# The impact of social media on fashion marketing in our country

## Prof. Dr. Kreshnik BELLO

(https://orcid.org/0000-0002-5273-4693)
Departamenti i Menaxhimit dhe Marketingut, European University of Tirana, Tirana, Albania
kreshnik.bello@uet.edu.al

## Dr. Aurela BRAHOLLI

(https://orcid.org/0000-0002-6499-0686)
Departamenti i Menaxhimit dhe Marketingut, European University of Tirana, Tirana, Albania
aurela.braholli@uet.edu.al

## Prof. Asoc. Dr. Irina CANCO

(https://orcid.org/0000-0002-1094-8749)
Departamenti i Menaxhimit dhe Marketingut, European University of Tirana, Tirana, Albania
irina.canco@uet.edu.al

## PhD. (c) Ina KEÇI

(https://orcid.org/0000-0002-9918-1715)
Departamenti i Menaxhimit dhe Marketingut, European University of Tirana, Tirana, Albania
ina.keci@uet.edu.al

## Flori GJONAJ

European University of Tirana, Tirana, Albania
fgjonaj@uet.edu.al

## Abstract

*Today, social networks have become inseparable from business, with many companies using them to sell products and services. Each social network has its own characteristics and marketing tools, among which each company chooses, for the promotion and sale of the products and services it offers. In the case of fashion products, they are the social networks that have in their focus image promotion.*

*Purpose: The problem studied in this paper deals with issues related to the degree of interaction between social media and fashion products. Social media is the medium where most consumers are found. In other words, we have a relationship between fashion products and the location of consumers, which is also the most important point of the problem addressed in this paper. This paper aims to highlight the role of social networks in the marketing of fashion products.*

*Methodology: Some of the methodological elements used in this study are the questionnaire is the research instrument; 284 respondents is the sample used; the EXCEL program is used to process the data.*

*Findings: Some of the most important findings of the study are Instagram is the most connected to, social network; the frequency of surfing the Internet is about 2 hours a day; advertisements for social networks, are frequently encountered by respondents; etc.*

*Value: This study is important because it serves as a guidance tool to managers, marketers, and researchers, by showing the role social media plays in the promotion and sale of fashion products.*

*Key words: fashion products, social networks, digital marketing, consumer purchasing decisions.*

## Introduction

Social media platforms are diverse and some of the most prominent are Facebook, Twitter, Pinterest, LinkedIn, Instagram and WhatsApp. According to Charoennan and Huang (2018) *fashion businesses* use *social media* to influence *consumer purchasing decisions*, so social media has been deemed indispensable in the fashion industry.

Instagram has been described as the most suitable social media for the fashion industry and the social media that fits it best, because it includes all age groups and increases the contact of customers with fashion experts. Many fashion companies

have moved to Instagram to promote their brands. Facebook also, is used by fashion companies to increase contact with customers and promote their brands. Another social media such as Pinterest is used by fashion companies as a promoter of new fashion trends.

According to Muangmee (2021) social media is used by fashion companies to increase the number of followers and to distribute updated information about the target market. The fashion company Monki incorporated social media such as: Instagram, YouTube and Facebook, to mainly display the latest collections by applying the video format (Fashinza, 2022).

The biggest sales for fashion products are mostly done on the WEB, from the Instagram and Pininterest. According to Ma (2020) social media such as: Facebook, Instagram, Pinterest and LINE are the social networks that both consumers and fashion companies apply the most. According to the Electronic Transaction Development Agency report (Ma, 2020), sales of the fashion products in Thailand, using social media, have doubled from $10.9 billion in 2017 to $21.8 billion in 2019, and sales from social media accounted for 44% of e-commerce in 2019, where most of the products were bought on Instagram and Facebook (Reuter's, 2019).

Based on the study of Jansom & Pongsakornrungsilp (2021), purchases on social networks were influenced more by direct communication with the merchants. According to Sritanakorn & Nuangjamnong (2021) consumers of fashion products rely more on the social media to buy fashion products than on the shopping malls. For example, based on the Digital Advertising Association of Thailand (DAAT), in Thailand for 2020 there were about 52 million of people described as internet users, and a similar number described as social media users as well, where YouTube and Facebook were the social media that occupied 94% of internet users.

According to Chankoson & Thabhiranrak (2019) the growth of social media users is closely related to the growth of the role of marketing and the role of dominant social media like Facebook, Instagram and YouTube. According to Ananda et al. (2019), social media is inseparable from the fashion clothing industry, not only because it is a combination of many of the mostly used communication channels, but also because the interaction with information is of an extremely high frequency. Based on the study of Beig and Khan (2018), social media is used in the fashion industry, because it provides convenience and comfort to the consumer, and it also serves as a very good instrument that can influence consumer buying behaviour.

The rapid development of social media has brought a great impact on marketing and marketing communication elements that influence consumer attitudes and opinions. According to Jain et al. (2018), based on the value model, three important factors have been identified, which influence the evaluation of advertisements

in social media from the consumer's perspective: *information*, *credibility* and *entertainment*. In the fashion industry, for the consumer who belongs to the youth category, *personalization of preferences* is more important, and this element has a very large impact on the *perception of advertising* on social media. This fact is reinforced more by the study of Arora and Agarwal (2019), where it was found that the more informed a consumer feels from social media, the better they perceive advertising on social media.

