



Digital Marketing: The Importance of Social Media in the Fashion Industry

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Resumo

A moda, um fenômeno profundamente entrelaçado à psicologia do consumidor, não é meramente um campo de vestuário e acessórios, mas uma expressão contínua e evolutiva de identidade, personalidade e cultura. Num setor onde as mudanças de tendências ocorrem incessantemente, e o ciclo de vida dos produtos é efêmero, o marketing digital assume um papel protagonista na narrativa da moda contemporânea.

Ele não acompanha apenas a evolução das tendências, mas também as influencia e as propaga, transformando a moda de uma experiência passiva para uma experiência interativa e participativa. Ao capturar a atenção do consumidor, despertar interesse e gerar desejo, o marketing digital cria uma sinergia entre a constante mutação da moda e a demanda por novidade e expressão renovada. A amplitude global da indústria da moda não conhece fronteiras culturais ou geográficas. Ela torna-se numa linguagem universal que transcende diferenças, conectando pessoas de todo o mundo por meio da sua expressão única. Nesse cenário globalizado, o marketing digital funciona como um canal que amplifica a voz da moda, permitindo que as mensagens cruzem continentes, alcançando públicos diversos e incorporando uma miríade de perspectivas culturais.

A conexão intrínseca entre moda e marketing digital não amplia apenas a visibilidade das marcas, mas também as transforma em catalisadoras de mudanças sociais. Ao criar consciência sobre questões como sustentabilidade, diversidade e inclusão, as marcas de moda posicionam-se não como criadoras de tendências, mas como agentes de influência positiva. O marketing digital, ao tornar-se um veículo para tais mensagens, contribui para a construção de uma indústria mais consciente e responsável.

A natureza efêmera do ciclo de vida dos produtos na moda é desafiadora, mas também oferece oportunidades para a reinvenção constante. O marketing digital, ao facilitar a comunicação em tempo real e a participação ativa dos consumidores, permite que as marcas se adaptem rapidamente às mudanças nas preferências e demandas do mercado. Ele torna-se numa ferramenta ágil que transforma a volatilidade do setor em oportunidades dinâmicas de inovação e reinvenção.

Neste contexto, a moda e o marketing digital não são meramente entidades distintas; são parceiros intrínsecos numa dança simbiótica de criatividade, expressão e envolvimento do consumidor. Esta parceria reforça a ideia de que a moda não é apenas sobre roupas e acessórios, mas sobre contar histórias, expressar identidade e moldar a cultura. E o marketing digital, ao tornar-se o meio através do qual estas histórias são contadas, desempenha um papel fundamental na construção de pontes emocionais entre

marcas e consumidores, transformando simples transações comerciais em experiências memoráveis e significativas.

Antes da revolução das redes sociais, as marcas de moda buscavam os clientes principalmente por meio de meios impressos, desfiles de moda e anúncios televisivos. No entanto, a transformação digital trouxe consigo plataformas que revolucionaram a forma como as empresas conectam-se com seu público. Através do Instagram e Pinterest são exemplos paradigmáticos, proporcionando uma vitrine virtual dinâmica e envolvente para exibir designs, estética e valores de marca. Estas plataformas não apresentam apenas produtos, mas também contam histórias visuais e interativas que entoam junto aos consumidores, promovendo uma experiência mais profunda e imersiva.

Ao explorar as complexidades do marketing de influenciadores e das estratégias de embaixadores de marca, as marcas de moda têm a oportunidade de tecer uma tapeçaria rica de conexões autênticas com os seus consumidores. Estas conexões são moldadas por interações autênticas, representações genuínas da marca e práticas eticamente fundamentadas. Estas abordagens não constroem apenas lealdade, mas também orienta as marcas para um impacto e sucesso a longo prazo num mercado altamente competitivo. Num ambiente onde a autenticidade e a transparência são valorizadas, estas relações genuínas com os consumidores tornam-se verdadeiros ativos estratégicos.

A metodologia desta pesquisa adotou uma abordagem qualitativa, fundamentada numa revisão extensa da literatura e na análise de estudos de caso. Esta triangulação de dados, combinando *insights* teóricos com exemplos do mundo real, conferiu à pesquisa uma compreensão abrangente e uma validação robusta das descobertas. Esta abordagem integrativa revelou-se crucial para explorar as complexidades do impacto do marketing digital na indústria da moda, onde a corte entre teoria e prática é fundamental.

Concluindo, as possíveis futuras direções apontam para uma integração mais profunda de tecnologias emergentes, um foco crescente em práticas sustentáveis e éticas, uma evolução no papel dos influenciadores e uma consolidação de estratégias dos *omni-channel*. Todavia, no meio dessas perspectivas animadoras, reconhecemos as limitações intrínsecas à pesquisa, desde a natureza temporal e dinâmica das redes sociais até desafios na análise de conteúdo gerado pelo usuário.

No limiar deste cenário digital, as marcas de moda enfrentam o desafio de equilibrar a inovação com a tradição, mantendo-se sensíveis às nuances culturais e regionais. O futuro do marketing na indústria da moda reside na habilidade de harmonizar valores de marca, dados do consumidor e avanços digitais, criando conexões simbióticas entre marca e consumidor no ambiente digital. Este é um desafio contínuo, é uma jornada na qual a moda e o digital convergem para esculpir a próxima era da

indústria, marcada por autenticidade, sustentabilidade e interatividade sem precedentes.

Em suma, a convergência entre moda e redes sociais delineia um panorama onde as marcas, ao alinharem as suas narrativas, ofertas de produtos e experiências do consumidor com as demandas, valores e preferências mutáveis dos consumidores, navegam por um mercado dinâmico e competitivo. Esta transformação, marcada pela interatividade, visualidade e imediatismo das redes sociais, redefine os paradigmas de visibilidade de marca, conexão com o consumidor e criação de produtos na indústria da moda.

Palavras-Chave

Marketing Digital; Indústria da Moda; Comportamento do Consumidor; Marketing de Influencers

Abstract

Fashion is founded on consumer psychology, which seeks change and fresh expression. In other words, the fashion sector depends on changing trends, and most items have a short product life cycle. Digital marketing might be a fantastic medium for attracting attention, interest, desire, awareness, and action towards a particular product or brand. The global fashion industry is vast and valuable.

Before the social media revolution, fashion brands primarily reached customers through print media, fashion shows, and television commercials. Platforms that emphasise visual content, such as Instagram and Pinterest, have benefited fashion firms, allowing them to present their designs, aesthetics, and brand values dynamically and engagingly. These platforms enable companies to exhibit their goods, values, and aesthetics more engagingly and dynamically, employing visual and interactive information to attract consumers.

By navigating the complexities of influencer marketing and brand ambassador strategies, brands can create a rich tapestry of consumer connections shaped by authentic interactions, genuine brand representation, and ethically grounded practices, guiding them to long-term impact and success in a competitive market landscape.

This research paper employed a qualitative methodology rooted in an extensive literature review and case study analyses. This triangulation of data, combining theoretical insights with real-world examples, ensured a comprehensive understanding and robust validation of the research findings, making it the ideal approach for the study.

Keywords

Digital Marketing; Fashion Industry; Consumers Behaviour; Influencers Marketing

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Abbreviations Index

- AI** – Artificial Intelligence
- API** – Application Programming Interfaced
- AR** – Augmented Reality
- B2B** – Business to Business
- B2C** – Business to Consumer
- CAC** – Costumer Acquisition Cost
- CPC** – Cost-per-Click
- CPL** – Cost-per-Lead
- CTR** – Click-through-Rate
- D2C** – Direct-to-Consumer
- FTC** – Federal Trade Comission
- GA4** – Google Analytics 4
- GDPR** – General Data Protection Regulation
- KPI** – Key Findings Indicators
- MC** – Machine Learning
- NLP** – Natural Language Processing
- PPC** – Pay-per-Click
- PPS** – Pay-per-Sale
- PR** – Public Relations
- ROI** – Return of Investment
- SEM** – Search Engine Machine
- SEO** – Search Engine Optimization
- SERPs** – Search Engine Result Pages
- SMM** – Social Media Marketing
- UGC** – User Generated Content
- URL** – Uniform Resource Locator
- VR** – Virtual Reality
- X** – Twitter

Introduction

The drive for this research originates from the understanding that we are at an essential moment when traditional marketing methods are no longer sufficient and digital innovation and social media expertise are required for fashion firms to survive. Understanding the complexities of this digital ecosystem is critical as customers increasingly turn to digital platforms to explore, connect with, and purchase fashion items.

In an age where technology is everywhere, and social media has transformed how we interact, the fashion industry is at a crossroads of innovation and tradition. Fashion has undergone a tremendous change due to the digital universe surrounding us. Within this revolutionary setting, this thesis goes on an exploration — a trip to contribute to the subtle interplay between fashion and the digital sphere, emphasising social media's essential role (Fashinnovation, 2023).

It is crucial at this point to discuss some limitations that this research may encounter. Due to such a large size worldwide, this study will be based on limited data collection from fashion brands to influencers, meaning these findings will only represent some of the industry or population. All data will be collected through some content analysis so it can have the possibility of missing data.

Background And Context of The Fashion Industry

The fashion industry is one of the most vibrant, dynamic, and influential sectors in the global economy, capturing the essence of artistry, creativity, and commerce. In fashion, style is a language of its own, speaking volumes about culture, identity, and aspiration (Donaldson, 2016).

