

Online Social Media as An Advertising Medium (Clothing Marketing in Erbil)

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Abstract

This study aims to investigate the importance and impact of the advertisement through social media sites. It used secondary data in the form of books, journals, articles and other types of resources to shed the light on the literature related to social media advertisements and for the primary data the study used two data collection methods, an online survey questionnaire to check the consumer side of the topic and an interview method to check the companies side. The sample for the survey was consumers from Erbil and for the interviews it was five famous clothing companies (LC WAKIKI, DE facto, MaxiMall, Istanbul Mall, Carrefour) which have branches in Erbil-Kurdistan. The purpose or benefit of the research is to study and analyze the effectiveness of advertising on the social networking sites and the extent of their impact on the client side and by the companies. The results showed a strong desire to follow up the announcement through the means of social communication, and the results showed there is a large majority of users of social media of all kinds, we will touch in depth this information through tables and graphs of the results in the following chapters.

Keywords: Online , Social Media , Advertising , Marketing , Companies , Customer , effect.

1-Introduction

In today's technology-centric world, social networking sites have become a way for retailers to scale up their marketing campaigns to include a wider range of consumers. Companies use social networking tools in marketing, advertising, sales, innovation, customer service, problem solving, information technology, human resources, and also to promote cultural exchange. Brands will be in a better position to strengthen their brand image through the use of social media. They can plan to use traditional old media and social media to get closer to more people, and then create a bigger market for themselves. The tools and approaches to communicate with customers have changed markedly with the emergence of social media; therefore, businesses and businesses need to learn how to use social media in a way consistent with their business plan and work (Mangold and Faulds 2009). Social media grew at a tremendous rate. With millions of people around the world born and sharing content (Asur et al., 2011). The most popular social networking sites are Facebook, MySpace, LinkedIn, Tuenti, Blogger, WordPress, Twitter, Tumblr, Photo Sharing (Pinterest, Instagram, snapchat) Video sharing (YouTube, Vimeo) And online forums and

reviews (Amazon, Yahoo Answers!, Gmail). Social media is one of the biggest developments in the 21st century economy since social media changed the relationship between companies and consumers in one of the most important marketing variables: communication (Smith, 2009, Jocar et al., 2009). Although marketing through social networking sites is a very excellent research document, it has been studied in practical and theoretical research. The studies do not accurately describe the benefits that retailers gain from this marketing tactic. When reviewing a wide range of interdisciplinary literature, it has become easy for studies to focus on describing what marketing is by social networking sites as well as studying criteria that influence consumer behavior for social networks. Despite the initial development of researchers, however, the development in this medium was limited in the sense that this was not enough. Research must be deepened and developed by providing a broader understanding of the long-term promotional gains that retailers are making from marketing through social networking sites. There is also a will for further formal studies to progress beyond the indexed or expected results in order to improve knowledge of modern life applications.

2-Research Questions

- Why do some clothes sales companies in Erbil make use of advertising through social networking sites to a great extent ?
- Why every business create and develop its Social Media Sites?
- What are the common ways of advertising and what is their success rate?
- How do consumers attend, process, and select the information before a purchase?

3-Importance of the study

The importance of this study lies in the identification, discovery, and survey of the impact of social networking sites in the field of advertising for clothing companies in the city of Erbil, and the extent of their success and effectiveness in the community.

4-Research objectives

- To establish what is social networking advertising and why companies are using this marketing tool for advertisement.
- To asses the different online as well as traditional methods of advertising which the clothes companies would feel to be effective to them.
- To determine the success and effectiveness of online advertisement.

- To determine the attitudes of customers towards advertising on social networking sites.

