

Using Social Media Advertisement to Improve Youths' Access to Online Fashion Brands in Nigeria

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Abstract:

The rise in popularity of social media has unquestionably triggered a significant shift in how advertisers and marketers approach promoting their products and services, aiming to impact the purchasing choices of younger generations. Nonetheless, research concerning advertisements on these social media platforms and their influence on awareness, attitudes, and responsiveness is still in its early stages, particularly within the Nigerian context. Given the explosive growth of numerous social media platforms, this research delves into how Nigerian youths, recognized as active social media users, engage with and react to fashion-related advertisements on these platforms. The study is grounded in Theory of Reasoned Action and Theory of Planned Behaviour, underscoring the active responsiveness or influence that creatively crafted, visually appealing, concise, well-positioned, and easily noticeable social media advertisements have on youths. The study draws a sample of 384 participants from selected senatorial districts in Lagos, Nigeria. The findings of the study reveal a strong awareness of fashion advertising on social media among youth. Their overall attitude towards these advertisements indicates a positive inclination, perceiving them as valuable. The study also identifies key motivating factors driving youths' responses, with product price (83.1%) taking precedence. The significance attached to factors such as repetition, creativity, and brand loyalty challenges previous research findings, emphasizing the multifaceted nature of youths' responses to fashion advertisements. The study however recommended that advertisers and agencies should continue to conduct research to stay abreast of changing trends and adapt their strategies accordingly. Clear and transparent pricing information should be readily available to capture the attention of cost-conscious youths.

Keywords: Advertising, purchase choices, price, social media, youths.

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1. INTRODUCTION

Social media has emerged as a formidable communication tool, particularly among the younger demographic, shaping the landscape of online interaction on a daily basis. Its rapid expansion has redefined the internet's role, marking a significant transformation since its inception (Duffett & Wakeham, 2016). Notably, a global survey indicates that approximately ninety percent of entrepreneurs harness social media for business promotion, making it a pivotal platform for marketers seeking direct and private communication channels with customers (Duffett & Wakeham, 2016; Jamil et al, 2022).

As technology continues to evolve globally, social media platforms have emerged as the most effective means to engage a broader audience, promote products, and tap into new opportunities. At the heart of human interaction, social media embodies key attributes such as participation, openness, conversation, community, and connectedness. These qualities empower individuals to communicate seamlessly across geographical boundaries, facilitating discussions about services, products, and organizations. Social media stands apart from traditional media due to its distinctive features, including extended reach, frequent engagement, easy accessibility, immediacy, and more.

The dynamic nature of social media is underscored by its financial impact, with expenditures on social media advertising surpassing those on all other traditional media (Jamil et al, 2022). Over the years, there have been an explosive growth in both the variety of social media tools and the number of participants, resulting in constant rule evolution and a prevailing uncertainty about optimal usage, particularly among the younger demographic. Social media marketing has, however, risen as a favoured and effective form of digital marketing, leveraging the massive user bases of platforms like Facebook and Instagram to reach billions of potential customers quickly. This could be why Afrina et al. in Michael et al (2022) argued that digital platforms have enabled consumers to have access to tremendous information about any businesses, products and service any time or any place they want.

Academic exploration of user responses to advertising has been extensive in the realm of internet studies (Dutta-Bergman, 2006; Homer, 2006; Schultz, 2008; Michael, et al, 2022). Yet, despite the surge in social media's popularity, there is a scarcity of academic research on consumer perspectives on advertising on social networking sites, given the rapid expansion of these platforms within a short timeframe (Duffett & Wakeham, 2016). Social networking sites, perceived as personal spaces, are often motivated by interpersonal connections and creative expression, presenting challenges and opportunities for advertisers (Jamil et al, 2022).

