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FASHION MARKETING IN SOCIAL MEDIA: USING INSTAGRAM FOR FASHION BRANDING

Abstract:

Social media has become an important tool for the business of marketers. Increasing exposure and traffics are the main two benefits of social media marketing. Most marketers are using social media to develop loyal fans and gain marketplace intelligence. Marketers reported increased benefits across all categories since 2013 and trademarks increased the number of loyal fans and sales [1]. Therefore, 2013 was a significant year for social media. Feeling the power of Instagram may be one of the most interesting cases. Social media is an effective key for fashion brands as they allow them to communicate directly with their consumers, promote various events and initiatives, and build brand awareness. As the increasing use of visual info graphic and marketing practices in social media, trademarks has begun to show more interest in Instagram. There is also no language barriers in Instagram and provides visuals which are very crucial for fashion industry. The purpose of this study is to determine and contrast the content sharing types of 10 well-known fashion brands (5 Turkish brands and 5 international brands), and to explain their attitude in Instagram. Hence, the content of Instagram accounts of those brands were examined according to post type (photo/video), content type (9 elements), number of likes and reviews, photo type (amateur/professional), shooting place (studio/outdoor/shops/etc.), and brand comments on their posts. This study provides a snapshot of how fashion brands utilize Instagram in their efforts of marketing.

Keywords:

Social media, instagram, social media marketing, fashion brand

JEL Classification: M31

Introduction

Social media, Facebook, Foursquare, LinkedIn, Twitter, Instagram and Wikipedia etc., have become a popular Internet channel for marketers. Social media marketing, also known as word-of-mouth marketing, viral marketing, buzz, and guerilla marketing is the intentional influencing of consumer-to-consumer communications by professional marketing techniques. Companies are aware of the importance of developing their communication with their customers. Their approach has been shifting from traditional one-to-many communication to one-to-one approach (Cvijikj, I. and Michahelles, F. (2011).

One of the most important tasks when branding is to make consumers aware of the brands existence and social media marketing is one of the ways to achieve brand awareness, as consumers tend to like what they are familiar to (Melin, F. 1999). Therefore, it is not surprising that companies/marketers prefer to use social media as a marketing tool. Thus, they can connect with their existing consumers and, perhaps, extend their customer base by reaching new people (Long, M. C. 2011, Marketing Management Association Spring Conference. 2014). The possibility of sharing the contents in the shape of texts, audios, videos, images and communities makes social media more effective tool for communicating with the consumers. The increase in using social media and smartphones give a rise for companies to create and maintain new marketing opportunities, such as more intimate customer relations. On the other hand, the perception of new generation customers is to expect companies to be represented on social media platforms. Thus, being presented on those sorts of platforms is becoming more important for the companies (Bergström, T. & Bäckman, L. 2013).

Good communication between the company and the consumers is important as much as the price and product in order to be successful in the market (Promotion is the third element in the marketing mix and it is the element that companies are using to communicate with their target markets) (Kotler, P, et al. 2008, Wallsbeck, F. E. & Johansson U. 2014). If the consumers talk about companies and spread positive comments, the company will get the most reliable and cheapest form of marketing. Negative comments can be even more powerful and harmful for the company than positive. Strategies for companies trying to create positive word of mouth marketing can be to encourage people to communicate by giving them something positive to talk about. Companies can also give the consumers platforms to communicate with each other and with the company on (Young, B. 2008). The marketer has to use social media to be intimate with the consumers, create emotions within consumers to develop commitment and encourage consumers to be involved with the brand (Turri, A. M. et al. 2013). Social media marketing campaign should aim to provide quality relationships with customers (Clark, M. & Melancon, J. 2013), Whiting, A. & Deshpande, A. 2014). Consumers are more likely to listen to what friends and family share about a company than what the company share itself on social media. If consumers create contents for your company, it helps to build intimate customer relationships and it provides high and positive shareability (Baird, C.H. & Parasnis, G., 2011).