5-Literature Review

Marketing is a charismatic act of survival, success and business development. Companies today have more marketing opportunities than ever (Bresciani & Eppler, 2010). In order to understand the impact of marketing through social media on traditional marketing, it is important to understand how traditional marketing campaigns are viewed today. (Barlow & Birkhahn, 2005). Thinking about merging and resolving content marketing can be thought of as giving a strong and deliberate message in the time of choice to people. Content can be presented with different labels and platforms, for example, news, videos, social media, e-books, photos, etc. (Gupta 2014). Researchers and media experts suggested different definitions of social media. (Kaplan and Henlin, 2010). As social media are a modern, reliable concept, social media experts continue to discuss an appropriate definition of the term, and it may be impossible to decide on a universally accepted definition (Solis, 2009). Through this new way of communication and marketing, new tools are developed and rising in return for companies. Marketers are now marketing social media with a more powerful and effective look by introducing analytical applications through official social networking platforms (Hafele, 2011).

Definition Content marketing explains how it distributes very important content across social media, and more specifically business-related content to consumers and other employers (Brennan & Crouft, 2012). Gupta (2014) states that the concept of content marketing refers to the creation and delivery of relevant and valuable content in order to attract and acquire new customers. Thinking about integrating and mastering content marketing can be thought of as delivering a powerful and timely message to people.

Economical function. The nature of the economical function of advertising is first of all to stimulate sales and increase the volume of profits from the sale of a certain product for a certain unit of time. Advertising informs, creates the need for a product or service, and encourages people to purchase. The more people have responded to the ad, the better it is for the economy and the economical wellbeing of society (Kotler, 2002). Social function. Advertising information has a significant impact on the formation of the consciousness of each individual.

When advertising is addressed to consumers, besides the promotion of a product. Marketing function. Advertising is an important component of marketing. Advertising entirely connected to the tasks of marketing, whose final aim is the full satisfaction of customer needs concerning goods and services (Kotler, 2002). Communicating function. Advertising is also one of the specific forms of communication. It is designed to perform an appropriate communicating function, linking together advertisers and consumer audience by the means of information channels (Kotler, 2002).

"Advertising is one of the oldest, most important and most important tools of marketing communication mix," and reflects the use of mass media for non-personal group communication (De Pelsmacker et al., 2007; Colley, 1961; Eze & Lee, 2012). Advertising is the impersonal communication of information about products, services or ideas through various media, usually by nature persuasive and paid by specific sponsors (Bovee, 1992). The purpose of advertising is to attract attention, create interest and increase profit. In other words, marketers want to stimulate sales. Advertising goals are to inform, to persuade and remind. It is important to remember that the term advertising does not mean all promotional activities, but it is only part of marketing communications. Ad must be integrated with other ways of communication and ads support the goals and objectives of the entire marketing plan, but ads also require separate goals. (Masterman & Wood 2006). The main advantages of marketing through social media are reducing costs and improving and intensifying product access. The cost of a social networking platform is typically lower than other marketing platforms such as sales representatives, intermediaries or distributors. In addition, marketing through social networks allows access to customers who may not be accessible due to time and location constraints of existing distribution channels. Social networking platforms increase access and reduce costs by providing three areas of customer benefits (Watson et al., 2002; Sheth & Sharma 2005). The online environment creates not only opportunities but also complexities and challenges in the social media marketing process. Provide a transparent image of online web information accessible to all audiences and strengthen the need for regular planning, design, implementation and monitoring of online marketing communications (Hart et al., 2000). First, perhaps the most appropriate drawback is that customers will simply ignore the message. People are constantly pressured by the various media throughout the day and tend to develop hatred of them, so the on-screen add-on is an annoying disorder rather than a piece of good information that can find value and can make them go and buy the given product. Pikas and Sorrentino (2014) defined the effectiveness of online advertisements, especially on social media sites such as Facebook, Twitter, and YouTube, based on the consumer's perceptions. The study found that most of the individuals were not receptive to the advertisements in the social media sites and that most of them were annoyed by them.