The origins of the fashion industry can be traced back to centuries when skilled artisans and tailors intricately crafted garments. Throughout history, clothing has transcended its primary function of protection to become a symbol of status, identity, and self-expression. The evolution of fashion has been punctuated by eras of opulence, simplicity, rebellion, and innovation, reflecting society's shifting values and desires (Skacenko, 2023).

From the opulent court gowns of the Renaissance, the iconic designs of Yves Saint Laurent in the 20th century, and the reinventing of the suit for women to the fast fashion that exists nowadays, the fashion industry has continuously reinvented itself, driven by the creativity of designers, the emergence of new materials, and the globalization of trends (Menkes, 2008). Today, fashion is a global phenomenon, transcending geographical boundaries to influence cultures and lifestyles worldwide.

The fashion industry is more than just the glitz and glamour of high-end fashion shows in major cities like New York, Milan, or Paris. It is an immense and complex ecosystem involving a wide range of stakeholders, including fashion designers, manufacturers, retailers, marketers, influencers, and consumers. Within this industry, it is possible to find everything from haute couture to ready-to-wear and streetwear catering to diverse preferences and tastes (Fashinnovation, 2023).

While the fashion industry is celebrated for its creativity and innovation, it also grapples with pressing challenges. Environmental concerns, ethical considerations, and the quest for sustainability have become paramount. The fashion industry is in a state of transformation, with brands and consumers alike reimagining the production and consumption of fashion products (European Commission, 2020).

Significance of Digital Marketing and Social Media

The marketing landscape has undergone a profound transformation in an increasingly interconnected and digitally driven world. While still relevant, traditional marketing approaches have been reshaped and complemented by the dynamic and ever-evolving realm of digital marketing. As the internet and technology have become ubiquitous in our lives, businesses and organizations across industries have adapted to meet consumers where they are — online (IMM Institute, 2023).

Digital marketing encompasses a broad spectrum of strategies and tactics designed to connect businesses with their target audiences through digital channels. Unlike traditional marketing, which relies heavily on offline methods such as print media, television, and radio advertising, digital marketing leverages the power of the internet and digital technologies to reach, engage, and influence potential customers. It is a multifaceted discipline with various tools, platforms, and techniques (Intuit Mailchimp, 2023).

Today, digital marketing is synonymous with using social media, search engines, email marketing, content marketing, influencer collaborations, and more. It encompasses advertising, content creation, data analytics, customer relationship management, and personalized user experiences. (IMM Institute, 2023) It is a dynamic and data-driven approach that empowers businesses to tailor their marketing efforts with unprecedented precision.

The importance of digital marketing must be balanced in the modern business landscape. According to the IMM Institute (2023), a study about the shift from traditional marketing to digital claims that these tools can help businesses of all sizes and industries balance this new landscape:

- **Target Specific Audiences:** Digital marketing enables businesses to target their messages to demographics, ensuring marketing efforts are directed toward the most relevant potential customers.
- **Build Relationships:** Through social media and content marketing, businesses can engage with their audience meaningfully, fostering trust, loyalty, and brand advocacy.
- **Measure and Analyse Performance:** Unlike many traditional marketing methods, digital marketing offers the advantage of real-time data analytics. It allows businesses to assess the performance of their campaigns, make data-driven decisions, and optimize strategies for maximum effectiveness.

- **Reach a Global Audience:** The internet knows no geographical boundaries, allowing businesses to connect with audiences worldwide opening new markets and opportunities.
- **Stay Competitive:** In a digital-first world, businesses that do not pay attention to digital marketing risk falling behind their competitors who are harnessing the power of these tools.

Organizations that want to develop and remain relevant in today's digital environment must strategically employ several tools. According to research (Chaffey, & Ellis-Chadwick, 2019), digital marketing approaches can target specific demographic groups to ensure marketing communications reach and resonate with the most appropriate consumers. In addition to facilitating communication, social media platforms are crucial for making connections, fostering loyalty, and gaining trust in your brand (Kaplan, & Haenlein, 2010, pp. 59-68).

The revolutionary aspect of today's digital landscape is the availability of real-time analytics, which permits firms to rapidly evaluate the success of their campaigns and make course corrections as needed. Because the Internet is accessible worldwide, corporations can now access untapped markets, effectively eliminating geographical limitations (Rogers, 2016). Companies that do not use these technologies are falling behind in today's digital-first market (Tiago, & Verssimo, 2014, pp. 703–708).

Statement of the Research Problem

The digital era has revolutionized every facet of the fashion industry. Social media platforms, e-commerce websites, and digital marketing strategies have become integral to fashion brands' success. In this ever-connected world, fashion enthusiasts can instantly discover, purchase, and share their favourite styles, blurring the lines between the physical and digital realms (Segal, 2023).

In the digital age, the fashion landscape has been reshaped by the rise of e-commerce, social media, and influencer culture. Social media platforms have become virtual runways where trends are set, and brand-consumer interactions are amplified. The one industry that is considered to be perfectly fitted for social media is the Fashion Industry. The online fashion industry always refers to social networking websites for social media or marketing because this enables the fashion industry to connect with a broader range of customers. Social media marketing is an excellent online fashion industry platform for forecasting new trends and dynamic fashion behaviours (The OFU, 2023).

Over the years, social media has become an adequate marketing scaffold that has created a new magnitude in marketing and provided many fortuities to marketers who can create brand awareness among consumers. It is now considered the most transparently bewitching and interactive form of public relations (Medlicott, 2021).

Research Objectives

As the journey through digital marketing in the fashion industry, it is essential to recognize the profound impact of technology and social media on fashion's evolution.

This thesis delves into the intersection of fashion and the digital landscape, exploring how social media has transformed marketing strategies, influenced trends, and redefined consumer-brand relationships, as expected these are the 3 objectives:

1. Examine the Impact of Social Media on Marketing Strategies:

This is to analyse how social media has transformed marketing strategies in the fashion industry. It involves understanding how platforms like Instagram and TikTok can contribute to the evolution of marketing techniques (Laroche et al., 2013).

2. Explore the Influence of Social Media on Fashion Trends:

This has to do about exploring how social media has influenced fashion trends. This entails investigating the role of influencers, bloggers, and regular individuals in shaping the fashion narrative (Freberg et al., 2011).

3. Investigate the Transformation of Consumer-Brand Relationships:

Highlighting the shift in the power dynamic in the fashion industry due to social media's democratizing effect (Phan, Thomas, & Heine, 2011). Therefore, an objective is to investigate and understand how social media has redefined the relationships between consumers and fashion brands.

The fusion of fashion and digital marketing is not merely a trend but a seismic shift that necessitates comprehensive examination (Segal, 2023).

Hypothesis Statement for the Research Question

The fashion business is subject to ongoing changes, and it is said that the advent of social media platforms has brought about a transformative shift in conventional marketing strategies (Kaplan & Haenlein, 2010, pp. 59-68). The present-day transformation, as elucidated by Smith (2012, pp. 412-427), not only necessitates fashion firms to restructure their marketing tactics but also fundamentally alters how consumers interact.

The primary focus of this thesis revolves around investigating the hypothesis that the emergence and incorporation of social media within the marketing strategies of the fashion industry significantly transforms the dynamics between brands and consumers in the contemporary digital-oriented society (Chaffey & Smith, 2013).

Research Questions

This thesis seeks to dissect this transformation and uncover its multifaceted implications. It explores how social media has become the linchpin of fashion marketing, altering strategies, amplifying consumer engagement, and redefining brand-consumer relationships. This sheds light on this subject via thorough research and analysis, providing insights that will help fashion firms, marketers, legislators, and consumers. It is a voyage into the heart of a changing industry, where innovation is not a choice but a need and where the digital environment calls everyone to rethink fashion marketing for the digital era. It seeks to address a question that leads to a sub-question about the impact of social media on the fashion industry:

- **To what extent has social media transformed the marketing strategies of fashion brands?**
 1. **What are the implications for consumer engagement and brand-consumer relationships in the digital age?**

Thesis Outline

Figure 1 will show the structure of this thesis and how it was designed; this was subdivided into five chapters, plus the introduction.

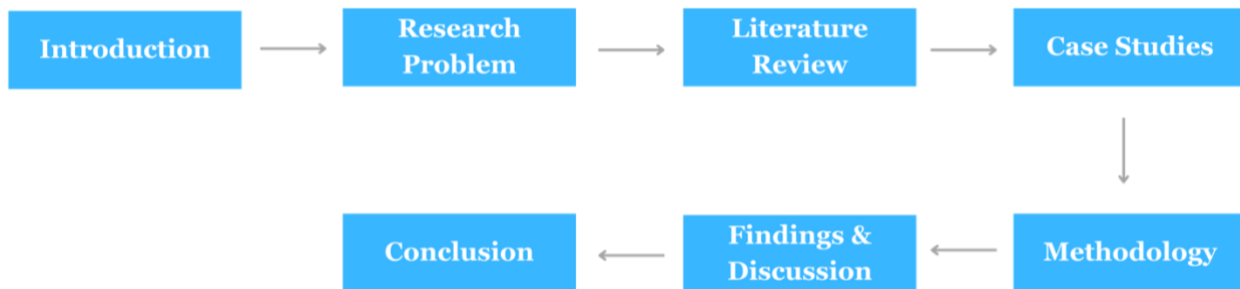


Figure 1 - Thesis Outline

The First part of this research is just an introduction to the research that will be made for the duration of this thesis; it demonstrates the field of interest and gives an overview of the study. To conclude, the introduction talks about the researchers' statements and problems until it forms the main objectives and the question, which is the main scope of this study.