In order to creating positive relationship between customers and companies, there should be some values for both sides. If the beneficiary is the only company, it won't help to build a long-term relationship (Clark, M. & Melancon, J., 2013).

Instagram and Fashion Marketing

Instagram describes themselves as "a fun and quirky way to share your life with friends through a series of pictures. Snap a photo with your mobile phone, and then choose a filter to transform the image into a memory to keep around forever. We're building Instagram to allow you to experience moments in your friends' lives through pictures as they happen. We imagine a world more connected through photos" (Wilson, M. 2013).

Instagram began as a simple photo-sharing application among friends has grown into a global community of consumers and brands. Instagram now has over 300 million members who share more than 70 million photos and videos each day (Beese, J. 2015). The main features separating Instagram from other platforms are being an application based platform not a web base one and, not giving any possibility to share links on mobile interface. Instagram value almost thirty five times the initial price. While an estimated, between 2011 and 2014 Instagram was cited as the most important social network (Instagram, 2015) Instagram is one of the most popular mobile social applications worldwide with the majority of user engagement occurring via mobile application. Instagram benefits from a strong social integration. Users are easily able to share their contents (http://www.statista.com/topics/1882/instagram/). Instagram contains everything from images of places to the newest looks from today's fashion brands (Beese, J. 2015).

Instagram also shows big potential in the area of social media marketing. 65 percent of leading brands already have an active account, 19 percent of those brands have more than 100,000 followers. Companies posted content affects the users' level of interaction. Although Instagram adoption lags behind leading networks such as Facebook and Twitter, more than half of online retailers are positive that Instagram will be the next big social network to impact e-commerce in the future (http://insights.shareablee.com/hubfs/The_Rise_of_Brands_on_Instagram_May14.pdf ?t=1430491893879). In Figure 1, U.S. penetration among selected social networks is shown in graphics.

There are 65 percent of the World's top 100 brands that have Instagram accounts and 57 percent of them are active and post pictures or videos at least once a week (Whiting, A.& Deshpande, A. 2014). Regarding to Simpley Measured reports for Instagram using, belonging to fourth quarter of 2014, brands placed at Interband 100 list, prefer strategies focusing on visual portfolio and brand awareness, instead of announcing their campaign and promotions (Lazazzera, R. 2015).

Figure 1: U.S. penetration among selected leading social networks
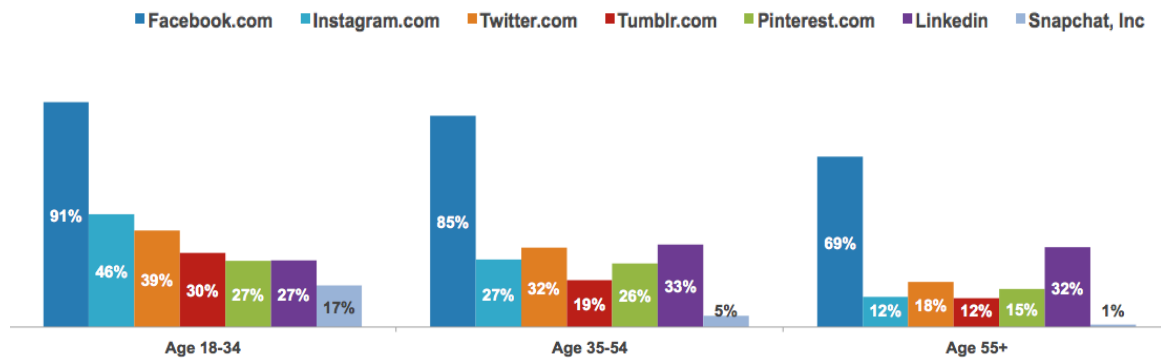
Source : Serim, Mert, 2014

If it is used correctly, Instagram can be a highly targeted, visual advertising channel for products and brands that can lead to a healthy stream of revenue for ecommerce business. What's more, Instagram give an opportunity to show the brand and the company behind-the-scenes to the customers (Lazazzera, R. 2015, Austin, C. 2013).

