

## **Insta-Shopping of Turkish Fashion**

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### **Abstract**

The augmented use of social media gives a phase for the companies or individuals to move their traditional marketing efforts into the social media. Especially Instagram become very popular with the enormous number of users and marketplace opportunity give chance to the online shops to transfer their marketing efforts into a new platform. As an emerging market Turkey, Instagram and Instagram shopping have become prevalent for the brands and the consumers to communicate and make transactions on Instagram. The aim of the study is to understand popular Turkish fashion brands' marketing strategies on Instagram. The content analysis will used to understand the Instagram marketing strategies of Turkish fashion brands on Instagram. The research findings will create a pathway for marketing communication professionals and academicians to understand Instagram as an effective brand communication channel within a new marketplace.

**Keywords:** Instagram, marketing, fashion brands, social media

## **Introduction**

Social Media has been considered as a social networking with representation of brand in Internet environment virtually and visually. Likewise, the fashion industry is one of the important industries in this globalized world especially for women centric fashion orientation. Fashion companies or individuals have started to use Instagram to widespread their styles, identities and marketing communications acts with the use of social media.

## **Instagram and Social Media**

Instagram is a tool for Social Media Marketing. Social media considered as a new technology with social networking in this globalized world. Instagram is a one of the overwhelm example for social networking site virtually. “Instagram is a free social network based photo-sharing program that enables users with a valid account to immediately take, apply on a digital hashtag or filter, and instantly share a photo or video on their profile page in Facebook or Twitter” (iContact.com, 2015). Instagram give a pathway to the users or companies to share photos and videos to accelerate and boost the brand awareness, product/service launches and try to create interest towards the company’s brands. Mainly advertising which is one of the major tools of marketing communications is used in Instagram. Virtual and visual representation of the company’s brands cause to create impression about the brands. Ayman and Kaya (2015) pointed out that, Turkish brands use brand identity on their Instagram accounts instead of integrating social media and marketing communication strategies.

## **Clothing, Fashion and Instagram**

Clothing industry is one of the most important industries in Turkey. Clothing Industry has a kind of inevitable importance on Turkey economy and foreign trade actions in Turkey with 7% of GDP contribution. Turkish Clothing industry has been counted the world’s top ten exporters list and as 2<sup>nd</sup> largest supplier to the European Union. Year by year, more fashionable items have been produced in this sector (Clothing Industry Turkey, 2014).

Fashion is a good example for gaining satisfaction of experiential needs which allows consumers to express their identities through time and place from their point of views (Ayman, 2015, p.27). Fashion goes through the life with clothing. Eco’s declaration is important about clothing as “a second skin” (Ross, 2005, p.16) (Moody, 2008, p.2). Fashion clothing gives a pathway to the people to visually express themselves (Solomon, 2006, p.61).

Tarasova (2015) pointed out that Instagram has no language obstacle which is a place to use visualization atmosphere for the fashion industry.

Moreover, the mix of social media, Instagram shopping and visual global village has caused to have social insta-shopping village as a new platform for the companies and consumers. Thus, the companies have a huge power in their hands to spread fashion to the world via Instagram as formed a shopping environment for the companies as a game. Thus, the consumer profiles give chances to the companies to prepare their company-wide actions from their consumer perception point of view to survive in the marketplace.

### Advertising Appeals

Advertising appeals are vital strategies for the companies during the advertising campaigns to reach the preferred consumer perception with understanding consumer profile. Advertising appeals cover rational and emotional appeals that are determined by the company's creative team with the consideration of segmenting and positioning elements of the companies as shown in Table 1.

**Table 1. Advertising Appeals**

Appeals							
<b>Rational</b>	Factual message	Scientific evidence	Demonstration	Testimonial	News	Product Popularity	Comparison
<b>Emotional</b>	Fear	Humor	Dramatization	Sex Appeal	Animation	Fantasy	Slice of Life

(Belch & Belch, 2004) (Fill, 2002)

The explanations about advertising appeals are as shown below; Rational Appeals

- Factual message includes straightforward appearance of message information.
- Scientific/Technical evidence is the type of message information displayed in the advertisement.
- Demonstration includes presentation of product benefits and uses explaining with exhibit it in the advertisement.