Based on Al-Maatouk (2020) who conducted a study based on the model (TAM), it was found that the use of technology by young consumers has led them to be social media users, and this increases the level of satisfaction when they use the social media. This is an important element that affects their purchasing behavior. According to Gunasagaran (2019), fashion brands are applying in their advertisements the change of attitudes towards product purchases, being driven by advertisements on social networks. The effectiveness of this strategy lies in placing the right content on the right social media. Based on Jinarat's (2022) study, the attractiveness of social media content is influenced by information seeking, purchasing intent, and social media usage.

According to Daowd (2020), consumers have demand for products that come to them faster, cheaper and better, where the communication channel is intertwined with social media. It should also be emphasized, that technology has influenced the way consumers spend and make their purchasing decisions.


## Social media

One of the elements of social media, is the creation of facilities for the exchange of information and ideas. There are many applications such as: Facebook, Instagram, Twitter, YouTube, etc. that allow their users to share content as well as interact with each other and create communities. It is estimated that there are 4.7 billion individuals who use social media, or in other words about 60% of the world's population.

At the beginning of 2023, it was found that 94.8% of users used applications more, followed by websites and social platforms. Search engines were the most popular with 81.8% of users. In its beginning, social media was seen as a way of collaboration between friends and family, but this approach quickly changed because it was also seen as a very good way of selling. The first social media was MySpace where in 2004 it had one million users, and later Facebook and Twitter were the social media that followed, where many businesses turned their attention to these social media.

According to the Global Web Index, 46% of Internet users are informed by social media. On a global scale in 2020, users spent an average of 2.24 hours every day on social networks, where the entirety of social media is included in this statistic, while for websites this statistic goes up to 40% of users. Generation Z and Millennials are more likely to get information from social media. It should be emphasized that social media has a very important role in the marketing strategies of businesses, taking into consideration the "time spent on social media" indicator. The dynamics of social media are high, and changes are very frequent.

## Literature review

Today, social networks have become inseparable from business, with many companies using them to sell products and services. Each social network has its own characteristics and marketing tools, among which each company chooses, for the promotion and sale of the products and services it offers. In the case of fashion products, they are the social networks that have in their focus image promotion.

### Marketing Through Social Media

The most important tool for digital marketing with social media is the Virtual Brand Community (VBC). This element can be conceived as a component of an interest group towards brands in the digital world. A *collection of individuals* who are *interested in a brand or a product or service* constitutes *a brand community*. Community creates a space of interest, where value is created and more understanding about a brand grows. The more consumers trust a particular brand, the more the brand loyalty grows. Numerous studies have shown that brand communities create new forms of brand relationships and new forms of interactions, as in the case of Electronic Consumer to Consumer Interaction (eCCI).

Opportunities to connect with other consumers form the basis of consumer experiences, and SNS (Social Networking Service or Social Networking Site) have become a new way for consumers to communicate between themselves and companies. eCCI has more impact on consumer decisions, than traditional marketing that many brands apply. The factors that affect the effectiveness of marketing based on eCCI are content, security, convenience, quality, atmosphere, and society. Examples of eCCI involve for example, posting questions about the fit or colour of a product displayed online and *consumers giving their opinions*. This type of conversation can lead to increased trust, compared to the situation when the company itself responds directly.

Consumers are more affected when there is an intermediary answering them, than when the company is part of the conversation directly. Personalized services should be based on customer feedback in social media communication strategies. The level of adaptation has to do with the customer's needs, and these be translated into a concrete service or product. Companies can represent brand personality by using social media, and thus they might have the opportunity to reinforce brand likability and increase brand loyalty.

In social media, the main aspect is the creation and distribution of content. Content created by users is an element that affects businesses, because consumers are targeted through algorithms, and through the content value is also created for the brand. With the development of social media, marketing strategies are not focused only on the company as an interested party, but also on the interaction of consumers between them. This allows companies to connect much more with the potential customer, so the level of connection also affects the creation of value.

These activities are considered as social capital, and this capital is influenced by 6 factors such as: affiliation, identity, information, advocacy, utility and conversation. This capital has at its core the customer and its management by the company. When the brand enters the consumer's life, the brand's interaction with the consumer increases, affecting the growth of social capital, an element that affects the increase of loyalty to the brand.

Consumer-Generated Advertising (CGA) is a form of advertising designed to persuade consumers to purchase products. Based on a study comparing CGA and Firm-Generated Advertising (FGA), it turned out that the reactions are different. In the case of FGA, the consumer was more aesthetically influenced towards social media, but consumers were in favour of CGA. This model encouraged more communication and response between individuals, creating a community and increasing trust. In this model, consumers received opinions and information on the experiences of other consumers regarding the purchase of products directly and indirectly from advertisements of companies, which in their focus had the sale of products. The factor that makes this model successful is 'fun'. Entertainment is more about the content and how interesting it is in the eyes of the consumer.

Sharing posts on social media has a lot to do with self-development behaviour. Consumers share the ad with other individuals if the match level is high with their identity. Consumers are more responsive to information generated by individual consumers, by word of mouth, than by companies. *The main essence of marketing through social media is communication with consumers.*

Companies are forced to create their accounts on many social media to create a communication space. Companies develop marketing strategies so that consumers create the identity and trend with the brand, and in addition to this they also develop analysis of user reactions and their posts on company blogs, to know the consumer and adapt the appropriate communication strategy with the customer's need.

