

Impact of Social Media on Fashion Brands

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ABSTRACT

Fashion allows us to dream; it can transport us from mundane to the glossy world of models, catwalks and fantasies. It is hardly surprising that fashion is so seductive, when so much of the media focus centers on the more glamorous aspects of the industry. Today media players are covering very beautifully, every aspect of the fashion world in many ways and provide information to the customers. In fact they use very effectively digital media to increase awareness and connections between brands, labels, and customers. Fashion is a complex cultural phenomenon, but it is also a global manufacturing and retail industries, the scope of which is immense. So, industry extends for those persons who are working in the world of styling, art direction, photography, advertising, media and digital marketing. Fashion marketing is very important element of the fashion industry, because it operates at every level of the fashion system (Supply chain to product development through to retail). Fashion is relevant to business of couture, luxury label, designer level and mass market. In present era, we all are apprised to digital world. The role of digital marketing is very important in fashion marketing. Fashion is a global business with complex structure that operates on many different levels to reach everyone from fashioners to those who just purchase clothing as a necessity of everyday life. Digital mode brings the whole worlds to the customers' doorstep in one click. Digital marketing can be identified as form of direct marketing that connects the buyer with the seller electronically through interactive technologies such as email, website, social networks, online forum as well as news groups, television, mobile communications etc. The principal objective of marketing is to raise awareness information, persuade and encourage consumer engagement with the brand. The ultimate aim is of course to generate sales. So, this paper entitled "Impact of Social Media on Fashion Brand Marketing" is presents digital era and its impact on fashion marketing.

Key Words : Fashion, Digital, Marketing, Consumer behavior

INTRODUCTION

Fashion allows us to dream; it can transport us from mundane to the glossy world of models, catwalks and fantasies. It is hardly surprising that fashion is so seductive, when so much of the media focus centers on the more glamorous aspects of the industry. Today media players are covering very beautifully, every aspect of the fashion world in many ways and provide information to the customers. In fact they use very effectively digital media to increase awareness and connections between brands, labels, and customers. Fashion is a complex cultural phenomenon, but it is also a global manufacturing and retail industries, the scope of which is immense. So,

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Fashion marketing is very important element of the fashion industry, because it operates at every level of the fashion system (Supply chain to product development through to retail). Fashion is relevant to business of couture, luxury label, designer level and mass market. In present era, we all are apprised to digital world. The role of digital marketing is very important in fashion marketing. Fashion is a global business with complex structure that operates on many different levels to reach everyone from fashioners to those who just purchase clothing as a necessity of everyday life. Digital mode brings the whole

worlds to the customers' doorstep in one click. The rising penetration nature of the internet and various faster digital communication channels, wider network and new devices and their connectivity with marketers made consumers more informative and knowledge regarding the value they expected to return to the cost they incurred. Digital marketing can be identified as form of direct marketing that connects the buyer with the seller electronically through interactive technologies such as email, website, social networks, online forum as well as news groups, television, mobile communications etc. Digital and social media have made advertising and promotion campaigns more interactive and participatory. The principal objectives of advertising are to raise awareness information, persuade and encourage consumer engagement with the brand. The ultimate aim is of course to generate sales.

Table 1 :

Face book	Digital Marketing Tools	E-magazine
Twitter		Google plus
Instagram		TV channels
You tube		Pinterest
Electronic Display		Web sites links

Fashion is based on the psychology of consumers pursuing of change and new expression. In other words we can say that, fashion industry totally depends on changing trends and maximum products are survived very short product life cycle. So in this situation, digital marketing may be worked, as an excellent medium for attention, interest, desire, awareness and action towards of particular product or brand. Studies shows that, in 2015, in India recorded a growing number of 277.4 million internet users and this figure is expected to grow to 411.1 million internet users in the end of 2018. Fashion industry is a large and valuable industry of the world. Approx 75% of internet users reach fashion retail websites and apps through their digital devices (Mobile, PC etc.). Even on search engine, every third searching is related to fashion products and fashion brands and this trend continuously increases. So in the reference of above discussion the main objective of this paper is: To know about digital marketing and its impact on consumer behavior with special reference to fashion marketing – The study is based on secondary data like published books, magazine, articles, blogs, websites, journals etc.

Consumer Behavior and Features of Digital/Social Media:

Today we can feel easily that, social media tools provide informations frequently to the consumer. These informations bring changes in consumer's buying behavior. Increasing internet accessibility, working schedule, status, and availability of internet are main reasons of go online. The behavior of consumer in digital era has changed, they are easily access any information of the world just in time. Consumer's buying behavior totally based on internal and external stimulus. Extensive availability of information, today's consumers became more knowledgeable and powerful as they are capable of evaluating information and purchase the best option. In general, consumers are use various social medial tools for information and marketing purpose such as – facebook, intagram, twitter, blogs, links, youtube etc.

