The Impact of Fashion Ads on Social Media Platforms on the Purchasing Behavior

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Abstract:
Technological developments in science and knowledge have imposed on commercial companies to implement their marketing activities within the electronic environment. Considering the increasing number of ads on social media platforms and the increasing number of its users; it has become a must to reveal the impact of fashion ads through these platforms on consumers’ purchasing behavior. As the consumer is considered the starting and ending point for the success of the promotion of any advertisement. Therefrom, this research aims at revealing the extent of such impact on the purchasing behavior of female students at the university level. This is done by identifying the social media platforms on which fashion ads are promoted. This is followed by clarifying the impact of the content and style of the advertisements presented on these media platforms on the purchasing behavior of the target group subject to this research. In addition to deducing the factors impacting their purchasing behavior. This research used the descriptive and analytical method, and the intentional sample. The research instruments comprised of interview and questionnaire to conclude the results. The key results of this research are Instagram and Snapchat are among the best social media platforms that can be used in fashion ads. The more the advertising through those platforms is clear to the point and competitive regarding the advertised fashion product, the higher the impact on consumers’ purchasing behavior. Taking advantage of the suitable times to advertise considerably contributes to motivating consumers to purchase. Purchasers’ culture and social level have their effective role in creating the purchasing decisions for the research sample members. The key recommendations of this research are the necessity for advertisers to take advantage of the research sample age group favoring Instagram and Snapchat platforms to place advertisements for fashion through those two platforms with the aim to ensure targeting the largest number of this age group which is largely consuming fashion products.

References:

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