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In social media marketing, businesses reach out to customers and build relationships with them via Facebook, YouTube, Twitter, and Instagram ads and other promotional content. According to Rehman et al, (2022), one of the 21st century's most important marketing advancements has been the rise of social media as any diverse demographics of people frequent these sites. Facebook is the standard platform for everyone, but YouTube, Twitter, and Instagram are favorites of the younger generation. Instagram's popularity has skyrocketed in recent years. Furthermore, this network's high levels of user engagement are due in large part to the regular posting of highly visual content. Instagram is built around the concept of users sharing media with one another. Indeed, on Instagram, subscribers are the people who follow your account and vice versa. Participation on Instagram is measured by the number of likes, comments, shares, and saves a piece of content receives from its audience. Hashtags are a way for users to increase the exposure and interaction of their postings (ibid). Users are able to exchange and participate in deep interest-based groups due to the online setting of social networks. A user can engage with another by enjoying, commenting on, and sharing their content.

Shen, (2020) establishes a concrete linking between the Hofstede's Cultural Dimensions and Revised Technology Acceptance Model in order to explain the acceptance of social media platforms to by fashion industries to attract potential customers in China and the United States. Specifically, the research focuses on the fashion industry in China and the United States. According to the findings of this study, the reliability of Facebook is favorably associated to the intention of consumers in the United States to acquisition fashion products, but the WeChat reliability mostly connects with China clients while purchasing fashion products. Still, there is no

correlation between the perceived utility of Facebook among American customers and their desire to utilize Facebook to make purchases of fashion items. On the other hand, their peers in China experienced the reverse outcome. The results provide an understanding of the factors that influence a client's selection of a particular site while purchasing certain fashion commodities. The managers have suggestions on the best ways to utilize social networking sites to sell their brands. When it comes to considering the purchasing behaviour of teenagers for luxury fashion brands, social media advertising plays a significant role. In current times, the the social media platforms have become highly popular among the teenagers. As a result, most of fashion industries use the platforms to advertise their brands and thus attract the teenagers. The commonly used platforms include, Instagram, Facebook and WeChat.

Majority of the teenagers use Instagram's to connect with friends through exchange of photos and video and they also share stories. Due to its simplicity while sharing information, majority of fashion firms to advertise their brands. The platform allows the firms to interact with a great audience and offers the teenagers with an opportunity to choose from high quality accessories depending on their capabilities. Through Instagram, the firms can show their new product lines, connections, prices and quality without the need for traditional advertising methods. Captions attached to the products contain the prices and they tell the purchaser on how to easily get access of the products (Rehman et al, 2022). For, instance, some industries have different offices in different places where their customers can get their products delivered. Also, where direct deliveries are made, it is possible to inform the buyers on time and the people involved in the process. The use of hashtags on the applied videos and photographs enable easy searching of the products and customers can use them to access any additional information regarding the available products and their uses. For example, using a fashion label channel with millions of

followers could help the target audience to know more about the newest brands and make relevant decisions.

The beauty companies mostly collaborate with media influencers or stars to advertise their products. The influencers have large numbers of audience following them on Instagram and most teenagers are attracted to their way of life. Thus, when the companies use the influencers to market their products, they attract more potential buyers (Jack, 2022). The companies provide the influencers with free products samples for reviews; they can use them while launching fashion events or shows or they can use them to create some content related to the products they offer. Since the advertising system of Instagram depends on algorithms, it could help the teenagers manage their spending as they only focus on the activities that interest them. Depending on the comments and likes they give to a certain brand, fashion firms can know how their client view various brands and do the necessary changes. Using interactive content publications, many teenagers will get interested to know more about the new content. The content may involve engagement activities such as quizzes or polls. Also, the platform can allow the followers to share their experiences with the brand which helps to strengthen bond between the two parties. The interaction increases potential customers as the teenagers will share their experiences with others and thus making the sales more effective.

Facebook also represents a major platform for fashion and luxury companies to advertise their products. Facebook Ads helps the teenagers to make reflections on their brand preferences. For instance, a teenage can develop an interest on a particular product using previous postings. As a result, they will be motivated to make similar searches to see whether certain companies have made their advertisements on the same products. When they find the product, they may become the product champions and even invite more people for the same. Use of visual and appealing

advertisements of Facebook attracts many teenagers and can easily access the products they are interested in and what they require to have the products (DePino, 2023). Since most teenagers want to imitate the people they see as their role models, the fashion and luxury brands can use influencers to advertise their products and through that they can attract more customers. By creating groups in Facebook, the companies can establish a platform that allows the young people to easily interact with their brands, make suggestions and know more of what is happening or what to expect from the available brands. When the young people feel they are part of the company, they want to remain associated with it and thus make most of their purchases there. Also, the company gets to know what their target audience wants and make the necessary provisions. For instance, most teenagers want the products that have discounts and therefore posting such products will give more adolescents a chance to enjoy the offers and invite more buyers.

In countries like China, use of WeChat has become a common pool where millions of people log in daily. Majority of the teenagers are using the platforms to help them with their spending behaviours. The platform has attractive features that the fashion and luxury brands can use to influence the young people to buy their products (Shen, 2020). Since the app power depends on a firm's ability to share its contents, they can share as many videos and photos of their products as many times as possible. Fashion and luxury brands have used WeChat to persuade young consumers to make purchases. They create programs and invite people to follow them thus making their products known. The app also contains e-commerce features that enables the teenagers make their purchases more easily. Using the WeChat Pay, the teenagers lacking other forms of payments such as credit card can make their purchases without much struggle. The privilege encourages more potential customers to make purchases due to the convenience experienced. Still, the payment features enable easy online buying possible especially during the pandemic times. For

instance, during the Covid-19 pandemic, most businesses shifted to online platforms where they could make their sales due to restricted movement and closure of businesses. As a result, most people moved became used to the platforms and so it became possible to make the necessary sales.

In conclusion, social media advertising plays a significant role in influencing the purchasing behaviour of teenagers when dealing with luxury fashion brands. Several media platforms such as Facebook, Instagram and WeChat have become common platforms that attract the teenagers. However, the effectiveness of a platform may vary from country to country as teenagers from different regions have different tastes and preferences depending on their cultures. Therefore, every firm dealing with fashion and luxury brand should know the kind of platform that would effectively sell its products to attract more teenagers.

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