

# Impact Of Electronic Media And Social Media On Advertising

**AJITHA SURABHI**

Research Scholar

Department of Studies in Journalism and Mass Communication  
Indian Institute of Integrated Science & Technology and Research (IIISTR)  
Chennai, Tamil Nadu - 600049, India

## Abstract

In this digital era, social media have played a great role in the fashion industry by enabling consumers and anyone with an interest in fashion to have more interaction with fashion designers and high-end clothing, shoes and accessory firms. Our dependence on social media has grown a lot and has become more integrated into our lives. People have become more influenced by what they have been exposed online in an un presidential way especially when it comes to fashion. With social media platforms like Facebook, Instagram, Twitter and Blogs, we can essentially become our own magazine editors, sharing our personalstyle with a potential to reach millions of users, fashion is more fluid and interactive than ever before changing the way fashion brands connect with their core audience. While traditional advertising platforms, such as billboard ads, magazine ads and television commercials lack immediate response, digital platforms with their interactive features have the potential to provide consumers and viewers an opportunity to like, comment, share or re-post in response to the digital branding of a fashion.

This study tries to understand the new trends and techniques in the social media promotion of the fashion industry. How and what ways they are different from the conventional and traditional branding techniques in the fashion industry. This paper will draw an extensive discourse analysis of the selected social media promotion of the fashion industry in the form of fashion blogs, individual fashion promotions and corporate commercials on Instagram, Facebook, Twitter and Blogs.

**Keywords:** Social Media, Fashion, Branding, Instagram, Blogs, Facebook

## Introduction

Social media has had a significant impact on advertising by increasing reach, offering cost-effective options, providing interactive advertising, promoting influencer marketing, and offering real-time analysis. As social media platforms continue to evolve, it is likely that social media will continue to shape the advertising industry in the future.

Electronic media, such as television, radio, and the internet, and social media platforms have had a significant impact on advertising in recent years. Below are some ways in which electronic media and social media have impacted advertising:

- **Increased Reach:** Electronic media and social media have significantly increased the reach of advertising. With the rise of the internet and social media platforms, advertisers can now target a global audience with their ads, making it easier for businesses to reach potential customers from all around the world.

- **Cost-effective:** Advertising through electronic media and social media is often more cost-effective than traditional advertising methods, such as print and broadcast media. Businesses can reach a larger audience with a smaller budget by targeting specific audiences on social media platforms, rather than broadcasting to a broad audience through television or radio.
- **Targeted Advertising:** Electronic media and social media platforms have made it easier for advertisers to target specific audiences based on their demographics, interests, and online behavior. Advertisers can now create highly targeted ads that reach specific groups of people, resulting in higher conversion rates and return on investment.
- **Interactive Advertising:** Social media platforms allow for two-way communication between businesses and customers, making advertising more interactive. Social media platforms provide businesses with the opportunity to engage with their customers, answer questions, and receive feedback, resulting in a stronger relationship between the brand and its customers.
- **Real-time Analysis:** Electronic media and social media platforms provide real-time analysis of advertising campaigns, enabling businesses to quickly assess the effectiveness of their ads and make necessary changes to improve results. This data allows businesses to optimize their advertising campaigns, resulting in higher engagement and conversion rates.

Electronic media and social media have significantly impacted advertising by increasing reach, offering cost-effective options, enabling targeted advertising, providing interactive advertising, and offering real-time analysis. As technology continues to evolve, it is likely that electronic media and social media will continue to shape the advertising industry in the future.

