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A CONTENT ANALYSIS OF CLOTHING BRANDS' INSTAGRAM COMMERCIAL POSTS

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Abstract: Purpose: This study endeavors to scrutinize the Instagram content strategies employed by highly engaged clothing brands, with a focus on delineating the quintessential attributes of influential content.

Method: A rigorous content analysis was executed on the Instagram profiles of the most extensively followed clothing brands. Employing MaxQDA software, a meticulous text analysis was conducted on the captions accompanying the Instagram posts. Furthermore, a visual content analysis was performed on the most liked posts from each brand, complemented by a text analysis of the comments on the most commented posts.

Findings: The findings of the content analysis reveal that posts from clothing brands, especially those containing emotional content and featuring influencers, achieve significantly higher engagement scores and gather more positive comments.

Discussion: This study systematically analyzes the content strategies of ready-to-wear brands on Instagram, revealing the methods brands use to engage and reach their target audiences. The study shows that emotional content and influencer collaborations significantly increase user engagement. Consequently, a brand's social media success depends on strategies such as producing content tailored to the target audience, considering user feedback, and effectively utilizing visual and audiovisual elements.

Keywords: Ready-made clothing, content analysis, content creation, instagram

Giyim Markalarının Instagram Ticari Gönderilerinin İçerik Analizi

Öz: Amaç: Bu çalışma, yüksek etkileşim alan giyim markalarının Instagram içerik stratejilerini incelemeyi ve etkili içeriğin temel özelliklerini belirlemeyi amaçlamaktadır.

Yöntem: En çok takip edilen giyim markalarının Instagram profilleri üzerinde kapsamlı bir içerik analizi yapılmıştır. Instagram gönderilerine eşlik eden açıklamalar MaxQDA yazılımı kullanılarak titiz bir analize tabi tutulmuştur. Ayrıca, her markanın en çok beğeni alan gönderileri üzerinde görsel içerik analizi gerçekleştirilmiş ve en çok yorum alan gönderilerin yorumları üzerinden ek bir analiz yapılmıştır.

Bulgular: İçerik analizinin bulguları, giyim markalarının gönderilerinin özellikle duygusal içerik barındırdığı ve influencerların yer aldığı gönderilerin belirgin şekilde daha yüksek etkileşim skorları elde ettiğini ve daha fazla olumlu yorum topladığını ortaya koymuştur.

Tartışma: Bu çalışma, hazır giyim markalarının Instagram'daki içerik stratejilerini sistematik bir şekilde analiz ederek markaların hedef kitlelerine ulaşmak ve etkileşim sağlamak için kullandıkları yöntemleri ortaya koymaktadır. Araştırma, duygusal içerik ve influencer iş birliklerinin kullanıcı etkileşimini önemli ölçüde artırdığını göstermektedir. Dolayısıyla, bir markanın sosyal medyadaki başarısı; hedef kitleye uygun içerik üretme, kullanıcı geri bildirimlerini dikkate alma ve görsel ile işitsel öğeleri etkili şekilde kullanma gibi stratejilere bağlıdır.

Anahtar Kelimeler: Hazır giyim, içerik analizi, içerik üretimi, instagram

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Introduction

Following World War II, many nations, seeking to alleviate rising unemployment, heavily invested in the labor-intensive ready-made clothing industry. This surge in production, however, led to global overcapacity and intensified competition, elevating the significance of consumers to unprecedented levels. Consequently, clothing businesses were compelled to dedicate substantial resources to fostering customer relationships and enhancing communication. Fortunately, the advent of internet technology, particularly social networking sites, provided a valuable avenue for these endeavors.

Social networking sites, integral to the transformed socio-cultural landscape, facilitate user communication, information exchange, and various interactive activities (Adiyono et al., 2021). The exponential growth of social media, with user numbers exceeding 3.6 billion in 2020 and projected to reach 4.41 billion by 2025 (Yan, 2021), presents businesses with unparalleled opportunities. These platforms enable direct customer engagement, strengthen communication, and allow for targeted promotional offers (Özbek, 2024). Among the diverse social media platforms, including Facebook, Twitter, YouTube, LinkedIn, Snapchat, and blogs (Ali et al., 2023), Instagram stands out as a pivotal marketing channel, and thus, forms the focal point of this research.

In 2021, Instagram boasted 1.21 billion monthly active users, representing over 28% of global internet users. Projections indicate this number will rise to 1.44 billion by 2025, accounting for 31.2% of the global internet audience (Dixon, 2024). Significantly, studies reveal that nearly all Instagram users follow at least one business account, with approximately 80% utilizing the platform for product information gathering. These statistics underscore Instagram's indispensable role in contemporary marketing strategies (Tang & Raheem, 2023).

Instagram offers businesses vital opportunities, including showcasing products and services, building trust and loyalty, and engaging with customers for feedback. However, realizing these benefits necessitates the creation and dissemination of effective content. On Instagram, businesses can present products through organic posts and stories, as well as photo and video content on user explore or home pages. These posts can include product descriptions, pricing, and direct purchase links. Users can also receive personalized product suggestions. Instagram content allows for user engagement through likes, comments, shares, and saves (Herman et al., 2019).

The success of business-generated content is measured by social media metrics, including follower count, likes, shares, and comments. These metrics provide quantitative insights into the effectiveness of marketing investments. The ability to track data, such as post engagement and sentiment analysis, allows businesses to gauge their reach and impact.

Key performance indicators on Instagram include:

Likes: Reflecting audience engagement and algorithmic visibility.

Shares: Indicating content virality and algorithmic impact.

