

Digital Marketing in Fashion Industry

* *Kanchan Patil*
** *Dheeraj Khathuria*

Abstract

In today's world digital marketing is growing at an exponential rate with no stopping at all. With websites and apps like Facebook, Instagram, Snapchat, YouTube, etc., the industry of media engagement is dominating the world. As we see through Facebook and watch YouTube, we don't really understand what is happening there. Your mind instantly goes on an auto-pilot mode and starts believing whatever is shown on the feeds of Instagram and Facebook. An average user takes it in, but does not necessarily understand the message or the mind does not question whether the information is true or not. Behavioural/psychological targeting is another aspect which takes huge advantage of big data as well as data analytics to influence the minds of the users. In this research, there would be a comprehensive analysis of how digital marketing is influencing or manipulating the behaviour/minds of a normal user/data consumer. This research would be concentrating on the biggest social media platforms to understand how the 'ad industry' of these media work and what are the drivers behind it.

Keywords : Digital marketing, fashion industry, social media

I. INTRODUCTION

What is social media? It is a platform which connects people worldwide as well as serves best when it comes to Digital marketing. Digital marketing is an approach where anyone can target an audience to promote product/service or anything for that matter. It is usually done to grow the business fast and effectively. When it comes to generating leads, linking social media with digital marketing is considered one of the best approaches. Those were the old days when people used televisions and newspaper to post an advertisement and target an audience for generating leads for their businesses. Technology is growing day by day and becoming more user-friendly. The old methods of doing things are slowly dying and getting replaced by the new efficient methods. The big concern however, is how much efficient is social media marketing when it comes

to promoting products categories like fashion and accessories? Understanding the role of social media marketing more efficiently, it is important to open our eyes. Social media giants like Facebook and Twitter have gained tremendous popularity among humans so much that we cannot think of promoting a product or a service without their help! These giants have made it easier for companies to collaborate and make new clientele with great ease.

In such a huge online fashion market, it is very difficult to showcase your brand differently from the rest of the brands present in the market. It is evident that one of the most efficient ways to make a mark is going with digital marketing. The digital presence of fashion products on social media gains eyes quite easily. It also improves brand presence and company's overall sales. It also increases brand awareness, makes it easy to get a huge chunk of data of all the users, and makes data analytics

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* K. Patil is College Director with Symbiosis Center for Information Technology, Plot No:15, Rajiv Gandhi Infotech Park, MIDC, Hinjewadi, Phase 1, Pune, Maharashtra, India - 411 057. (e-mail : dydirector@scit.edu)

** D. Kathuria is a student at Symbiosis Center for Information Technology Plot No:15, Rajiv Gandhi Infotech Park, MIDC, Hinjewadi, Phase 1, Pune, Maharashtra, India - 411 057. (e-mail : dheeraj.khathuria@associates.scit.edu)

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much more easier. These effects are long-lasting effects that support businesses in the long run. When digital marketing is done correctly, it can land up the product in front of ideal customers/audience. So, they come to know about the brand and ultimately turn into brand ambassadors which helps organizations grow further.

With our experience in numerous companies and brands, we have seen how much impact digital marketing can have on sales. It is huge. In fact, when you run campaigns on digital marketing platforms, algorithms of social media platforms automatically optimize ads to get the best results from the campaigns. It ensures that marketers are getting every worth of their dollar invested.

II. LITERATURE SURVEY

A. Platforms discussed in this research papers

The platforms discussed in this research are Facebook and Instagram for marketing in the fashion industry. In-depth study of different kinds of techniques used on these platforms to portray the influence of social media over the fashion Industry [7] is done.