Youth, considered adept in navigating these digital realms, were among the earliest adopters of social media, with majority of male and female youths having active social media accounts (Swist, et al, 2015). This tech-savvy generation, labelled the first fully digital cohort, integrates social media into their social structure, shaping their communication patterns and preferences (Goldgehn, 2004; Lee & Conroy, 2005; Olumuji & Ogba, 2018; Olumuji & Okwoli, 2020). The reactions of young individuals to the myriad advertisements available are unpredictable. Exposure to a specific advertisement does not guarantee a positive response or a commitment to patronize. Social media platforms have given rise to online communities where users can connect, interact, promote, market, and

establish personal and professional relationships. With the expansion of social media networks, an increasing number of individuals and businesses have adopted them as a means of advertising. Young people, in particular, have been prominent users of social media.

The influence of social media as a catalyst for change has facilitated seamless communication between companies and their customers, transcending time, geography, and distance. Nevertheless, there is need to explore how Nigerian youths perceive social media advertising in shaping their purchasing behaviors. While a majority of young people have access to social media, only a minority actually engage in purchasing products advertised on these platforms. This paper aims to explore academic research on consumer views of advertising on social networking sites, particularly focusing on the unique dynamics and challenges posed by these platforms in the context of rapidly evolving online social interactions.

In view of these, the following research questions will guide the study:

1. What common types of advertisements do youths access most on social media?
2. What are youths' responses to social media (fashion) advertisement?
3. What motivates youths' responses to fashion advertisement?

2. LITERATURE REVIEW

2.1 Youths' response to social advertising media

As of January 2023, statistics showed that there are more than 4.76 billion social media users around the world and 28.20 million social media users in Nigeria, aged 18 and above (Data Reportal, 2023). The importance of social media in our contemporary system of communication is indispensable. Social media has emerged as a powerful tool for disseminating knowledge (Khan et al, 2021). It not only facilitates information sharing but also plays a pivotal role

Consumer response to online advertising plays a crucial role in determining the effectiveness of online advertising campaigns. Understanding consumer attitudes towards personalised advertising can help marketers tailor their strategies to better engage and connect with their target audience. Additionally, the role of trust in online advertising cannot be overlooked, as consumers are more likely to respond positively to advertisements from brands they trust. On the other hand, the impact of advertisement-blocking software on online advertising effectiveness poses a significant challenge for marketers, as it reduces the visibility and reach of their advertisements. By analysing these factors, marketers can optimise their online advertising efforts and maximise their impact on consumers.

The response to advertising is also shaped by demographic factors like age, income, education, and gender, as well as lifestyle considerations such as product, price, or brand consciousness. Young individuals tend to depend more on advertising in

their decision-making process compared to older individuals. These responses are believed to encompass three elements: cognitive, emotional, and behavioural. The recent work of Chukwu and Uzoma (2014); Jenyo, and Soyoye, (2015); Olanrewaju, and Okunade, (2016), show that Nigerians make use of digital marketing platforms very often. This implies that digital advertising has become very common in Nigeria, especially among youths (Michael et al. 2022).

The credibility of information significantly shapes how young individuals respond to it, with their trust often hinged on the perceived believability and reliability of the communication medium (Olumuji & Ogba, 2018). When young people lack confidence in the media, they are less likely to engage with it. The level of trust a consumer places in the authenticity of messages conveyed through media and advertising is referred to as media and advertising credibility. Israel and Oguiche (2018) aver that although youths have access to social media, only a limited number actively engage with promoted products due to various challenges. This also lends credence to the study of Olanrewaju and Okunade (2016) where they discovered that 77% of the sample claimed they search for products and services online, but when asked if they visit known sites like Amazon and Konga, the survey not up 5% indicated that they use the online shopping sites as against 35% who search Google often. Moreover, advertisers demonstrate their confidence by investing substantial amounts, often in the millions of dollars annually, in social media advertising. To support this claim, the study of Wild Fusion Digital Centre and Pan-Atlantic University (2016) show that 82% of Nigerian businesses regularly engage consumers online. Another study by Adeniyi et al (2024) show that 96% of businesses surveyed in Lagos State utilise digital platforms.