Comments: Providing qualitative feedback and influencing consumer perceptions. Social media comments are considered more trustworthy than traditional advertising, as consumers value peer reviews (Akdoğan & Akyol, 2016; Gürce & Benli, 2017).

Follower Count: Signifying account growth and popularity.

Reach: Measuring the number of unique users exposed to content.

Engagement Rate: Calculating the overall interaction relative to follower count.

Emoji Usage: Expressing emotions and enhancing engagement (Blagdon, 2013).

In the online sphere, brands are developing tailored communication strategies to engage their target audiences. This dynamic interaction, where both brands and consumers are active

participants, emphasizes the importance of user-generated content and brand storytelling (Gensler et al., 2013; Viglia et al., 2018).

This article proceeds as follows: Section 2 details the dataset and methodology employed. Subsequent sections present the results of the content analysis, focusing on the classification and performance of Instagram posts and comments. Finally, the article concludes with a discussion of the findings and suggestions for future research.

Method

Within the scope of this research, the ready-made clothing companies with the highest number of followers on Instagram were determined. The relevant companies are given in Table 1. The comments of these companies on Instagram were analyzed. Thematic analysis and sentiment analysis techniques are used in the examination of the comments in the research. Thematic analysis is a common method used to analyze and interpret qualitative data. It is frequently used especially in social sciences to understand human behavior, experiences and meanings. Thematic analysis focuses on identifying recurring patterns, themes and meanings in the data. MaxQDA 24 analysis program was used for thematic analysis. To enhance the transferability of the findings, we provided rich, thick descriptions of the participants and the study setting (Creswell, 2013). To ensure credibility, we conducted an external audit by inviting an independent auditor with no prior connection to the study to review both the research process and the findings. To enhance the reliability of the data analysis, we employed blind coding.

Thematic analysis was performed in the following stages. The comments and posts' captions of the most clothing brands were recorded in files using the Web Scraping method. Then, all data was translated into English with Google Translate Document. Content analysis was performed before coding Instagram posts. All posts were quickly reviewed. The posts' topics categorized with insights. Then, the keywords in the posts were listed under each code. Meaningful parts of the data (words, sentences, paragraphs, etc.) are coded with the auto-coding option in MaxQDA. Codes are labels that summarize and give meaning to the content of the data. Then, the files of the coded clothing brands were analyzed with MaxQDA visual analysis tools. The identified themes were interpreted by converting them into a table.

Sentiment analysis was performed as the second stage in the review of comments. Sentiment analysis is a method used to determine the emotional tone and tendency in text or data. This analysis is usually performed using natural language processing (NLP) and machine learning techniques. Sentiment analysis focuses on determining whether a text is positive, negative or neutral and uses this information in various areas. The previously collected data for sentiment analysis was analyzed on the internet (row.com) in an application that provides this service.

In examining the images or videos of the posts that received the most likes, the advertising content analysis method used by Ganahl et al. (2003) was used. According to this study, the content analysis of the posts was conducted by creating the following questions.

Roles: What roles are women and men represented in the ad? Are traditional gender roles (e.g. women do housework, men work) or are more modern and egalitarian roles more prominent? How do the professions, social statuses, and relationships of the people in the ad shape these roles?

Stereotypes: Are gender stereotypes used in advertising? For example, are women portrayed as emotional and men as rational? Are women often portrayed for their beauty and men for their strength? How do these stereotypes reflect and reinforce prevalent gender perceptions in society?

Idealized Images: How are the physical appearances of men and women presented in advertising? How do they conform to idealized standards of beauty or handsomeness? What effect does this have on consumers? Can it make them feel inadequate or pressured to meet

certain standards of beauty?

Voiceover and Music: What role do the voiceover and music of the ad play in terms of gender representation? Does the male voice represent authority, or is the female voice more prominent? Does the music have a supportive or disruptive effect on gender roles in the ad?

Target Audience: What audience is the ad aimed at? How do the gender characteristics of the target audience affect gender representation in the ad? For example, an ad for a product aimed at women might focus more on women's interests and values.

Context: Does the platform (Instagram) and time period (prime time) on which the ad is published matter in terms of gender representation? Could the visual-focused nature of Instagram lead to a greater emphasis on women's physical appearance? Could prime time help to perpetuate stereotypes by allowing the ad to reach a wider audience?

Findings

The social media performances of various ready-to-wear brands, especially their Instagram interactions, are analyzed in Table 1. Comparisons are made on various metrics such as the number of followers of the brands, the number of posts, the interaction rates, the average number of likes and comments, and the overall scores (engagement).

