

# [Nowadays, firm, burson-marteller indicates that 86% out of](https://assignbuster.com/nowadays-firm-burson-marteller-indicates-that-86-out-of/)

Nowadays, technology plays animportant part in our lives considering that we are surrounded by it every day. The increased use of social media by both businesses and customers made manyquestions to be raised about the impact of social media on customer’s purchasedecisions. According to (Rockendorf 2011) since the social media hub, companiesbegin to understand customer’s online behaviour and to gain insights on theirpurchasing conduct. Furthermore, Evans and McKee, 2010 believes that it is forthose motives that allow the marketers to interact with the customer and tomaintain the brand’s presence in the online market.  Moreover, many companies adopted the strategyon having strong presence on social media such as Facebook, Instagram, LinkedIn, Twitter, YouTube or blogs. In fact, a study by public relation firm, Burson-Marteller indicates that 86% out of 100 largest companies on the Fortune500 list uses one media site, however 28% of them use all social platforms tointeract with their customers (Deepa and Deshmukh, 2013) The development of social media has changed the way theworld functions giving faster means of communication. The emergent of socialmedia influenced the way people perform certain activities, behaviours andpractices and share information and experiences using “ colloquial media”.

(Brake, 2009) According to (Nawaz, Atif and Rubab, 2015) “ Colloquial or conversational mediaare basically online based applications that have enabled to create andtransmit content in the form of words, pictures, videos and audios.”(Solomon, Rabolt, 2003) describes fashion as a driving forcethat shapes the way we live our everyday lives ? it affects apparel, hairstyles, art, food, cosmetics, cars, music, toys, furniture, and many otherthings in people’s lives that are often taken for granted. Fashion is a veryimportant part of popular culture, which is constantly changing.  The fashion industry has grown significantly during recentyears and this is also linked to consumers’ changing buying habits in fashion.

Consumers are constantly becoming more conscious about fashion trends and theywant to keep themselves updated with the latest news. (D’Aveni, 2010). Consumers are makingbuying choices constantly more and more based on the information that they findon social media. In these days, people are not only reading advertisingmessages and websites of the companies in order to find information, but usingalso different online formats to share ideas, be part of online communities andkeep in touch with companies and other consumers. According to Kozinets (2010), social media has a big effect on buying behaviour, as it is constantly seenmore as an objective information source and people trust more the informationthat they find through social media platforms these days. According to (Apparel Magazine, 2010) social media hasbecome one of the most popular tools which links the customers to the brands. They believe that the link does not only increase sales but the purchase intentas well as communication. This can be particularly helpful in projecting thebrand image into their consumer’s mind.

Furthermore, studies concluded that Young adults are” power users of social media”. They consider their opinions important, don’thesitate in sharing it and engage with their favourite fashion brands throughthe online platforms available. (Qualman, 2009) Moreover, according to “ YoungAdult Revealed” a global survey that was carried out on “ how much young adultsengage online with brands” on 12603 people from 18-14 years old among 26countries resulted that 19% added brand related content to their homepage onsocial sites and 28% talked about brands on dissection forum. According to (DiMauro, 2011) the presence of social mediain the fashion industry in facilitating the development of “ social fashion” where expertise is applied to support art. (Oliver , 2008) believed that thesocial media platforms have a wider reach to potential customers and hasbrought fresh and innovative ways into online shopping experience this being apotential “ catalyst for additional profits”. Many previous researches show that it is important toevaluate the facts behind consumer’s purchase decisions in order to stay intrack in the ever-changing business world.

According to Roesles (2015), socialmedia use is significant for all demographics, but there is still a largevariation among demographics – how much they are spending time online, how theysearch for information and what kind of devices they own. As Roesles (2015)states, the impacts of social media are not something that businesses canoverlook in order to be successful.