For the First chapter, it is possible to encounter the Literature Review. This chapter is a more theoretical part because this framework provides the reader with some background in a literature study on Digital Marketing and the Importance of Social Media in the Fashion Industry. This chapter is divided into two categories: the Historical Evolution of Digital Marketing and the Fashion industry and how digital marketing has changed its perceptions.

The next chapter, chapter Two, contains three case studies that help the researcher, and the readers understand how the scope of this study is being used these days. The first talks about how Louis Vuitton is embracing the digital platforms, the second talks about Skims and how the consumer perceives the brand. The final case study talks about the influence of social media personalities in shaping the fashion landscape.

The Third chapter explains the choice of methods, their strategies, and how it was used to gather all the data needed for this research. It is also possible to read how the research was conducted and executed in this chapter.

Chapter Four is an analysis and discussion of the findings of this research, and it covers the objectives of this study by answering the question that arose at the end of the introduction.

Furthermore, the last part of this study, is where it can be found the conclusion with all the limitations that it encountered and an outlook. This is a summarised chapter with the research's key findings.

Chapter 1: Literature Review

1.1 Historical evolution of Digital Marketing

1.1.1 Digital Marketing

Digital marketing can be defined as digital technology to build channels to contact potential viewers to achieve the company's goals by more effectively meeting customer wants. Digital marketing is frequently used interchangeably with internet marketing or e-marketing. However, this can be a mistake. As a media, the internet is one of many ways to contact a client (Peçanha, 2022).

Digital marketing refers to any marketing methods conducted through electronic devices which utilise some form of a computer, including online marketing efforts conducted online. In digital marketing, a business might leverage websites, search engines, blogs, social media, video, e-mail, and similar channels to reach customers (AMA, 2023).

According to the American Marketing Association (2023), technology has radically changed how businesses approach customers. Because of the Internet, a customer may investigate and sometimes even request a price based on popular opinion. The advancement of digital technology has resulted in the rise of cyber-consumers and cyber-businesses.

It is possible to see through Annemarie Hanlon's book, *Digital Marketing: Strategic Planning & Integration*, that the digital revolution permits the introduction of new customer interaction models, which presents a challenge for businesses seeking to enhance their market share. Smartphones and social media significantly influence the fast-paced growth of digital marketing. "The growth of digital marketing has changed the relationship between businesses and customers. Scholars and practitioners agree that organisations are keen to use digital marketing to engage with their customers, and we have moved into a new era where things look different." (Hanlon, 2019).

As a result, methods of reaching out to potential customers via mobile phones and social networks are contemporary communication channels that may help create a relationship with a consumer, therefore improving sales.

1.1.2 Benefits of Digital Marketing

Digital marketing has significantly transformed the strategies employed by firms in engaging with their intended consumer base. One of the key advantages of digital marketing is its cost-effectiveness, which is a viable alternative to conventional advertising channels such as television and print media. According to Chaffey and Ellis-Chadwick (2019), campaigns, regardless of whether they are pay-per-click or social media-based, can be customized to accommodate different budgetary constraints, hence maximizing the return on investment. One notable characteristic of digital marketing is its ability to track data in real time. According to Google (2020), using tools such as Google Analytics allows organizations to promptly obtain

valuable insights, hence facilitating the refining of their strategy. In addition, it is worth noting that platforms such as social media enable accurate audience segmentation, thereby guaranteeing effective message dissemination to individuals who are most likely to find the content relevant (Stasi, 2019).

The vast worldwide reach of digital marketing is undoubtedly deserving of attention. According to Bottrell (2023), businesses can effectively reach and connect with audiences globally beyond the constraints imposed by geographical boundaries. According to Felix et al. (2017), platforms such as social media enable individuals to engage directly with one another, hence promoting the development of trust and the establishment of enduring relationships. Moreover, the unmatched aspect of digital marketing lies in its inherent flexibility. Campaigns can be readily adjusted per performance statistics. If a specific strategy fails to produce the intended outcomes, firms can pivot and adopt another approach, thereby avoiding substantial expenses (Ryan, 2014).

The benefits of digital marketing vary according to some researchers and websites, but ten points always stay the same. These benefits assist organisations in achieving any or all the following advantages. According to The Economic Times (2023), the table one shows these points.

Table 1 - Top Benefits of Digital Marketing according to The Economic Times

Global Reach	Unlike traditional approaches, it is not necessarily limited to a single geographic location. Customers across the world have access to the Internet. It enables enterprises to promote and sell to clients in a different country or continent, reducing conventional entrance obstacles.
Local Reach	While digital marketing has a significant advantage in terms of global reach, it also boosts local recognition, which is especially important if your company relies on local clientele. Local SEO and locally tailored marketing can benefit firms seeking to acquire local customers. Consider the reach of digital marketing to a specific neighbourhood or area vs the spread of printing and distributing pamphlets.
Cost Effective	To attain the worldwide reach of digital marketing through traditional methods would come at a high cost. On the other hand, specific components of digital marketing may be accomplished with minimal time and resources. For example, even tiny or beginning firms may develop a website, manage social media, and publish blogs without breaking the bank.
Simple to Understand	While digital marketing has many aspects to learn, getting started is relatively straightforward. The nature of the goals and the magnitude of the campaign's complicate matters. It is, however, all about choosing the ideal approach for your business.
Brand Awareness	This is the degree to which consumers recognise a product by the brand/name. Ideally, consumers' awareness of the brand includes perceptions of the excellent quality that distinguishes the product from their competition.
Effective Targeting	Organisations may target specific categories of potential clients with digital marketing. Businesses may better reach their target demographic by engaging clients in a particular area, industry, or social channel.
Multiples Strategies	There are several digital marketing methods that various sorts of businesses may use. A B2B corporation seeking overseas leads may use a different technique than a B2C local clothes store. While content marketing and SEO help specific organisations more than others, conversion-based ad campaigns help others. The idea is continuously assessing the outcomes and creating better approaches and processes over time. A well-executed digital marketing strategy evolves and adapts quickly to changing company demands.
Increased Engagement	Most modern shoppers conduct internet research and read reviews before purchasing. The initial step in this approach is to use a search engine. Businesses that have created SEO, SEM, and PPC strategies may immediately interact with clients.
Multiple Content Types	Another significant advantage of digital marketing is the range of content types available to represent the company online. It is picked from several content types for different platforms to keep your brand fresh and establish successful online

	campaigns. In contrast to traditional marketing, you can easily repeat a single piece of content across many media.
Analytics & Optimisation	Web analytics evaluates the results of the efforts in real time of the digital marketing campaign. It helps to optimise and correct future errors by analysing all the pinpoints from the source of traffic and by getting control over the sales funnels.

(The Economic Times, 2023)

Failing to formulate effective strategies for using the advantages of digital marketing might have substantial repercussions for organisations operating in the contemporary digital era (Hanlon, 2019). Strategising the optimal utilisation of these benefits is paramount due to their critical nature.

1. **Loss of Competitive Advantage:** Digital marketing provides an equitable opportunity for organisations of varying sizes. However, those who pay attention to its advantages strategically risk lagging behind their competitors in efficiently harnessing digital channels. "Businesses that do not adapt to the new marketing climate are at great risk of going extinct sooner rather than later." (Kotler et al., 2010).
2. **Missed Opportunities for Engagement:** Using digital marketing presents firms with the potential to engage with their target audience in real-time actively, thereby creating opportunities for interaction that may have otherwise been overlooked. With a well-defined plan, enterprises can capitalise on these prospects, resulting in declining consumer loyalty and brand affinity. According to the study by Ryan et al. (2012), digital marketing offers firms the opportunity to promptly comprehend the effectiveness of their strategies, enabling them to make real-time adjustments accordingly.
3. **The Misallocation of Resources:** A Critical Examination By implementing a well-defined strategy, organisations can optimise their operations and achieve cost savings while also maximising the efficiency and effectiveness of their marketing initiatives. With a strategic framework, digital marketing endeavours are likely to be rendered effective and aimless, resulting in a squandering of resources, according to the study conducted by Chaffey et al. in 2019.
4. **Inability to Measure ROI:** The lack of ability to quantify return on investment (ROI) is a significant drawback associated with digital marketing. With a strategic approach, enterprises may establish the requisite instruments and criteria for assessing their return on investment. According to the study conducted by Tiago et al. in 2014, One of the primary benefits of digital marketing, compared to traditional marketing, is its capacity to quantify the return on investment (ROI).
5. **Reputation Damage:** In the contemporary era of digital technology, the potential for a single error or mistake to rapidly gain widespread attention and notoriety is significantly heightened. In the absence of a carefully devised strategy, firms are susceptible to committing errors that have the potential to impact their reputation negatively. In the contemporary era of social media, the reputation of a brand has the potential to be either constructed or dismantled within a matter of hours (Fournier, & Avery,2011).
6. **Lack of Personalization:** The absence of personalisation is a concern as contemporary consumers have come to anticipate tailored experiences. Organisations must strategically

evaluate the advantages of employing digital marketing techniques to harness the potential of data-driven personalisation, which may result in a decline in consumer happiness. According to recent research, most consumers, precisely 71%, have expected companies to provide personalised experiences. Seventy-six per cent of individuals express frustration when the desired outcome fails to materialize, according to McKinsey & Company (2021).