- Testimonial covers one's explanation of product advantages according to his/her experiences with the selected product in the advertisement.
- News appeal includes the news and announcements of selected product in the advert.
- Product Popularity appeals cover the number of people uses that product and mentions market leader position in the advertisement.
- Comparison covers the product and brand evaluation in the advertisement (Belch & Belch, 2004) (Fill, 2002)

### Emotional Appeals

- Fear appeal emphasizes on destructive facets or social rejection of the people according to the non-usage of the product.
- Humor appeal covers and emphasis of the interest and positive attitude of the people.
- Dramatization is a scenario formation with a short story and dramatizes the situation.
- Sex Appeal focuses on the sexual representation with covering nudity and human body in the advertisement.
- Animation is used to get attention of audiences with animated characters or icons in the advertisement.
- Fantasy appeal covers on metaphors situation or illusion about the product to create impression with the advertisements.
- Slice of Life appeal is used to give a real-life story with the consideration of slice of life for the audiences (Belch & Belch, 2004) (Fill, 2002)

The above advertising appeals are the main creative appeals which are used by the creative team of the company to achieve success on their campaign launches. According to Instagram marketing content analysis, Turkish brands have more tendencies to use factual message and demonstrations for their advertisements as advertising appeals (Ayman & Kaya, 2015).

### Methodology

The Content Analysis was used to analyze the Instagram accounts of Turkish fashion brands that to discover Turkish brands' availability on Instagram. 7 criteria were used to analyze the data that collected from Instagram accounts. Criteria covered sharing types (photo or video); content type as brand information; products; marketing communication tools (as sales

promotion, public relations (social responsibility as corporate PR and Marketing PR special days announcements); sponsorship, e-commerce, advertising (as celebrity endorsement and creative appeals (as rational and emotional); photo types (professional or amateur); shooting venue (indoor or outdoor). The data was collected from 1<sup>st</sup> May to 26<sup>th</sup> May 2016.

According to Socialbakers statistics about the largest audience on Facebook accounts in Turkey are considered and their market segments (women, men and children) strategies with product lines shed a light to choose Turkish fashion brands for this study.

(<http://www.socialbakers.com/statistics/facebook/pages/total/turkey/brands/fashion/>)

According to above information, 4 brands were selected from Socialbakers report as; Defacto, LC Waikiki, Mavi and Koton. This study focused on Content Analysis of selected brands' Instagram accounts.

(<http://www.socialbakers.com/statistics/facebook/pages/total/turkey/brands/fashion/>)

**Table 2. Number of Fans and Followers on Facebook and Instagram**

<b>Brands</b>	<b>Number of Facebook Fans</b>	<b>Number of Instagram Followers</b>	<b>Number of Posts on Instagram</b>
<b>LC Waikiki</b>	3 268 156	362k	998
<b>Defacto</b>	2 640 357	263k	2990
<b>Mavi</b>	1 646 820	476k	2338
<b>Koton</b>	1 165 579	422k	2201

As shown in Table 2, four fashion brands' Facebook fans and Instagram followers were displayed. As shown in Table 3, brand analysis on Instagram was categorized for four Turkish fashion brands.

**Table 3. Brands Analysis on Instagram**

<b>Brands</b>	<b>LC Waikiki</b>	<b>Defacto</b>	<b>Mavi</b>	<b>Koton</b>
<b>Brand Information</b>	Few	No	No	No
<b>Products</b>	Yes	Yes	Yes	Yes
<b>Sharing Types</b>	10 videos/	8 videos/	6 videos/	6 videos/

	23 photos	67 photos	45 photos	72 photos
<b>Marketing Comm.</b>				
<b>Sales Promotion</b>	1	1	1	1
<b>PR -Special Days Announcements</b>	4	3	1	5
<b>Sponsorship</b>	0	0	0	1
<b>E-commerce directio</b>	Yes	No	Yes	Yes
<b>Advertising</b>				
<b>Celebrity Endorsements</b>	No	Yes	Yes	Yes
<b>Advertising Appeals</b>				
<b>Rational</b>				
<b>Emotional</b>	Yes	Yes	Yes	Yes
<b>Slice of life</b>	Mainly	Mainly	Mainly	Mainly
<b>Photo Types</b>	Professional	Professional	Professional	Professional
<b>Shooting Venue</b>	Mainly Indoor	Indoor/ Outdoor	Mainly Outdoor	Mainly Outdoor