Social media tools have become crucial recently for doing effective PR for fashion brands as fashion is about models, photography and striking visuals. In addition, social media accomplishes to convey the story of the brand in a two-way conversation with consumers. Current leading brands in the fashion industry, both high-end luxury brands (e.g., Burberry and Dior), as well as lower-end "fast fashion" brands (e.g., H&M and Zara), have the ability to reach target consumers successfully through social media outlets. Apart from the fashion brands, it has become easier for new fashion designers to gain attention and respect (Mizobe, E. 2014). Instagram is effective tool for creating more visual platform for the brands. As fashion brands are highly visual as beauty, home ware, etc., it allows brands to focus on their creativity behind the image, to create brand awareness, and nurture a social community. Digital media is also changing the way clothes are presented and even the way they are designed. This is fashion in the age of Instagram (Schneier, M. 2014). According to designer Alexander Wang, the impact of social media today affects the designs. "The way that we shoot it, the way that we showcase it and the way that we make the clothes and design them changed" (Durmaz, L. 2014).

Burberry used Instagram as part of its marketing in Milan for their fashion runway event titled "Come Rain or Shine". The marketers of the brand also posted Instagram photos leading up to the event to build excitement and shared photos "behind the scenes" at the event including catching up with a few models. They published photos of the collection to Facebook and Twitter, and created an interactive experience at "Burberry.com" for those that missed out on the fashion show. They also used the Instagram API to pull in the feed of the photos of the event to integrate with the website (Bullas, J. 2012).

Methodology

Web content analysis was used to analyze the trends and differences of the Instagram accounts of well-known fashion brands. The basic aim of content analysis is to identify notions and relations that would define the collected data (Yıldırım, A. and Simsek, H. 2004). Therefore, the content analysis stars with the coding of data. In this study, the coding scheme includes 7 measurement themes. These themes were established from the data, which can be collected on Instagram accounts. Measurement themes includes post type (photo or video); content type (product; promotion; advertising; social responsibility; special days; works place /workers; use of sales promotion; content provided by consumer; PR); photo type (professional or amateur); shooting type (indoor or outdoor); no of likes; no of reviews; catchwords/comments. The content analysis, from 1st January to 10th March 2015, drew on well-known 5 Turkish and 5 international fashion brands Instagram accounts. Table 1 describes the Turkish fashion brands with the number of their Instagram posts, followers, following, etc., and Table 2 describes the international fashion brands with the number of their Instagram posts, followers, following, etc.

Table 1: Turkish Brands Description

Brand	Origin	Foundation year	Store Number (Today)	Positioning its corporate identity/philosophy & Instagram posts, followers, following, etc.
Ipekyol	Turkey	1986	80 domestic / 2 abroad	The chic, feminine, social and urban woman. https://instagram.com/ipekyoltr/ 1302 posts, 192k followers, 105 following Online shopping link: http://www.ipekyol.com.tr
Mavi Jeans	Turkey	1991	5000 stores in 50 countries	To build a brand around perfect fitting jeans that conveys a Mediterranean feeling in terms of fashion and detail. https://instagram.com/mavi/ 1637 posts, 232k followers, 86 following Online shopping link: http://like2b.uy/mavi,
Park Bravo	Turkey	1970	44 domestic / 7 abroad	It represents a bold and creative woman. https://instagram.com/parkbravogroup/ 629 posts, 13.3k followers, 109 following. Online shopping link: http://www.parkbravo.com
Twist	Turkey	1986	37 domestic / 2 abroad	For women who love to dress younger and alternative style. https://instagram.com/twistturkiye/ 1318 posts, 135k followers, 93 following. Online shopping link: http://www.twist.com.tr
Yargıcı	Turkey	1988	50 domestic	Travel hard, work hard. https://instagram.com/yargici_tr/ 491 posts, 63.8k followers, 282 following. Online shopping link: http://bit.ly/1HpQ3no

Source: http://eu.ipekyol.com/eshop/cms/action/list/type/StoreLocation/isPublished/1/, http://www.mavi.com/service/about, http://www.parkbravo.com/sayfa/1/hakkimizda/, https://www.twist.com.tr/kurumsal/ayaydin-miroglio-96, http://shop.yargici.com.tr/t/kurumsal

Selected Turkish brands have a link for online shopping. It provides easy access to the shopping pages from their Instagram accounts.

