



Popular Advertising Advice for Fashion Entrepreneurs: A Summative Content Analysis

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Reaching the target market through thoughtful ways is an important aspect of any business (Choong, 2008). Further, for fashion brands and retailers, the competition continues to grow as e-commerce, particularly, enables companies to enter the market relatively easily thereby likely affecting the product life cycle. Effective advertising strategies can help insure top performance, company growth, and an increase in customer loyalty (Moore & Fairhurst, 2003). There has been an increase of advertising channels available for entrepreneurs and companies to utilize in the past decade (Watson, Worm, Palmatier, & Ganesan, 2015) with the growing opportunities on the internet and big data mining.

Wisdom concerning best target marketing practices is available in many places. Marketing textbooks and academic research, by definition, highlight case studies and empirical findings. Another option, on that could be noted as a popular and somewhat easy option, is to simply conduct an internet search. Several different key words can be used in a search to access hundreds or thousands of web pages that contain personal, professional, or even popular target marketing advice. A more traditional approach to researching target market advice would be to visit local bookstores, find their business section, and read the popular marketing and advertising books. These books are written by people knowledgeable about the industry and are targeted to businesses seeking to find the best ways to market products. The challenge is taking the time to read through these resources to find the best advice to fit the entrepreneur's target marketing plan.

The purpose of this study was to determine the most popular fashion advertising channel for reaching target markets. The study consisted of three objectives: (1) to summarize advice available in online articles via a simple Google search, (2) to summarize advice via popular press books about target advertising, and (3) to summarize academic advice targeted to undergraduate and graduate students.

Method

A three-pronged summative content analysis of internet resources, popular press books, and academic textbooks was used to address the objectives. This method allows for interpretation of the words and their context. First, the top selling marketing and promotions textbooks, per Amazon.com, were investigated. Next, an assessment of books offered in the "business" section was made at three popular book stores: Barnes and Noble, Half Price Books, and Amazon.com. Third, to determine internet advice, a simple Google search was conducted. Every link on the first three pages of the search was followed. In each of the three data collection locations, time spent on the methodology was limited to four hours. In the context of this study, the advice points were recorded on an Excel table and then a frequency analysis

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