7-Research Methodology

The purpose of writing this research is to find out the impact and effectiveness of social networking sites in the advertising of companies and consumers from both sides. And the proportion of the consumer's ability to use social networking sites and their interaction with ads on the same sites. In this research, both primary data and secondary data were used to collect information, because the collection of information from both parties gives the accuracy and ease

of comprehension to reach the research objectives simply. The primary data were collected using a questionnaire by conducting interviews for companies. Secondary data collection By means of an online survey, the main feature of the online survey is to give great credibility to the research and is also a modern way of distributing the questionnaire to general people, which is also in the subject. Data were collected from customers from branch managers, sales officers or regular employees. The interview was conducted on five specific clothing companies only (LC WAKIKI , De facto , Mall Istanbul , Maximall , Carrefour).

The questionnaire that was used in this research was found in the subject of another research similar to this thesis for both sides "companies and consumers" (Inderjit Kaur, 2008). Data collected from consumers from different genders and different ages, where they were collected by designing a survey page via an online website, by this site :- <https://kwiksurveys.com/s/SIT4XiYD>

8-Findings And Discussion

Table 1 : Reliability Statics

Cronbach's Alpha	N of Items
.853	11

The above Table 1 showing the reliability statistics shows the ability of the instrument to measure the concept. The Cronbach's Alpha value is .853 is high Value of Cronbach's Alpha is the clear indicator of the reliability of the instrument.

Table 2 : Demographical Data

<i>Parameter</i>		Frequencies	Percentage
Gender	Male	97	57
	Female	73	43
Age	From 16-24	80	45
	25-33	85	48
	34-40	7	4
	Above 40	4	2

The above Table 2 has the demographical variables where six variables taken for the study and explained with the frequency and percentage.

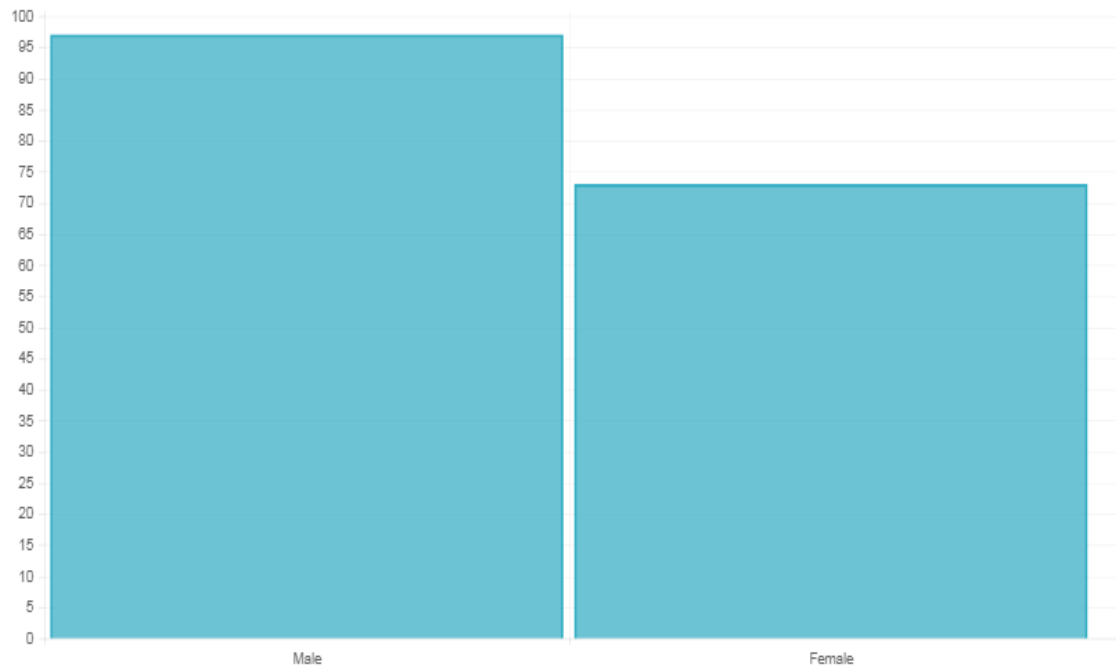


Figure 1 : there is no big different between this two percentage and this is good for our research.