Table 2: International Fashion Brands Description

Brand	Origin	Foundation year	Store Number (Today)	Positioning its corporate identity/philosophy & Instagram posts, followers, following, etc.
Benetton	Italy	1965	More than 6500 stores in 120 countries	An informed consumerism, its aesthetic ambitions calculated to evoke a utopian rainbow at the end of a storm. https://instagram.com/benetton/ 771 posts, 77.2k followers, 85 following no online shopping link for Turkey
Levi's	US	1853	50,000 retail locations in 110-plus countries.	Cut from the best cloth. Crafted with expert care. "Designed for the long haul". https://instagram.com/levis/ 1175 posts, 640k followers, 416 following Online shopping link: http://like2b.uy/levis
Mango	Spain	1984	1350 standalones in 93 countries	Just-in-time https://instagram.com/mango/ 1878 posts, 2.5m followers, 328 following Online shopping link: http://www.mango.com
H&M	Sweden	1947	58 markets worldwide	Sustainable fashion for all, always at the best price. https://instagram.com/hm/ 1308 posts, 6.9m followers, 238 following Online shopping link: http://hm.com no online shopping link for Turkey
Zara	Spain	1975	Over 2000 stores in 88 countries	It's about having the same image, the same customer service, and the same specific way of doing things. The result is customer satisfaction. You must pursue the same policy in every single store; you can't afford to have gaps. https://instagram.com/zara_worldwide/ 638 posts, 4.3m followers, 39 following No online shopping page

Source: http://www.benettongroup.com/group/profile/company-vision.,
https://www.inditex.com/en/brands, http://www.slideshare.net/roula72/zara-final-search,
http://us.levi.com/family/index.jsp?categoryId=18816836,
http://www.fashionfromspain.com/icex/cda/controller/pageGen/0,3346,1549487_5857768_5852720_248890_0,00.html, http://about.hm.com/en/About/facts-about-hm/about-hm/hm-group.html

Findings and Results

For Content analysis, the content and level of interaction of 1100 Instagram posts were examined. This survey was conducted, with the aim of determining, contrasting the content sharing types of 10 well-known fashion brands, and explaining their attitude in Instagram. Brands have different frequency to send posts but their posts are quite similar in themes.

As seen in Table 3, Mavi is the most active post sender brand between the chosen brands. 17% of all is the posts belonging to Mavi. H&M follows Mavi with 14%. Twist, another Turkish brand, which is quite close to H&M posts, is on the third place with 13.7%. The lowest percentage (3.4%) of the post frequency belongs to Yargıcı.

Table 3: The frequency of the brands in 1100 posts.

		Frequency	Percent	Valid Percent
Valid	ipekyol	**135**	12.3	12.3
	mavi	**187**	17.0	17.0
	parkbravo	90	8.2	8.2
	twist	**151**	13.7	13.7
	yargıcı	37	3.4	3.4
	Benetton	94	8.5	8.5
	Levi's	62	5.6	5.6
	mango	105	9.5	9.5
	H&M	**154**	14.0	14.0
	Zara	85	7.7	7.7
	Total	1100	100.0	100.0

A) Photo Type, Shooting Type and Post Type:

As Instagram is known a simple photo-sharing application, post type is an interesting theme for this study. The brands prefer to send photos instead of videos or vines as seen in Table 4. 94.4% of the posts are photos. Although, professional studio photos are more preferred photo type some of the brands give the preference to more sincere photos for their products (or work place or workers).