B. Extracted techniques from other research papers

(1) Trend Spotting : Data Forecasting : According to ClickZ (Kaye 2006), about 77% of gossip readers (blogs) are women and about 49% are of ages between 22 and 30. Around 60% got a college degree. In fact 22% of them are students. In comparison with Young Music blog audience, 63% purchased music online, 68% of 'fashion blog readers' purchased clothing on some website, and about 48% spent approximately \$100. 15% spend 2 hours every week. The reason is that consumers who are under the 25 years of age have spending power, and they have a greater interest in fashion as well. The demographic also knows well how to use internet for the purchasing purpose. When a company understands their demands (forecasts) and knows how to target them, it can set a stepping stone for a goldmine [5].

(2) Text mining : Intelligent text analysis is another term used for text mining or text data mining or knowledge discovery. It usually refers to a particular process in which extraction of interests and non-trivial data, and knowledge from un-structured text. It is comparatively a young field which thrives on data retrieval, data mining computational linguistics, machine learning as well

as statistics. The constantly changing environment of fashion industry makes it a suitable example for grasping the weblog text mining methodology adopted [6].

(3) Understanding consumer behaviour of digital environment : To understand the actual impact of digital transformation like digital marketing, it is necessary to grasp how consumer buying process which can include post purchase, purchase consumption, and pre-purchase stages are changing as a method of new devices as well as environments. Decision aids can play a very important role in dynamic environments. The results of consumers' information like search information, personal details, and decision details play a significant role in mastering digital marketing.

(4) Concept of influencers and user generated content : Digital marketing sets itself apart from the legacy marketing environment. It provides the ease with which consumers can freely share word of mouth information with anyone they want. It can extend from few close friends to all the people present in their social network. In this type of environment, consumers can post product reviews, services reviews, overall brand, firm reviews, etc. This technique helps brands to reach an untouched audience with the help of any influencer who has a high number of social network contacts.

III. MODEL ADOPTED

A. TOE Framework

Adoption of digital marketing in the retail sector interests many people, but how to leverage it is another challenge for them. Many models were developed to identify the drivers to adopt innovation. However, Tornatzky and Fleischer developed a framework which could define broad factors which can affect any innovation adoption. The factors defined in the framework are technological, organizational, and environmental which affect any adopter in case of leveraging an innovation.

- ↳ The technological factors consider both the existing technologies, and the technologies which are already in use.
- ↳ The organizational factors cover the capability of the organization and measures which can be taken by organizations to adopt an innovation.

↳ The environmental factor covers different sub-factors like external competition and industry in which an organization is working, and other regulatory factors.

B. Factors Affecting TOE

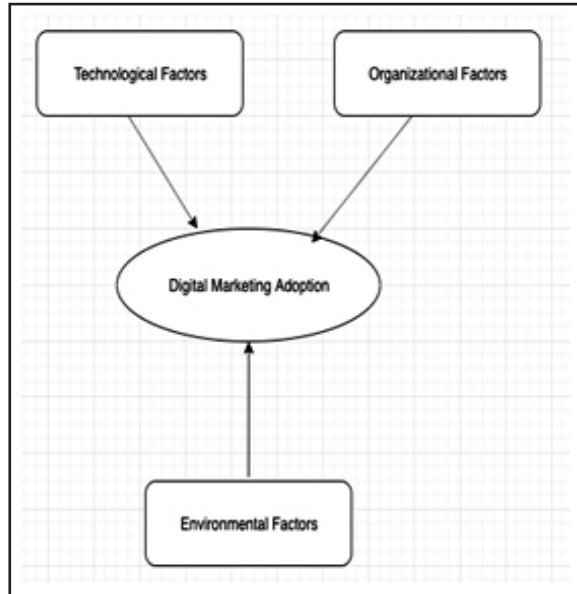


Fig. 1. Technology Organization Environment (TOE) Framework

Source : Tornatzky and Fleischer[11]

C. Research Design/Method : Refer Table I.

IV. CASE STUDY

Some of the observations made when using the marketing platform for fashion accessories are as follows :

(1) Stories : Stories plays a very important role when it comes to conversions. Getting the right feed to the right audience is the key [1].

(2) Retention time : For either a post or a story plays a major role when it comes to ranking your post in social media like Instagram [1].