Nyekwere, et al. (2013) evaluated the awareness and use of social media advertising among inhabitants of Port Harcourt, Rivers State, Nigeria. Users were found to only use the goods or services promoted on social media provided friends and family members they trust had approved of and referred them. Additionally, Udenze and Aduba (2020) state that from the perspective of business owners, relatively few people use social media for online advertising. Social media advertising is gaining traction, captivating the attention of young Nigerians, particularly in the realm of diverse fashion. Noteworthy examples include Atafo, a fashion brand specializing in bespoke attire for both men and women; 2207 by Tally, a female fashion brand known for designing vibrant, youthful, and versatile outfits; Lanre Da-Silva Ajayi (LDA), a sophisticated fashion label that incorporates traditional fabrics; Yomi Casual, a brand focusing on African-inspired styles and intricately designed menswear; and VeeKee James, a luxury fashion brand renowned for its exquisite dresses and finely crafted bespoke outfits.

Nevertheless, the reaction to social media advertisements can be unfavourable due to the perception that the internet is more focused on goals and tasks compared to traditional media. When advertising disrupts or slows down the speed of data

retrieval and processing, consumers may respond negatively to the advertisement or product. Pop-up advertisements, distracting content, or advertisements demanding consumer action before they can continue online activities might prompt individuals to promptly delete the message, leading them to actively avoid the advertising altogether. Israel and Oguche (2018) study uncovered that only a minority of these young people engage in purchasing products promoted on social media platforms due to the various challenges they encounter. By contrast, Oladapo and Gbemisola, (2015), found out that the use of digital platforms has increase competitiveness, patronage, digital exposure through online presence, increased customer satisfaction and help in managing their relationship and customer base

2.2 Factors that motivate youths' responses to fashion advertisement

Advertising on various social media platforms, such as Instagram, Twitter, and Facebook, appears to offer comprehensive support. These platforms enable on-demand access to advertising and information, and the use of corporate social media facilitates meaningful engagement with consumers. Marketers benefit from the data provided by online users through their profiles and search patterns, allowing them to customise their advertising for a more receptive audience (Brechman & Purvis, 2015). Advertisers possess insights into the age, locations, and interests of online users, enabling them to deliver targeted advertising without the consumers' explicit awareness.

The younger demographic, in particular, seems exercise greater control over the information they receive. Their expectations have evolved, with a belief that advertising should not only convey information but also offer a service. Youth now anticipate that advertising content should be available on demand, presented in an engaging manner, and designed to simplify and enhance their decision-making processes, making them feel more secure in their choices (Qader et al. 2022).

It is worth highlighting that the factors influencing how young people react to fashion advertisements can differ based on the individual, the advertisement type, and its context. Various factors may shape these responses: peer influence, family input, or the sway of social media influencers can play a role. Fashion serves as a means for youths to express their uniqueness and identity, making advertisements that champion this idea more impactful (Das 2023). Advertisements triggering positive emotions like joy, excitement, or inspiration tend to resonate better with the younger audience. Loyalty to certain brands or positive associations can also sway their reactions. Additionally, advertisements emphasizing affordability or value for money have a higher chance of eliciting responses. It should be noted that these factors are not exhaustive and may shift based on the individual and the ad's context.

The motivations for social media usage, particularly in the context of advertising, are instrumental in understanding how individuals engage with these platforms

(Young, et al, 2017). Advertising on social media often aims to enhance the mood of users by providing entertaining and engaging content. Whether through humorous videos, visually appealing images, or interactive advertisement formats, advertisers leverage the power of mood enhancement to capture the attention of users and create a positive association with their brand. Advertisers can tap into the motivation for experiential learning by creating interactive campaigns. This could involve immersive experiences, virtual tours, or educational content within the advertisement itself. Social media provides a platform for users to actively engage with content, and experiential learning can be a powerful tool for conveying information about a product or service.