## Social media categories and tools

*Types of categories and tools in social media*

*Facebook*
It is the largest social network where the number of active users has reached about 1.59 billion. It was created on February 4, 2004, and in a period of 12 years it has received many monthly active users, an element that makes it the most effective medium for creating a connection between consumers and companies.

*Twitter*
Posts are limited to 140 characters in this social media, and this medium has about 320 million monthly active users. Companies also can use it. Businesses can use this social media to interact with potential customers, answering the dilemmas they have and providing information. They use this medium for advertising, to target potential customers. Twitter was founded on March 21, 2006.

*Google+*
Google+ constitutes a trend in digital marketing, where it is applied as an element of the SEO strategy, suitable mainly for small businesses. Google+ was launched on December 15, 2011, and has approximately 418 million active users, as of 2021.

*YouTube*
The largest video distribution medium YouTube was created in 2005, and in 2006 it was bought by Google for $1.65 billion. YouTube is estimated to have about 1 billion monthly viewers and is ranked second medium, only to Google, in consumer searches.

*Pinterest*
Pinterest is a new medium in social media. This social media counts around 100 million customers, as of 2021, where most individuals are women.

*Instagram*
Instagram is the social media that represents visualization, and the number of users in this social media have reached about 400 million dynamic customers, and it is owned by Facebook. Most of the posts on this social media focus on travel, fitness, food, work and related subjects, etc. Videos and photos can also be shared on this social media. 95 percent of Instagram customers also use Facebook.

*Tumblr*

Tumblr is classified as the most difficult social network to use, and in this social network posts such as: quotes, conversations, videos and photos, as well as voice messages, can be created, so there is no limit to the material you can share. It was created in 2007 and currently has more than 200 million sites.

*Flickr*

Flickr, otherwise known as "Glint", focuses on photos and videos. It was created in 2004, and then acquired by Yahoo in 2005. The focus of this social network is on sharing photos. This social network has more than 112 million customers in over 63 countries.

*Reddit*

This social network focuses more on social news and user emotions. Users have an important role in this social network as they can adjust their positioning on the page up or down. Those with the most votes are listed above.

*Snapchat*

Snapchat is a social media that promotes image, and this application has about 100 million dynamic users as of 2022. More than 18 percent of every social media user, uses Snapchat.

*WhatsApp*

WhatsApp Messenger is a social media where the focus is on the distribution of messages, photos, videos, documents, voice recordings, etc. It is estimated that this social media has over 1 billion users, as of 2021.

For 2023, social media are ranked as following:

Facebook is the largest social media with 2.96 billion users. Here are some figures for the most popular social media websites, as of November 2023:

- Facebook (2.96 billion users)
- YouTube (2.51 billion users)
- WhatsApp (2 billion users)
- Instagram (2 billion users)
- WeChat (1.31 billion users)
- TikTok (1.05 billion users)
- Facebook Messenger (931 million users)
- Douyin (715 million users)
- Telegram (700 million users)
- Snapchat (635 million users)

*Types of Social Media Users*

Types of users in social media

### The listener
This user profile is identified as flying under the radar because it likes the posts but does not give "likes" to them. They comment very little, while their profile posts are mostly misunderstood and seem like being foreign.

### The activist
This user profile is categorized as an individual who has compassion and will change all the time. He sees social media as an opportunity to make a difference.

### The spammer
This user profile is categorized as an individual who distributes posts qualified as "quality content" posts, also these users have in their focus the distribution of promotional messages to individuals who have friends, so in a way they use acquaintances to distribute promotional materials.

### The Passionist
This user profile is categorized as a user who enhances the world of social media. These individuals are driven by passion to use social media, and at the same time these individuals have a focus on exploring and sharing their passion with others online.

### The social butterfly
This user profile is categorized as a user who all the time does not stop showing that the world is too small and presents this element in the photos he shares. Also, in the photos of these users, there is no lack of labelling of people whom they have met in different situations.

### The troll
This user profile is categorized as a user who objects all the time and the objections become so unpleasant that they can be classified as direct hate speech, even though they can be trivial or trivial matters. They are the typical users to block.

### The influencer
This user profile is categorized as a user who creates 10% original content. They are users who create high-quality content and share knowledge from different fields

with their followers on social media. These individuals are passionate about the topics they share and focus on helping and educating other users. They qualify as Master of Quality content and work for it every day.

## The early adopter
This user profile is categorized as a user who has been a Facebook or LinkedIn user. These users are willing to switch to all possible social media.

## The black booker
This user profile is categorized as a user whose focus is relationship building. This user sees social media as a very practical way to communicate with other users. These users before the development of the Internet kept a black pad with phone numbers that they contacted from time to time. They have a focus to avoid technology but found themselves in love with social media because it allowed them to be in constant contact with other individuals from all over the world.

## The family person
These social media users tend to avoid technology, and they like social media in the moment they realized they could keep in touch with their family members from all over the world. The best way to reach them is by trying social media contests, which are focused on bringing them closer to their loved ones.

## Individual Users of Social Media

Types of individual users in social media are:

## The no shows (41%):
They are users who are classified as individuals who have not logged in, in the last 30 days, and are usually male over the age of 65. They have a low level of trust and are not inclined to show interest in someone else's activities, interests or contents.

## The newcomers (15%):
They are users who are classified as individuals who are passive towards a social network. In order not to appear neglected, they are ready to join different social media. These users use social media to improve relationships.