Table 1. Instagram Profile Analysis of Ready-to-Wear Brands

		Follower	Post	Engagement *	Average Like	Average Comment	Score**
1	Zara	61.875.724	4.702	0,345	17.6k	331.8	5
2	Gucci	52.293.806	467	0,536	23.2k	161.3	6
3	H & M	38.354.250	10	0,295	9.3k	132.2	5
4	Prada	33.733.909	8.701	1,659	46.2k	783.7	7
5	Dolce & Gabbana	30.779.056	13.874	0,622	15.8k	160.2	6
6	Versace	29.972.643	445	0,778	19.3k	125.1	6
7	Calvin Klein	26.635.792	1.505	2,437	51.8k	318.3	7
8	Tommy Hilfiger	15.079.711	1.208	0,819	10.2k	211.3	6
9	LC Waikiki	6.557.642	7.998	0,383	2.1k	15.4	6
10	DeFacto	3.362.642	10.979	0,095	262.4	6.3	4
11	FLO	3.006.529	6.573	0,174	422.7	18.9	5
12	Koton	2.804.879	8.029	0,133	302.4	9.8	5
13	BOYNER	1.870.349	9.726	0,686	1.1k	24.5	6
14	Penti	1.609.805	8.718	1,322	1.8k	42.7	7
15	Nocturne	1.550.919	3.884	9,453	12.3k	59.7	8
16	Beymen	1.296.091	15.368	0,614	689.4	12.4	6
17	İpekyol	1.183.962	7.154	1,306	1.3k	12.3	7
18	Seda Tutulmaz	1.067.706	8.785	10,719	2.7k	49.8	8
19	Vakko	958.189	11.087	0,899	713.3	13.8	6
20	Boutique Merve Aksoy	935.787	7.316	2,701	2.4k	34.5	7
21	Mavi	859.292	6.599	1,823	1.3k	23.8	6

* % (likes+comments) / followers *100, inflact.com

** Inflact.com score: frequency of posts, quantity and quality of content, presence of fake accounts among followers

Note: Adidas and Nike are not included in the list.

Table 1 summarizes the social media performance of various fashion brands. Zara has the highest number of followers, while Calvin Klein and Seda Tutulmaz have the highest average like and comment rates. Prada has the highest engagement rate. Nocturne and Seda Tutulmaz achieved the highest scores. The engagement rate shows the interaction with the number of followers, and it is quite high for Prada. The average number of likes and comments shows how much attention the brands' posts receive. In general, each brand's social media strategy and engagement rates vary.

The shares of different elements (Brand Ambassador & Influencer, Special Day, Campaign, Emotional Content and Clothing Information) used in the marketing strategies of some clothing brands in total marketing strategies are shown as percentages in Table 2. The table provides a comparative overview of which marketing elements brands give more importance to and the distribution of these elements in the total marketing strategy. Instagram posts were analyzed according to the following categories:

• Brand Ambassador & Influencer: People who collaborate with brands to promote their products and increase brand awareness.

• Special Day: These are the campaigns and discounts that brands offer on certain special days (Mother's Day, Valentine's Day, etc.).

• Campaign: Marketing events organized by brands to promote a specific product or collection.

• Emotional Content: Content that appeals to the emotions of brands and consumers and aims to create brand loyalty.

• Clothing Information: Content where brands provide detailed information about their products (material, size, price, etc.).

Table 2. Ready-to-Wear Brands Instagram Captions Text Analysis

	Brand Ambassador & Influencer (%)	Special Day (%)	Offer (%)	Emotions (%)	Clothing Information (%)	Total (%)
Tommy Hilfiger	0,03	0,43	0,02	0,38	1,50	2,35
LC Waikiki	0,15	1,72	0,16	3,03	29,55	34,61
Mavi	0,07	0,74	0,20	3,03	14,20	18,24
Calvin Klein	0,02	0,31	0,49	0,55	3,01	4,38
Dolce & Gabbana	0,17	0,32	0,37	1,54	6,92	9,32
Gucci	0,41	0,30	0,66	1,17	2,73	5,27
H&M	0,00	0,01	0,00	0,00	0,05	0,05
H & M Man	0,01	0,00	0,01	0,04	0,82	0,88
Prey	0,80	0,88	0,57	1,14	5,67	9,06
Versace	0,12	0,50	0,42	0,34	6,59	7,97
Zara	0,15	0,54	1,08	1,09	5,00	7,86
Total	1,94	5,75	3,96	12,32	76,03	100

* Instagram posts were downloaded using the Python program Instaloader library between 01.12.2024 and 01.02.2025.

** Since Instagram has a limit on post downloads, 200-500 posts from each brand could be downloaded.

In general, Table 2 provides important information to analyze and compare the marketing strategies of clothing brands. If the data in Table 2 is summarized, LCWaikiki is the brand with the highest share in the total marketing strategy. It is especially concentrated in the categories of "Clothing Information" and "Special Occasion" more than other brands. Some brands, like Tommy Hilfiger and Calvin Klein, place less emphasis on the "Brand Ambassador & Influencer" category than others. Luxury brands, like Gucci and Prada, place more emphasis on the "Emotional Content" category.

Figure 1 shows the themes that ready-to-wear brands use in their Instagram posts and the relationships between these themes. The size of the circles indicates how frequently the relevant theme is used, while the thickness of the lines indicates the strength of the relationship between the themes.

