, it's less so in Spain (Haas, 2023). Therefore, although wearing activewear in public and to the office could be seen as trendy or stylish in the UK, it most probably won't be viewed the same way in Spain, due to the differences in culture and fashion. Hence, the perception of TALA's versatility may be higher among UK customers compared to Spanish customers.

Another interesting observation raised by one of the 22-year-olds that no other interviewee mentioned was that Grace Beverley wearing TALA attire to various occasions beyond just the gym, such as to the office, "and constantly sharing these everyday outfits to her stories, instilled in our brains the idea that we can wear it outside of workout settings." Thus, Beverley's personal demonstration of versatility became a compelling example for consumers, solidifying TALA's image as adaptable and suitable for diverse settings.

Shipping costs

From the interviewees, 4 out of 5 agreed that shipping costs to Spain made purchasing from TALA more expensive and less appealing, which is exactly what was found in the sentiment analysis from comments made by international customers. The outlier was the 30-year-old, who offered a counterargument stating, "If the quality and style of their products outweigh the shipping costs, I'd still consider buying from them." This sentiment might be due to her economic stability, given her age and job security, whereas younger individuals, such as the 14-year-old interviewee who noted "I don't have a lot of money to spend", may find the additional expenses more discouraging, opting for a domestic alternative. Hence, it becomes imperative for TALA to address this issue in order to foster their lovebrand status beyond the UK, potentially by establishing themselves in the European Union.

- Not mentioned in the sentiment analysis:

English-only social media

The interviewees, being Spanish and not from the UK, were asked about their views on TALA's exclusive use of English on social media, considering it's a UK-based brand. Were they of the opinion that this limited TALA's engagement with Spanish customers? In response, all 5 interviewees concurred that this language barrier hindered TALA's connection with the Spanish audience. In particular, the 62-year-old suggested, "If they want to target a Spanish or Hispanic audience, they should launch a Spanish profile on Instagram or TikTok, as they have a market they could lose." She added, "Nowadays, since everyone speaks a little English, they probably don't give it as much attention. But if they aim for growth in Spain, it's essential."

Similarly, the 30-year-old noted, "Yes, it could be a bit limiting. I can navigate through it, but having content in multiple languages would definitely make it more accessible, especially for Spanish speakers". Lastly, the 14-year-old acknowledged that while it's not a "huge problem" for her, being accustomed to consuming English content on TikTok, having some Spanish content from TALA would be a welcomed addition.

Moreover, studies done by CSA Research have shown that consumers are five times more inclined to buy from a website featuring content in their native language (Binioris, 2023).

Additionally, 40% of shoppers will refrain from purchasing on websites that are not in their language (Gelder, 2023). Therefore, if TALA wants to establish itself as a lovebrand outside the UK, specifically in Spain, it should probably incorporate multilingual social media to increase their online visibility and enhance Spanish customers' comfort levels when interacting with the brand.

Trust

Following this discussion of Spanish customers' perception towards TALA as an international brand without a physical store, the interviewees were asked if they tend to trust online foreign brands when it comes to purchasing and sharing their credit card information. Scholarly research suggests that lack of trust deters some individuals from online shopping (Ramanathan, 2011; Rose, Hair, & Clark, 2011), and this uncertainty is amplified further in the case of *international* online transactions (Safari, 2012).

The emergence of brands like Shein and Aliexpress has particularly exacerbated caution and apprehension, especially among older generations. This hesitancy is perhaps why both companies opened physical stores in Madrid, strategically aiming to build trust and credibility among consumers, offering the opportunity to experience their brand in person, interact with staff, and see the quality of the products firsthand.

However, all 5 interviewees expressed trust in TALA. Despite the 62-year-old's initial surprise at the brand's lack of physical stores and exclusive online presence, she expressed trust in international online brands. She stated, "I trust it, honestly. If you're unlucky, you're unlucky, but I trust it. TALA's page didn't just pop up overnight. And hackers, it doesn't matter where you buy, they'll find a way in anyways." Therefore, although someone of her age might be expected to be more cautious due to the generational gap with younger Gen-Z, she defied this stereotype.

Likewise, the 30-year-old supported these sentiments stating, "It's always a concern, but with brands like TALA, which have a solid reputation and positive reviews, I feel pretty comfortable. Of course, I always make sure to do my research and check that the website is secure before making any purchases." This trust could also stem from TALA originating in the UK, which Spanish customers perceive as closer and more familiar compared to distant Asian online brands. Also, having Grace Beverley as the face of the

brand contributes to this sense of security; having a recognizable individual who can vouch for the company adds a level of assurance.

What about non-social media users?

Lastly, having analyzed various profiles of social media users, we turn our attention to those who *don't* have any type of social media, such as the 62-year-old interviewee. As highlighted in "*The Role of Social Network Sites in generating "Brand Love*"", it's important to recognize that there are individuals, particularly older ones, who have not made "the technological leap" and are not active on social media platforms (Palazón, Sicilia, & Delgado, 2014). Hence, TALA should bear in mind that marketing themselves on Instagram and TikTok should not imply completely disregarding offline communication. However, if TALA's primary target audience is younger, then this segment of non-social media users may represent a small percentage that may not warrant significant attention.