(3) Influencer marketing : This strategy can be used to give a super boost to big firms selling accessories or clothes. Masses are easily influenced by super famous celebrities who can work as influencers.

(4) Endorsements : There is definitely a significant positive impact on engagement of a post if the post is with a celebrity endorsing it.

(5) Ad campaigns used for Instagram are expensive, but transfigure sales. The key in ad campaigns are targeting.

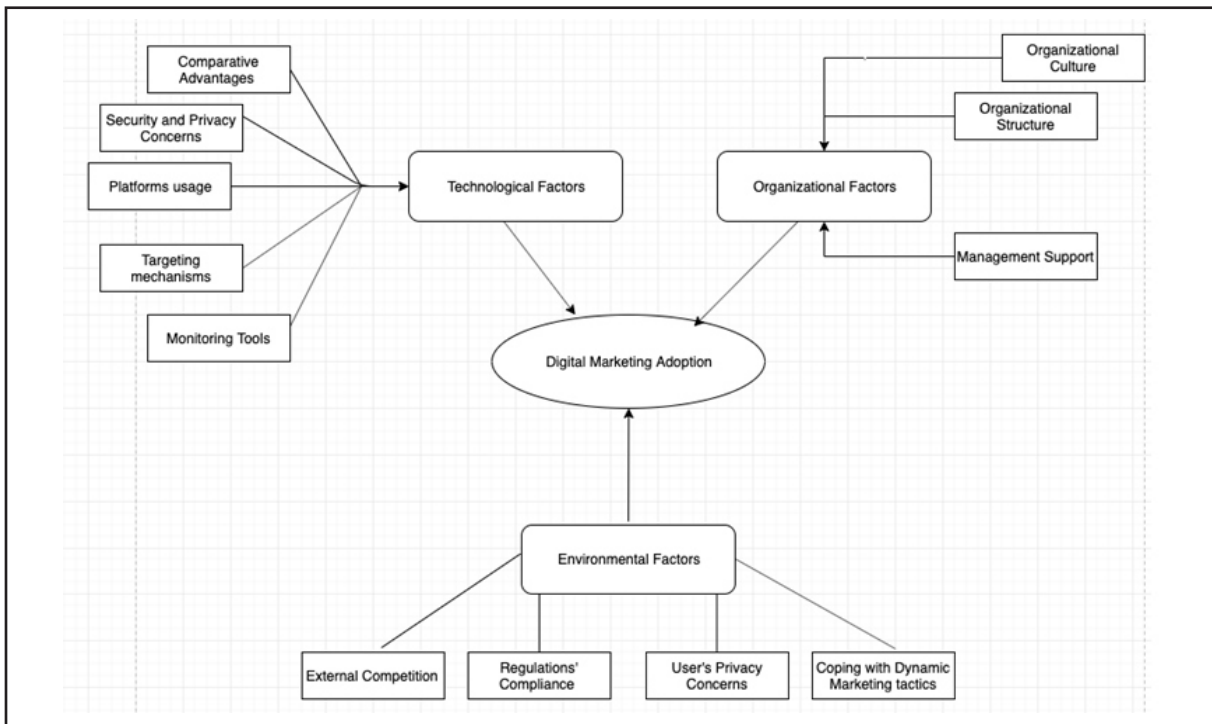


Fig. 2. Factors Influencing TOE

Source : Tornatzky and Fleischer[11]