Table 4: Frequency of the post type (photo / video), photo type and shootings

Post type

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Photo	1038	94.4	94.4	94.4
	Video	62	5.6	5.6	100.0
	Total	1100	100.0	100.0	

Photo type

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Amateur	136	12.4	12.4	12.4
	Professional	964	87.6	87.6	100.0
	Total	1100	100.0	100.0	

Shooting

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Studio	698	63.4	63.4	63.4
	Outdoor/ Shops etc.	402	36.5	36.6	100.0
	Total	1100	1100	100.0	
Total		1100	100.0		

Every brand mainly uses professional photos. While Ipekyol, Park Bravo, Twist, Yargici and Zara use studio photos, Mavi, Benetton, and Levi's use more outdoor photos than studio ones as seen in Table 6.

B) Content type:

Brands prefer to share different type of posts according to their marketing strategies. When the Instagram accounts of the selected brands were examined from 1st January till 10th March, 9 different contents type were determined. The list of content types and their frequency and the percentage are seen in Table 5. It is observed that product post type was the most preferred ones (75.8%) in the content distribution. PR post type is in the second place (8.5%) and advertising post type follows them in the third place (6.2%). As it is seen in Table 5, brands did not prefer to share "use of sales promotion" posts (0.6%) during that period.

Table 5: Content type frequency and percentages of all the posts

Content type

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Product	834	**75.8**	75.8	75.8
	Promotion	22	2.0	2.0	77.8
	Advertising	68	**6.2**	6.2	84.0
	Social responsibility	13	1.2	1.2	85.2
	Special days	17	1.5	1.5	86.7
	Workplace/workers etc.	12	1.1	1.1	87.8
	Use of sales promotion	7	.6	.6	88.5
	Content provided by consumer	33	3.0	3.0	91.5
	PR	94	**8.5**	8.5	100.0
	Total	1100	100.0	100.0	

The distribution of themes and content types according to brand name can be seen in Table 6 and Pearson Chi- Square tests result can be seen in Table 6 a. Product sharing is in the first place for all brands. On the other hand, the preference of the using other content types differs from brand to brand. The brands giving importance to promotion are Zara (5,9%), Levi's (3.2%) and Ipekyol (3%). Mavi (4,3%) and Benetton (3,2%) shared social responsibility posts more than the others. Turkish brand Yargıcı (8,1%) showed more awareness for special days.

Mavi preferred to share more "content provided by consumers" posts with #ilovemavi (12,8%). Except Zara, every brand posted advertising. Yargıcı, Levi's, Park bravo, H&M, and Twist posted advertising with higher ratios than the other brands. Mango posted 33.3% PR content during the measured time period and H%M (16.2%), Mavi (12.3%) followed Mango respectively. Both Twist and Mavi posted "use of sales promotion" content.