### Literature Review

- **Mirchevska et al (2008)** argues social media as the fastest tool to boost the brand awareness, understand their customers, receive feedback and increase the traffic to the website of a company.
- **Ozeum et al (2008)** observed that in the age of traditional media, the sales of the products were the only way to measure the success of a media campaign of a product. Whereas, the real time communication with consumers on social media helps the brands to measure their marketing strategies and campaigns more effectively.
- **Armellini and Villanueva (2011)** states that we are living in an economy driven by consumer opinions including that on social media platforms. Fashion is a highly visual industry and at the present age of digital media, any person who owns a fashion brand needs to do social media marketing strategy. It's easy to be present on many social media platforms like Face book. There are plenty of new platforms, new algorithms and new trends available in the internet world. Creative social media helps to reinforce the brand message and expand the reach of the social media posts and in return boost the sales of the product. Social media is considered a tool for creating hype & "buzz" of new products in the market. Now days every organization has social media pages, you can target certain individuals, groups, companies, industries to show the latest trends and products. Social media provides relatively data regarding location, likes and dislikes, target market and the reach of the product.

- **Andrew Hutchinson (2017)** in his study about the online fashion by Facebook, which looks at how fashion purchases are being influenced by online platforms and social platforms. This study specifically explores the impact Facebook is having on fashion. Drawing from a Facebook data survey of over 6,000 people across six countries, he finds “half of people who use Instagram, and four in ten Facebook users, say they've discovered fashion inspiration on the platform. And with three out of five people surveyed admitting to having been tempted to buy a fashion item they didn't intend to buy, the opportunity to influence and advise potential fashion buyers on Instagram and Facebook is huge.”
- **Hutchinson's (2017)** first major finding is that Instagram is the number one platform for fashion product discovery. The choice of both Instagram and Pinterest shows that these are the two social media sites which are more popular among the audience with regard to fashion, while Facebook, fashion magazines and snapchat are relatively below these two social media sites and their percentage of response to other social media. Facebook, in the same study, has mentioned that social media channels are significantly more likely to provide fashion inspiration for people of age group 18-34 years.

### **Impact of Advertising**

Advertising has a significant impact on businesses, consumers, and the economy as a whole. Below are some ways in which advertising impacts these areas:

- **Business Growth:** Advertising is essential for businesses to promote their products or services and increase sales. Effective advertising can help businesses gain new customers, retain existing customers, and increase brand awareness, leading to business growth and expansion.
- **Consumer Awareness:** Advertising helps to inform consumers about new products or services, and it can also educate consumers about the features and benefits of products or services. This information helps consumers make informed decisions about what products or services to buy, leading to higher customer satisfaction.
- **Economic Growth:** Advertising plays a crucial role in the growth of the economy. It promotes competition among businesses, leading to increased innovation and improved quality of products and services. This competition also leads to lower prices, which benefits consumers and stimulates economic growth.
- **Job Creation:** Advertising creates job opportunities in various industries, such as advertising agencies, media, and production companies. The advertising industry is a significant contributor to the economy, creating jobs in various sectors.
- **Social Impact:** Advertising can have a social impact by promoting positive values and behaviors, such as environmental sustainability and social responsibility. Advertising can also raise awareness about social issues and encourage people to take action to support causes they care about.

Advertising has a significant impact on businesses, consumers, and the economy. It promotes business growth, consumer awareness, economic growth, job creation, and can have a social impact. As the advertising industry continues to evolve, it is likely to have an even greater impact on society and the economy.

## Discussion

### The Future of Fashion Marketing

Business to consumer (B2C) industry will continue to evolve as new and innovative apps are being developed. Advantage of Social media should be taken to promote a company's brand. The more exposure, the better is for the brand. Social media allows fashion companies to interact with their customers and established a direct relationship with their consumers.

Here the consumer can amplify the impact on business, through sharing positive or negative responses. Endorsing celebrities to promote a brand's products can significantly increase sales as well as they do have a large support base online. While it is impossible for every company to afford an A-list celebrity to promote their products on Instagram, B-list or C-list celebrities who might have more followers than a particular brand themselves.

This might again push celebrities to find ways to creatively and effectively engage with their fan base as digital media changed the scope of latter from anonymous crowd who cheered up and expressed their admiration silently in the age of traditional media to metrics which can define the future and misfortune of celebrities.