4. CONCLUSIONS

Upon completion of this study, several conclusions have been reached that address the research objectives and questions.

The first objective was to understand what the phenomenon of a lovebrand entails, differentiating between the factors that facilitate its emergence and the consequences it generates, as well as comparing various definitions provided by scholars, in order to formulate a unified definition that provided a comprehensive understanding of the concept. This objective was met.

The second objective aimed to investigate the significance of engagement on social media as a key factor of becoming a lovebrand. This goal was accomplished through a combination of theoretical analysis and practical analysis of TALA's social media marketing strategy. Our findings revealed that the rise of social media has revolutionized the interaction between companies and consumers, enabling dynamic two-way communication, which was not possible with traditional communication channels. Through active engagement with followers, soliciting feedback, asking about product preferences or opinions, and responding to queries, brands portray themselves as customer-centric and attentive to customer needs, making them feel appreciated and important as part of the brand community.

The third and final objective aimed to showcase how TALA's transparency and open communication with their audience facilitated the feeling of brand love, laying the foundation needed to meet all other antecedents for becoming a lovebrand. Their transparency regarding all facets of their operations and fostering direct dialogue with consumers makes TALA more authentic, evoking this "intuitive feeling of rightness with the brand" which we mentioned earlier in the "antecedents" section of our study. Beyond setting themselves apart from the competition, this approach develops trust and respect among consumers towards the brand, which is consistent with Kevin Roberts' assertion that love and respect are the two strategic pillars for crafting a lovebrand. This foundation of trust and respect ultimately bleeds into all other attributes of a lovebrand.

In examining the antecedents of a lovebrand, it becomes evident that TALA fulfills each criterion comprehensively: distinct brand personality, facilitating passion-driven behaviors, embracing social responsibility, constructing an inspirational lifestyle around

the brand, cultivating active brand communities, prioritizing excellent customer service, building a positive brand culture, staying up to date with trends, maintaining an engaging social media presence, and having favorable press coverage.

In terms of practical implications, this study can offer valuable insights for marketing practitioners and brand managers on transforming brands from being merely liked to becoming lovebrands, and maintaining that relationship overtime. First, as we have seen with TALA, it can be greatly beneficial for a company's founder to actively engage in brand promotion. Consumers value witnessing the passion a founder has for their brand, fostering a deeper emotional connection and a desire for the brand to succeed.

However, influencer-owned brands must not exclusively depend on their founder's following for marketing success. To truly become beloved brands, they need to establish themselves as solid businesses with a product-first focus, regardless of the influence of their founders. Because whilst getting attention through the influencer's platform is valuable, sustaining customer loyalty and repeat purchases is vital. Without a solid foundation, the brand will only ever be as big as the founder.

In addition, marketers may be influenced to adopt a more authentic and direct approach in their communication with consumers in order to increase *engagement*. As we have seen, interacting with consumers, encouraging dialogue, reading comments, and attending to their needs makes them feel like an essential part of the brand community and success. This not only fosters brand affection, but also motivates consumers to advocate for the brand through positive WOM. Moreover, not being afraid to address controversies and engaging in open discussions with their audience adds to this authenticity and fosters trust among consumers.

Thirdly, marketers may also aim to make their values very evident, as a distinct brand personality will differentiate their company from competitors. However, the company's actions must be consistently aligned and coherent with these core values. With TALA, we have seen their commitment to sustainability is evident in all their endeavors. Consequently, aligning with a broader cause enables customers to feel part of a meaningful movement through their purchasing decisions.

Nevertheless, we must also address the limitations of this study. Notably, if a questionnaire had been utilized instead of interviews in the empirical analysis, it would have allowed for the collection of data from a lager sample size, and enabled the precise measurement of variables and the relationships between them. However, the interviews allowed for in-depth and comprehensive responses, more flexibility in questioning compared to surveys, and the opportunity to ask follow-up questions.

Finally, if it's commonly said that "there's a fine line between love and hate" in personal relationships, it would be interesting for future researchers to investigate whether specific actions could evoke feelings of hatred towards a brand, as opposed to love. Especially in today's prevalent cancel culture[4] on social media. For instance, if a figure like Grace Beverley were to make a misstep and "get cancelled", would TALA suffer the same fate and lose its status as a lovebrand?

[4] "Cancel culture: the term used to describe the popular practice of withdrawing support for public figures and companies after they have done or said something considered offensive" (Romeo, 2022).

5. CHAT GPT DECLARATION OF USE

Declaración de Uso de Herramientas de Inteligencia Artificial Generativa en Trabajos Fin de Grado

ADVERTENCIA: Desde la Universidad consideramos que ChatGPT u otras herramientas similares son herramientas muy útiles en la vida académica, aunque su uso queda siempre bajo la responsabilidad del alumno, puesto que las respuestas que proporciona pueden no ser veraces. En este sentido, NO está permitido su uso en la elaboración del Trabajo fin de Grado para generar código porque estas herramientas no son fiables en esa tarea. Aunque el código funcione, no hay garantías de que metodológicamente sea correcto, y es altamente probable que no lo sea.