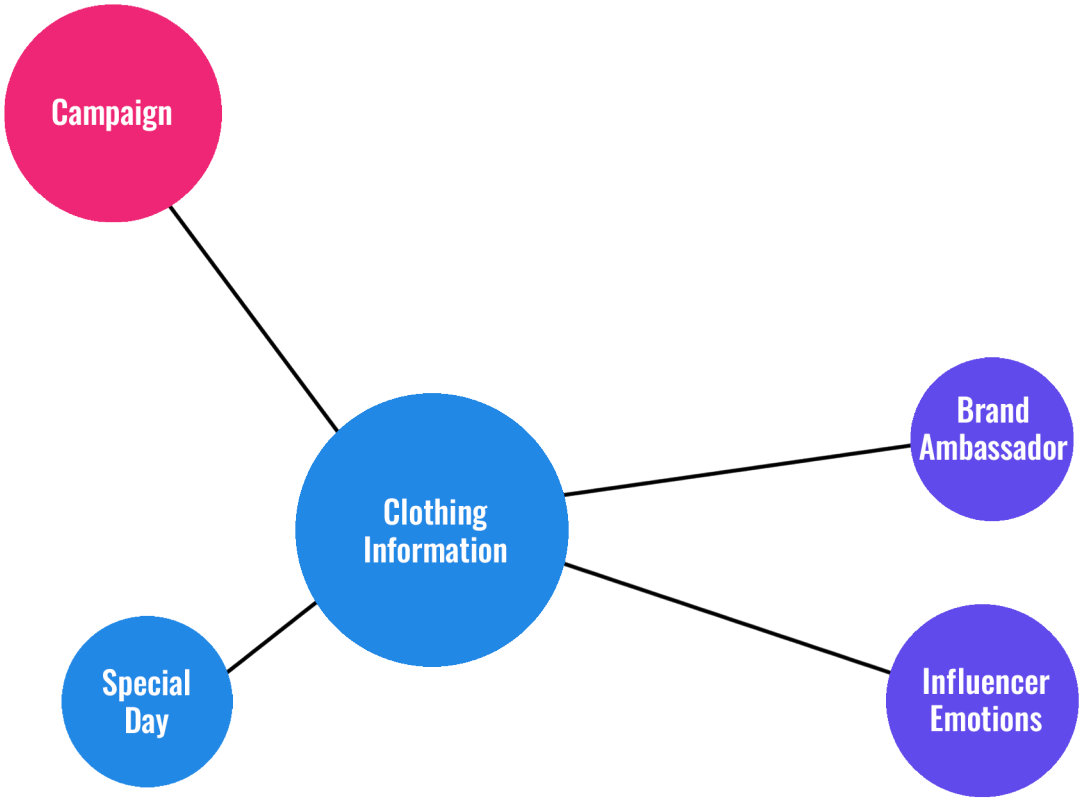

Figure 1. Instagram of Ready-to-Wear Brands Relationship Analysis of Captions

As seen in Figure 1, Clothing Information is one of the largest circles, which shows that brands frequently use this theme. Secondly, it is seen that the campaign theme is the largest circle. This shows that ready-to-wear brands frequently use Instagram to promote their products and announce their campaigns. Brand The theme Ambassador & Influencer also has an important place in the graphic. This also shows that brands attach importance to marketing and announce such collaborations via Instagram. In addition, Figure 1 shows that there are various relationships between the themes. For example, it is understood that there is a strong relationship between the themes "Clothing Information" and "Campaign". This shows that brands also take care to provide detailed information about the products while announcing their campaigns.

The results of sentiment analysis and content categorization of social media posts about various clothing brands are presented in Table 3. For each brand, the frequencies of the general sentiment (Sentiment Analysis) and content types (Information Demand, Negative Comments and Complaints, Product Evaluation, Brand Support, Wish and desire, General Admiration and Praise) in the posts are numerically indicated.

Table 3. Sentiment and Content Analysis of Comments on Ready-to-Wear Brands

	Sentiment Analysis	Information Demand	Negative Comments and Complaints	Product Evaluation	Brand Support	Wish and desire	General Admiration and Praise	Total
Beymen	Very positive	0	0	0	1	1	4	6
Boyner	Very positive	6	2	0	12	1	9	30
Butik Merve Aksoy	Positive	38	3	0	6	1	6	54
Calvin Klein	Very positive	36	3	6	135	2	181	363
defacto	Very Positive	3	1	1	4	0	5	14
Dolcegabbana	Very positive	10	8	3	64	0	105	190
Flo Ayakkabı	Neutral	14	1	0	3	0	0	18
Gucci	Very positive	4	3	8	23	0	10	48
H&M	Positive	10	13	7	10	0	17	57
İpekyoltr	Very positive	0	4	1	12	1	8	26
Koton	Positive	2	5	1	2	1	2	13
LC Waikiki	Negative	6	8	1	11	0	6	32
Mavi	Negative	9	25	1	6	0	1	42
Nocturne	Very positive	8	2	2	59	0	47	118
Penti	Negative	14	44	0	31	0	21	110
Prada	Very positive	34	4	12	193	3	145	391
Seda Tutulmaz	Very positive	15	12	7	62	21	99	216
TommyHilfiger	Very positive	21	2	11	103	0	253	390
Vakko	Very positive	5	1	3	3	0	2	14
Versace	Very positive	18	0	4	53	4	40	119
ZARA	Negative	43	63	5	28	0	15	154
Total		296	204	73	821	35	976	2.405

Table 3 summarizes the social media interactions of various fashion brands in different categories. Beymen stands out as the brand with the least interaction, while Calvin Klein and Prada have the highest total interaction count. Calvin Klein stands out especially in the categories of brand support and general appreciation. Prada, on the other hand, has received high interaction in the categories of brand support and general appreciation. Zara is the brand with the most negative comments and complaints. Boutique Merve Aksoy has received the highest interaction in the category of information requests. In general, the types and intensities of interaction vary greatly among brands.

Tommy Hilfiger and Seda Tutulmaz stand out with their high interaction rates. Tommy Hilfiger stands out especially in the brand support and general appreciation categories, while Seda Tutulmaz received high interaction in the general appreciation and wishes categories. Penti received high interaction in the negative comments and complaints category. Versace stands out in the general appreciation and wishes categories. Boyner received high interaction in the brand support category, while DeFacto had the lowest interaction rates. This table reveals how brands' social media strategies and user interactions differ.

Figure 2 shows the relationship map between Instagram comments according to the determined categories. The thickness of the lines in the figure indicates the strength of the relationship between the themes.