Digital and social tools are also very close to fashion industry, because it promotes the speed and convenience of clothing trades, buying patterns, payment pattern, updated information and feedback after sale etc. Digital marketing also find out easily fashion audience, in all over world through advance technologies. Digital technology also provides variety of media presentations such as text, voice, images, videos, graphs, display etc. which are put on deep impression on the fashion consumers. Digital marketing also builds long term good relationship between marketers and consumers, In fact it also provides relevant communication between designers and consumers in 7/24 service mode. One another important point of digital marketing is that, it reduced various cost (labor, printing, transport, delivery, rent etc.) in the comparison of traditional business channels.

Table 2 : Features of Digital Marketing

- | |
|--|
| – Promote speed and convenience for trade patterns and payment pattern |
| – Easily find out consumers at global level |
| – Propaganda of the products |
| – Provide variety of presentation |
| – Build long term relations between seller and buyer |
| – Reduce costing – printing, labor, rent etc |
| – 7/24 service |
| – Updated information |
| – Wide variety information regarding brand and product |
| – Access to global brands |

Impact of Digital Marketing on Fashion Industry:

The digital era has changed the social trends, which



resultant a direct effect on the changing consumer behavior. When it comes in the fashion industry, consumers are find out new experiences with purchasing product and services, what actually they want. In fashion industry, digital marketing culture identifying consumer’s preference and gives importance. In current world, consumers are welcoming new experience of products and services with good quality features. Fashion lovers had always conscious about fashion propaganda from past time. The first fashion website – vogue.com introduced in 1990. After that WGSN, Net-a-Porter, Show studio.com etc. are came in digital fashion world. In 2009 fashion players started twitter on internet with business of fashion in New York fashion week. Today, so many digital tools are giving platform to the fashion products and brands. Designer, Retailers and Marketers are used many digital modes and channels for marketing purpose at national and global level. India is a fast growing emerging Asian market. This shows optimistic projection for the e-commerce industry. It estimated that around 329.1 million people will prefer online shopping by 2020. This means about 70% of internet users in India will have

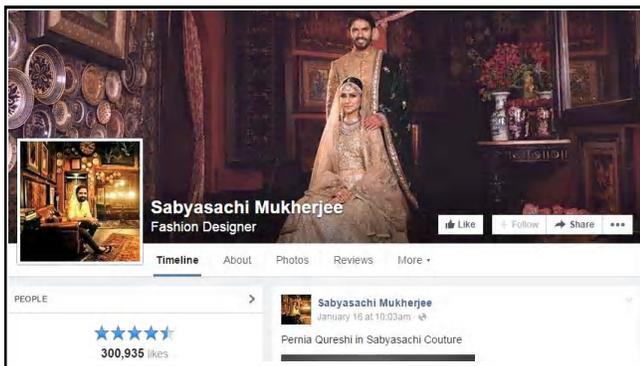


purchased online. BCG CCI Digital studied on preferred categories for online shopping in 2016, showing in image no. 1 - it shows that consumer’s highest preference - that is fashion products. Fashion industry broadly classified into four major sections – Apparel, Footwear, Cosmetics and Accessories - where apparel section always in highest demand. Image no.2 - shows different online demand of apparel sections So, it is clearly showing that consumers first go online shopping for fashion products.

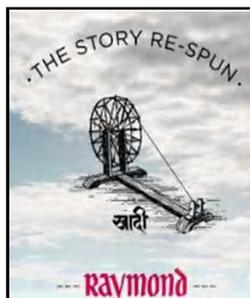
Digital marketing easily find out fashion lovers in all over world through advance technologies. Because digital technology provides variety of media presentations such as text, voice, images, videos, graphs, display etc. which construct deep impression on the fashion consumers. So, in present scenario, designer, fashion companies, retailer and marketers are adopting many digital channels for buildup long relationship with consumers. The fast fashion leader Spanish company ZARA always worked on this approach “what they want and when they want” and according this they make marketing strategy. Flexible supply chain and technology-driven approach gives great business results. Fast fashion means fast fashion marketing and in this direction, ZARA has used so many social media tools like Facebook, Twitter, Instagram, Youtube, Pinterest and LinkedIn. Today, in facebook, ZARA has approx 26.4 million followers, twitter has 1.3 million followers, on Instagram, ZARA has 24.3 million followers. ZARA’S social media strategy is highly dependent on visual elements. Apart from this strategy, ZARA consistently uses social media to talk to their customers. Fast fashion brand H&M has also used digital media for effective marketing for its product and brands. Today, there are more than 32 million followers of H&M on facebook. Facebook provides efficient communication between the brand and its customers effectively. H&M has also using Twitter account for effective marketing of its brands and products. Today it has more than 8.6 million followers on twitter account. H&M has also more than 650 videos on its Youtube account. It is not just focus on marketing of products or brands also create long term relationships with the customers through deeper engagement. On Instagram, H&M has 22.9 million followers. Instagram acts as an effective platform for customer and fan engagement. Pinterest is another great social media platform for the fashion brands. There are several accounts associated with H&M on Pinterest like H&M for men, H&M for kids, H&M home and H&M