Por la presente, yo, Lucía Gutiérrez de la Fuente, estudiante de Derecho y Administración y Dirección de Empresa de la Universidad Pontificia Comillas al presentar mi Trabajo Fin de Grado titulado "Lovebrands: The Success of Engagement on Social Media. Tala Case Study", declaro que he utilizado la herramienta de Inteligencia Artificial Generativa ChatGPT u otras similares de IAG de código sólo en el contexto de las actividades descritas a continuación [el alumno debe mantener solo aquellas en las que se ha usado ChatGPT o similares y borrar el resto. Si no se ha usado ninguna, borrar todas y escribir "no he usado ninguna"]:

1. **Corrector de estilo literario y de lenguaje:** Para mejorar la calidad lingüística y estilística del texto.
2. **Traductor:** Para traducir textos de un lenguaje a otro.

Afirmo que toda la información y contenido presentados en este trabajo son producto de mi investigación y esfuerzo individual, excepto donde se ha indicado lo contrario y se han dado los créditos correspondientes (he incluido las referencias adecuadas en el TFG y he explicitado para que se ha usado ChatGPT u otras herramientas similares). Soy consciente de las implicaciones académicas y éticas de presentar un trabajo no original y acepto las consecuencias de cualquier violación a esta declaración.

Fecha: 19 de marzo 2024

Firma: ____LUCÍA GUTIÉRREZ DE LA FUENTE_____

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7. ANNEX

ANNEX 1: TikTok comments

TikTok comments Jan-Feb 2024: 148 comments

POSITIVE: 105

@Petra Pakozdi: What a dream😍
@kayleigh | content creator🎀🐚: ok but how do i get onto the tala pr list? i'm going to need this fit•••••••
@Iz 🌹: @Kiera▯▯🐚 this looks like half marathon day attire 👀 might have to treat ourselves!!
@Lois Bellamy: Ok I'll buy it ALL
@Marathon diaries: NEED. IT. ALL!!
@Nobesuthu Nkomo: I'm here for the pockets▯
@haaaaaaaaaaaaaa: I need the grey asap
@Kesheba Evans: Oh they look INCREDIBLE 😍
@izzsustainable: Xmas voucher is being spent straight on those leggings 😍
@CharLouiseRuns: Need!! ▯
@Ella | Fitness & Lifestyle 🦋: Love them so much 😍😍😍
@tenzingnaturalenergy: Epic 👏
@victoriacarro65: @juliacg22 we need! Finally
@cerys ৻ৎ˚₊: omg how have I not seen these sweats before ▯ in love
@mils🌟: omg i'm obsessed
@ami ✨: 10/10 performance
@Sarah ✈️✨ Travel: TALA never forgetting the details 🤌🏻
@Tala: That is my name a can I just say the quality on that jumper looks amazing and soft ❤️
@Maddie▯: OBSESSED!!!!
@C ☾: I've never bought from TikTok inspo before but I kept seeing your ads and I bought some flare leggings. They're sooo comfy but I will say I'm usually a small and they only had medium so I got that and it fits everywhere except it's super tight on my stomach that I'm having to role it down. 🙁💜
@ella cassidy: i beg you do another giveaway so i can try win some flares, i'm doing no spend january😭😭😭
@CharLouiseRuns: Love!! 😍💕
@Emma: We now need you to start designing jeans for fitness girls and more every day wear that's not gym wear
@yasmin: Obsessed with these fits 🔥🔥
@Lorna Stewart: Please bring out these tops in white x
@Ellie Raymont: Need everything 😍
@bethansowerbyy: Love ▯
@Chloe 🎀: Obsessed!!!▯
@Afton McKeith: I'd love to try this!
@atm_s6: The Tala ladies just get it 😍✨ they always do 🤩🤩
@Ellie Raymont: Wow wow wow need everything ▯🫶🏻
@CAITLIN 🎧 WELLNESS: the way I RAN to the website and dropped everything I have
@Lauren Doffman - Pilates: Looooooveeee
@user8348001632181: Just ordered myself the halter neck top and I'm SO excited for it to arrive after seeing this!! 😄
@Imi: Omg I love 💗
@Jade Faragher: Stoooooop it right now, these look incredible!
@Emily Philpott: in NEED of the grey set▯ wow
@Mia Maron: More sets like this is what we need
@Rory: Stunninnnggggg
@Nell Cope: you guys are just the best 😍
@Inas: Need them in every colour 😍
@HAN ▯✨ | ATL + CINCY CREATOR: Ok I'm sold! Buying now
@Mia Maron: Love that😍😍😍