The fan meet ups and retreats being conducted by many vloggers, bloggers and celebrities, where free passes and refreshments are provided, can be considered as a new step taken by online influencers who know how to take the best of their support base.

This draws a huge contradiction from celebrities who used the support of private securities to keep themselves away from cheering fans. In short, the digital media have the potential to change even the microscopic aspects of how brands have built their value through celebrities. While this paper is an effort to provide this phenomenon from a bird's eye view, the future research needs to go through the microscopic details of the same.

### Conclusion

Social media has had a significant impact on advertising by increasing reach, offering cost-effective options, providing interactive advertising, promoting influencer marketing, and offering real-time analysis. As social media platforms continue to evolve, it is likely that social media will continue to shape the advertising industry in the future. Social media allows fashion companies to interact with their customers on a level that they could never do previously. With social media one thing that has changed dramatically in recent years is the direct relationship brands now have with their consumers. Consumer can amplify or give negatively impact on business, through sharing positive or negative responses.

Any exclusive event such as catwalk can now be viewed live by millions. Access to the designers' latest fashion lines was often something that we could only hear about through magazines and the press. Now however, we can keep up with the latest through monitoring the content attached to a hashtag. When social media first became a global phenomenon, it was mostly about Facebook and Twitter. But, now there's a new player on the scene — and it's taking over. Instagram reached 800million monthly active users in 2017 and these users have the highest level of engagement (time spent using the app) compared to other social media sites. Instagram has become a platform for fashion brands to connect with their audience directly, rather than through a catwalk show or

print advertising campaign. This encourages brands to think more about 'real' people, with different bodies, skin tones and fashion preferences — it's opened a whole new world for fashion marketers.

## Reference

- Armelini, G., & Villanueva, J. (2011). Adding social media to the marketing mix. *IESE insight*, 9(9), 29-36.
- Abidin, C. (2016). Visibility labour: Engaging with Influencers' fashion brands and# OOTD advertorial campaigns onInstagram. *Media International Australia*, 161(1), 86-100.
- Berthon, P. R., Pitt, L. F., Plangger, K., & Shapiro, D. (2012). Marketing meets Web 2.0, social media, and creative consumers: Implications for international marketing strategy. *Business horizons*, 55(3), 261-271.
- Geissinger, A., & Laurell, C. (2016). User engagement in social media—an explorative study of Swedish fashion brands. *Journal of Fashion Marketing and Management*, 20(2), 177-190.
- Joergens, C. (2006). Ethical fashion: myth or future trend? *Journal of Fashion Marketing and Management: An International Journal*, 10(3), 360-371.
- Kim, A. J., & Ko, E. (2012). Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand. *Journal of Business research*, 65(10), 1480-1486.
- Kim, A. J., & Ko, E. (2010). Impacts of luxury fashion brand's social media marketing on customer relationship and purchase intention. *Journal of Global Fashion Marketing*, 1(3), 164-171.
- Ko, E., & Megehee, C. M. (2012). Fashion marketing of luxury brands: Recent research issues and contributions. *Journal of Business Research*, 65(10), 1395-1398.
- Phan, M., Thomas, R., & Heine, K. (2011). Social media and luxury brand management: The case of Burberry. *Journal of Global Fashion Marketing*, 2(4), 213-222.
- Quinton, S. (2013). The community brand paradigm: A response to brand management's dilemma in the digitalera. *Journal of Marketing Management*, 29(7-8), 912-932.
- Wolny, J., & Mueller, C. (2013). Analysis of fashion consumers' motives to engage in electronic word-of-mouth communication through social media platforms. *Journal of marketing management*, 29(5-6), 562-583.
- Kontu, H., & Vecchi, A. (2014). Why all that noise—assessing the strategic value of social media for fashion brands. *Journal of Global Fashion Marketing*, 5(3), 235-250.