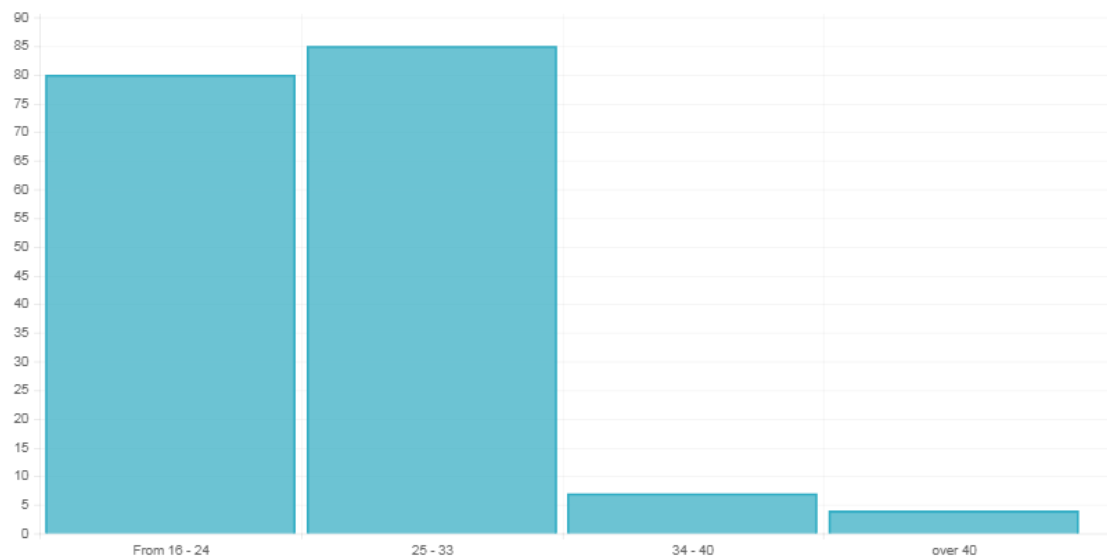


Figure 2 : highest levels is from 16-24 and 25-33.

Table 3 : Items Data

Parameter		Frequencies	Percentage
c Advertisements correctly represent the product	Strongly Disagree	12	7
	Disagree	48	28
	Neutral	78	46
	Agree	31	18
	Strongly Agree	2	1

Advertisements lead to better product	Strongly Disagree	8	5
	Disagree	51	30
	Neutral	66	39
	Agree	41	24
	Strongly Agree	4	2
r Advertisements used the standa of living	Strongly Disagree	5	3
	Disagree	43	25
	Neutral	50	29
	Agree	61	36
	Strongly Agree	11	6
Advertisements provide economic benefits	Strongly Disagree	15	9
	Disagree	23	14
	Neutral	37	22
	Agree	76	45
	Strongly Agree	17	10
From tisemen s about roduct	Strongly Disagree	4	2
	Disagree	35	20
	Neutral	53	31
	Agree	62	36
	Strongly Agree	19	11
Advertisement (on the internet)	Strongly Disagree	10	6
	Disagree	36	21
	Neutral	75	44
Is better than other contents on Internet.	Agree	45	26
	Strongly Agree	5	3

Advertisement (on the internet) On social media sites is a good tool of online advertising	Strongly Disagree	7	4
	Disagree	9	5
	Neutral	27	16
	Agree	91	52
	Strongly Agree	40	23
Advertisement (on the internet) On the internet is essential	Strongly Disagree	2	1
	Disagree	20	11
	Neutral	40	23
	Agree	74	43
	Strongly Agree	38	22
Advertisement (on the internet) Provides brand features	Strongly Disagree	5	3
	Disagree	19	11
	Neutral	52	31
	Agree	86	51
	Strongly Agree	8	5
Advertisement (on the internet) Is a wasteful resource	Strongly Disagree	23	13
	Disagree	58	34
	Neutral	61	35
	Agree	21	12
	Strongly Agree	10	6

The above Table 3 has the all ten items description presented as frequency and percentage.