@AliceG: WITH DRAWCORD. Your waist bands are the thing that set you apart
@mads: the most perfect outfits 😌
@Tara Louise: Tala is the best quality I've had of any clothing ever it's unbeatable
@ells: sculpt seamless is the BEST tala collection, so excited
@meri 🎀: love that 😍
@Charlie Louise: I'd love this in a bodysuit
@Abbey Rose: Obsessed 😍
@Alina Sirbu: take my money😍
@Cece: Obsessed 😍
@Liv: Stop it ▯ I have my flared ones and OBSESSED now I need it all
@CharLouiseRuns: Obsessed
@Purdie Twins: Love the black!!
@GABY🍒💋: the best🔥
@Jade Faragher: You really isn't anything better than TALA!
@GABY🍒💋: obsessed
@Sim: SOLD
@CharLouiseRuns: Stunning 😍
@Glutes Builder Coach 🍑: A dress from a gym website!! 😍I'm sold
@Lianna Swan: Brows are browing!!! 😍
@Oksana | UGC Creator Europe: They look so soft ▯
@Jade Faragher: Me, I am an addict! 😩
@aaisharif: My favourite pants ❤️🔥😩
@Lauren Hackwood: Wowwww😻
@mari 💗: just bought the wide leg dayflexes and the dayflex tank!!! so excited
@Sumana.xo: Ahhh I want to try these 😍
@cherish: Day flex unitards next!
@🌈Lulabella_loves🌈: Love it 😍😍😍
@Sophie May: LOVE😍
@Ind Hutch: Tala anything I'm sold 🤌🏻
@Leah: I've never seen a more flattering outfit 😌🙌🏻
@Elsa 🍒🌙☕: I live in my black puffer from last year honestly the best coat
@becco: pockets are fleece lined????? you've sold me i need
@Kiera▯▯🐚: that bomber is a big slay!!! i wear my long puffa to death in the winter! only coat that keeps me warm🫶🏻
@MxxJxxC: SORRY BUT EVERY PRODUCT IS SOOO THOUGHT OUT AND PERFECTTTT
@Anja Chong: You deserve all the success you have gotten. Such smart incredible clothing that stands on its own… so genius!
@Dominika: Mine arrived yesterday, and I'm dying because it's actually perfect 😭😍
@kate: Is this small bust large cup friendly? I'm a 32F and if this is friendly this would be amazing
- @naomi.juliana: Just tried it on. The girls fit surprisingly well and look good tbh a little eye-catching, obvs the removable cups had to go but its great overall ❤️
- @Rosie: I'm a 32GG, the band at the bottom means they don't move so defo an amazing product
@Sarah: Please restock the black soon 😍 awaiting patiently ▯
@Ravisa: When is a restock ▯🙏
@Sahara: Pleaaase, let me know - are you restocking the oxblood leggings in the sculpt seamless collection?
@El: Most of it is sold out already. When are you re-stocking? :) thank you x
@Faith Ninziza: I need the gray multiway puffer back in stock asapppppp pls 😭😭
@Gabel Flynn: Hi, will 365 Second Skin Boat Neck Long Sleeve Top be restocked anytime soon :(
@tinkywinky: hey, when will you be restocking the black dayflex jacket in size medium? thanks x
@Mollie: please restock oat & black off duty joggers😍

@My Style Edit: Will you be restocking the 365 sculpting lounge jumpsuit in black? I need it in my life.
@user7562629701150: Restock the 365 boat neck tops!!!!!
@Melissa Hart: hey - pleaseee restock the dayflex wrap skort in navy, I've got the white & I LOVE it 😍 wanna get the black too 🫶🏻
@marwa: When is the restock please??
@jjessieanne: When are you restockinnggggg ▯
@Sandsss: Please restock sculpt seamless!!
@RooRoo: When will the Scrunch Leggings in Black Marl be restocked??
@:): can you restock the bottoms plz
@Sneha Nagarajan: when are u restocking the black puffer??
@ChloeLouiseAllen1: When will the DayFlex Built-in Support V Neck Long Sleeve Top back in stock?
@INSPObyLJ▯: when are the v neck long sleeved tops being restocked (grey/ black)
@ruby💗: When are you restocking 365 sculpting lounge!!!!
@Cerys▯: When are you restocking the halter tops 🙏💗
@kulthumm_: When is the restock please

NEGATIVES: 43

1. TOO EXPENSIVE:

@Ellis: if it was like £10 cheaper i'd buy it, tala used to be affordable 🙁
@evie!!!: it's 40 quid!!
@bo: i neeeed to win the lottery so i can buy all of these
@shaila: £42?
@Chloe Bartlett: Would defo buy from this brand if it was more affordable... activewear prices have just become a joke 😩
@Nicola_shaddick: £65??!?!?!?!😰
@Louise🤰🏻♀ : £78?!?!?!
@Ari 💕🌻: 40 quid for a crop top ▯▯▯ why are we normalising these prices.
@c: I'm obsessed but who can afford these gym wear brands
@Lollipop: I wish I could afford this 😝
@Min_xo: Tala does nice bits but the prices are ridiculous

2. RESTOCKS: 27

@distinky: Never have stuff in stock
@Mallissa Mcgraw: please tell me when there is a restock, as I am always on site and it's always out of stock
@Sandsss: Please restock your old sculpt seamless colours. These new neutrals are not it ▯
@Laura: Be great if it wasn't constantly out of stock lol
@Els: Are you restocking the storm multi-way puffer this month or is it not back until next a/w?!😢

