

Digital Marketing Revolutionising Fashion Industry: The Synthesis of the theory and practice

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ABSTRACT:

Introduction: Development in technology over the years has influenced the world in all the aspects. Significant technology development has resulted in the series of evolutionary steps as they are the breakthroughs. This advancement can be best explained by the example of computers and steam engine. Evolution of marketing from traditional marketing to digital marketing is such that the whole world is in the doorsteps of the customer in one single click.

Scope: This study has been done to identify the impact of digital marketing in reference to behaviour of the consumer in relation with the fashion industry.

Research Methodology: The secondary source of the data has been used and conclusion has been derived on that basis. Accordingly, the research study has been made to find the advancement in the fashion industry and how it has impacted the consumer behaviour. Customer relation management is all about how you manage customer/ prospect-data. Digital marketing is all about the SEO (Search engine optimisation), SEM (Search engine marketing), and SMO (social media optimisation) and ROI (Rate on return).

Findings: In this study, it has been identified how the behaviour, attitudes and skills of professional marketers has been molded in building the customer relationship marketing with the fashion industry on a digitalized platform.

KEYWORDS:

Consumer behaviour, Customer relationship marketing and Digital marketing.

INTRODUCTION:

Introduction of new devices in the market, internet facilities and fast moving digitalized channels of communication and their marketing connectivity has made the consumer more advanced, informative, smart and knowledgeable. The research is actually done on the basis of secondary sources data i.e it is shared from the books, articles, published articles etc. and a study has also been done through number of theories, models and concept of marketing. Mind mapping for the role played by the digital marketing in fashion industry, force field analysis and the consumer behavioural analysis and relationship marketing has also been done to understand the impact of digital marketing on the fashion industry.

DIGITAL MARKETING EFFECTS ON THE REVOLUTION OF FASHION INDUSTRY: RETAIL

Traditionally offline, the fashion industry has shifted to the new technologies and e-commerce. A few brands are hesitant to move online, but most of them have made the shift focusing on delivering new customer experiences. Today shoppers feel the desire of shopping, whenever they want, no matter where they are, either in stores, online by any devices etc. In the past few years, the rapid growth of the internet has changed the scenario of shopping in the fast fashion retail industry. Most of the companies are seeking for expendables, restructuring or reframing their strategies. In Fashion industry, the product life cycle is very short and it totally depends upon the changing trends in short intervals and making changes time to time. Marketers has to make an analysis and the forecast of the latest trends and styles and fashion before the customer switch to the competitors so that they become the trend setters and the digital media become the best to acquire and convert the customer with the purpose of satisfaction and trust.

In the latest business world, the digital marketing came across a turning point in the fashion industry and digital marketing is amongst the best media for consumer attention, the interest, and the action towards a particular brand or a product.

The objectives of the research are expressed under the following investigated questions:

1. What is the impact of the E-commerce on the modern fashionable business?
2. What actually changed the idea of shopping after the digital platform established?
3. What will be the future of the offline stores?

Growth of the digitalized marketing has revolutionized the fashion industry basically in retail sector and many brands have noticed fast growth in their businesses such as:

- ZAPOOS, a leader in shoe industry.
- The success story of Victoria Secret's in fashion industry through digital marketing.
- UNIQLO("We are not a fashion company, we are a technological company")