## The onlookers (16%):
There are users who are classified as individuals who watch and eavesdrop on anyone who posts, but they do not post themselves. They are part of social platforms only for others, but they are sceptical and withdrawn, when it comes to sharing material about themselves. They have a high level of control over their information.

*The clickers (6%):*
They are users who are classified as individuals who are active, but only in a single social network, mostly Facebook. There is a high probability that most of them belong to the female gender and the content they share is mainly photos, statuses and comments. They have an influence within their followers such as friends and family.

*The mix-n-minglers (19%):*
They are users who are classified as individuals who are multi-active on multiple social media. Their liking is more for brands, and for getting the latest offers and news. They are discreet about data co-confidentiality, and privacy. They have a high interaction with their friends on social media and are influencers on these social media.

*The sparks (3%):*
They are users who are classified as individuals with the most active usage of social media. Social media is seen by these individuals as an instrument of self-expression. They are individuals who are very concerned about online privacy and are reserved in social media conversations. There are users who prefer to be representatives of different brands as brand ambassadors.

## Methodology used in this paper

In this section, the Methodology of the study is treated, where some of its dimensions are also discussed such as: the problem of the work, the purpose of the work and the objectives of the work. The research question, the research tools, the population and the sample, as well as the analysis used, are also addressed.

*Problem under study*

The **problem** studied in this paper deals with issues related to *the degree of interaction between social media and fashion products.* Social media is the medium where most consumers are found. In other words, we have *a relationship between* **fashion products** *and* **the location of consumers**, which is also the most important point of the problem addressed in this paper. That is, how do companies market their fashion products by using social media, and how does the latter influence the consumer buying decisions.

## The purpose of the study

This paper aims to highlight the role of social media in the marketing of fashion products.

## Objectives of the study

- Understanding the role of social media in informing the Albanian consumer about fashion products.
- Understanding the role of social media in convincing the Albanian consumer to buy fashion products.

## Research question

According to Charoennan and Huang (2018) *fashion businesses* use *social media* to influence *consumer purchasing decisions*, so social media has been deemed indispensable in the fashion industry. Based on this the research question of this paper is "How do companies market their fashion products and influence the consumer buying decisions by using social media"?

## Research instrument

The instrument in this study is the questionnaire. The questionnaire is composed of 12 questions, where each question represents a variable, and each variable is interpreted according to the findings. The questionnaire is divided into 2 sections:

- The first section represents the demographic data of the respondents, which has a purpose, apart from the fact that it is demographic data.
- The second session consists of questions that serve the purpose of the study, as well as psychographic data.
- The data in this questionnaire are qualitative and quantitative data. Ordinary or quantitative data are numerical data, while nominal data are qualitative data, and they are categorical. Although they are categorical data, they are countable, so they are nominal.

## Population and sampling

The sample is a representative number in a population, which constitutes the total number of elements from which this representation will be obtained. In

our case the population consists of Internet users who have purchased fashion products online. In our study, we are dealing with a probabilistic sample, which means that each element of the population has the same probability of choice. Regarding the number of the sample, 284 respondents were taken into the study.

## Analyses used

In this paper data processing has gone through this process: the first phase was the collection of data through the Google form platform, then through the EXEL program the data was processed and divided into percentages, and then the largest percentage was interpreted. In the second phase, the analysis of the questions measured with the Likert scale is carried out, where the goal was to measure the perception of consumers. For the questions measured with the Likert scale, the measurement base was from 1 to 5, and further, the highest percentage that resulted in the determined scales was interpreted, where:

   a) 1 - not at all
   b) 2 - a little
   c) 3 - neutral
   d) 4 - a lot
   e) 5 - extremely much

## Limitations of the research

Regarding the number of respondents, about 382 respondents should have been included in the study, in order for the sample to be statistically representative in accordance with the statistical formula of the sample calculator. Also, not all variables that influence the purchase of fashion products from social media have been discussed and used in the analysis.

## Importance of the study

* The theoretical importance of this paper consists in the fact that it contributes to the field of social media marketing theory, bringing theoretical information about how social media affects the purchasing decision of consumers for fashion products.
* The practical importance of this paper is that, for managers, marketers, and researchers, it shows the role of social media marketing in fashion products that are marketed in our country.