3. NOT INCLUSIVE OF ALL BODY TYPES: 22

@Eva: It's just too short, they are all so so short 😩
@user2705411595246: Too revealing for a gym top and risky don't want a nip slip during a gym session ▯
@M Alexandra: Might buy it if it wasn't so cropped 🙄 you only cater for short girls I swear
@L: Needs an option with bigger cups/more fabric in the chest area girl
@Imi: How does it fit on someone with a bigger chest?
@__saphron: Is this going to work for the girlies with a larger bust? x

- @emmallan: No I've tried their tops and they make me so self-conscious. Too much is on show for me. Leggings are fab though
- @user5001089190183: I'm an E cup and tala is noooot for me

- @emma: I'm an F cup and yes I love tala! Flattering and yeah okay not the most-high coverage but if you've got it and want to flaunt it then flaunt it!!
- @Chelsea ★ Sio Studio: No.
- @.: No lol

@Lauren Archer: What if you're not already skinny?
@Ellllll: I wanted to love my tala trousers, but the front seam looks so unflattering😔
@aliceamy64: It's great if you have no stomach fat 😂 I'm talking about the halter neck by the way. Looks great on the boobs but not if you're packing a little fat haha
@Emily Davies: Did y'all forget about diversity of bodies in this one?
@Polkahontas: Can you show this top with girls who are curvier and are bigger chested? I'm a 36DD and would love to see this on a girlie my size. 🙏🏻
@hails: they're not supportive enough for girls with bigger chests, and the tops are so short for us taller ladies, such a shame
@maeve: The fact they didn't properly show the one girl who isn't stick thin w a cups lol
@georgakk: My tits would NEVER fit in that
@Harriet: What's the point of trying to ons if it's all with similar body types
@Marie: Now we just need it in a tall version!! Pleaseeeeeese
@MASUMA KHAN: wish you had a long version that covers the butt slightly! would love to see more modest clothing in your collection love Tala quality!!

4. NOT SUSTAINABLE:

@Sharan Virk: GREENWASHING lol okay tala
@Henry: there's no ethical consumption under capitalism babes
@jas: Girly your clothes are made in china you are literally fast fashion

5. INTERNATIONAL SHIPPING PROBLEMS:

@lauren: i looove tala, just hate the extra costs shipping to here 😭😭😭 if there was a shop i'd travel to england to get it
@Jamie Lynn Gorl: PLEASE sort out the UK -> EU tax fiasco plssss i can't deal with my orders being held at ransom at customs. Pleasesse
@Aoife: DO NOT ORDER IF YOU LIVE IN THE EU! Your order will never arrive and you'll be stuck with huge import taxes

ANNEX 2: Instagram Comments

INSTAGRAM	
POSITIVE	**NEGATIVE**
Absolutely love it! Such a good hoodie! 😍	Can you make the built in bra tops longer please. Not everyone wears a crop fit 👏🏻🙌🏻
I BEG PLEASE make more colours	Can you please restock this set 😫😫
I love this!!! Also sidenote I miss @gracebeverley voiceover 🥹🥹💖	@wearetala will there be some kind of sale or promo code coming for the European Union girlies? It's just so expensive with import tax & customs. 😭
Obsessed 😍	when is the DayFlex Wrap High Waisted Flared Yoga Pant - Shadow Black in 35" getting restocked in
We need these sets 🔥	Why are the sleeves so long 😭😭
Fantastic set! Love! 😍🙌🏻	Petite sizes for pants/leggings 2024 please 🥹
This set is everything 😍	Would love to see some bigger girls Modeling these!
Loveeeeeeee	Would love to see these on a L or XL 🤍
Fit of dreams ☁️	Love it but would love to see more plus sized models wearing your stuff! I feel like there used to be more and now I see it less and less. Still, can't wait for the launch x
Obsessed	I still don't understand why you guys say you "can't" make this outfit in plus sizes I feel like you're just making excuses on why you're not actually plus size friendly also you have no actual plus size models it's really sad
Work from desk, but always in pyjamas or sweats 😎	ya yall need more big girl models
Team anything as long as I'm wearing Tala 🤝	Where is the diversity of body shapes and inclusivity?? Where's the inclusivity being shown on your stories when you post stories of your customer's posting Tala pieces?? To think I was excited and proud to be apart of your focus group for plus sized women. This is such a shame and a real disappointment @wearetala
Obsessed 😍😍😍	When will you restock your day flex collection? Been wanting the long sleeve top for a while but always sold out
Love this!!!! 🤍	we need the trousers in different lengths please. some of us are short and some are tall.
Sensational 😍	Hi @wearetala 👋🏻 are you planning on restocking your Quarter Zip Cropped Club Hoodie - Vintage Khaki at some point please? 💚
Looks so nice 😍	I bought the top but it won't stay down, I'll pull it down but then when I move it just rolls half way up me. Gonna have to return 😔
This fit 😍	We need to see the fit on other sizes please, I went to buy but felt unsure how it'd fit on a different shape and size
Best joggers EVER!!	Would be amazing if you used some models with bigger bodies or busts @gracebeverley 💕, it's quite hard to picture what your beautiful and inclusively sized pieces would look like on someone like me. Been a customer since day 1 - this is just an observation / suggestion 🙏🏻🤞🏻
Cropped Club Hoodie I need you in my life 😭 waiting for the restock 🙌🏻🙌🏻	So cute! I just wish we can see some models that have bigger busts to see how well it can hold them up. Seeing more curvy models could help a bunch! 🤍
🥹 faves ever 🤍	Are the light beige wide leg coming back in stock?
Love it	Wish you would give more sizing info. More models of different sizes for us to compare. Not sure which size would fit me best..