DIGITAL MARKETING EFFECTS ON CONSUMER BEHAVIOUR IN RETAIL FASHION INDUSTRY

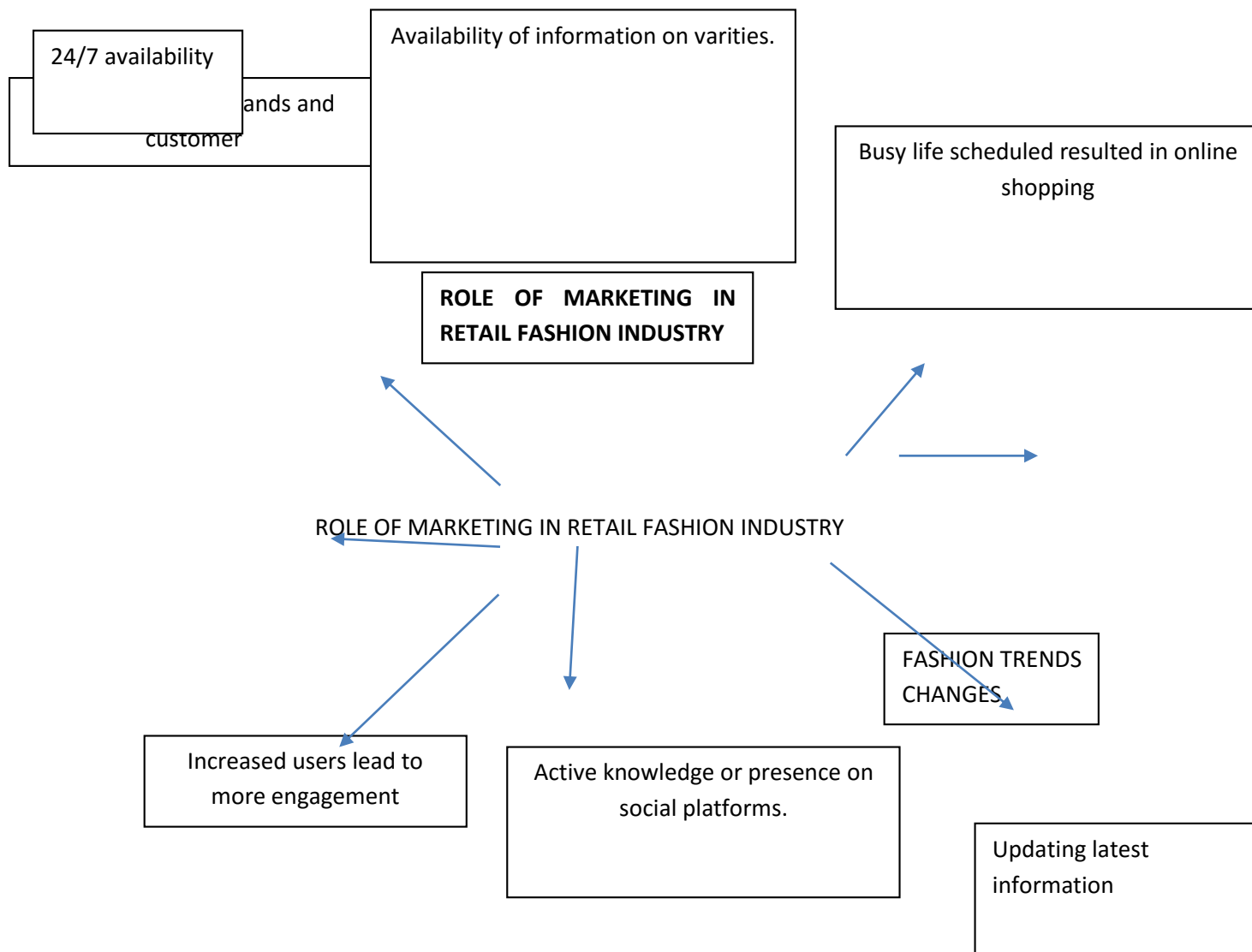
Since the digital marketing have reached the heights with big boom in smartphones and tab, so that those who were not even much involved in this field are now willing to use this idea for their brand promotion. Modern era has almost everybody on the social media and the ones who are not part of social media are looked down for business purpose and neglected. So, the query arises to study the consumer behaviour so as to understand the impact of digital marketing on retail fashion industry due to increase in involvement of social media. Not only the youth but people of all the age groups are dependent on social media for various purposes, may it be education, entertainment, finances, researches, fitness and none the less shopping purposes as well. So definitely, we need to observe and understand the consumer behaviour as it covers almost people of all the types, religion, caste, creed, nationality altogether. People from all walks of life.

These are following factors which might be useful for understanding the consumer behaviour in digital marketing.

- Consumer set their own benchmarks.
- Word of mouth.
- Tolerances of customer have reduced to a greater extent.

- Consumer is always experimenting.
- Consumer becoming switchers.

Consumer behaviour is the study of how the individual make decisions depending on their available resources (time, effort and money) on consumption of related items. Focus is made on what they buy, why they buy, when they buy, where they buy, how often they buy, and how often they use.