In summary, the failure to strategically consider the advantages of digital marketing can result in the omission of possible possibilities, squandered resources, and potential harm to a brand's standing. In the contemporary era of technology, enterprises must possess a comprehensive comprehension of and effectively use the benefits of digital marketing in order to maintain competitiveness and relevance.

1.1.3 Channels of Digital Marketing

Digital marketing is a comprehensive world that refers to various methods for promoting corporate interests to potential clients. Dr. Mrs. Vaibhava Desai (2019) says, " Digital marketers are in charge of driving brand awareness and lead generation through all the digital channels -- both free and paid -- at company's disposal." There are several strategies for performing digital marketing depending on the objectives and goals of the organisation. For most businesses, successful inbound marketing involves multiple digital marketing methods.

Digital marketing has several channels, each with its benefits and techniques. SEO is optimising a website to rank higher on search engines and drive organic traffic. (Muller, 2023) Pay-per-click advertising (PPC), where marketers pay per click, is another critical channel, with Google Ads being the most popular (WordStream, 2023).

Pulizzi (2014) extensively explored content marketing, which involves developing and distributing valuable, relevant material to attract and engage a target audience. Tuten and Solomon (2017) explained how Social Media Marketing promotes businesses, services, and content on Facebook, Twitter, and Instagram.

Email marketing is defined as sending emails to prospects and customers to promote products, services, or content. (Priester, 2015) Goldschmidt and Junghagen (2017) discussed Affiliate Marketing, which lets people and corporations promote others' items for a commission. Online PR is vital for managing a brand's online presence and reputation. Solis and Breakey (2009) stressed media, influencers, and community participation in this domain. Finally, Ghose and Todri-Adamopoulos (2016) examined how display advertising affects online consumer behaviour on websites, apps, and social media.

Table two shows a list of the multiple's channels available in Digital Marketing.

Table 2 - Channels available in Digital Marketing

Search Engine Optimization (SEO)	is improving ranking within major search engines to increase online traffic.
Search Engine Marketing (SEM)	leverages paid online advertising to increase website visibility within search engines. SEM is often used in conjunction with SEO.
Pay-Per-Click (PPC)	an online method for advertising where a business only pays for its ads when a person clicks on them.
Social Media Marketing (SMM)	uses social media channels to promote business products or services. Social media influencers are often called influencer marketing.
Email Marketing	enables businesses to send branded, promotional content directly to prospective customers via email. The use of automated newsletters is expected in this context.
Affiliate Marketing	is a performance-based exercise that enables revenue sharing and pay-per-sale (PPS) compensation within a shared network.
Content Marketing	refers to the publishing and distributing text, video, or audio materials to customers online. Blogs, videos, and podcasts are common ways businesses use content marketing.
Native Advertising	it involves blending marketing materials into a medium, making the underlying message and marketing purposes equally important. Sponsored content, in which one business posts its content on a different website, is a standard method of native advertising.

Given the multiple channels available in digital marketing, it was concentrated on the three most important ones as follows:

a) SEO

"The practice of improving an organisation's place in the SERPs using organic or free methods, is called search engine optimization." (Hanlon, 2019, p. 72) SEO is not merely a tactic; it is the lifeline that connects businesses to their target audience in the digital realm. At its core, SEO involves many strategies and techniques, from optimizing website content and structure to improving loading speed and mobile friendliness. The goal is simple yet profound: to secure a prominent position in search engine results pages (SERPs) when users seek information, products, or services related to a particular industry or niche. (Hanlon, 2019, p. 72)

The significance of SEO cannot be overstated. "Ultimately, the goal of search engine optimisation is to help attract website visitors who will become customers, clients or an audience that keeps coming back." (Search Engine Land, 2023).

In an era where consumers turn to search engines as their first source of information, businesses that master SEO gain a competitive edge. The bridge connects businesses and customers, driving organic traffic, fostering trust, and increasing conversions. In the dynamic realm of digital marketing, SEO is the compass that guides businesses toward online visibility and

success. As search engines continue to evolve, embracing SEO is not just a choice; it is a digital imperative that ensures brands are discovered and valued in the vast online marketplace (BrainyDX, 2023).



Figure 2 - Search Engine Optimization Overview (Silva, 2023)

b) Social Media Marketing

"This practice promotes the brand and content on social media channels to increase brand awareness, drive traffic, and generate leads for your business." (Desai, 2019, p. 197). The social media environment functions as a market space where customers and retailers interact with each other and with other exchange coordinators, all in complicated ways. The constant development of social media represents an excellent chance for companies to advertise themselves (Dwivedi et al., 2021). Recently, it has been noted that companies seize the opportunity to start cutting-edge business models and improve consumer relationships via social media. Nevertheless, the increase in social media has also been a challenge for marketing managers (Jacobson et al., 2020).

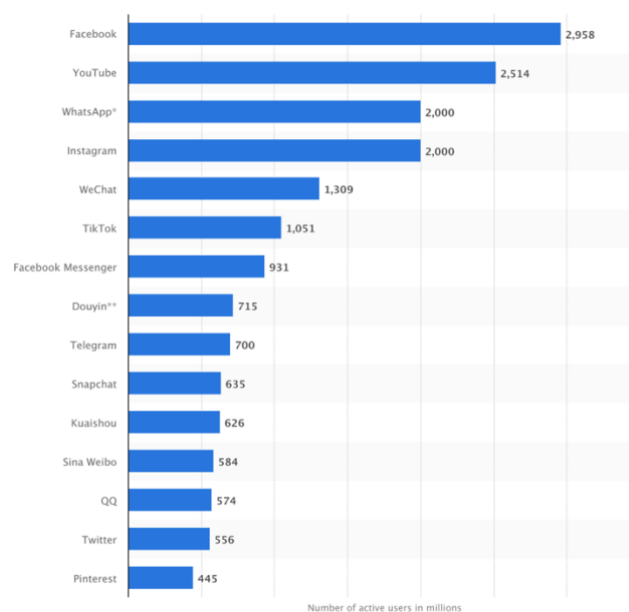


Figure 3 - Most popular social networks worldwide as of January 2023, ranked by number of monthly active users.

The Internet, a fundamental cornerstone of the contemporary information society, facilitates global connectivity among billions of individuals. In 2023, Northern Europe emerged as the top-ranking region globally regarding the proportion of its inhabitants utilizing the Internet. As of October 2023, the global population of internet users reached 5.3 billion individuals, representing around 65.7% of the total global population. Out of the overall figure of 4.95 billion, which accounts for around 61.4% of the global population, individuals were identified as social media users (Statista, 2023). Among the various social media platforms, only six have the central representation of the internet. According to Statista (2023), the image in Appendix A, the most used social platforms worldwide are Facebook, YouTube, Instagram, TikTok, X (formerly Twitter) and Pinterest.

To explain social media marketing to businesses, Jan Kietzmann and his colleagues created the 'honeycomb model', named due to its shape, figure three. These seven elements or 'building blocks' were intended to help managers in organisations understand their audience and address their specific needs (Hanlon, 2022).

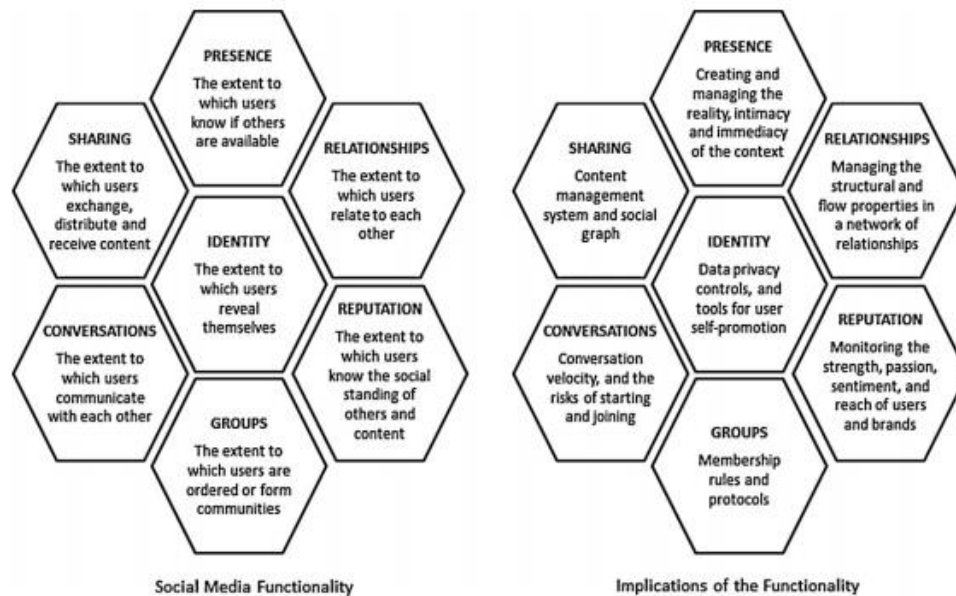


Figure 4 - The Honeycomb Model (Hanlon, 2019, pp. 83-84)

The idea behind the honeycomb model is that of the seven essential building blocks delineated by the model. Companies can select the ones most relevant to their business and focus on the key functionalities elevating their Social Media Marketing to its most effective strategy.

The model comprises seven distinct blocks, according to Slater (2021), specifically:

- **Identity** - Identity encompasses data privacy concerns and how users are authenticated on social media. Additionally, it pertains to the extent of personal information collected to establish and verify said identity.
- **Presence** - The influence of a user's presence among other users and their mutual recognition can have a substantial effect on a brand. Several factors, such as the contextual setting, the interpersonal interaction between two users, and the pertinence of their respective knowledge of the brand in question, exert influence.