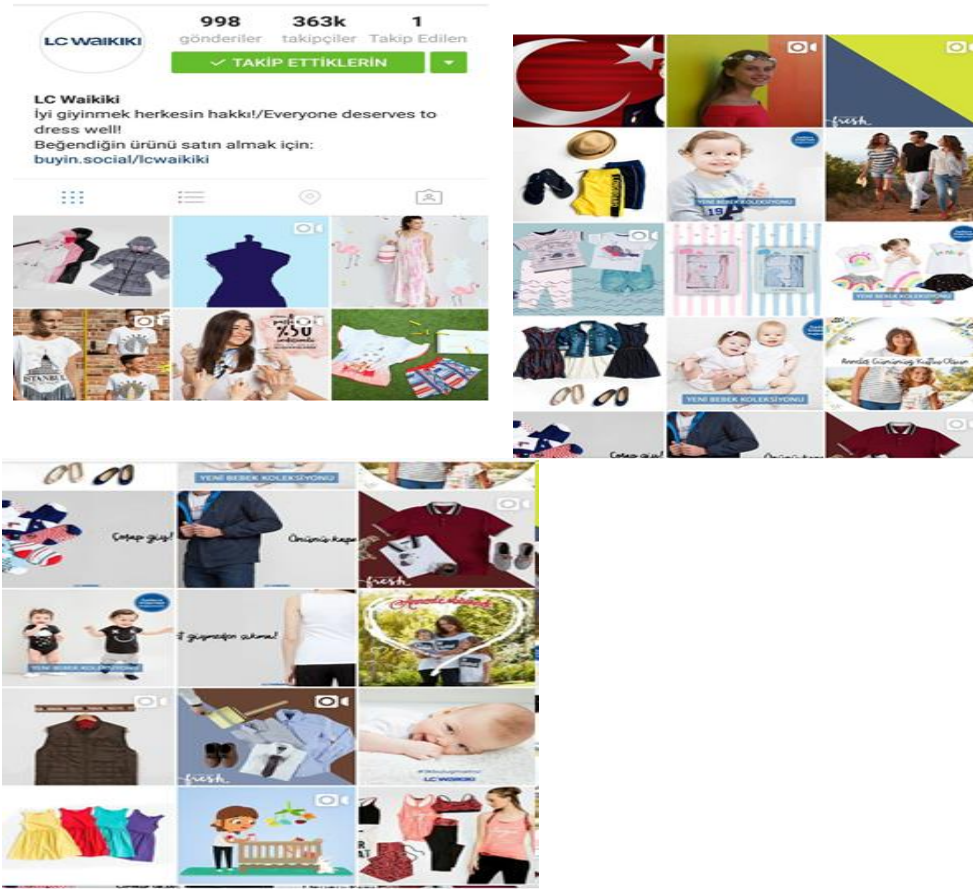
### Conclusion

As a conclusion, four fashion brands have used Instagram for their marketing strategy efforts. LC Waikiki and Defacto have more fans on Facebook. However, Mavi jeans and Koton have more followers on Instagram. Koton and Mavi Jeans use mainly outdoor environment to give a lifestyle to the audiences.

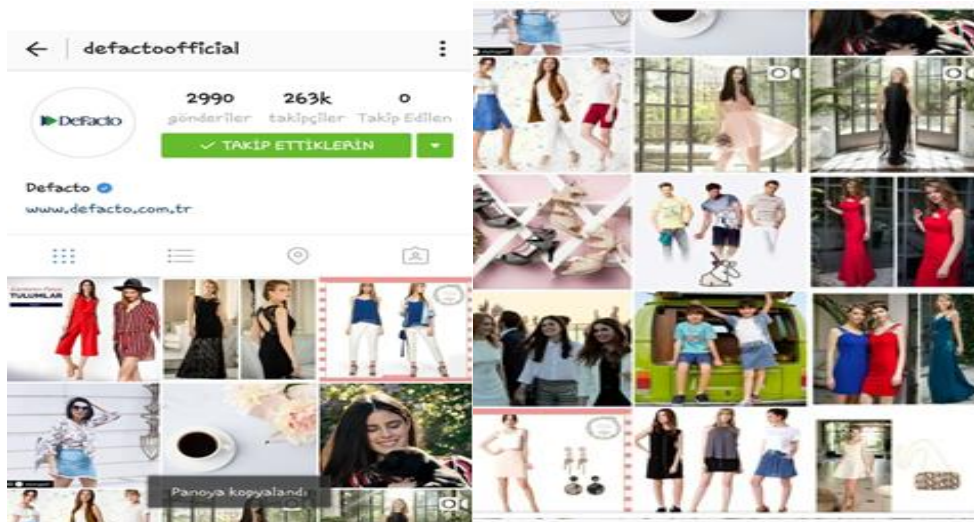
According to the Instagram accounts of the brands; Mavi Jeans has more followers and highly use celebrity endorsements of TV serials.