Table 6: The percentages of the themes according to the brands

		brand name									
		ipekyol	mavi	parkbravo	twist	yargıcı	benetton	Levi's	mango	H&M	zara
		Column N %	Column N %	Column N %	Column N %	Column N %	Column N %	Column N %	Column N %	Column N %	Column N %
posttype	Photo	95.6%	93.6%	100.0%	97.4%	86.5%	98.9%	96.8%	94.3%	84.4%	97.6%
	Video	4.4%	6.4%	0.0%	2.6%	13.5%	1.1%	3.2%	5.7%	15.6%	2.4%
Contenttype	product	90.4%	62.6%	74.4%	82.8%	75.7%	92.6%	82.3%	60.0%	65.6%	85.9%
	promotion	3.0%	1.6%	2.2%	1.3%	0.0%	2.1%	3.2%	1.0%	0.6%	5.9%
	advertising	2.2%	1.1%	13.3%	7.9%	16.2%	1.1%	14.5%	4.8%	11.7%	0.0%
	social responsibility	0.7%	4.3%	0.0%	0.7%	0.0%	3.2%	0.0%	0.0%	0.0%	0.0%
	special days	1.5%	2.7%	3.3%	1.3%	8.1%	1.1%	0.0%	0.0%	0.6%	0.0%
	workplace/workers etc	0.0%	1.6%	1.1%	0.0%	0.0%	0.0%	0.0%	1.0%	4.5%	0.0%
	use of sales promotion	0.0%	1.1%	0.0%	3.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	content provided by consumer	2.2%	12.8%	1.1%	2.6%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%
	Others	0.0%	12.3%	4.4%	0.0%	0.0%	0.0%	0.0%	33.3%	16.2%	8.2%
Phototype	Amateur	0.7%	30.5%	1.1%	12.6%	5.4%	4.3%	11.3%	23.8%	13.0%	0.0%
	professional	99.3%	69.5%	98.9%	87.4%	94.6%	95.7%	88.7%	76.2%	87.0%	100.0%
Shooting	Studio	83.0%	39.0%	65.6%	84.8%	100.0%	28.7%	46.8%	67.6%	54.9%	90.6%
	outdoor/shops etc	17.0%	61.0%	34.4%	15.2%	0.0%	71.3%	53.2%	32.4%	45.1%	9.4%
catchwords	available	97.0%	100.0%	100.0%	98.0%	100.0%	100.0%	100.0%	59.0%	100.0%	12.9%
	unavailable	3.0%	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	41.0%	0.0%	87.1%

Table 6 a: Result of Chi-Square Tests

Pearson Chi-Square Tests

		brand name
posttype	Chi-square	47.552
	df	9
	Sig.	.000[*]
Contenttype	Chi-square	377.691
	df	72
	Sig.	.000[*,b,c]
Phototype	Chi-square	116.174
	df	9
	Sig.	.000[*]
Shooting	Chi-square	210.143
	df	9
	Sig.	.000[*]
catchwords	Chi-square	682.195
	df	9
	Sig.	.000[*]

Results are based on nonempty rows and columns in each innermost subtable.

[*]. The Chi-square statistic is significant at the .05 level.

b. More than 20% of cells in this subtable have expected cell counts less than 5. Chi-square results may be invalid.

c. The minimum expected cell count in this subtable is less than one. Chi-square results may be invalid.

In order to examine if there is a statistically significant differences between the brands according to the pre-determined measurement themes, chi-square analysis was conducted. Except content type, the analysis results illustrated that each brand significantly differ (p<0.01) from the other brands according to post type, photo type, shooting and catchwords/comments.

C) Likes and Reviews:

According to the brands, mean values of likes and reviews in percentage are given in Table 7a and b. The results of the comparison of the mean values are given in Table 8a and b respectively.

Table 7: Percentages of likes and reviews according to the brands

a)

	brand name									
	ipekyol	mavi	parkbravo	twist	yargıcı	benetton	Levi's	mango	H&M	zara
	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean
Likepercent	.72	2.07	.82	.82	.96	1.73	1.54	.91	1.22	.88

b)

	brand name									
	ipekyol	mavi	parkbravo	twist	yargıcı	benetton	Levi's	mango	H&M	zara
	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean
Reviewpercent	.01	.03	.01	.01	.02	.03	.01	.00	.01	.01

When Table 7 and 8 are examined, it can bee seen that mean value of "like percentage" for Mavi (2.07) is higher than the other brands. Benetton (1.73), Levi's (1.54), and H&M (1.22) follow Mavi respectively. Mavi and Benetton received same review percent from their followers. Mavi achieved to receive the highest appreciation to its posts and gained an advantage against to its rivals on Instagram. Benetton, Levi's and H&M had better performance than Zara, Mango, Park bravo, Twist, İpekyol and Yargıcı. What's more, Mavi also had the best review performance. From these results, it could be said that Mavi continues its brand promoting on Instagram successfully.