- **Relationships** - The formation of relationships via social media constitutes a complex network wherein a brand may or may not occupy a central position. The extent to which two users share commonalities and their respective motivations to acquire knowledge, establish connections, and exert influence over another might lead to one user influencing the other's brand preference.
- **Reputation** - Reputation refers to the collective view of a brand's status and its users, encompassing oneself across many settings and scenarios.
- **Groups** - defined as sets of rules and protocols. The functionality of creating groups is a prevalent characteristic found in the majority, if not all, social networking platforms.
- **Conversations** - Conversations are the initial catalysts for establishing relationships and fostering meaningful involvement. The former develops the character and demeanour of the customer service offered by the business, whereas the latter can serve as an indicator of the brand's standing.
- **Sharing** - Besides conversations, most social media platforms also offer a notable feature that allows users to share and effectively manage content.

Social media platforms present a continually developing reservoir for researchers and are progressively employed for participant recruitment, data generation, and findings dissemination. There are many methodologies for employing social media in research endeavours, and the specific methodology adopted will have implications for selecting data gathering and analytic approaches (Newcastle University, 2016):

- **Sentiment Analysis:** This strategy assists companies in deciphering the emotions and thoughts expressed in social media mentions and discussions. Polarity categorization is a fundamental component of sentiment analysis. Polarity pertains to the overarching sentiment expressed by a specific sentence, phrase, or word. The measure of polarity can be quantified through a numerical rating called a "sentiment score." (Thematic, 2020).
- **Predictive Analytics:** The capacity to anticipate forthcoming events and trends is vital across several businesses. Historical data is utilised to predict potential events, facilitating the formulation of strategic decisions. The forecasts may pertain to either the immediate future, such as forecasting the malfunction of specific machinery later in the day, or the long-term future, such as projecting the company's cash flows for the forthcoming year (Cote, 2021).
- **Machine Learning (ML) Algorithms:** With social media data, ML is utilised to analyse patterns and make choices. Fashion brands can use ML algorithms to automatically analyse consumer behaviours, preferences, and purchasing patterns, assisting marketers in determining which items will become popular and identifying prospective marketing strategies to increase sales and customer engagement (Côte-Real et al., 2017).

c) Content Marketing

Content marketing is the foundation of an efficient digital marketing strategy. It is developing and disseminating valuable, relevant, and consistent material to engage and inform a specific audience. It is the lighthouse that leads organisations to acquire and maintain their audience in the digital era, where information is abundant and attention spans are short. (Pulizzi, 2013, pp. 3-11)

Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience – and, ultimately, to drive profitable customer action. (Content Marketing Institute, 2023)

Its goal is to deliver actual value, educate, entertain, and solve issues rather than promote. Brands gain trust and loyalty by providing essential insights and meeting the demands of their target audience. Storytelling is at the heart of content marketing. It is about creating storylines that speak to the audience's hopes and problems. Quality content promotes organic traffic while also encouraging community and interaction (Sarbjira Software Pvt Ltd, 2023).

Moreover, this is pivotal in SEO, boosting search engine rankings and visibility. "One of the best advantages of content marketing is that people are less resistant to it than traditional advertisements and sales pitches." (Rocket Content, 2021). When done effectively, it transcends mere advertising and becomes a vehicle for building customer relationships.

According to the Content Marketing Institute (2023), the ever-evolving digital marketing landscape content remains at the top. It is the conduit through which brands connect, inspire, and ultimately thrive in the competitive online arena. For businesses seeking to leave an indelible mark in the digital realm, content marketing is the compass that leads the way.

1.1.4 Analytics

Analytics is the North Star in the ever-expanding world of digital marketing, directing firms towards informed decisions and effective tactics. It methodically collects, evaluates, and interprets data from numerous internet channels to acquire insights into customer behaviour and campaign success. "While it was possible to understand consumer responses to marketing messages broadly, it was often hard to pinpoint what was happening and why." (Stokes, 2018, pp 549 - 569).

Metrics in digital marketing analytics can range from website traffic click-through rates to conversion and customer acquisition expenses. It provides a bird's-eye view of a campaign's efficacy, showing what works and what needs improvement (Saura, 2021).

Businesses may trace the customer journey from the first point of contact through conversion using technologies such as Google Analytics. These data highlight which marketing channels drive traffic and which content and campaigns are most popular with the audience. In the days of traditional media, actionable data was a highly desired but scarce commodity (Lemon & Verhoef, 2016).

Furthermore, analytics enables marketers to segment their audience, allowing for personalised marketing, lead nurturing, and client loyalty. It is a dynamic platform that adjusts to changing market conditions, allowing marketers to change campaigns in real-time for maximum impact. It is the key to unlocking the true potential of digital marketing, transforming raw data into actionable insights that drive business growth and customer satisfaction (Järvinen & Karjaluoto, 2015).

The Internet, by definition, allows you to trace each click to and via your site. It removes the guesswork from identifying the practical components of a campaign and may immediately show you what needs to be fixed. All it takes is understanding where to seek, what to look for, and what to do with the information you uncover (Adwan, A., et al, 2023).

These types of analytics play a crucial role in helping businesses make data-driven decisions, optimise their strategies, and achieve their objectives in the digital marketing landscape. The choice of analytics type depends on the specific goals and questions a business wants to address (Stokes, 2018, pp 549 - 569). In the following table, it is possible to encounter the key terms and their concepts about data analytics.

Table 3 - Key Terms and Concepts of Data Analytics

Term	Definition
A/B test	Also known as a split test, it involves testing two versions of the same page or site to see which performs better.
Click Path	The journey a user takes through a website.
Conversion	Completing an action that the website wants the user to take. Usually, a conversion results in revenue for the brand in some way. Modifications include signing up to a newsletter or purchasing a product.
Conversion Funnel	A defined path that visitors should take to reach the final objective.
Cookie	A small text file that is used to transfer information between browsers and web servers. They help web servers to provide the right content when it is requested.
Count	Raw figures captured for data analysis.
Event	A step a visitor takes in the conversion process.
Goal	The defined action that visitors should perform on a website or the purpose of the website.
Heatmap	A data-visualisation tool that shows activity levels on a web page in different colours.
JavaScript	A popular scripting language. It is also used in web analytics for page tagging.
Key Performance Indicator (KPI)	A metric that shows whether an objective is being achieved.
Log File	A text file is created on the server each time a click takes place, capturing all activity on the website.
Metric	A defined unit of measurement.
Multivariate Test	Testing combinations of versions of the website to see which combination performs better.
Objective	A desired outcome of a digital marketing campaign.
Page Tag	A piece of JavaScript code embedded on a web page and executed by the browser.
Ratio	An interpretation of data captured, usually one metric divided by another.
Referrer	The URL that initially generated the request for the current page.
Segmentation	Filtering visitors into distinct groups based on characteristics to analyse visits.
Target	A specific numeric benchmark.
Visitor	An individual visiting a website that is not a search engine spider or a script.

(Stokes, 2018, pp 548-549)

These analytics can be categorised into several categories, but the most important for this research are the following:

1.1.4.1 Social Media Analytics

Social media analytics analyses data from social media sites. According to Annemarie Hanlon (2019), it helps determine the success of social media efforts, tracks interactions, monitors brand mentions, and analyses sentiment to gain insight into how social media activities impact brand perception and consumer engagement.

Initially, social media platforms hesitated to offer this information, and insights became available only after several requests. While social media analytics has certain advantages, they have drawbacks. The benefits of social media analytics include a valuable summary of how the material is performing and the ability to observe interaction (retweets, link clicks, likes, and comments) on various content kinds (AIM Technologies, 2023). The downsides of social media analytics include a need for more depth and detail, data that frequently does not correlate with other analytics programs, and a concentration on boosting successful postings.

"Social analytics refers to the tools used to monitor the effectiveness of social media. Two distinct areas of social media can be measured, and they are content and promotion." (Kingsnorth, 2019, p. 322). This is of course significantly more likely if the company is a B2C brand than B2B. The following table explains the most essential expressions to effectively monitor the success or downfall of the campaigns on social media.

Table 4 - Social Media Analytics Terminology

Expression	Definition
Reach/Impressions	How many people were shown the post.
Engagements/Actions on page	Total number of times a user interacted with a post or page: clicks, shares, replies, follows, likes, links.
Engagement Rate	Number of engagements divided by impressions.
Likes, Follows	Times a user followed a person.
Clicks	Number of clicks on the page, post, profile, hashtag, links, attached media.
Reactions	Number of people reacting to, commenting on, and sharing your posts (like, retweet, share).
Click-through Rate	The percentage of people who see the content and click through to the end location.
Mentions	The number of times that the brand has been mentioned.
Share of Voices	The number of conversations about the product of your brand versus your competition.

(Kingsnorth, 2019, pp. 323-324)

Social media has several categories under its umbrella, and it is possible to find every type of information in any format, from video to words to pictures. For example, we have social networks (such as Facebook and LinkedIn), blogs (like WordPress), microblogs like (X (formerly Twitter) and Tumblr), inspiration (Pinterest), media sharing (for example, Instagram or

Youtube), question-and-answer sites (Yahoo!, Reddit), review sites (Tripadvisor or Yelp), book holidays (Booking.com and Edreams) and so much more.