## Findings of the research

In this part of the paper, the findings of the study from the analysis of the surveys are presented, where the answers of the respondents are presented graphically, and the interpretation of their answers is carried out. Some of the findings of this paper are as following:
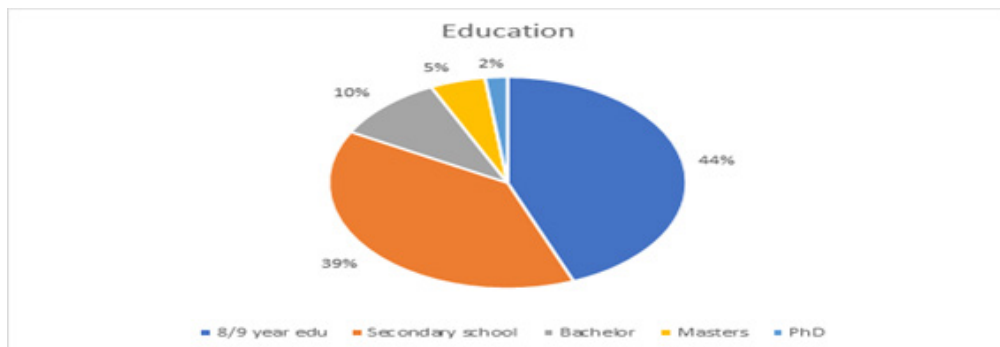
**GRAPHIC 1.** Gender of respondents.
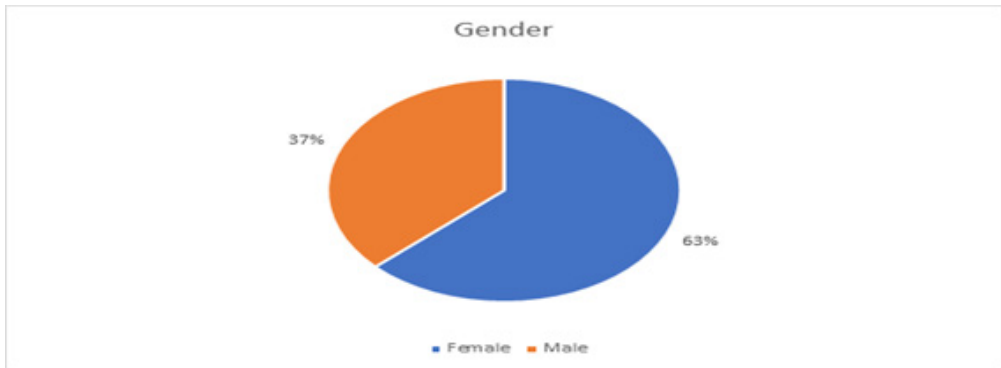


From the analysis of the answers to the question "What is your gender", it was found that 63% of respondents are women and 37% are men. So, most of the respondents are women.

**GRAPHIC 2.** Age of respondents.
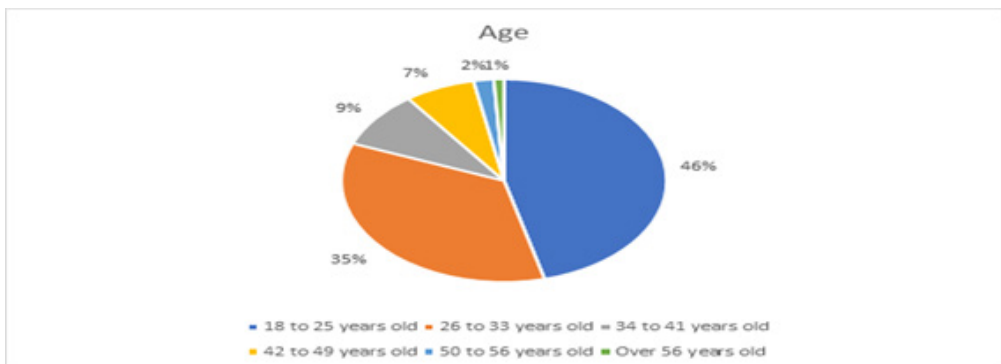


From the analysis of the answers to the question "What is your age", it was found that 46% of the respondents belong to the age group of 18 to 25 years, 35% of the respondents belong to the age group of 25 to 33 years, 9% belong to the age group

of 34- 41 years old, 7% belong to the 42-49 age group, 2% belong to the 49-56 age group and only 1% belong to the over 56 age group. This indicates that the respondents belong to a young age, which increases the probability that the studied population is suitable for the purpose of the study.

**GRAPHIC 3.** Education of respondents.



From the analysis of the answers to the question "What is your educational level", it was found that 44% of respondents belong to 8/9-year education, 39% belong to secondary education, 10% have completed a Bachelor's, 5% have completed master's and only 2% have completed a PhD. This fact highlights the situation that the probability that respondents are not very up to date with technology increases, and this can affect both the frequency of using social networks and the decrease in the degree of confidence to make online purchases.

**GRAPHIC 4.** Income of respondents.
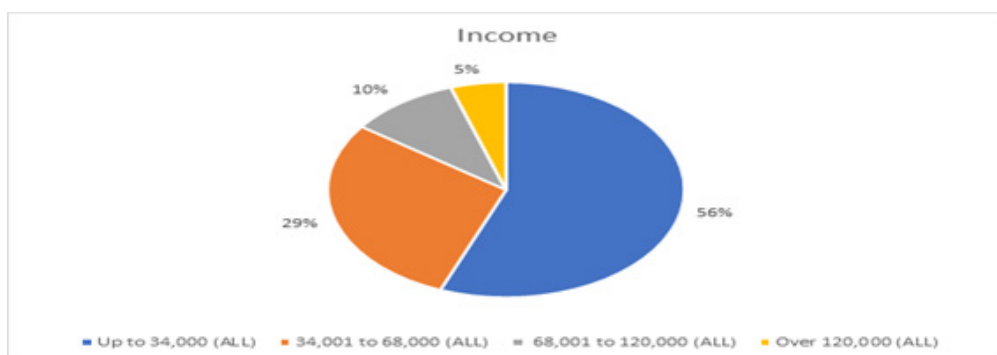


From the analysis of the answers to the question "What is the level of your income" it was found that 56% of the respondents have an income of 34,000 ALL per month, 29% have an income of 34,001 - 68,000 ALL per month, 10% have an income of 68,001 - 120,000 ALL per month, and 5% have an income above

120,000 ALL per month. This shows that the level of purchasing power of the studied individuals is equal to a minimum wage. If we consider the prioritization of expenses, this fact further reduces the possibility of purchasing of the fashion products.