Understanding these motivations can inform advertisers about the types of content and strategies that are likely to resonate with their target audience. By aligning advertising efforts with these motivations, advertisers can create more effective and engaging campaigns that connect with users on a personal level, ultimately contributing to the success of their marketing initiatives on social media platforms.

3. THEORETICAL FRAMEWORK

Technology Acceptance Model has become one of the most popular research frameworks used to predict the use and acceptance of information system and adoption of technologies by individuals. This model was propounded by Davies in 1989 and its aim is to provide a construct on what induces the behaviour and choice behind the application of a particular technology in a given social system. This framework is premised on the assumption that adoption and application of information technologies can result in both short- and long-term benefits for individuals and organisations, as well as enhancing performance and productivity, while saving cost and time, by delivering the much-needed convenience

The Technology Acceptance Model theorizes that there are two vital factors that informed the adoption of any technology; that is, the perceived ease of use and perceived usefulness. Venkatesh (2003) assumes that individual user may decide to use or not to use a technology depending on the operational ease and the overall importance attached to such technology.

Perceived usefulness has to do with the assumption that utilization of a particular information system or information technology will aid in the successful performance of his or her life or job functions. Perceived usefulness is adduced to be the primary factor that indicated intention to appropriate the technology. This is so because users may agree that a particular technology is useful and at the same time difficult to use, but if the performance benefits of the utilization is outweighed by the relative use of the technology, then perceived ease of use is premised as influencing usefulness (Sacide & Yasemin, 2009).

Both the “ease of use” and “perceived usefulness are influenced by some external factors. Some of these elements usually manifest as social factors, cultural factors and political factors. Social factors could include language, skills and status, age, exposure, etc. Cultural factors might dictate a number of things; like trends, technological permissiveness, customs and value system, religious influences, etc. The attitude to use is concerned with the user’s perception of derivable benefits and desirability using a particular technology. Behavioural intention measures likelihood of a person adopting the information system.

This model aptly elucidates the rationale behind youth’s adoption of online digital platforms to fulfil their shopping intentions. In a technologically evolving world, individuals adapt to recent technologies, prioritising factors like convenience, accessibility, and the common good. People consciously choose technologies that align with their expectations, beliefs, and values. For youths, the convenience offered by online shopping platforms becomes a key motivation for most of their purchase decisions.

Advertisers aim to inform potential customers and prompt buying decisions on advertised goods. In the context of fashion advertisements, the buying decision represents the anticipated response, emphasizing the pivotal role of technology and behavioural theories in understanding and shaping contemporary consumer choices.

4. METHODOLOGY

This research employed a descriptive survey design to investigate the access and responses of youth to social media advertising. The design was deemed appropriate as the study collected primary data through online questionnaires. The study focused on youths with active social media accounts in Lagos State. According to the fourth-quarter report from the Nigeria Bureau of Statistics, the total number of internet users in Lagos is 18,939,488. Therefore, the official population considered for this study is 18,939,488, representing individuals believed to have active internet subscriptions in Lagos. The sample size was determined using Cochran's (1977) formula, resulting in a sample size of 384.

The study randomly selected 384 respondents from four tertiary institutions in the state (two government owned universities and one private university were selected; the other school is a polytechnic). The researcher employed a simple random and the respondent driven techniques; a referral-based survey which allows the researcher recruits respondents and the initial respondents help to get others. To ensure equal opportunities for participation, trending fashion outlets or brands in Lagos State were identified, and responses were sought through their social media handles. The primary instrument was an online questionnaire through the use of Google form. The questionnaire link was shared to both

undergraduates and postgraduate students of the selected institutions using their WhatsApp, Instagram, Twitter, and Snapchat handles.

In determining eligibility for the study, inclusion criteria were applied, focusing on baseline questions related to age limits (between 18 and 29 years) and whether respondents engage in online fashion shopping. The data was analysed using SPSS version 27 and presented in simple frequencies, percentages and means. Each variable was carefully analysed under their respective subheading.