1.1.4.2 Web Analytics

As the word suggests, web analytics (WA) refers to ‘the measurement, collection, analysis and reporting of Internet data for the purposes of understanding and optimizing Web usage’ (Web Analytics Association, 2008, p. 3). This analytic involves tracking user behaviour on websites, including page views, bounce rates, conversion rates, and demographics. Google Analytics is a popular web analytics tool.

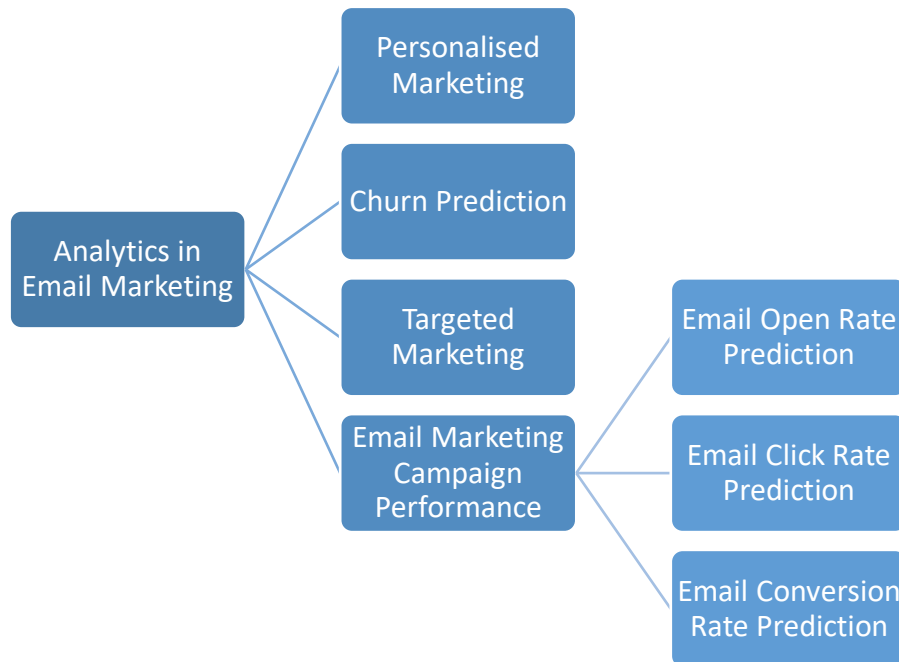
The downside of website analytics starts with one of the most critical problems with tracking users on websites: tracking individual users through cookies is impossible. This can be set this way if, for example, person 1 uses a personal computer with Chrome browser and goes to a website. Then, the same person goes to work, uses Safari browser, and goes to the same website; because of cookies, the website assumes two persons have visited the site. But if person two goes to person one laptop and goes to the same website, it will automatically think that this is person one to assess the website (Järvinen & Karjaluoto, 2015). This is because of how cookies were made to process the information.

An additional concern was the decline of cookies. Most modern browsers allow users to block them. (Stokes, 2018). Cookies began to fall out of popularity as consumer privacy concerns grew, and rules such as the EU Privacy Directive, which required all European websites to declare their cookie usage, made tracking more difficult (Järvinen & Karjaluoto, 2015).

It is possible the marketer could get lost in a sea of data and spend so much time looking that you don’t discover what’s needed. The data changes in real time, so the situation changes as soon as you have a clear picture. This speed of data change or its velocity is a challenge, and it means agreeing when the data is collected to ensure consistency (Hanlon, 2019, pp. 320-324). Some years ago, Google started protecting the searcher by encrypting some data and not revealing the keywords or key phrases searchers used to find your website, which will be covered in the chapter about Google Analytics (Wilson, 2023).

1.1.4.3 E-mail Analytics

Email marketing is a type of marketing that allows businesses to engage with their customers, prospects, and subscribers through email marketing campaigns. Spam aside, e-mail marketing remains a precious weapon in the marketers' arsenal, provided it is used correctly (Stokes, 2018, p.17). Marketers use models based on massive data sets to optimise the performance of their marketing campaigns and improve the customer experience through personalisation, churn prediction, or prediction of marketing campaign performance metrics such as open rate, click-through rate, or conversion rate (Figure 4). According to Kenza Bayoude, Soumaya Ounacer and Mohamed Azzouazi (2023), email marketing is an essential channel in marketing plans since it is a great promotional and sales tool as well as a tool for increasing exposure and brand recognition.



Graphic 1 - Application of Big Data Analytics in Email Marketing (Bayoude et al., 2023)

Big Data's primary data source, according to Hanlon (2019), can be found in the following:

- **Location data and tailored communications** for a specific target typically go hand in hand. Advertisers may provide what a customer wants to see when they want it by using unique location data depending on what street they live on.
- **Historical data:** historical data investigates data collected in the past. Predictive models may then use the data to detect patterns and develop mathematical models that depict trends. Furthermore, they may create prediction ratings for all the data topics, including clients and other subjects. It also includes structure as well as spontaneity.
- **Real-time data:** we make many judgements based on current information. This data set might include location, forecast information, and ad context. Real-time data may be a critical factor in reaching the appropriate audience at the right moment. Real-time data might be crucial in getting the right audience at the right time.

Key performance indicators in email are metrics that help businesses assess the success of their campaigns. A firm can use a marketing platform to know how many individuals read, clicked, and engaged with their emails. Reports compile this data to show how effective the emails have been over time concerning one another and email marketing industry standards. Managers must comprehend the relevance of each key performance indicator (KPI) to make the best decisions. To determine the open rate, divide the total number of emails sent by the number of emails opened. When a server rejects an email, it is called a bounce. This information helps maintain an ordered readership and monitor mail delivery (Adwan, A., et al, 2023).

Businesses with a low bounce rate might establish a solid reputation as a sender. The sender's reputation could be better when there is a high rate of undelivered (unseen) content. By studying

device data, marketers may learn much about their audience and how they respond to emails. Content design must consider the many devices that will be seeing it and optimise for the most probable of those (Searchbug, Inc., 2021).

To conclude, an example of this is the process of analysing an email marketing campaign. “The collecting of enormous actual data that includes previous data of consumer behaviours such as opening an email or clicking on an email, and it is feasible to analyse the profiles of future receivers based on this data.” (Bayoude, K., et al., 2023).

1.1.4.4 Search Engine Optimisation and Pay-Per-Clicks Analytics

"SEO analytics is the method of tracking the signals that dictate your overall all organic search performance." (Kingsnorth, S., 2019, p. 325). Search Engine Optimisation and Pay-per-Click analytics allow the brand's marketer to see the results from paid adverts when visitors search for the products.

All can misunderstand SEO, but the experienced digital marketer, so SEO analytics tools are vital to helping you tell your story. Reporting on how the content produced and designed by the company changes and affects the performance. It is critical to gain investment into the channel like social media analytics – the other often misunderstood track; it is necessary to be wary of vanity metrics (Kingsnorth, S., 2019, p. 325). Specific SEO and PPC tools are therefore needed, and these can report on SEO and PPC signals. Combined, these give a decisive view of overall SEO and PPC performance and the areas to focus on to improve.

According to DiGiammarino (2018), the increasing prevalence of online B2B interactions has led to the widespread adoption of pay-per-click (PPC) advertising as a highly favoured marketing strategy for generating leads. Software marketers are employing pay-per-click (PPC) advertisements across many platforms to get visitors from their intended target audiences, hence ensuring prominent positions on search engines and presenting pertinent adverts on social media.

- Key Performance Indicators (KPIs) centred around traffic are the primary motivation for investing in pay-per-click (PPC) advertising to establish oneself as a leading authority and enhance brand recognition. This objective can be achieved by monitoring key performance indicators (KPIs) that track website traffic.
- Key performance indicators (KPIs) centred around conversion provide insights into the extent to which ad clicks result in the generation of valuable leads.

- Key Performance Indicators (KPIs) with an emphasis on revenue generation: These key performance indicators (KPIs) in pay-per-click (PPC) advertising assess the effectiveness of campaigns in terms of their impact on financial outcomes, specifically revenue generation and profitability.

Traffic-focused KPIs
<ul style="list-style-type: none"> • Quality score • Impressions • Click-through rate (CTR) • Average position • Impression share
Conversion-focused KPIs
<ul style="list-style-type: none"> • Conversion rate • Source and conversion tracking
Revenue-focused KPIs
<ul style="list-style-type: none"> • Cost per click (CPC) • Cost per acquisition (CPA) • Revenue on ad spend (ROAS)

Figure 5 - Key Metrics to Track PPC Campaign Success (DiGiammarino, 2018)

1.1.4.5 Text and Audio Analytics

Text analytics is a qualitative research tool used to reveal the entire narrative behind the data to enable companies to make better, more informed decisions. It refers to the automatic extraction and translation of information, insights, patterns, and trends from enormous amounts of unstructured text and data (Chhatwal, 2022). This technique uses natural language processing (NLP) to select information like insights, sentiments, and patterns from textual data. Some examples of such data employed by organisations are emails, blogs, newsfeeds in social networks, news, answers to surveys, online forums, and collective documents. Text analytics allow a firm to turn significant volumes of human-generated text into detailed reports, which assist decision-making based on evidence. Thus, text analytics require statistical analysis, data-processing linguistics, and machine learning (Skarpathiotaki & Psannis, 2022).

Gandomi and Haider (2015) said these are the steps necessary for a Text Analytics System:

- **Text:** In the initial stage, data is unstructured.
- **Text processing:** All information will transfer in Semantic Syntactic text.
- **Text transformation:** In it, important text will be extracted for future use.
- **Feature selection:** In it, data is counted and displayed in Statistics format.
- **Data mining:** All data is classified and clustered.