**GRAPHIC 5.** Usage of social networks.
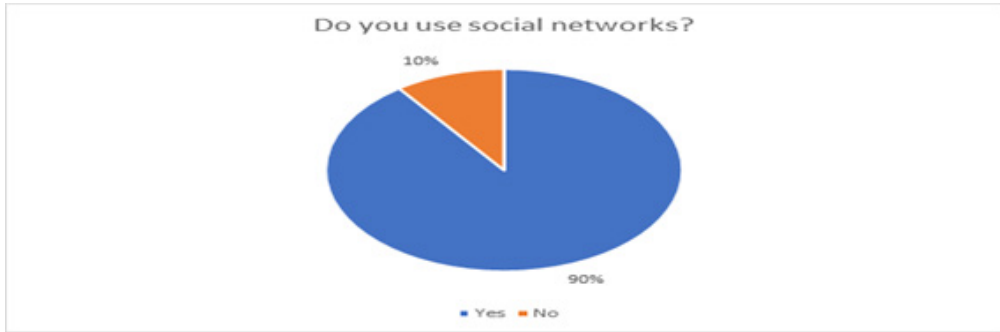


From the analysis of the answers to the question "Do you use social networks", it turned out that 90% of respondents use social networks, and only 10% say the opposite. This shows that the population taken in the study is suitable for the purpose of this study.

**GRAPHIC 6.** Time of usage of social networks.
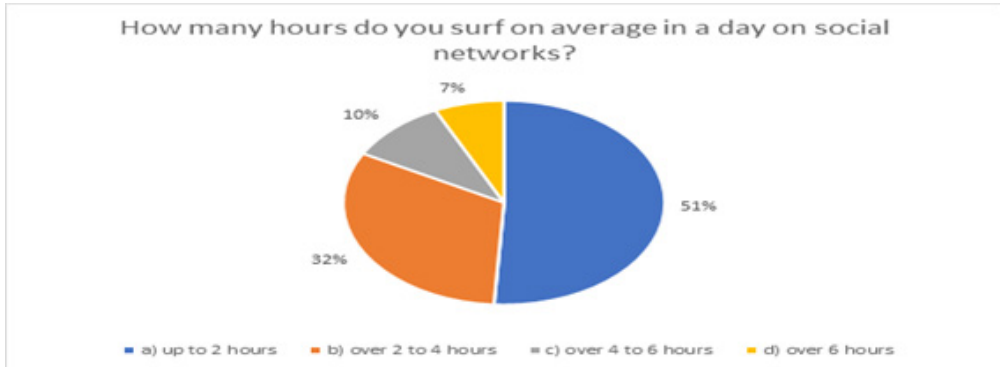


From the analysis of the answers to the question "How many hours do you spend on average per day on social networks", it was found that 51% of respondents spend up to 2 hours per day on social networks, 32% of respondents spend more than 2 to 4 hours per day on social networks, 10% of respondents spend over 4 to 6 hours a day on social networks, and 7% of respondents spend over 6 hours a day on social networks. This shows that the frequency of navigation per hour, in a day,

on average is 0.083 hours. This fact shows that this is not a high frequency, which reduces the probability of the possibility for targeting these individuals through advertising on social networks. Also, to design marketing strategies, this indicator should be taken into consideration.

**GRAPHIC 7.** Frequency in usage of social network.
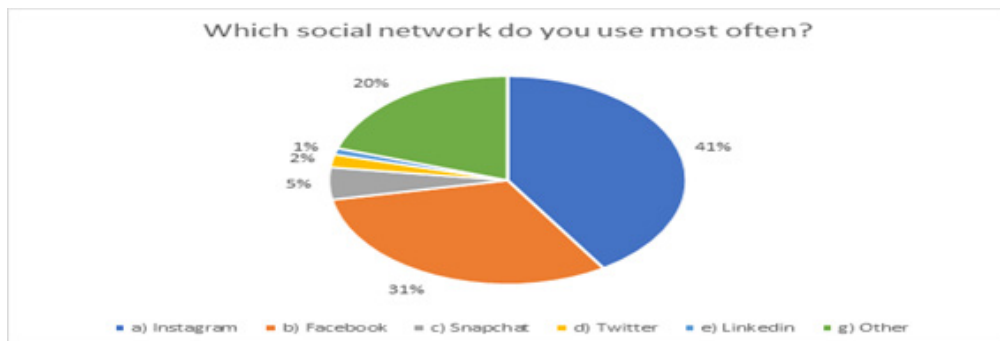


From the analysis of the answers to the question "Which social network do you use most often", it was found that 41% of the respondents use Instagram, 31% of the respondents use Facebook, 5% of the respondents use Snapchat, 2% of the respondents use Twitter, 1% of respondents use LinkedIn, and 20% of respondents use other social media. This shows that if marketing strategies are to be built, they should be oriented towards the use of the Instagram social network, because if consumers who buy or use fashion products are to be targeted, then the marketing strategy will be more effective.