TABLE I.
RESEARCH DESIGN/ METHOD

TOE Components	Constructs	Questions to be asked
Technological Characteristics	Comparative	The assumption with using digital marketing for retail store is that it would grow up the sales and increase the publicity of the store/brand value.
	Advantages	The brand/store needs awareness of the market for new releases of products. There is a dedicated team assigned in the company for works related to digital marketing.
	Security and Privacy Concerns	Data which would be collected would be protected by the marketer and all the privacy concerns would be taken care of. The management takes privacy and security of the data seriously.
	Platform usage	The company/brand is aware about all the major platforms available for marketing.
	Targeting mechanisms	The team is aware about the targeting techniques through which it will provide maximum return on investment. The reports generated by monitoring tools are understood and targeting is done on the basis of results of that report.
	Monitoring Tools	The team is aware about different monitoring tools which are available in the market to track performance of any campaign. The reports generated by monitoring tools are thoroughly understood and marketing is done on the basis of that report.
Organizational Characteristics	Organizational Culture	The overall organization culture is participative enough in adopting any new innovation/technology like Digital Marketing The organizational culture is educated enough about the concept of Digital Marketing and its advantages.
	Organizational Structure	The organizational structure is well defined for everyone. The hierarchy is set according to the duties and responsibilities of the employees working in an organization.
	Management Support	The management is initiative taker in case of new opportunities. The management provides enough authority and support to the employees in leveraging any new opportunity like digital marketing. Management responsibilities are well defined in the organization.
Environmental Characteristics	External Competition	The organization is well aware about the competitors in the market. The organization is aware about the strategies used by the competitors in terms of going digital.
	Regulatory Compliance	The organization is in compliance with the demands made by the regulations and all practices are wisely monitored. Data collected from customers is confidential and used according to regulatory requirements.
	User's Privacy Concerns	The management and teams are aware about the usability of data and its privacy concerns. The data which will be collected in any campaign is well protected by the company.
	Dynamic Marketing Tactics	The organizational teams are aware about the changing requirements of digital marketing on different platforms.

Source: Author's Analysis

For example, if you are selling only men's sunglasses, it will be unwise to target women audience. Similarly, geographic targeting works in the same way. It is clever to target only the audience defining a geographic range. [4]

(6) The more the engagement from the audience, the more is the reach : Instagram's algorithm always looks for posts that are engaging its user base. Outstanding engagement posts always climb up the ladder of user feed.

(7) Website integration : With Instagram or Facebook handle is important. It should be always kept in mind that the website is designed according to the Instagram or Facebook feed. So, if a user gets redirected to the website, he should feel that he is in the same place and should feel comfortable [2].

(8) Verified badge : Instagram and Facebook allow pages with good amount of following (>100,000) to get verified if they are running an ethical business [8][9].

(9) Create an urgency : Festivals are the best times to boost sales, and use these in the favour of businesses.

(10) User Generated Content : Trust is the utmost important thing when it comes to sale conversions. How to gain trust? It is easy. Upload the reviews of your customers who have already acquired the product and provide a positive feedback for it. When a new user sees that type of content, it is probable that he/she will be another conversion of the business [3][10]!

V. METHOD ADOPTED FOR RESEARCH

Survey: A survey was conducted asking questions about digital marketing with the fashion industry co-relation. The audience targeted were people who had already worked in an organization or are currently working.

VI. ANALYSIS OF THE SURVEY

↳ Most of the people strongly agreed that digital marketing can help the fashion industry grow its sales magnificently.

↳ Most of the people were in favour of adopting digital marketing for fashion industry.

↳ Most of the people denied that they don't have a

dedicated team for adopting digital marketing.

↳ Most of the people showed a neutral response when it comes to protecting/privacy of data.

↳ Most of the people disagreed about sufficient awareness among employees about digital marketing tools, its usage, and its advantages.

↳ Most of the people agreed to encourage digital marketing culture in the organization.

↳ Most of the people agreed that management is the initiative taker and would adopt digital marketing to leverage new technologies present in the market with the motive to compete against its rival brands.

VII. CONCLUSION

The conclusion of the above analysis shows that companies are in favour of adopting digital marketing, but time to adopt new technologies is prolonging. People are not aware about the tools as well their advantages.

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About the Authors



Kanchan Patil is full-time director at SCIT, an affiliated college under Symbiosis University.



Dheeraj Khathuria is a student of Symbiosis Center for Information Technology, an affiliated college under Symbiosis University. He will be completing his post-graduation (MBA) in the month of May 2020.