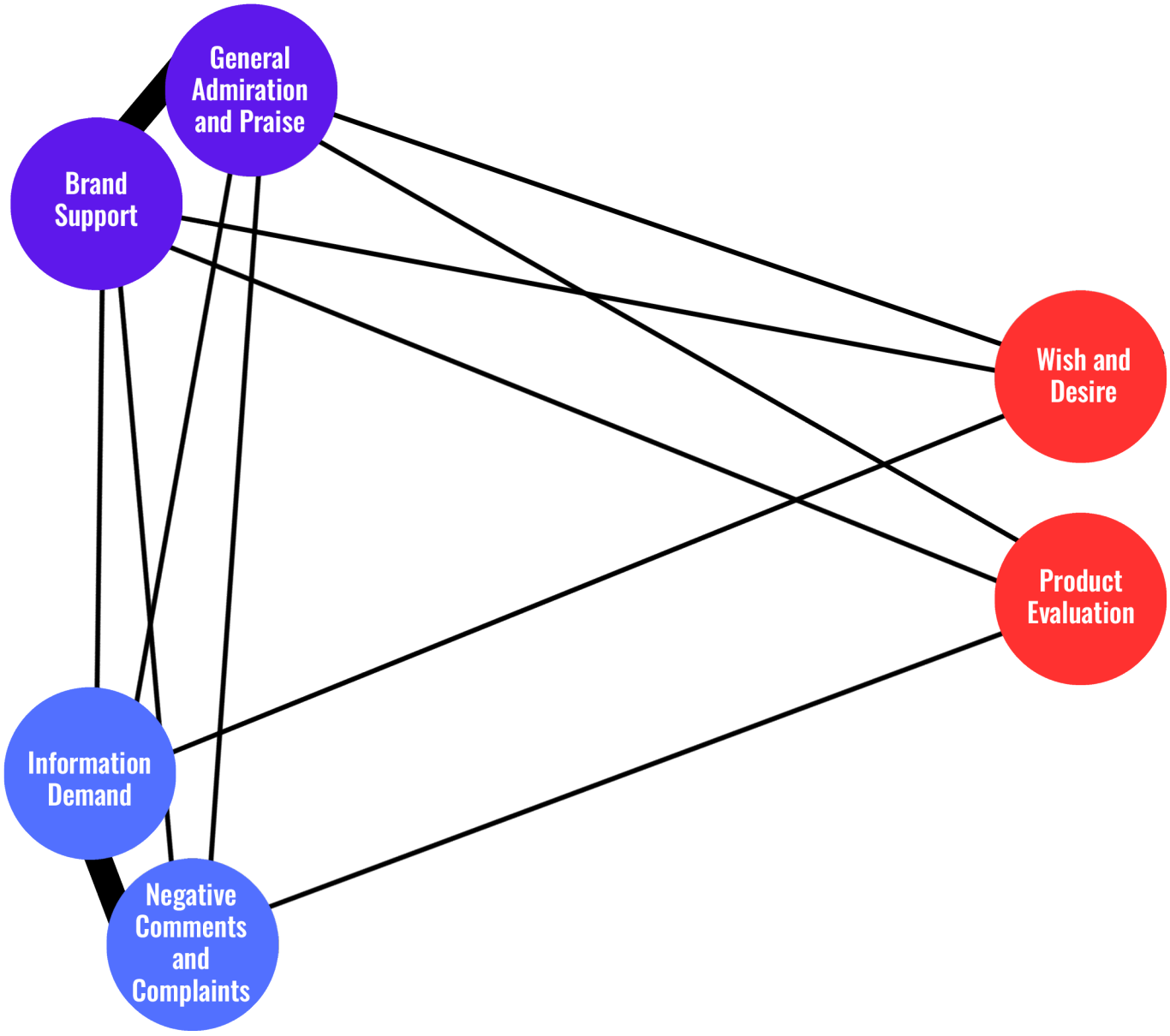

Figure 2. Relationship Analysis of Comment Categories of Ready-to-Wear Brands

In Figure 2, the relationship between general exaltation and praise and brand support can be understood by looking at the thickness of the line. In addition, the line between information request and negative comments is also thick. This means that support and praise for the brand are used together in the comments. At the same time, the thick line between information request and negative comments can be said that customers' negative comments about the products are usually made together with product evaluations.

The strategies and contents used by ready-to-wear brands in their advertisements are analyzed in Table 4. Various factors such as who takes part in the advertisements of the brands (women, men, children), what activities these people engage in (product use, social interaction, etc.), the messages given (benefits of the product, lifestyle, values), the visual and auditory elements used (colors, music, voice-over) and the target audience of the advertisement are examined.

Table 4. Content Analysis of Instagram Posts of Ready-to-Wear Brands

	Who is in the ad? (Women, Men, Children)	**What Activities Do These People Engage In? (Product Use, Social Interaction, Etc.)**	**What Messages Are Given in the Advertisement? (Product Benefits, Lifestyle, Values)**	**What are the visual and audio elements of the advertisement? (Colors, Music, Voiceover)**	**Who is the Target Audience of the Ad?**
ZARA	Make-up products and female mannequin heads	Women of different races model products	Women of different races using products to become more beautiful. Female sexism is at the forefront	Plain images where only the product and models are visible	All women from different races and cultures who want to become more beautiful
GUCCI	A young man and woman (possibly lovers)	They play chess and chat with each other	The love between men and women for each other in daily life is depicted. The beauty and love of women (sexism) and the power of men are highlighted.	Male and female voices in low tones, without voiceover. Visual highlights include clothing and a chessboard.	Passionate married couples
H&M	A female model	Female model poses outdoors in different outfits	Different spaces are presented without highlighting sexism.	Compatibility with city life on busy streets	Young women with casual clothing preferences
PRADA	A famous South Korean female singer	She poses and walks a little to show off her outfit	Sexism, beauty and naturalness of clothing are highlighted	In the advertisement, light background music and the appearance of the clothing are in the foreground. The clothing is displayed by a celebrity and stands out with the brand name.	Young women with brand preferences