Textual data on social media provides a wealth of information, while user-generated material in comments, posts, and tags gives different and unique information (Gandomi & Haider, 2015).

Audio analytics is the process of compressing data and putting it in a single audio format. Audio analytics is extracting meaning and information from audio signals for analysis (Verma et al., 2016). Audio analytics extracts essential insights and news from audio data such as speech recordings, phone conversations, or audio files. It employs cutting-edge technology such as natural language processing and machine learning to transcribe spoken phrases, detect

sentiment, identify keywords, and even assess emotions transmitted through voice. Customer service, market research, and security all benefit from audio analytics, which enables organisations to understand customer interactions better, optimise contact centre operations, and spot abnormalities or risks. Harnessing the potential of audio analytics in the age of digital transformation enables organisations to gather actionable knowledge from the soundwaves surrounding them (Lu et al., 2022).

The audio file format moves data from one location to another. Audio analytics determines whether a given audio file is in the correct format or a format comparable to the one sent by the sender. According to Verma (2016), some of the applications of the Application of Audio Analytics include:

- **Surveillance application:** Surveillance application is based on systematically selecting audio classes to detect crimes committed in society. The only approach to seeing suspicious activities is to use a surveillance tool based on an audio analytics framework.
- **Threat Detection:** The audio technique is utilised to identify the thread between the sender and the recipient.
- **Tele-monitoring System:** New technology includes a camera and the ability to capture audio. Screams, smashing glass, gunshots, explosions, and calls for aid, among other things, may be detected using audio analytics. The combination of audio and video analytics in a single monitoring system result in high threat detection efficiency.
- **Mobile Networking System:** A mobile networking system is used to communicate or transmit information from one location to another. When the audio sound is not working correctly due to a network problem, Audio Analytics is used to locate the information that is not being sent correctly.

1.1.5 Google Analytics: Illuminating the Digital Path

Understanding user behaviour, optimising online strategy, and making data-driven decisions are critical for organisations in the expansive digital world. Enter Google Analytics, a powerful and necessary tool that provides businesses with a clear picture of their online performance. (WE.com Team, 2023)

"Google Analytics allows us to look at our data across platforms — web and app — to understand the full journey of our users." (Google Marketing Platform, 2023).

1.1.5.1 The Core of Google Analytics

Google Analytics, a Google service, is essentially a web analytics platform. Its primary objective is to measure and report website traffic, giving a goldmine of data-driven insights into user interactions with websites and mobile apps. This information enables firms to assess the performance of their digital marketing activities, better identify their target audience, and make educated decisions to improve their online presence (Google, 2019).

Google Analytics tracks each product's journey across many channels. The information an organisation requires can be obtained digitally and, if necessary, non-digitally.

According to the Google Analytics (2022) website, there are three fundamental concepts underlying the Core Reporting:

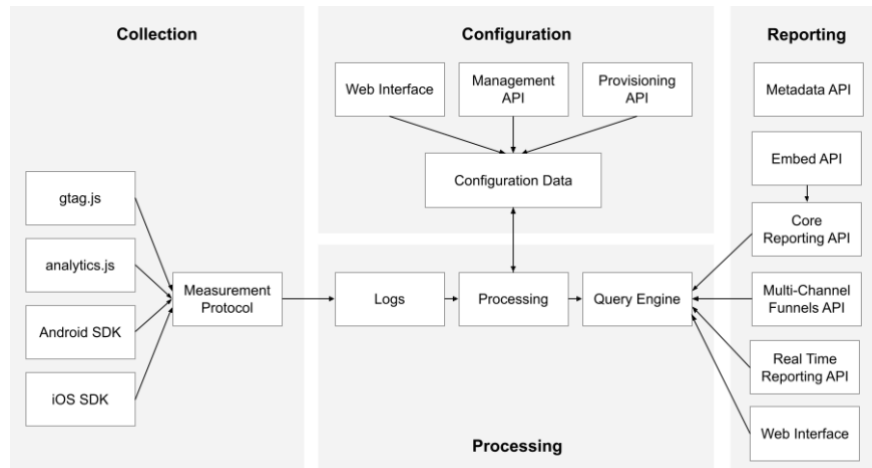
1. **How reports relate to users and views (profiles)** - The identification of a user is achieved by acquiring authorization credentials and, after that, including them in every API request. A view (profile) is an integral component of the hierarchical structure of Google Analytics settings, distinguished by a unique identifier known as a view (profile) ID;
2. **The structure of a report and how to build queries** - The application programming interface (API) provided by Google Analytics facilitates data retrieval, encompassing dimensions and metrics. Metrics refer to the discrete measurements of user engagement on a particular platform, encompassing various indicators such as sessions and pageviews;
3. **Working with the API response** - The data retrieved from the application programming interface (API) can be conceptualized as a tabular structure consisting of a header and a collection of rows. The API response has a header that provides information regarding the name and data type associated with each column.

1.1.5.2 The Multifaceted Data Canvas

Developers interact with and affect processing via a sophisticated user interface, client libraries, and APIs organised into four major components: collection, configuration, processing, and reporting. Figure six is a diagram that depicts these four components as well as their subclasses. (Google, 2023)

- **Collection:** The collection process involves the gathering of data on user interactions.

- **Configuration:** The configuration feature enables the management of data processing operations.
- **Processing:** The user interaction data is processed using the provided configuration data.
- **Reporting:** The reporting feature offers users the ability to access all data that has been processed.



Graphic 2 - Google Platform Components (Google Analytics, 2023)

Google Analytics provides a comprehensive view of website performance by utilising a wide range of indicators and characteristics (Google Analytics, 2023), including:

2. **Audience Insights:** Understanding website users' demographics, geographic areas, devices utilised, and interests.
3. **Acquisition Channels:** Examining the sources of website traffic, such as organic search, paid advertising, social media, and others.
4. **Behavior Analysis:** Tracking user activities such as page visits, session length, bounce rates, and conversions.
5. **Conversion Tracking:** measuring specified user behaviours such as form submissions, purchases, or other predetermined goals.
6. **E-commerce Analytics:** Monitoring e-commerce transactions, income, and product performance for online businesses.
7. **Event Tracking:** Capturing user interactions with specific items on a website, such as video views or downloads.

1.1.5.3 Insights with Impact

The data provided by Google Analytics is more than just numbers; it is a gateway to actionable insights. These insights empower businesses in various ways (Google Analytics, 2019):

1. **Performance Evaluation:** Google Analytics helps assess the effectiveness of marketing campaigns and website content. It highlights which strategies are driving traffic and conversions and which need optimization.

2. **Audience Segmentation:** Understanding the audience allows for tailored marketing strategies. Segmentation based on demographics, interests, or behaviour enables personalized messaging.
3. **Conversion Optimization:** By tracking user journeys, businesses can identify bottlenecks or drop-off points in the conversion process and make improvements to boost conversion rates.
4. **Content Strategy:** Data on popular pages and content helps refine content strategies. Businesses can focus on creating more of what resonates with their audience.
5. **Mobile Optimization:** Given the rise of mobile users, Google Analytics provides insights into how well a website performs on different devices, driving mobile optimization efforts.
6. **Data-Driven Decisions:** Google Analytics aids in making informed decisions about website changes, marketing budget allocation, and overall digital strategy.

1.1.5.4 Implementation and Integration

To harness the full power of Google Analytics, businesses need to implement it correctly (Google Analytics, 2023). This analytics typically involves adding a tracking code snippet to the website's pages, enabling data collection. Additionally, Google Analytics can be integrated with other Google tools, such as Google Ads, to create a seamless flow of data and enhance campaign management.

1.1.5.5 The Future of Google Analytics

Google Analytics advances in tandem with the digital ecosystem. In October 2020, Google released "Google Analytics 4" (GA4), a new version aimed to be more user centric. It provides improved tracking capabilities, cross-platform measurement, and a greater emphasis on consumer privacy (Google Analytics, 2019).

Google Analytics shines as a guiding light in a data-driven world, illuminating the way towards data-driven decisions, audience comprehension, and digital excellence. It turns the hazy world of online presence into a measurable thing, allowing businesses to succeed in the fiercely competitive digital market.

Starting **July 1, 2023**: Universal Analytics properties stopped processing hits, including standard properties in accounts that also contain 360 properties. Some parcels will continue to process data shortly after this as we stage the shutdown of Universal Analytics. It can access previous processed data in the Universal Analytics property until July 1, 2024. (Google Analytics, 2019)

As organisations continue to capitalise on the immense potential presented by the digital era, Google Analytics is a steadfast companion, illuminating the path to digital success one data point at a time.

1.1.6 Metric Data

1.1.6.1 Importance of Metric Data in Digital Marketing

Understanding and analysing metric data is critical in the fast-paced world of digital marketing (Hanlon, 2019). It provides information on customer behaviour, preferences, and interactions with internet material. Marketers may modify their content, design, and delivery strategies to match the ever-changing expectations of their target audience by reviewing key performance indicators (KPIs). As a result, increased engagement, conversion rates, and ROI are achieved. ROI is usually measured over a short period (e.g., a year). So, such calculations can underestimate the full effects of marketing investments, which, through brand building, often have positive long-term results (Jobber et al., 2016).

According to Hanlon (2019), It is wise to relate the metrics used to the organisation's overall objectives or KPIs as they will be recorded formally, and everyone is using the same measures. Figure seven illustrates that in addition to the shift in data accessibility, there has been a corresponding change in mentality. This shift is possible to see just by looking at the first column of the table below; just by switching from traditional metrics to digital, it was possible to recover so much information that it was not possible for the digital world not to exist.