**GRAPHIC 8.** Frequency of buying fashion products.
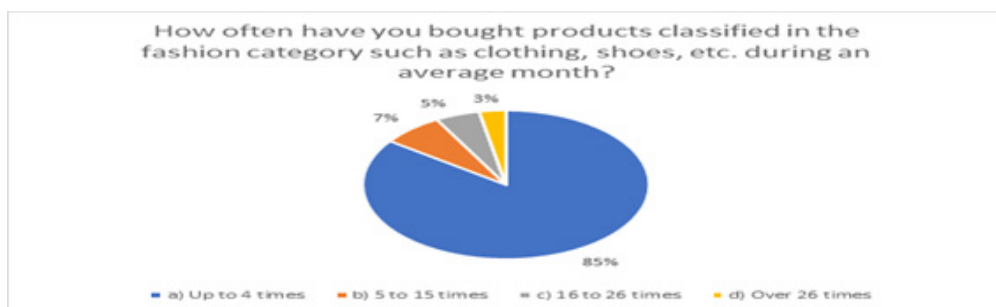


From the analysis of the answers to the question "How often have you bought products classified in the fashion category such as: clothes, shoes, etc., on average during a month", it turned out that 85% of the respondents buy fashion products, clothes, shoes, etc. up to 4 times a month, 7% of respondents buy fashion products, clothes, shoes, etc., 5 to 15 times a month, 5% of respondents buy fashion products,

clothes, shoes, etc., 16 to 26 times a month, and 3% of respondents buy fashion products, clothing, shoes, etc., more than 26 times a month. This indicates that a maximum of 4 purchases are made per month, i.e. approximately 1 purchase per week. This fact shows that we do not have a very high level of purchase frequency. This fact shows the characteristics of the audience studied for fashion purchases, clothing, shoes, etc., where it constitutes an audience with a very high potential to buy more and more products online.

**GRAPHIC 9.** Ways for obtaining information about online purchases.



From the analysis of the answers to the question "If you bought fashion products online, where did you get the information", it turned out that 68% of the respondents said that they got the information to buy fashion products online from social networks, 11% of respondents said they got information to buy fashion products online from the web, 11% of respondents said they got information to buy fashion products online from influencers, 5% of respondents said they got information to buy products of online fashion from different apps, 2% of respondents said they got the information to buy fashion products online from an acquaintance, 2% of respondents said they got the information to buy fashion products online from TV, and 1% of respondents said they got the information to buy fashion products online from other sources. This shows that if the digital marketing strategy is applied for information purposes, social networks should be used as a communication channel, because it turns out that most of the respondents receive information from this means of communication.

**GRAPHIC 10.** Frequency of encountering advertisements in social networks.
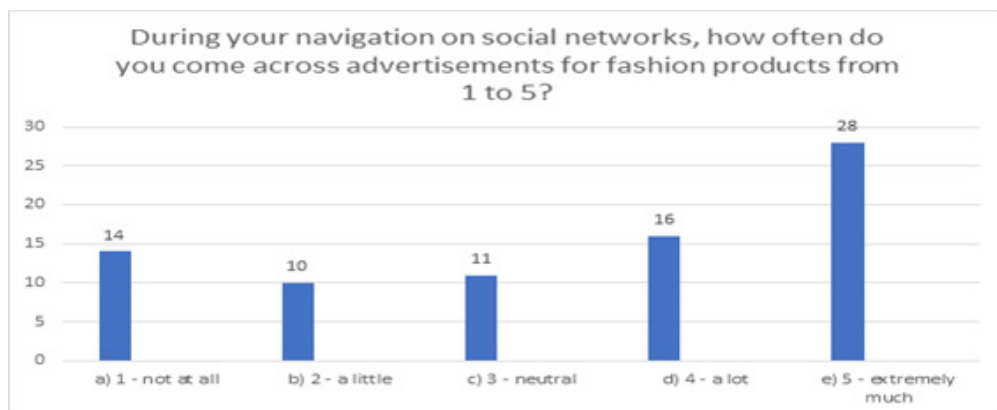


From the analysis of the answers to the question "During your browsing on social networks, how often do you come across advertisements of fashion products from 1 to 5", it was found that 28% of respondents have come across "extremely much (5)" advertisements of products of fashion, 16% of respondents have come across "a lot (4)" advertisements for fashion products, 11% of respondents have come across "neutral (3)" advertisements for fashion products, 10% of respondents have come across "a little (2)" advertisements for fashion products, 14% of respondents have come across "not at all (1)" advertisements for fashion products. This means that marketing strategies have targeted respondents with a high frequency of coming across advertisements for fashion products through social networks. This element shows that in terms of targeting, the strategy has worked, but this fact cannot be translated into product purchases. However, as the frequency of exposure to advertisements for fashion products increases, the probability that these individuals will make a purchase increases, as well.