However, their social media marketing strategies need further studies and require extended creative strategies. To become more effective as local brands, they have to be more professional to integrate social media marketing strategies with the marketing communication efforts.

## LC WAIKIKI INSTAGRAM POSTS



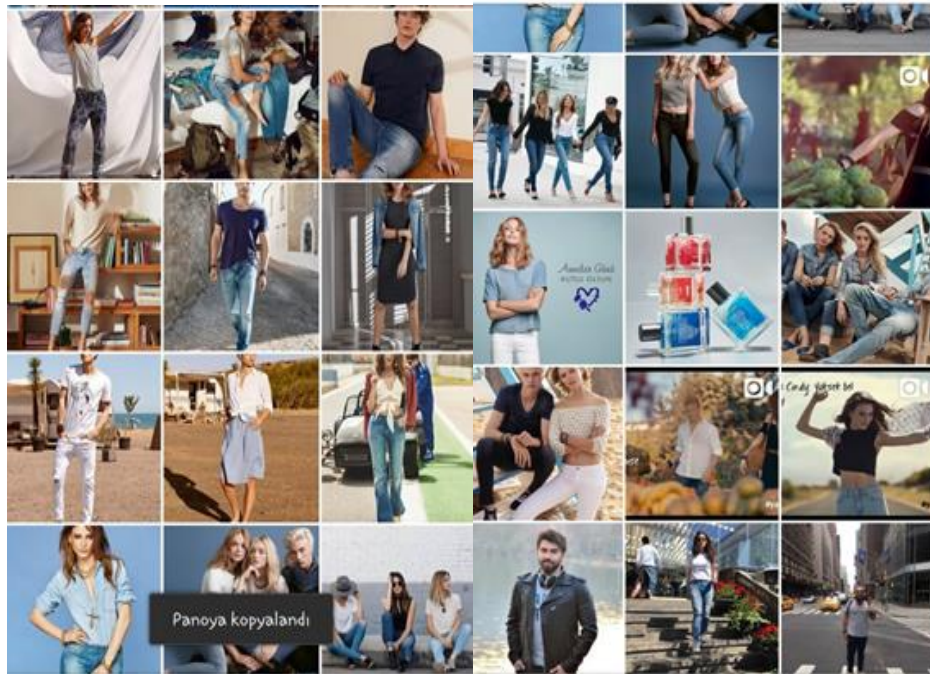
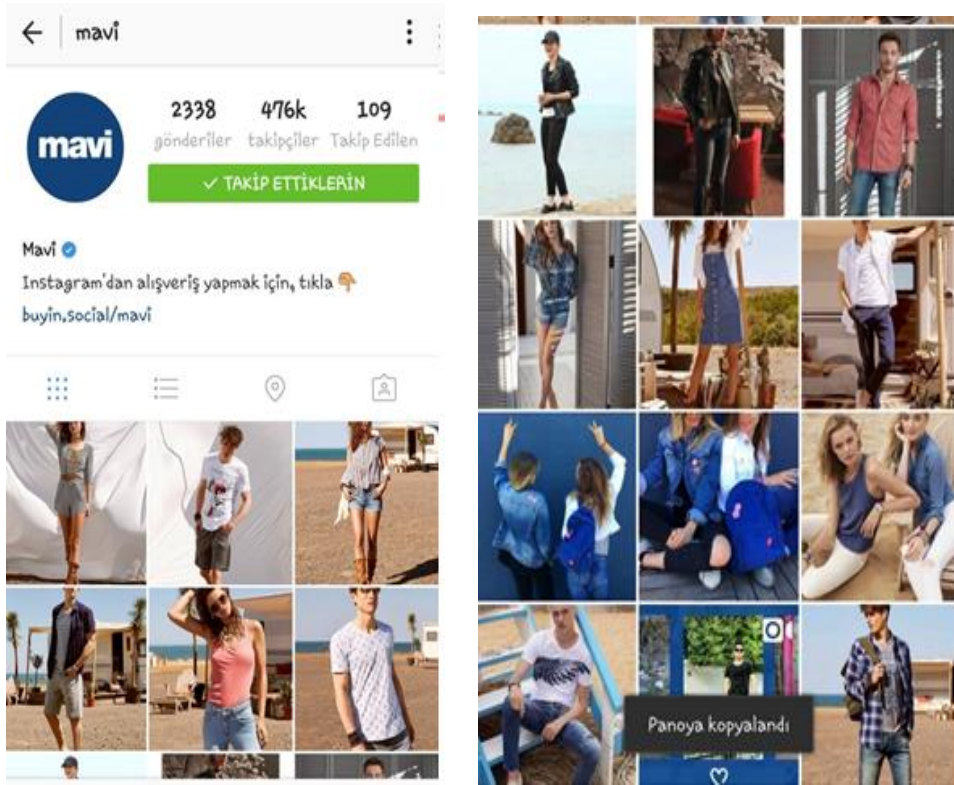
## DEFACTO INSTAGRAM POSTS