Looks amazing. I am ready to purchase…. But everything I want is out of stock! 😊 xx	And surprise surprise only the hoodies are in the extended sizes becoming less and less excited about your drops @wearetala it's getting a bit boring now and especially as you're not being that upfront in your marketing about the sizes or using different body types - it seems to be the same images/body types it's giving lazy and not being inclusive.
Love	Are you guys gonna be restocking the boat neck long sleeve tops anytime soon? 🥺🥺
When are SkinLuxe being restocked in "full length M" please 🤍🙏	I just need yall to have an EU distribution…. 🥺We end up paying 50% in Italy customs it's INSANE
Niicceeeee	Do you not think that constantly manufacturing new products just bleeds into the fast fashion ethos of 'buy now' inevitably creating more waste and not solving any problems just adding to them??
The coolest🤎	I would love to try tala so much but live in Canada and the shipping is unattainable for me financially
Obsessed 😍	I love your stuff but so many items don't come in the bigger sizes 🥺🥺
Ugh this set is everything 🤌🏻	When is the seamless sculpt legging restocking pleaaaseee
These joggers are perfect! 😍✨	Please restock the Second Skin Boatneck top. We are begging
Obsessed 💞	Plsss restock the multiway puffer jacket 🥺
Instantly adds to cart 🛒	I love that you are now offering a bigger size range but it does feel a little lacking given the lack of sizes available on each new launch, and I can't remember the last time I saw someone plus sized on your feed. Anytime you do post someone bigger than an S they still have a very modelesque figure. I really wish you would normalise more body shapes and sizes, I echo other comments of it feeling like you don't want fat/plus size girlies wearing your clothes. We exercise and want to look cute doing so too.
Love this😍😍	So sad the built in tops don't come in bigger than XL. Is this something you're looking to expand? 😭😩
Need 😍😍😍	Really sad these tops don't come in larger sizes. This combined with all the XS sized models used for the whole campaign really makes TALA feel like a brand that doesn't want bigger bodies wearing their stuff :/
Love that outfit😍	I'm so confused 🙂 the black cami in black is only from xs to XL but the other colour is in the expanded size range?! I'm baffled and to be honest the marketing for this where are the plus size women? Feels like the focus group for plus size women was a ticklist Tala.
Loveeee	Have you increased the prices? Everything is so expensive at the moment
this top is a need for the summer	It would be AMAZING to see your products on different body shapes!!! Massive fan of Tala - legit obsessed but the gram post are not very diverse xxx
LOVE 😍	will TALA ever go back to using more diverse models?? I remember when they used to have a range of bodies and it was so much more welcoming than just the same able bodied/lightskin/white/flat stomached ones they seem to exclusively use now :/

@issytrevallion this is the kind of tracksuit I was thinking of
It's TOO cute 😍😍😍
Need the whole outfit
when will the sculpt seamless leggings in the brown and olive be restocked?! i neeeeed
can you guys pls restock the beige cropped hoodie 😭😭
I'm EXCITED about this tank! Spent a good 90 mins ip dip doing between navy and grey… had to be navy for work fits. Maybe grey will find its way into my basketo one sweet day 🤩🥲
Very impressive on this seamless set ♥️
These sets 😍😍😍
I can't 😥 I know have no money 😥
I did it 🙌
This is going to be the besssst airport / errands fit. 😍
These are a MUST 😍
Love!
You just want all my money don't you? 😍😂
GRACE!!!!!!! GIRL I NEED YOU TO GET TF OFF MY NECK AND POCKETS FR FR! □
@wearetala when will you make low/midrise leggins?👀□
What sizes are the girls in the video wearing??
Are these 29" or 30" length?
With the compression, should we size up or go for our usual size?
Iconic
I can't cope with all of these new drops! I must have them all ♥️☺️
Not sleeping on this launch
This new set is 😍