Descriptive Statistics

	N	Minimum	Maximum	Mean		Std. Deviation	Variance
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic
Traditional way of Advertising	161	1	4	2.42	.061	.772	.595
Social Media Advertising	174	1	4	1.53	.051	.669	.447
Advertisements correctly represent the product	171	1	5	2.78	.066	.864	.747
Advertisements lead to better product	170	1	5	2.89	.069	.904	.817
Advertisements raised the standard of living	170	1	5	3.18	.075	.981	.963
Advertisements provide economic benefits	168	1	5	3.34	.086	1.115	1.243
From advertisement one learns about the product	173	1	5	3.33	.076	.995	.990

8-Conclusion

In reviewing the results obtained from the survey of customers (of all ages and their professional behavior) and the interview questions for companies to allocate garment companies (trade sector) in Erbil in particular with careful study and full analysis of the results we received, it became clear to us that advertising through social networking sites is a catalyst for companies to increase profitability and get new customers, as well as it is very important to the customer as an incentive to see the product away from the market and know all the details of the commodity to buy, we get a strong use of social networking sites promote the brand is an inexpensive way. Next, the company's revenues are increasing, and the most powerful social networking sites used by these companies (Facebook, Instagram and Snapchat) have been identified as the priority in advertising for companies.

As for the customer responses to the survey, there is a strong desire for customers to see advertisements through social networking sites as they are very useful and very high interest to people, through the study we found different age groups have responded to the questionnaire from the age of 18 to more than 40 years of males and females, where the number of female responses was observed close to the number of male responses, and this gives many opinions from all groups of the current society.

We conducted a graphical analysis of all the questions, including: What is the best way to nominate in advertising, the social networking sites ranked first in this question accounted for 52% of the rest of the options are "radio, newspaper, magazines, television, family and friends" Shown in the table and chart in the previous chapter), which is a great demonstration of people's recognition of social media ads.

The results of the research showed that advertising on social networking sites is more effective than the traditional method. It shows us that by advertising on social networking sites, it provides economic benefits, increases the living conditions and gives good information about the product.

Facebook ranked first in use by general people

Instacram is second

Snapchat is third

YouTube is fourth

Twitter is fifth

Pinterest in the final rankings.

Studies have shown us that there is a great incentive for people to see advertisements on social networking sites at a high and excellent rate that gives us confidence in choosing social media sites to advertise on it.

Based on studies, results and graphical analysis, we can now answer the research questions as listed below:

Research Q1 : Why do some clothes sales companies in Erbil make use of advertising through social networking sites to a great extent ?

Because advertising on social networking sites is very desirable and has a great impact at the present time more than advertising in the traditional way to the large number of users and it gives the opportunity to know the product more strongly, the sixth table and the graph shows the desire to use social networking sites in the ads, 52% of the people want to advertise on social networking sites with a strong acceptance and 36% with normal acceptance.

Research Q2 : Why every business create and develop its Social Media Sites?

Because this approach is more effective as it responds to new customers and gives sufficient information to people about the commodity to be marketed and it provides the characteristics of the brand, the answer is also shown in Table eleventh and graph, as well as in the eleventh question of the company questionnaire.

Research Q3 : What are the common ways of advertising and what is their success rate?

There are two ways: the first is the traditional method (the old method), which is the advertisements through newspapers, television, magazines, radio and other approaches. Its success rate has been low recently after the emergence of the Internet and social networking sites.

The second method is through social networking sites (the modern method) which are the following sites (Facebook, Instacram, Snape, YouTube, Twitter, Paintrest). Its success rate is very high because of the widespread use of its users.

The answer to this question is based on the online survey in question 5 and 6. The success rate of social networking sites is 52%, which is a very good result compared to other methods (the ratio from Table 5).

Research Q4 : How do consumers attend, process, and select the information before a purchase?

The customer can choose and process before buying by searching for the product advertised in the Internet or social networking sites, which explained to us the answer to this question all the analyzes we conducted on the status of advertising in social networking sites, and also explained in the interveiw questions for companies / Question 10 , One of the choices gives the customer information about the product and is a true approach to advertising on social networking sites.

9-References

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