DOLCE&GABBANA	A famous South Korean actor	She stands in different places to showcase her clothes and accessories.	Female sexism and product benefits are highlighted. In addition, a sense of naturalness is added to the product by using green and spacious spaces.	The ad has light background music and a voice-over explaining the benefits of the product. The ad uses elements of celebrity, sexism and product benefits (naturalness).	Young women with brand preference (Global positioning)
VERSACE	A young woman's foot is seen wearing sneakers. The sensuality of women is highlighted.	While the phone is ringing (judging by the position of her leg), it is probably a young girl lying down and acting relaxed.	It conveys the message of a comfortable and carefree lifestyle.	Feminine colors that evoke happiness and positive emotions are at the forefront	Energetic and vitality-oriented young women
CALVIN KLEIN	A man and a woman in black underwear pose.	A man and a woman hug each other, lying on the bed, standing and in a close position.	Sexism is at the forefront. Since it was a post for Valentine's Day, intimate images were included.	The visual conveys a message of love. The black color of the underwear is contrasted with the white color of the place and people, creating an eye-catching effect.	Valentines
TOMMY HILFIGER	A Thai male actor and singer	They pose to show off their clothes	The benefits of the product are at the forefront. Different product colors are displayed.	The ad has a simple design that highlights the product.	Young men
LC WAIKIKI	A young man	Model sitting in the garden drinking coffee	It conveys a message of comfort and harmony.	The product is highlighted in a green and natural environment.	Young men

DEFACTO	A Turkish male actor	mostly outdoors (juggling with apples, walking around an outdoor sports field, sitting on stairs, pouring coffee into a cup)	Product functions and energetic, vitality messages are mixed together.	Generally, places where people will be active are presented visually (sports fields, cafes, gardens, parks). A voice-over narrates the product.	Young men
FLO	A female model and her husband	The couple is shopping at the store and an advertising banner appears at the end of the video.	It gives the message of a store with various products that can be visited with the family.	The store, its concept and product range are shown.	Families
COTTON	A female model	A female model sits by the window and poses.	A small amount of sexism, sophistication and product compatibility	Interior colors compatible with product colors are available.	Young women
BOYNER	A Turkish male actor	The actor is on the move outdoors. He goes to the store using a motorcycle in city traffic.	The message of activity and liveliness is given.	The store's advertising sign, the traffic passing by and the street signs.	Young men
PENTI	A Turkish female singer	Posing in a closed and slightly dark environment	The model's confident stance and sporty look are motivating	Dim lighting and skateboarding in a dance studio-like setting	Young women
NOCTURNE	A famous Turkish actress	Banner with very fast changing screens, mostly outdoors, with models doing various activities (running, swimming, etc.) and the brand name and slogan.	The model's face is shown up close once to attract attention with the celebrity. In general, the message of difference is conveyed with eye-catching product images in different places.	Seaside, railway crossing, studio, corridor locations. Lively background music.	Young women

BEYMEN	A Turkish actress	Taking selfies in front of the mirror with different outfits	Product diversity is at the forefront. Comfortable clothes give the message of casual wear.	In front of the mirror in different rooms of a house (bedroom, living room, bar, dressing room).	Young women
SILK ROAD	A Turkish actress	Posing outdoors, leaning against a wall	The product is in the foreground. The colors of the exterior and the colors of the products are compatible. The message of compatibility is given.	Next to a wall, the mannequin turns in different directions and the shots are enlarged, getting closer to the mannequin.	Young women
SEDA TUTULMAZ	A mother and her child	In the bedroom, a mother shows her child how to get out of bed	The natural state of the mother and the relationship between her and her child are described. There is no product or brand promotion.	An amateur shoot and ethnic lively music	Mothers
VAKKO	A bag and a pair of hands holding it	A woman holding a bag in front of her with her hands clasped	The green coat highlights the brown bag. The elegance and simplicity of the product is conveyed.	Only the bag, the woman's hands holding it and part of her coat are visible	Women
BOUTIQUE MERVE AKSOY	A woman	A woman poses in her living room at home wearing different colors of an outfit	The woman who tries the product feels authentic and close	Her living room, dresses and accessories, impressive background music	Women
MAVİ	A cat and two women	Two women petting a cat and laughing in the living room	The message of naturalness and likeability is conveyed.	Bright living room of a high-rise building, a white armchair and models' jeans attract attention	Young women

As summarized in Table 4, brands prepares advertisements for different target groups (young people, women, men, families, etc.). In addition to product focus, the advertisements also cover themes such as lifestyle, values, and emotional bonds. Some brands use famous actors or singers in their ads to attract attention. Elements such as colors, music, and voice-overs are used to support the message of the ad and influence the target audience. In general, some brands highlight their products, while others focus on lifestyle or emotional themes.

According to the analysis results, Zara has the highest number of followers, while Calvin Klein and Seda Tutulmaz stand out in average like and comment rates. Prada is the brand with the highest engagement rate. This shows that Prada has a stronger interaction with its followers.