4.1 Results

All the 384 questionnaire links were appropriately filled and returned 100% for analysis. This high success rate can be credited to the techniques deployed to reach the respondents.

Table 1: Types of Online Fashion Adverts Youths View on Social Media

Variable	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	$\bar{x}$ Mean
Text based adverts on social media	6(1.6%)	204(53.0%)	114(29.6%)	34(8.8%)	26(6.8%)	3.34
Video based adverts on social media	142(36.9%)	198(51.4%)	37(9.6%)	7(1.8%)	0	4.24
Animation Adverts On Social Media	63(16.4%)	244(63.4%)	38(9.9%)	32(8.3%)	7(1.8%)	3.84
Audio Based Adverts On Social Media	18(4.7%)	202(52.5%)	97(25.2%)	58(15.1%)	9(2.3%)	3.42
Picture Based Adverts On Social Media	113(29.4%)	249(64.7%)	14(3.6%)	8(2.1%)	0	4.22
Pop-Ups as Social Media Advertisements	86(22.3%)	215(55.8%)	63(16.4%)	20(5.2%)	0	3.96

Source: Field Survey, 2022

The majority of respondents (51.4%) agree or strongly agree with video-based advertisements. The mean score of 3.34 suggests that, on average, respondents have a favorable view of video-based advertisements on social media. The low percentage of disagreement and strongly disagreement (1.8%) indicates a generally positive sentiment towards video advertisements. Similar to video advertisements, a significant majority (63.4%) agree or strongly agree with animation-based adverts. The mean score of 3.84

suggests an overall positive perception of animation advertisements, although slightly lower than video advertisements. A relatively higher percentage of respondents (8.3%) express disagreement, indicating some variability in opinions. Responses for audio-based adverts are more evenly distributed across the Likert scale. The mean score of 3.42 suggests a moderate level of agreement but with a significant number of respondents expressing neutral or disagreeing opinions.

Picture-based adverts have a high overall agreement (64.7%), with a mean score of 4.22. The low percentage of disagreement indicates that this format is generally well-received among respondents. Pop-ups show a more polarized response, with a sizable percentage (22.3%) strongly disagreeing. The mean score of 3.96 suggests a moderately negative perception on average, indicating that pop-ups may be less well-received compared to other formats. Text-based adverts have the highest agreement percentage (53.0%) among respondents, with a mean score of 3.34. However, there is a notable percentage of neutral responses (29.6%), suggesting a more varied opinion compared to other formats.

The data indicates that video and picture-based advertisements generally receive more positive responses than other formats. Audio and animation advertisements show more diverse opinions, with a sizable portion of respondents expressing neutral or negative views. Pop-ups, despite having a significant percentage of respondents who agree or strongly agree, also have a substantial number of strong disagreements, reflecting a divisive perception.

Table 2: Youths' Responses to Fashion Adverts on Social Media

Variable	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	$\bar{x}$ Mean
Knowledge of Trendy Styles through Online Fashion Advert	97(25.2%)	231(60%)	44(11.4%)	6(1.6%)	6(1.6%)	4.07
Comparison of Prices with other Vendors through Online Fashion Adverts	116(30.1%)	220(57.1%)	40(10.4%)	5(1.3%)	3(0.8%)	4.15
Check for Reviews Before Purchase Decision	91(23.6%)	247(64.2%)	22(5.7%)	17(4.4%)	3(0.8%)	4.07
Get ideas on management and maintenance of fabrics	38(9.9%)	232(60.3%)	79(20.5%)	22(5.7%)	9(2.3%)	3.71

Source: Field Survey, 2022

The results presented in Table 2 provide insights into youths' responses to fashion advertisements on social media across various variables. This suggests that a significant majority of youths agree or strongly agree that they gain knowledge of trendy styles through online fashion advertisements. The mean score of 4.07 indicates a generally positive attitude towards this aspect. This variable suggests that a substantial proportion of youths engage in comparing prices with other vendors through online fashion advertisements. The mean score of 4.15 indicates a relatively higher level of agreement compared to the first variable.