Table 8: Comparison of the brands according to like percent and review percent

a)

Comparisons of Column Means[a]

	brand name									
	ipekyol	mavi	parkbravo	twist	yargıcı	benetton	Levi's	mango	H&M	zara
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
Likepercent		A C D E F G H I J				A C D E H I J	A C D E H I J		A C D H J	

Results are based on two–sided tests assuming equal variances with significance level .05. For each significant pair, the key of the smaller category appears under the category with larger mean.

a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

b)

Comparisons of Column Means[a]

	brand name									
	ipekyol	mavi	parkbravo	twist	yargıcı	benetton	Levi's	mango	H&M	zara
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
Reviewpercent		A C D H I J				H				

Results are based on two–sided tests assuming equal variances with significance level .05. For each significant pair, the key of the smaller category appears under the category with larger mean.

a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

As social media can be a useful source of market information and customer voice, receiving reviews for the posts of the brands helps to analyze the customer thoughts and track problems and market opportunities. Brands can also utilize social media to obtain 'live' information about consumer behavior. It can be extremely useful. Mavi continues promoting the brand and the products on Instagram successfully. So, Mavi gains the advantage to hear its customer voice.

Apparently, the followers of the brands like different contents. The mean value of the like percent for each content type shows an alteration for each brand. "Others" represent PR at Table 9 and Table 10. Regarding "like percentage" for products, Mavi achieved highest mean values for their "product", "use of sales promotion", "content provided by consumer", "PR", and "special days" content posts. Benetton is in the second and Levi's is in the third place. Levi's and H&M are good at promotions. While

Benetton is in the best place regarding to advertising, Twist has the highest mean value for their social responsibility content. On the other hand, Zara gained higher appreciation for its promotion posts.

Table 9: Like percentage according to content types and brands

a)

			brand name									
			ipekyol	mavi	parkbravo	twist	yargıcı	benetton	Levi's	mango	H&M	zara
			Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean
Likepercent	Contenttype	product	.72	2.08	.82	.84	1.07	1.73	1.58	.99	1.25	.89
		promotion	.37	1.38	.38	.66	.	1.16	1.63	.64	1.61	.57
		advertising	.45	1.62	.68	.74	.50	3.37	1.28	.85	1.17	.
		social responsibility	1.86	1.97	.	2.35	.	1.45	.	.	.	.
		special days	1.07	2.78	.96	.80	.92	2.04	.	.	1.23	.
		workplace/workers etc	.	1.63	1.65	.	.	.	.	.95	1.41	.
		use of sales promotion	.	1.32	.	.38	.	.	.	.	.	.
		content provided by consumer	.65	1.95	.77	.80	.	.	.	.	1.27	.
		Others	.	2.27	1.16	.	.	.	.	.77	1.03	1.02

b)

Comparisons of Column Means[b]

			brand name									
			ipekyol	mavi	parkbravo	twist	yargıcı	benetton	Levi's	mango	H&M	zara
			(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
Likepercent	Contenttype	product		A C D E F G H I J				A C D E H I J	A C D E H I J		A C D J	
		promotion		A C J		.			A C J	.a	.a		
		advertising		A C D E				.a	A C D E		A C D E	.
		social responsibility	.a	.	.	.a	.	.	.	.	.	.
		special days		C D E				.a		.	.a	.
		workplace/workers etc	.		.a	.	.	.	.	.a	.	.
		use of sales promotion	.	D	.	.	.	.	.	.	.	.
		content provided by consumer		A D	.a	.	.	.	.	.	.a	.
		Others	.	H I		.	.	.	.	.	.	.

Results are based on two–sided tests assuming equal variances with significance level .05. For each significant pair, the key of the smaller category appears under the category with larger mean.

a. This category is not used in comparisons because the sum of case weights is less than two.

b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

For all brands, review numbers for the posts are very few. Therefore, comparison of the brands regarding to the mean value of "review percentage" could not be effective. Mavi has got higher respond to its advertising posts as seen on Table 10a and b than the other brands.