denim. H&M has more than six million followers on Google Plus.

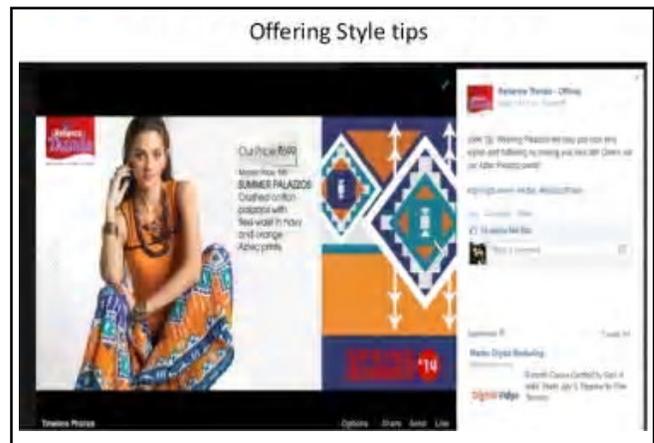
Social media has successfully proved its power over several business domains. Even though leading fashion designers of India have realized how the different social media networks, especially Facebook, Twitter, Pinterest and YouTube can boost their brand image. Manish Malhotra, leading fashion designer of Indian fashion Industry has 998,386 likes on his Facebook page, where he periodically updates pictures of different Bollywood celebrities in his latest creations. Sabyasachi Mukherjee has about 300,935 likes on his facebook page, where he regularly shares pictures and albums of his latest collections. Anita Dongre has 17k followers on twitters and 172,106 likes on her facebook page. She continually keeps her fans updated with her newest designed outfits and accessories through the social media platforms. Leading fashion designers Ritu kumar, introduced boutique culture in India with her brand name “label”, also more popular on facebook. So we can see here, India’s leading designers used various digital technologies for marketing and consumer relationship.



Big Brands Flipkart and Amazon are also Using Digital Marketing Strategies. They always update new products, new offers, discount on facebook, twitter, youtube, pinterest and google plus. Flipkart has also blog pages. Flipkart has also much joint marketing campaign like Myntra (online fashion portal). Amazon has also many followers on Twitter, Facebook, Youtube and pinterest. Amazon always adopt innovative digital campaign, intelligent customer acquisition and engagement strategies.



Well known clothing brand KVIC (Khadi and Village Industries Commission) has also adopted many digital tools for branding. Apart from this, many top garment companies like Raymond, Fabindia, Madura garments, Grasim, Vardhman etc. are adopting digital marketing tools. Even though many fashion retailers such as – Westside, Pantaloon, Max, Fbb, reliance trends, ITC, also using digital marketing. Pantaloons use media like TV, print, online etc as part of its marketing mix promotional strategy. Westside are using high intensity marketing strategy through social Media like Facebook. Reliance trends manage social media marketing through email/mobile Marketing and digital campaigns. Thus we can understand through above discussion, digital media has become an important platform for fashion brands and products trying to get close to their target market.



Finding and Conclusion:

After above discussion, it can be concluded that, the growth of internet users and consumption ability of the users has giving a huge market space to be expanded. Digital market breaks traditional business obstacles and gives a big attraction and influences on consumer, enterprises and markets. Fashion industry, where product life cycle has survive for very short time, digital marketing gives more opportunities to the designers and retailers. In today’s digital culture, identifying customer’s needs and wants and then satisfying to customers is not easy with traditional methods, especially in fashion field. The behavior of customer has changed. Now they can easily access any information of the world with in time. Active presence of digital tools creates an emotional attachment for the brand and products, which improve awareness, brand’s image and sale.

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