Here, a large majority of youths agree or strongly agree that they check for reviews before making a purchase decision based on online fashion advertisements. The mean score of 4.07 aligns with the positive sentiment observed in the first variable. For this variable, the results suggest that a majority of youths agree or strongly agree that they get ideas on the management and maintenance of fabrics through online fashion advertisements. The mean score of 3.71 is slightly lower than the previous variables, indicating a positive but less strong response.

The youths in the study seem to have a generally positive perception of online fashion adverts, with high agreement levels in gaining knowledge of trendy styles, comparing prices, and checking reviews before making a purchase decision. The variable related to ideas on fabric management and maintenance also shows a positive trend but with a slightly lower agreement level.

Table 3: Factors that Motivates Youths' Responses to Fashion Advertisement

Variable	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	$\bar{x}$ Mean
Repetition of Fashion Adverts on Social Media Motivates Response	37(9.6%)	223(57.9%)	78(20.3)	34(8.8%)	12(3.1%)	3.63
The Creativity of Fashion Adverts on Social Media Motivates Response	93(24.2%)	217(56.4%)	41(10.6)	13(3.4%)	20(5.2%)	3.91
Price of Product Advertised Motivates Response	115(29.9%)	205(53.2%)	44(11.4%)	3(1.1%)	17(4.4%)	4.04
Brand Loyalty Influences Response to Fashion Adverts	95(24.7%)	199(51.7%)	66(17.1%)	11(2.9%)	13(3.4%)	3.92

Source: Field Survey, 2022

The respondents seem to be more positively influenced by the creativity of fashion advertisements on social media, as indicated by the higher percentage in the "strongly agree" and "agree" categories, along with a relatively higher mean (3.91). The price of the advertised product also has the most significant impact on the respondents' motivation, with the highest percentage in the "strongly agree" category (29.9%) and the highest mean (4.04).

Repetition of fashion advertisements on social media and brand loyalty also play a role in motivating responses, but to a slightly lesser extent. This information can be valuable for marketers and advertisers seeking to understand the factors that influence youths' responses to fashion advertisements.

4.2 Discussion of findings

The study's findings revealed that the predominant type of fashion advertisement most viewed by youths on social media platforms is advert contents aided by pictorial advertisements; the result shows 94.1%. Picture advertisements surpassed other formats such as video-based (88.3%), animation (79.8%), audio-based (57.2%), and text-based advertisements (59.8%). Some earlier studies have justified why image-centered advertisements have the potential to generate higher engagement. For instance, Bruce, Murthi, and Rao (2017); Goldfarb and Tucker (2011) conducted various studies on banner advertisements and they came to the conclusion that image-based advertisements are more obtrusive and are effective because they grab a viewer's attention in the first place. In line with these findings, Li & Xie, (2019) observed that the mere presence of an image in a social media post helps the post stand out from the majority of text-only posts and, as a result, attracts more attention. They also declared that beyond attention, image content may also affect engagement directly by enhancing the perceived quality of a post

Furthermore, this research indicated that youths engage with fashion advertisements on social media by primarily comparing prices with other vendors (87.2%) and scrutinising product reviews (87.3%). This highlights the immediate inclination of youths to seek adequate product information that are critical to making buying decisions. The availability of online product reviews and testimonials is another reason youths tend to prefer online fashions advertisements rather than choose a walk-in store. This results clearly justify the postulations of the Technology Acceptance Model with highlights two critical precondition an information system must fulfil in order for individuals to adopt such technology. In this case, perceived usefulness clearly emphasizes the derivable benefits of fashion advertisements on social media and the various offerings youths are open to get when they access the contents. The ease of use is the convenience that social media fashion advertisements offer to youths bringing different fashion brand from various online store to the, and saving them the stress of window shopping and moving around, as with case in physical shopping.