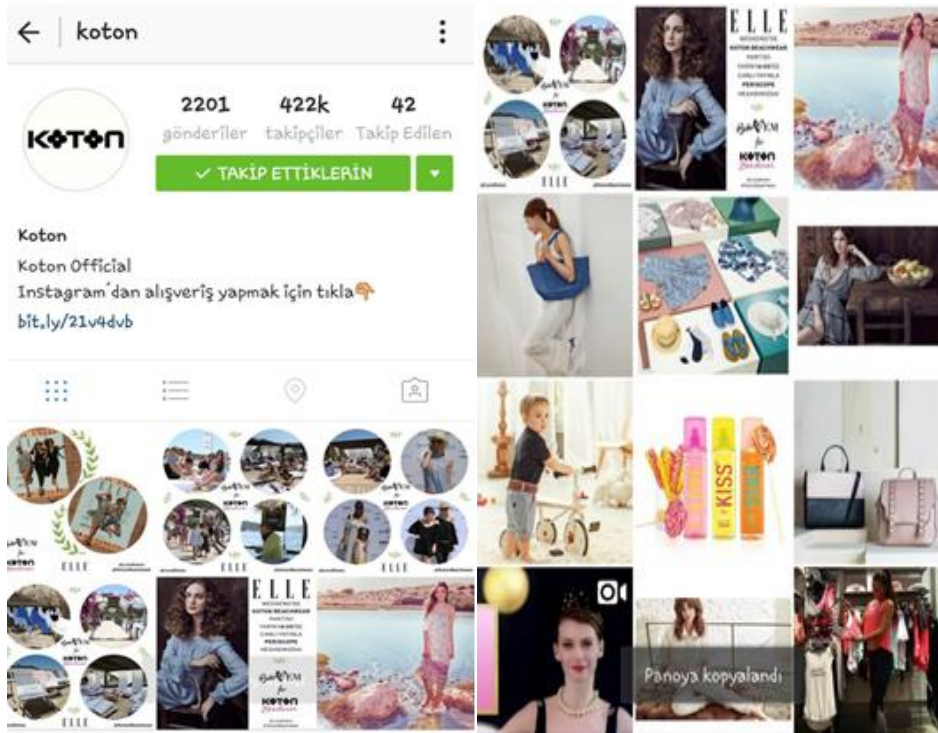


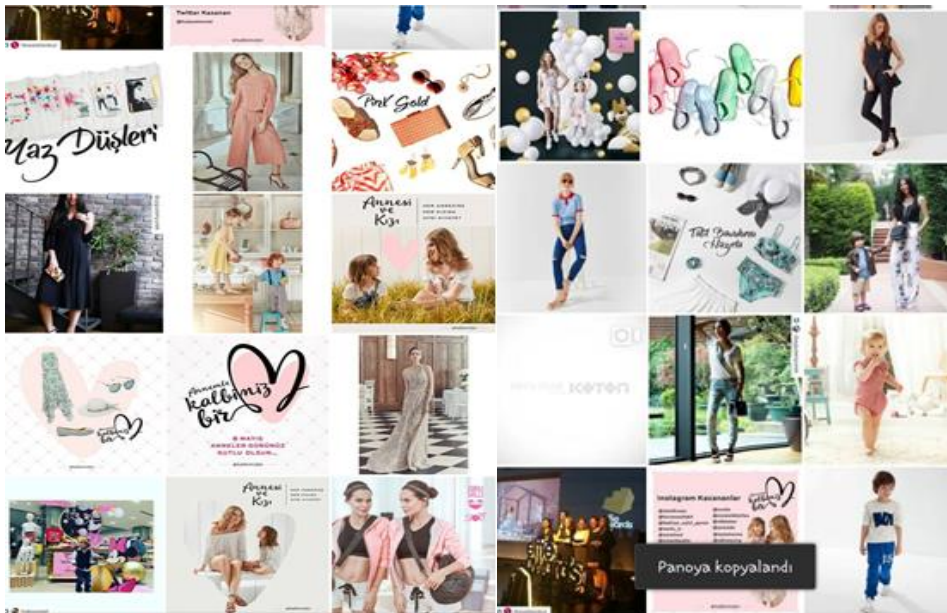
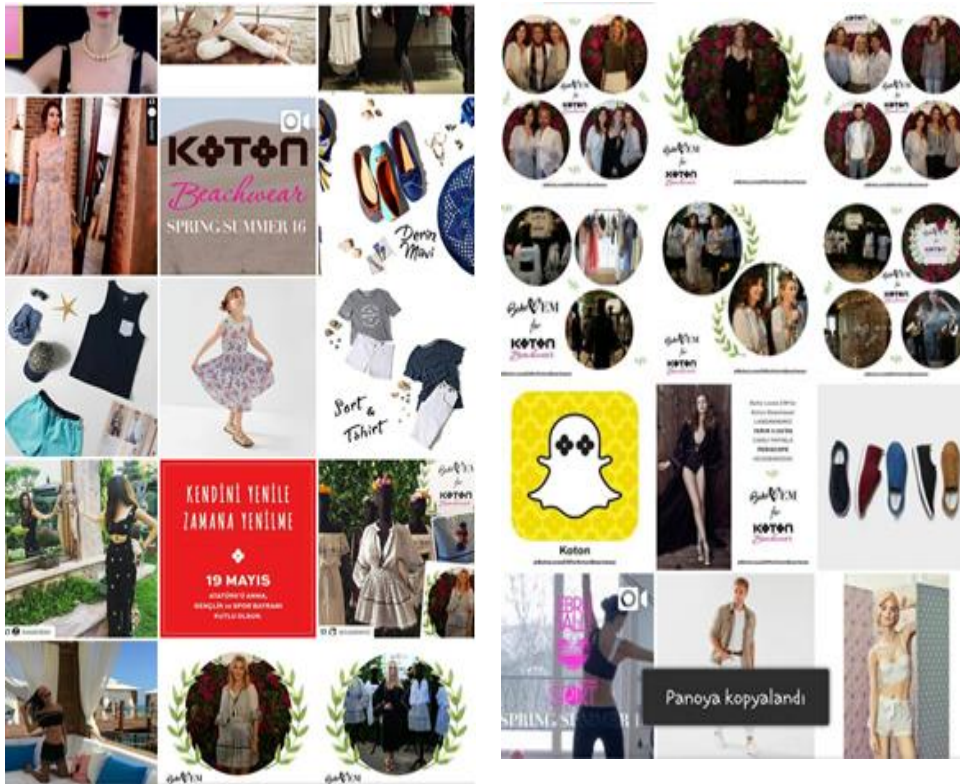
## MAVİ JEANS INSTAGRAM POSTS





## KOTON INSTAGRAM POSTS





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