LCWaikiki focuses on the themes of "Outfit Info" and "Special Occasion," while luxury brands like Gucci and Prada focus more on the "Emotional Content" category. Tommy Hilfiger and Calvin Klein, on the other hand, gives less importance to the "Brand Ambassador & Influencer" category than other brands.

Due to categorization of user comments, Calvin While Klein and Prada have the highest total number of interactions, Beymen is the brand with the least interaction. Zara stands out as the brand with the most negative comments and complaints. Boutique Merve Aksoy received the highest interaction in the information request category.

Conclusion

The social media is one of the most functional tools in the interaction between the brand and the consumer (Bąk-Filipek, 2019). On social platforms, high-quality content facilitates sharing and attracts more attention, encourages the creation of more high-quality content, drives greater traffic, and thus creates a positive cycle. Content that aligns with users' preferences and habits is crucial (Xue et al., 2023). In this study, Instagram performances and content strategies of various ready-to-wear brands are examined in detail. Evaluations made on various metrics such as follower counts, interaction rates, post content and user comments of the brands reveal the strengths and weaknesses of the brands' social media strategies.

An effective Instagram strategy requires strong interaction with followers, sharing the right content, and taking user comments into consideration. Putri and Windasari (2023) emphasize in their case study that the most effective Instagram social media strategy is the content shaped by the AISAS approach (Putri & Windasari, 2023). The AISAS model suggests that a consumer who notices a product or service (attention) and becomes interested in it (interest) will seek information about the product (search) (Hendriyani et al., 2013). This information may be obtained from the internet or from someone familiar who has previously used the product. The consumer will then evaluate this information. A positive evaluation results in a purchase decision (action). After the purchase, the consumer talks about the product with others or shares reviews on the internet (share).

This study examines social media interactions of brands within the scope of their Instagram content. The findings reveal that social media content and influencer collaborations have a significant impact on social media engagement. The results also show that visual consistency, audience relevance, and the evaluation of user comments are key determinants of social media success. In this study, user comments were analyzed through sentiment analysis, which enabled a deeper qualitative understanding beyond quantitative indicators such as the number of likes or comments.

The research demonstrates that brands capable of reaching their target audience through emotional engagement tend to perform better on social media. Moreover, influencer collaborations serve as an important indicator of trust toward the brand. Feedback should be incorporated into social media strategies not only within CRM processes but also in content creation. It is essential to adopt a language free from gender stereotypes. Since Instagram is a visually oriented social media platform, the communication styles used on different

platforms should be adapted to the specific nature of each platform. The variance in social media performance across brands necessitates tailored strategic approaches, offering distinct lessons for brand managers:

The finding that Prada achieved the highest engagement rate, despite potentially having fewer followers than Zara, underscores the importance of quality interaction and niche appeal over sheer follower count. Managers of luxury and high-end brands should prioritize emotional content (as seen with Gucci and Prada) that fosters deep brand loyalty and a strong sense of community, rather than solely aiming for mass reach.

The stark contrast between LCWaikiki's focus on "Clothing Information" and "Special Occasion" content and luxury brands' emphasis on "Emotional Content" suggests that content strategy must be intrinsically linked to market positioning and customer segment needs. Managers should continuously analyze user interactions (e.g., Boutique Merve Aksoy's high interaction in "Information Demand") to fine-tune their content mix.

The lower emphasis placed on "Brand Ambassador & Influencer" by some brands (e.g., Tommy Hilfiger and Calvin Klein) indicates a conscious strategy to prioritize the brand's intrinsic value over external validation. Managerial decisions regarding influencer collaborations must be based on a rigorous assessment of the influencer's credibility and alignment with core brand values to ensure the partnership genuinely contributes to consumer trust, not just temporary reach. The high frequency of negative comments and complaints directed at Zara and Penti (Table 3) highlights a critical challenge for fast-fashion brands operating at scale. Managers must adopt a policy where user complaints are not merely handled as CRM tickets, but are systematically incorporated into product quality assessment and supply chain feedback loops. This transforms negative feedback into a valuable input for operational improvement.

This study employed content categorization (Tables 2 and 3) and sentiment analysis, which requires establishing trustworthiness according to qualitative research standards (Lincoln & Guba, 1985; Creswell, 2013). According to Lincoln & Guba (1985) trusthowrthness enables with credibility, transferability, reliability, confirmability. In addition, Whittemore, Chase & Mandle (2001) explains that study's credibility improves when used computer programs like Nvivo, MaxQDA, etc. The credibility of the content categorization and analysis was enhanced through peer debriefing, specifically by having the findings reviewed and confirmed by an expert in ready-to-wear marketing. This step ensured that the categories used (e.g., "Emotional Content," "Clothing Information") and the interpretations drawn align with real-world industry practices, increasing the confidence in the truth value of the findings. Credibility was further established by triangulating the quantitative performance metrics (Table 1: engagement rates) with the qualitative content strategies (Table 2: content shares) and user sentiment analysis (Table 3: comment categories).

Although the study is limited to Instagram, transferability is supported by providing a thick description of the research context—analyzing a diverse group of brands ranging from fast fashion (Zara, DeFacto) to high-end luxury (Gucci, Prada). This level of detail allows future researchers in other geographical or platform contexts to assess the degree to which the findings regarding content-engagement relationship may be applicable. To ensure dependability, a systematic protocol for content and sentiment categorization was utilized. The explicit definitions of each category (e.g., defining "Special Day," "Campaign") serve as an audit trail, allowing future researchers to follow the same process and potentially arrive at similar findings using the same dataset, thus confirming the stability of the data over time and conditions.