I did a TALA order just before this set came out…might have to do another 😍
This shade of grey is everything 👏
Can't wait for mine to arrive 😍 is a size small considered an 8-10?
I need to be cut off 😍
Love these sets @chloeaddis
@courtney_wears omg need!!
I want this because it is the perfect racer tank!! Had so many fails in the past with other brands being too loose or not hugging the figure enough this looks like exactly what I've been wishing the universe for 😍 would need it in every colourrrrr ❤ this is bomb
I honestly wish I could buy everything from TALA.... love every product 😁
I want one because I'm officially broke after all the recent multiple tala releases and racer tanks are my absolute favorites
I need this top! Could go straight from the office to a beer garden in this in summer 😍🌞
I want one because you’re an absolute genius 🔥
I want one because I NEED one to be able to wear it to run errands and to go straight to the gym afterwards
Perfect for when you wanna go the gym after being busy all day, no excuse to not get changed if you’re already in activewear 😌
I’ve never needed a basic/staple that isn’t basic in the slightest so badly, TALA consistently slays! @emilyrigdennn only fair you get matching with me
👏They look amazing!
I want several of these because I’m a 34J with a comparatively small waist so every tank top I own is either v tight around my boobs or baggy around the waist. I feel like you created this one for me and I’ve yet to be disappointed by your magical creations so I’m excited to be blown away again ❤
👏They look amazing!
Omg need every colour!!! 🤩🤩
I want it to look banging 🔥😍
Amazing 🤩👌
I need one in every colour 😍
LOVE 😍
She strikes again!!! Looks like THE perfect quality staple
The perfect postpartum/ breastfeeding support tank 😍
I need one! Can basically never wear racer backs ever due to the bra situation lol
I want one!! Because it’s exactly what I’ve been looking for as a “go workout and grab a coffee with a friend” type top. I don’t have a top that’s so versatile, this would be the perfect motivation to not skip the workout you’d want to squeeze in before meeting up with a friend in the city 👏
I would love to have one because I’m literally breaking my wallet and spending my life savings buying everything you release 💸

I have been asking tala for a racer top for soooooo long and you have answered all of my prayers. And in my birthday month, it's like you knew 👏👀
I need one because after weight fluctuations I've been I trying to find my style and it would be perfect
I haven't tried anything from TALA yet (🔟) but I'm hooked on your brand, the marketing, the campaigns, the growth and THE COMMUNITY you guys have built. So I want one to finally experience @wearetala and see what all this "nuance" is about! ❤️
I live in tanks like this and want to start a collection of sustainable ones from Tala!!
I would love one as it's such a VERSATILE clothing piece that I can wear on many occasion's throughout the day. It looks comfortable and stylish ✨💁‍♀️🥿👠🤍
I want one because it reminds me of the ribbed white cropped bra I bought from one of the very first launches ever! I can't remember the name but I love it. Unfortunately I ordered it an extra small and it doesn't fit that well anymore /:
I love love love this! Struggling with unemployment currently, this would be the perfect tank to wear casually, to the gym but also under blazers (as demonstrated by you) to interviews as I get so so hot in normal tops & blazers when I'm nervous! It would also go great with my Tala leggings xx 🐸🐸
I need it because I've worn the very first Eden zip up top you ever brought out at least twice a week since I got it, I need to mix it up cause ppl are starting to notice 🤣
Because Grace started wearing army pants and flip flops so I bought army pants and flip flops
This is a strong need
I want one so I can style it with every one of my oversized blazers and look like I have my life together!
I want one bc I ordered your book but my mum stole it and is now obsessed so I want to flex on her
I have several tops like this (not this kind of quality and look ofcourse) but am never able to wear because I don't have a good bra for these kinds of tops 😂 Now this is one I could wear eeeeeveryday without thinking about what's underneath 👏 Go Grace 🙌
Well, I'll take ten please x
I want one as I haven't found the perfect tank top in years and seeing as tala has the crown on essentials … I'm trusting it 👏 and a boost of confidence is always welcome
Grace, I'm gonna need you to stop! Adds to cart* 🤍🤍
Would loveeee one as I'm obsessed with all things tala but being west coast USA always miss the launches and can't get my size before they're sold out!! I can never find cute tank tops that work for me and this built in seems life changing
I need one so I can have people go "Ooooo" because I got so ripped after shreddy 70. (It's me looking at myself in the mirror, I am people 🔥)
It's a neeeeed 👏
When I've been search for the perfect basics and BAM 💥 you appear on my feed like magic! Being part of the itty bitty titty community doesn't mean you gal doesn't want to feel any less supported. This is just 💯 can't wait to have everrrry colour way in my wardrobe 💯 keep doing what you're doing

I love a supportive racerback! As a big- busted girl, I've never been able to eat one without a bra, and the straps *always* show. I just wanna be an effortless gal and let the girlies be freee
I want one because like every other Tala piece I wear it will boost my confidence when I wear it🤤 I'll look snatched
I want one simply because I already know it'll be my new fave - quality and fit unmatched
I want one because I spent all my money on the recent Tala drops and stocking up on Shreddy greens and bars (#noregrets) and now I NEED this too! Sick and tired of replacing my fast fashion racer tanks all the time because I literally live in them😭😭
Looks amazing! Would love you to do it in pure white
Another thing I need to order 😂😂♡
I've never needed a basic/staple that isn't basic in the slightest so badly, TALA consistently slays!
this tala top seems to be a game changer
Would love the tank for my inner child. I am currently re-learning the feeling of deservingness I think many of us can lose a bit along the way and I think she'd really love the win
Love and want it because I tell myself I need basic tops whenever I have a wardrobe meltdown which is every time I have to wear clothes which is everyday yet my ADHD brain never gets around to buying the basic essentials and I can never find one that boosts the gals and the body image simultaneously and strapless bras are the devil. And what is punctuation when your brain moves this fast all the time 😂😅 hence why I always forget what tank I need for all outfits until I try to wait any outfits
I want one so I never have to wear anything else ever again ⍰⍰
I want one to be the first piece of my capsule wardrobe for my first big girl job!!
I'm off to Australia next week and this would be an amazing top to take with me-
👏They look amazing!
Amazing 🤩👌
I want it to look banging 🔥😍
I want this because it is the perfect racer tank!! Had so many fails in the past with other brands being too loose or not hugging the figure enough ⍰ this looks like exactly what I've been wishing the universe for 😍 would need it in every colourrrrr ❤ this is bomb
I want several of these because I'm a 34J with a comparatively small waist so every tank top I own is either v tight around my boobs or baggy around the waist. I feel like you created this one for me and I've yet to be disappointed by your magical creations so I'm excited to be blown away again ❤
Is the light grey shade similar to your first ever Zinnia light grey leggings? Just wondering if this jacket would work with my zinnias 🤔
Imma need the navy in everything 😍
I need
This is gorgeous
Loooove the vibes !!! I need to remake this moment
Goals
🔥 not want, NEED

