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**Senior**

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Summary:

As the retail world becomes more internet oriented and technologically advanced and people are spending more time online, searching the website, online shopping, or connecting with friends and family, almost everyone is connected to the Internet. In addition, with COVID-19 forcing businesses to change their marketing and business strategies, having the opportunity to attract and keep in touch with consumers is something everyone is trying to keep. To attract eyeballs in the competitive on-line advertising space has become increasingly important. Clickbait advertising is being used to attract customers to the landing page of the business. Clickbait is defined as “something (such as a headline) designed to make readers want to click on a hyperlink especially when the link leads to content of dubious value or interest”.

(Merriam-Webster)

This research study is to investigate whether clickbait advertising is an effective tool for small businesses that are within the fashion industry. We have identified traditional ads used for small, retail fashion businesses, and wanted to see if there was an advantage to using clickbait advertising in this segment. We identified Pure clickbait and Headline clickbait as two forms of Clickbait advertising that we test (University of York). Having this tool as a way to interact, attract, and inform consumers via the Internet like using social media sites like Instagram, Facebook, and other platforms, may prove to be effective means of communication that benefits both the seller and the buyer.

Citations

“Clickbait.” Merriam-Webster, Merriam-Webster, [www.merriam-webster.com/dictionary/clickbait](http://www.merriam-webster.com/dictionary/clickbait).

How Does Clickbait Work: An Eye-Tracking Method to Discover People's Reactions. Yiteng Xing-University of York, 19 Sept. 2016.