**GRAPHIC 11.** Influence of advertisements on information about fashion products.
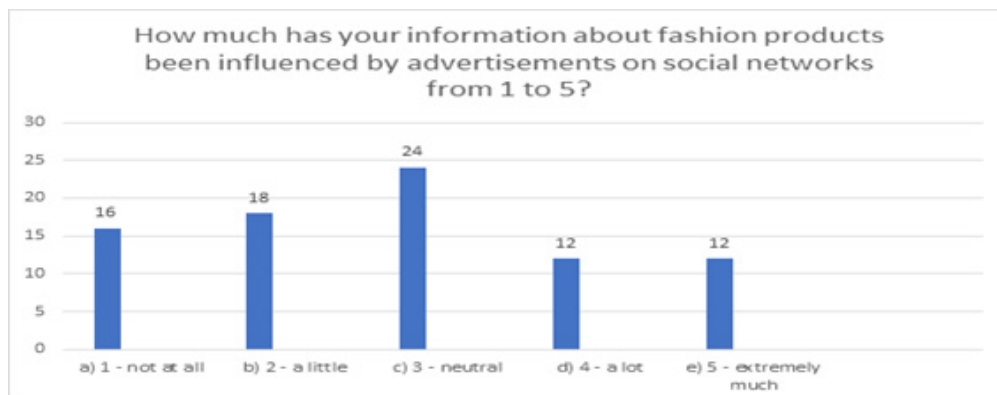
From the analysis of the answers to the question "How much have you been influenced by your information about fashion products from advertisements on social networks from 1 to 5", it resulted that 24% of the respondents expressed that they are "neutral (3)" regarding the role of advertising on social networks in informing about fashion products, 12% of the respondents said that they are influenced "a lot (4)" regarding the role of advertising in social networks in informing about fashion products, 12% of the respondents said that are influenced "extremely much (5)" regarding the role of advertising on social networks in informing about fashion products, 18% of respondents expressed that they are influenced "a little (2)" regarding the role of advertising on social networks in informing about fashion products, 16% of respondents expressed that they are influenced "not at all (1)" regarding the role of advertising on social networks in informing about fashion products. It should be emphasized that information constitutes an important element of the consumer purchasing process. Since most of the respondents are "neutral", then it proportionally results that most of the respondents have expressed, that advertising on social networks has affected their information to some extent, and this fact shows that the chances that social networks be very effective in informing of consumers for fashion products are increased. However, it cannot be said with certainty whether the products or the content distributed has been totally suitable.

**GRAPHIC 12.** Influence of social media advertising on the purchase of products.
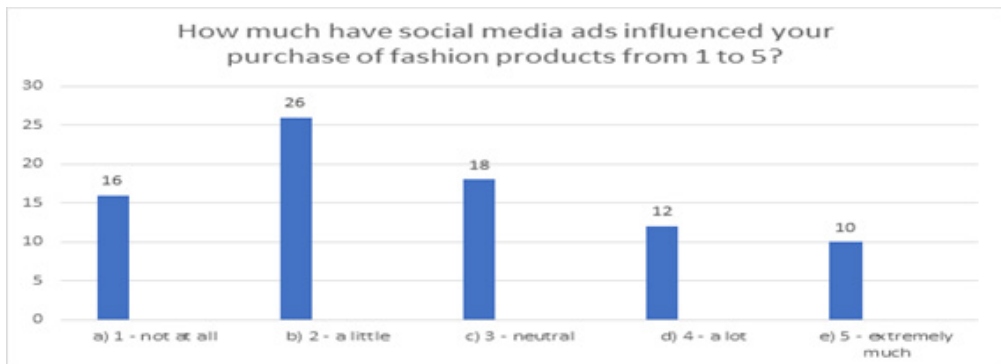


From the analysis of the answers to the question "How much did advertising on social networks influence you to buy fashion products from 1 to 5", it was found that 26% of respondents said that social media advertising for fashion products has "a little ( 2)" influence on the purchase of these products, 16% of respondents said that social media advertising for fashion products has "not at all (1)" influence on the purchase of these products, 18% of respondents said that social media advertising for fashion products has a "neutral (3)" influence on the

purchase of these products, 12% of respondents said that social media advertising for fashion products has "a lot (4)" influence on the purchase of these products, 10% of respondents said that social media advertising for fashion products has "extremely much (5)" influence on the purchase of these products. These figures show that the level of effectiveness of social media advertising for fashion products is not at a high level, and it does not have a high impact on the purchase of these products. It should be emphasized that the purchase is the most important step in the consumer purchase process, and based on this step, social media advertising for fashion products turns out not to be very effective.

## Conclusions and recommendations

In this section of the paper, the conclusions drawn from this study are presented. In addition, the necessary recommendations of this paper, addressed to the marketing specialists, company managers, social media users, theoreticians and researchers, have been addressed here.

### *Conclusions*

- After processing and analysing the data, it was found that the studied population belongs to the age group of 18 to 25 years, where it is clearly established that this population is relatively young in terms of education, where most of the respondents have 8 or 9 years of (the secondary) education.
- In regard with the income of the respondents, it reaches up to the amount of 34,000 ALL, which clearly shows the amount of the purchasing power of the respondents, where it is observed that it corresponds to the amount of a minimum wage.
- Respondents in this study clearly use social networks, which makes them suitable as a population and as a sample, for the purpose of this study.
- Regarding the frequency of navigation on social media, the respondents navigate the Internet up to 2 hours a day, on average, and this indicates that the frequency of navigation is not very high, which reduces the probability that advertising on social networks will be effective.
- The mostly used social network by respondents is Instagram, and the usage of this social network in marketing strategies would increase the probability that marketing strategies become efficient.
- The frequency of purchasing fashion products online is up to 4 times a month, which clearly indicates that it is at a low level.
- In principle, the respondents expressed that social networks influence their purchase of the fashion products.

*Recommendations*

- Gifts for fashion products should be modified and adapted to the demands of consumers, and those products that have the greatest impact on consumers should be offered.
- The wording of Hashtags related to fashion products should be changed to influence the buying process of the fashion products.
- The way an advertising is organized should be modified, and the content should be suitable to encourage the purchase of the fashion products.
- The content of the stories shared on social networks, should be adapted to the demands of consumers, to bring impact on purchases.
- Marketing instruments such as giveaways, hashtags, reels, stories, etc., should be evaluated as to whether they are suitable for marketing strategies to encourage the purchase of fashion products.

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