Table 10: Review percentage according to content type and brands

a)

			brand name									
			ipekyol	mavi	parkbravo	twist	yargıcı	benetton	Levi's	mango	H&M	zara
			Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean
Reviewpercent	Contenttype	product	.01	.03	.01	.01	.02	.03	.01	.01	.01	.01
		promotion	.02	.03	.01	.03	.	.01	.01	.00	.00	.01
		advertising	.00	.19	.01	.01	.02	.04	.01	.00	.01	.
		social responsibility	.01	.03	.	.01	.	.02	.	.	.	.
		special days	.00	.01	.00	.00	.00	.01	.	.	.02	.
		workplace/workers etc	.	.01	.02	.	.	.	.	.00	.01	.
		use of sales promotion	.	.00	.	.03	.	.	.	.	.	.
		content provided by consumer	.01	.02	.04	.01	.	.	.	.	.00	.
		Others	.	.05	.01	.	.	.	.	.00	.00	.01

b)

Comparisons of Column Means[b]

			brand name									
			ipekyol	mavi	parkbravo	twist	yargıcı	benetton	Levi's	mango	H&M	zara
			(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
Reviewpercent	Contenttype	product		A								
		promotion						.		a	a	
		advertising		A C D E G H I				.a				.
		social responsibility	a		.	a	.		.	.	.	.
		special days						a	.	.	a	.
		workplace/workers etc	.		a	.	.	.	.	a		.
		use of sales promotion	.		.	B	.	.	.	.	.	.
		content provided by consumer			a		.	.	.	.	a	.
		Others	.	H I		.	.		.			.

Results are based on two–sided tests assuming equal variances with significance level .05. For each significant pair, the key of the smaller category appears under the category with larger mean.

a. This category is not used in comparisons because the sum of case weights is less than two.

b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

D) Catchwords/ Comments:

As it is seen in Table 4, Zara used very few catchwords/comments etc. (12,9%) for their posts, while Mango utilized comments for almost half of their posts (59%). The rest of the brands, except İpekyol (93%), made comments or catchwords for each photo they sent during the analyzed period of time.

Conclusion

Social media marketing is getting more interesting for fashion industry as it is powerful to create two-way communication between consumers. Social media is also a tool that provides an outlet for fashion brands to showcase their brand through to consumers. In addition, consumers can share their thoughts on fashion news, trends and events. Most of the fashion brands try to get benefits from social media. The main aim of the research is to investigate how the selected fashion brands utilize Instagram in their efforts of marketing.

The results show that the frequency of Instagram using differs from brand to brand and different kinds of posts evoke different levels of user interaction. Generally, brands share their product posts more intensely. Posts relating to PR are in the second place in terms of the time period decided for this study. Some brands didn't share any posts regarding to social responsibility, special days use of sales promotion or PR during that period. However, the followers of the brands, which share those sorts of posts, liked and reviewed them. Thus, the brands achieved to create new subjects for two-way communication with their consumers and they were successful to catch their follower's attention. One of the important findings of the study is that as Mavi does, contents provided by consumers receive almost the same level as the product posts in reference to the like percentages. The other interesting finding is that, in general, sharing information about events, advertising or promotion receives a lower level of interaction. Some of the brands in this study achieved to receive good responds for their promotion or advertising posts. The brands mostly prefer to send their posts as photo. Using video posts is rare. Most of the photos are similar to catalogue shooting. Some brands share more amateur/casual and also outdoor photos. Mavi is one of them and, in an interesting way, Mavi has a higher level of interaction regarding to "like percent" and " review percent".

As a result, it is possible to suggest to brands that sharing social responsibility posts or remembering special days could provide more interaction. In addition, content provided by consumers gives positive reaction between the followers. As a matter of course, choosing the right post should be the key for the positive reaction. When the Instagram performances of the brands according to "like percentages" are compared, in terms of selected themes, Mavi has the best performance between the selected brands. Benetton, Levi's and H&M have also very good performance after Mavi.

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