Obsessed 😍
Love the vibes 🎧 🍩 🎶
Wow 😍😍
Obsessed 😍😍
OMG TALA YOU HAVE OUTDONE YOURSELF 😮 👈 🤑
Wowww
@kianalowers u need these
Need 😍😍😍
I need this😍😍😍
@maegrocock I NEED it all x
Omg this is gorgeous
Should i just give you guys full access to my bank account at this point 😍
Two of my favourite collections just had a baby. What a dream 😍
Neeed🔥
LOVE 😍
WOWWWW
Half my wardrobe is @wearetala at this point 😅
NEED 🔥
😮 👈 🔥
This is 10000% a need
Need 😍
Need 😍
Please stop releasing things, me and my bank aren't friends
I'm obsessed with this 😍😍
@megan.chloex need
Love!!!!!
So in love with your pieces 😍
Thanks digital marketing for funding my @wearetala habit 🙏 🙏
No one does it like talaaaaa
Women in stem - get them that engeneering degree already 👧
Elle this looks so nice and comfy @xelle.22 😍😍🙏🙏
well shit, I guess I need it all 💁 👀
Litrally what I've been waiting for 😍
THE NAVY FINALLY
EHHHHH WOW WOW WOW 😍😍😍
Literally take my money already
My lord Jesus Christ I can't cope😍 😮 👈 👀 *fainting* 😳
Yes yes yes 😍
Obsessed
LOVEEEEEEE

Can’t say it enough, PLEASE restock the dayflex long sleeve vest 😭
love love love
I. AM. SO. EXCITED.
Need 😍
The sculpt seamless collection is my all time fave 😍
Does this black match the original black SA collection or is it darker? And does the dark blue match the other SS dark blue?
Is the jacket good for running and excercise? I need a running bbl jacket! X
How much are the tanks going to be?? Think I need them in my life 😍
Unreal
Stop taking all my money 😭💞
will this outfit come in the plus sizes? 🙏🙏🙏🙏
i want her so bad
NEED❤️🔥
omg the greyyyyy
Willing to take a fine for a fit that good 😍🙌
ohhh she is such a pretty colour□□□□
Love ❤️
@wearetala when oyster black leggings will ne restocked in size xs?
Too Fine 😊
LOVE LOVE LOVE
Obsessed with this jacket tbh
Love this 😍
Need need need need 😍😍😍
Tala you’re making a run for my money
Love this colour!! 😍
Iconic 😍
Activewear was made for all activities not just working out, change my opinion 💅😮👈
Dreamy 😍
I just got my mock neck jumper and now I want it in every colour and some!
Need it
Haven’t taken mine off since it arrived - best hoodie I own □□
How STUNNING 🔥
Obsessed 😍
My favs □□
Either the flared leggings or a maxi dress (cami or long sleeve). Oh wait...I have all of those 😂

ANNEX 3: Interviewees' Profiles

Interviewee	Name	Gender	Age	Nationality	Occupation	Main social media	Knew about TALA?	Bought from TALA?
1	Beatriz	Female	14	Spanish	Student	TikTok	Yes	No
2	Arianna	Female	22	Spanish	Intern	Instagram and TikTok	Yes	Yes
3	María	Female	22	Spanish	Student	Instagram and TikTok	Yes	No
4	Adriana	Female	30	Spanish	Works	Instagram	No	No
5	Pilar	Female	62	Spanish	Retired + mom	None	No	No

ANNEX 4: Interview Questions

1. What are your initial thoughts on TALA and how they leverage social media for their brand?
2. Do you get the sense that their clothing is high-quality based on what you've seen?
3. What about versatility? Do you think their clothes could be worn for more than just working out?
4. Do you think the garments look comfortable and cozy based on their posts?
5. What do you think about TALA having English-only social media and website? Could that be a problem for customers who don't speak English or aren't native speakers?
6. What do you think about their prices?
7. What do you think about their shipping costs? Since TALA is based in the UK, do you think their high shipping fees would be a problem for you?
8. Trust is important when it comes to online shopping. Are you comfortable sharing your credit card details with international brands like TALA?
9. What's your take on TALA being a sustainable brand and being transparent about their manufacturing processes? Do you think it sets them apart from other brands?