Confirmability was ensured by basing all conclusions strictly on the analyzed data. The correlation maps (Figure 1 and 2) visually demonstrate the strength of the relationships between content themes and comment categories, ensuring that the interpretations are grounded in the empirical evidence rather than researcher bias. The numerical evidence in the tables (e.g., specific frequencies of sentiment in Table 3) provides the objective foundation for the qualitative discussion.

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GENİŞLETİLMİŞ ÖZET

Pazarlamada dijitalleşme trendinin büyük bir hızla büyümesiyle birlikte sosyal medya platformları, markalar ile tüketiciler arasındaki iletişimin en önemli kanallarından biri olarak karşımıza çıkmaktadır. Hazır giyim sektöründe de bugün sosyal medya platformları en etkin alanlardan biri olarak karşımıza çıkmaktadır. Bu çalışmada ele alınan Instagram, sosyal medya platformları arasında görsel bir platform olması nedeniyle, özellikle hazır giyim sektöründe faaliyet gösteren markalar için bir tanıtım alanı sunmanın yanı sıra, marka kimliğinin oluşturulduğu, tüketiciyle iletişim kurulan ve geri bildirimlerin hızla toplandığı stratejik bir pazarlama alanı olarak dikkat çekmektedir. Bu doğrultuda bu araştırma, yüksek etkileşim oranlarına sahip hazır giyim markalarının Instagram'daki ticari gönderilerini ele alarak etkili içerik stratejilerinin temel unsurlarını açıklamayı amaçlamaktadır.

Bu araştırmanın amacı, hazır giyim markalarının Instagram paylaşımlarında kullandıkları içerik türlerini, içeriklerin kullanıcı nezdindeki etkilerini ve tüketicinin tepkisini ortaya koymaktır. Bu kapsamda bu çalışma, sosyal medya pazarlamasında ne tür içeriklerin daha fazla etkileşim sağladığını ve kullanıcıların markalara yönelik tutumlarının nasıl şekillendiğini açıklamaya çalışmaktadır.

Araştırma kapsamında Instagram'da en fazla takipçisi olan hazır giyim markaları tespit edilmiş ve bu markaların paylaşımları incelemeye tabi tutulmuştur. Analiz sürecinde MaxQDA 24 programı kullanılarak tematik kodlama yapılmış, gönderiler belirli kategoriler altında toplanmıştır.

Hazır giyim markalarının Instagram gönderileri; "Marka Elçisi ve Influencer Kullanımı", "Özel Gün", "Kampanya", "Duygusal İçerik" ve "Ürün Bilgisi" olmak üzere beş ana kategori altında toplanmıştır. Bulgular, hızlı moda markalarının özellikle ürün bilgisi ve kampanya odaklı içeriklere yöneldiğini, lüks markaların ise daha çok duygusal içerikler yoluyla marka imajını güçlendirmeyi amaçladığını göstermektedir.

Araştırmanın ikinci aşamasında ise kullanıcı yorumları üzerinde duygu durum analizi (sentiment analysis) uygulanmıştır. Kullanıcı yorumlarının; olumlu, olumsuz ve nötr olmak üzere sınıflandırılmış, ayrıca içerik bakımından "bilgi talebi", "olumsuz yorum ve şikâyet", "ürün değerlendirmesi", "marka desteği", "istek ve arzu" ile "genel beğeni ve övgü" kategorileri altında toplandığı görülmektedir. Bu bağlamda bu araştırmanın duygu durum analizi yaparak hazır giyim sektöründe faaliyet gösteren markaların etkileşimlerini nicel ölçütlerin ötesinde nitel olarak daha anlamlı biçimde irdelediği söylenebilir.

Araştırma sonucunda elde edilen bulgular aynı zamanda, Instagram'da çok sayıda takipçiye sahip olmanın markalara her zaman yüksek etkileşim sağlamadığını; etkileşim sağlamada ayrıca içerik kalitesi, markanın hedef kitleyle kurduğu duygusal bağ ve markanın nasıl konumlandırıldığının önem arz ettiğini belirtmektedir. Instagram'da yer alan içerik türleri incelendiğinde, duygusal içerik barındıran ve influencer kullanılan gönderilerin genel olarak daha başarılı olduğu ortaya çıkmıştır. Görsel içerik analizinde reklam içerikleri üzerinde; cinsiyet rolleri, stereotipler, idealize edilmiş beden imgeleri, kullanılan müzik ve seslendirme, hedef kitle ve bağlam açısından detaylı bir inceleme yapılmıştır. Araştırma sonucunda elde edilen bulgular, çok sayıda markanın hâlâ geleneksel toplumsal cinsiyet rollerini ve idealize edilmiş beden algılarını kullandığını ispatlamaktadır. Mevcut durumda hazır giyim sektöründe Instagram gönderilerinde kadın bedeninin çekicilik unsuru olarak kullanıldığı, erkek figürlerin ise güç ve statüyle ilişkilendirildiği içerikler ön plana çıkmaktadır.

Sonuç olarak bu araştırma, Instagram'da başarılı bir marka iletişiminin hedef kitleye uygun içerik üretimi, tüketiciyle duygusal bağ kurma, tutarlılık ve tüketicilerden alınan geri bildirimlerin göz önünde bulundurulmasına dayandığını kanıtlamaktadır. Influencer iş birliklerinin ise marka değerleriyle uyumlu olması zorunluluğu ortaya çıkmaktadır. Aksi takdirde sadece kısa süreli etkileşim yakalanacak, marka sadakati ve marka bağlılığından söz etmek mümkün olmayacaktır.