MIND MAPPING: ROLE PLAYED BY DIGITLAL MARKTEING IN FASHION INDUSTRY

Today, consumers are more informative and knowledgeable and they are capable to evaluate the information and make the best decisions in making the right choices. In today's business, the active presence and involvement in online environment and making most out of the information available useful are the important components and are really essential. Some of the important consumer decision making features are as shown:-

Customers features.

The era of digitalization has almost completely changed the social trends which have an impact on the consumer decision making. As the needs and wants of the consumers are changing day by day, hence marketers need to strategise accordingly and adapt to satisfy the customers needs. As the customers are experiencing a greater preference or can make choices either online or offline. In the trending world, the consumer preference and the changes are very much complex and important in the digital marketing culture in the fashion industry.

- Setting of the standards
- Customer tolerance level should be as minimum as possible
- Customer are always experimenting
- Customer dialogue make a create a good or bad brand impression

HOW RELATIONSHIP MARKETING IMPACTSON THE REVOLUTION OF FASHION INDUSTRY

Consumer being the only essential and the most important factor of the market can decide the success or failure of the company. Although advancement in the technology and development in the business world has mainly focused on customers. Customer today are free birds, they can switch easily from one brand to another depending upon their needs and pockets. Nowadays it has become a huge challenge for the business to retain their customer. As making a new customer is easier than retaining the older ones as they keep on shifting from one market to another. They move as they get better deals and whatever suits their convenience. It highly affects the profits earned or losses undergone by a certain company. Its really important to

observe the behaviour of customers and providing them their piece of cake to keep them involved.

Customer relationship marketing can be defined as business process where customer relationship, customer loyalty and brand value are developed through marketing strategies and activities. It's because of CRM which allows creating and maintaining long term relationship with existing and new customer.



Relationship marketing hierarchy

KEY FACTOR OF ENHANCING THE RELATIONSHIP CONTEXT IN THE RETAIL CONTEXT

- Providing customer satisfaction.
- Ensure a high customer standard.
- Develop segmentation technique.

ZAPPOS.COM

It was founded by Nick Swinmurn. He started the online store because of being unable to find shoes of his choice searching from store to store. This frustration led him to initiate his new business. He left the job and started as an online shoe retailer.

ZAPPOS is now not only providing shoes but also you can buy products like Bags and Handbags, sunglasses, watches, shoes, clothing and a range of other accessories.

KEY FEATURES:

- Free shipping both ways.
- 365-Day Return policy.
- Real inventory in warehouse available for all products.
- Contactable 24 hours a day, 7 days a week.
- Providing 'WOW' Customer service.

ZAPPOS HAD DIFFERENT ABSTRACT FOR CULTURE:

C= creating an

U= understanding &

L= lifestyle that

T= translate to

U= utmost

R= respect for

E= everyone.

1. Deliver WOW through service.
2. Embrace and drive change.
3. Create fun and a little weirdness
4. Be adventurous, creative and open-minded.
5. Pursue growth and learning.
6. Build open and honest relationships with communication.
7. Build a positive team and family spirit.
8. Do more with less.
9. Be passionate and determined.
10. Be humble.

ZAPPOS: FAMILY CORE VALUES

DISCUSSION OF CONCLUSION FROM RESEARCH RESULTS:

Fashion retail industry is one of the emerging industries which has a very short span. In the digital environment social media being on top of the society as people are able

to display, share, comment and revolutionise the fashion trends of the people. As discussed, customers are free birds. Customers are easily able to change their brands. For marketers it has become a huge threat to build new customers as well as maintaining old customers. Relationship marketing in the digital marketing helps to attract and maintain loyal customers. In relation to that traditional marketers attitudes, skill and the behaviour are no longer valid instead they need to be more technical, attractive, creative, innovative to maintain their customers in the highly competitive world. Also need to attract fresh customers to expand the business to the greater extent.

CONCLUSION:

Transformation from traditional marketing to the digital environment the marketers with the right attitudes, skills and behaviour should capitalize the information and the ultimate focus of achieving a loyal customer in the competitive world.

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