Online reviews and price displays have been discovered to have high impact of digital advertising success and conversion for online sales. This sentiment was supported by the words of Duan, Liu & Mao, (2022). To Bao and Chang (2014) and Li et al. (2015) they

agreed that ratings from online reviews have a positive effect on product sales and motivates customers.

Moreover, this study's results highlighted that the primary factor driving youths' responses to fashion advertisements on social media is the product's price, accounting for 83.1%. Additional motivating factors include the repetition of the advertisement (78.2%), the creativity displayed in the advertisement (80.6%), and brand loyalty (74.6%). This discovery contradicts other studies which highlighted quality, promotional incentives, findings, which emphasised creativity as the essential element motivating young people's responses to advertisements (Femenia-Serra and Gretzel, 2020; Jamil et al., 2021). It also aligns with the perspective of Moore and Rodgers (2005) and Olumuji and Ogba (2018), suggesting that youths' responses may be influenced by the credibility of the information presented in the advertisement.

In sharp contrast, many researchers have identified price as a key factor in influencing the buying decisions and a primary motivation for brand loyalty, especially for a clothing brand. To Ryu and Han (2010), price is a common factor in influencing consumers' purchase decisions and product and service selection. Consumers will assess the rationality or appropriateness of a product or service's price and compare it to the prices paid by other competing firms. To further emphasize the critical role of pricing in buying decision, Cham, Ng, Lim & Cheng study (2017) pontificated that customers may not purchase the product or services if the price is too high in contrast to other sellers' prices. This is referred to as price consciousness. A buyer's 'unwillingness' to pay a greater price for a product when there is an alternative price.

The identified motivating factors in this study, along with those recognized by other scholars, provide plausible explanations for why youths engage with advertisements on social media. These insights are valuable for advertisers and advertising agencies, offering meaningful considerations for crafting effective and appealing campaigns targeted at the youth demographic.

5. CONCLUSION

In conclusion, this study sheds light on the prevailing dynamics of youths' interaction with fashion advertisements on social media platforms. The overwhelming preference for picture advertising (94.1%) underscores its significant influence in contrast to prior assumptions about pop-up advertisements. The findings challenge the notion that user interaction impedes online activities, emphasising the need for a nuanced understanding of youths' preferences in the digital advertising landscape.

Moreover, the research highlights the active and information-seeking behaviour of youths when exposed to fashion advertisements on social media. The inclination to compare prices (87.2%) and scrutinise product reviews (87.3%) contradicts the belief that skeptical consumers are less motivated to process information. This reaffirms the role of social media as a platform for immediate and engaged consumer responses, reshaping the discourse on how youths interact with advertising content.

The study also identifies key motivating factors driving youths' responses, with product price (83.1%) taking precedence. The significance attached to factors such as repetition,

creativity, and brand loyalty challenges previous research findings, emphasising the multifaceted nature of youths' responses to fashion advertisements. The alignment with the credibility perspective suggests that establishing trust and reliability in advertising content is pivotal for capturing the attention and loyalty of the youth demographic.

5.1 Recommendations

Based on the findings of this research work, the study recommends that:

- i. Given the overwhelming preference for picture advertisements, advertisers and agencies should prioritise this format when crafting campaigns targeting the youth demographic on social media platforms.
- ii. Recognising the youth's inclination to seek information, campaigns should provide easily accessible details on product prices and encourage positive product reviews. This could involve integrating user-generated content and testimonials into advertising strategies.
- iii. Clear and transparent pricing information should be readily available to capture the attention of cost-conscious youths. As the primary driving factor for youth responses, emphasising competitive pricing in advertisements is crucial.
- iv. While creativity remains important, the study suggests a need for a balanced approach that also emphasises the credibility of the information presented. Advertisers should strive to create content that is not only visually appealing but also trustworthy. The digital landscape is dynamic, and youth preferences evolve. Advertisers and agencies should continue to conduct research to stay abreast of changing trends and adapt their strategies accordingly.

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