Metric type	Traditional	Digital
Financials	<ul style="list-style-type: none"> Sales Return on investment 	<ul style="list-style-type: none"> Sales Return on investment Conversion rate Cost per action Cost per lead Cost per customer Customer Lifetime Value
Customer volume	<ul style="list-style-type: none"> Total number of customers 	<ul style="list-style-type: none"> Number of views (posts, videos, ads) Fans, likes, followers
Customer behaviour	<ul style="list-style-type: none"> Loyalty/retention 	<ul style="list-style-type: none"> Volume/value of repeat sales Willingness to recommend
Customer satisfaction	<ul style="list-style-type: none"> Number of complaints (level of dissatisfaction) 	<ul style="list-style-type: none"> Net Promoter Score/Customer Satisfaction Index Sharing, re-tweets Favourites Feedback to your business Comments on the site Ratings/Reviews Advocates positively promoting your business
Product quality	<ul style="list-style-type: none"> Relative perceived quality 	<ul style="list-style-type: none"> Number of returns Review scores
Market share	<ul style="list-style-type: none"> Volume or value 	<ul style="list-style-type: none"> Number of visitors to owned media
Market growth rate	<ul style="list-style-type: none"> The percentage at which your market is growing (or declining) offline 	<ul style="list-style-type: none"> The percentage at which your market is growing (or declining) offline and online
Awareness	<ul style="list-style-type: none"> Unprompted recall 	<ul style="list-style-type: none"> Share of voice Brand sentiment Talking about you off site
Engagement	<ul style="list-style-type: none"> Mailing list 	<ul style="list-style-type: none"> Email subscriptions Group membership Downloads Love/Like this
Distribution/availability	<ul style="list-style-type: none"> Number of stockists 	<ul style="list-style-type: none"> Online availability

Table 5 - Metrics from Traditional to Digital Marketing (Hanlon, 2019, p. 312)

1.1.6.2 Variety of metrics

Digital marketing metrics cover many parameters, including traffic, engagement, conversion, and income. Each indicator illuminates a different component of the marketing funnel, allowing for precise optimisation at each level. Traffic analytics, for example, disclose the number of visitors and page views, whereas engagement metrics reveal how users interact with the content, as measured by click-through rate (CTR) and average session time (Sharma, 2023).

Marketing teams utilise digital marketing analytics to monitor and track your website's and marketing efforts' effectiveness. In general, marketers will measure KPIs using a range of internal and external technologies (Feil, 2021).

1.1.6.2.1 Website Traffic Metrics

Website traffic will show how many visitors view the website from organic searches, referrals, direct visits (through URL into the browser), or social media. This action indicates that if the bulk of the visitors are coming through organic searches, the SEO strategy is the most efficient possible, but if the number of visitors coming to the website is minimal, that strategy needs some work (Nelson, 2019).

Three critical points that are needed to track the website metrics, these are:

1. Overall website traffic;
2. New VS Returning Visitors;
3. Exit Rate or Exit Rate Page.

For **overall website traffic** a well-balanced amount of visits from each source is advantageous. A well-balanced content strategy with compelling messaging and calls to action will inspire participation from all your bases. Paying attention and recognising any abrupt declines or standstill in growth is critical; this might indicate that your strategy must be adjusted. (BigCommerce, 2023)

The **New vs. Returning Visitors'** statistics is beneficial. Getting a lot of new visitors is excellent since it indicates your brand is getting more exposure. It might need to concentrate on SEO or social media marketing if it receives few new visitors. Return visitors, on the other hand, are even more critical. Returning visitors are far more likely to convert since they are interested enough to revisit the website (SimilarWeb, 2021).

If new visitors are not appearing or the website has few recurring visitors, it is necessary to improve the content strategy. The quality of the information keeps people coming back, and it would be beneficial if it were attempted to have 25% to 50% of the overall number of visitors return (Feil, 2021).

The **website's exit rate (or exit rate by page)** benefits websites with a multi-page conversion process or multiple touchpoints because it shows where and when people leave the site. This can be calculated through an equation (equation below) (Curi, 2021).

$$\text{Exit Rate} = \frac{\text{Total Exits from a page}}{\text{Total Visits to a page}}$$

Equation 1 - Exit Rate Equation (Curi, 2021)

1.1.6.2.2 Engagement Metric

Companies may utilise user engagement analytics to measure page visits, session duration, and user comments. These metrics educate app developers, web developers, and content providers on how engaged audiences are with digital content or apps. "Engagement is important because it helps marketing professionals determine the type of content that appeals best to particular customers and whether it provides value to them." (Indeed, 2022).

Below are some typical engagement metrics to measure:

1. Engagement Rate;
2. Average Time Duration;
3. Average Page Depth;
4. Bounce Rate.

Engagement rate is a complex metric because it varies depending on the platform. For example, social media platforms define engagement rates based on likes, comments, and shares (Equation 2) (Feil, 2021).

$$\text{Engagement Rate (\%)} = \left(\frac{\text{Likes} + \text{Comments} + \text{Shares}}{\text{Total Followers}} \right) \times 100$$

Equation 2 - Engagement Rate (%) for Social Media (Feil, 2021)

For websites and apps, however, although it is crucial to have sharing buttons on blogs or landing pages to maximise reach, typically, this is calculated through session duration, page depth and bounce rate (equation 3). This way, it is possible to determine how the consumers engage with the website and how well the content strategy works (Feil, 2021).

$$\text{Engagement Rate} = \left(\frac{\text{Engaged Users}}{\text{Total Users or Downloads}} \right) \times 100$$

Equation 3 -Engagement Rate (%) for Websites or Apps (Feil, 2021)

The **Average Time on Site** metric gives you a good idea of how effectively the brand engages with visitors throughout its site. It can help pinpoint specific issues that need to be addressed, such as poor navigation or poor (or a lack of) content (Adobe Analytics, 2023).

This metric, the **Average Page Depth**, looks at pages per session, meaning it is how it is determined how much interest users have in the sub-pages of the brand's website. This is a standard option in Google Analytics (Feil, 2021).

The **Bounce Rate** is the time a new user spends on a website or application before leaving. Typically, a person will visit the main page of a site or service and then go. This assists you in determining whether their homepage is enticing enough for people to interact with the brand or items you promote on the website (Feil, 2021).

$$\text{Bounce Rate} = \frac{\text{Single - Page Visits (Bounces)}}{\text{Total Visits (Session)}}$$

Equation 4 - Bounce Rate (Feil, 2021)

It is possible to track (equation 4) an overall bounce rate using website analytics tools or for single pages or segments of the website.

1.1.6.2.3 Conversion Metrics

Conversion metrics should be used in the context of an effective digital marketing strategy, which includes running campaigns on lead generation channels with the highest conversion rates and ROI in the industry, carefully tracking conversion results, and maintaining lead nurturing campaigns via e-mail and social media to create multiple impressions in the minds of target audience members (Crowe, 2021).

Four critical points that are needed to track the website metrics, these are:

1. Conversion Rate;
2. Click-through Rate;
3. Cost-per-Click;

The **Conversion Rate** can be used with the Traffic metric to get an overall idea of the website's performance and then work the way back using the previously listed metrics to identify the problem areas (Bailyn, 2023). Low conversion and high traffic rates mean that the off-site marketing efforts may work well, but the on-site marketing efforts are not.

These numbers tell the percentage (equation 5) of website visitors who click on the calls-to-action and convert.

$$\text{Conversion Rate (\%)} = \left(\frac{\text{Number of Visitors That Converted}}{\text{Total Number of Website Visits}} \right) \times 100$$

Equation 5 - Conversion Rate (%) (Feil, 2021)

Click-through Rate gauges the performance of keywords, ads, and free product listings. To achieve strong click-through rates, the brand must ensure that the keywords chosen for the ads are relevant to the business (Feil, 2021). This is because the company pays for every click and, depending on the chosen keywords and desired position, can cost money, meaning they spend without bringing in any revenue or results. Equation six shows how it is possible to calculate these numbers.

$$\text{Click through Rate (\%)} = \left(\frac{\text{Clicks}^1}{\text{Impressions}^2} \right) \times 100$$

Equation 6 - Click-through Rate (%) (Feil, 2021)

Following on from the previous digital marketing metric, the **Cost-per-Click** is precisely what it sounds like: How much it costs the brand for each click of an advertisement (Feil, 2021). While the company might not want to spend an excessive amount for each click, they must have realistic expectations of how much they will pay for each click – the more “generic” the term, the higher the cost-per-click.

With CPC, they bid against a series of competitors over time, but they should never pay more than your max bid. The amount (equation 7) the brand pays for a click is heavily influenced by the ad rank, maximum bid, and quality score.

$$\text{Cost per Click} = \frac{\text{Total Amount of Spend}}{\text{Total Measure of Clicks}}$$

Equation 7 - Cost-per-Click (Feil, 2021)

1.1.6.2.4 Revenue Metrics

While most companies track revenue metrics, more have yet to develop a robust set of key performance indicators (or KPIs) for monitoring the performance of their marketing and sales efforts (Guest, 2022).

These two points are considered the most important for revenue metrics, which will help in the future for KPIs reports:

1. Customer Acquisition Cost;
2. Return on Investment (ROI).

¹ Of people who saw and clicked on the asset.

² Total number of people who saw the asset.

Customer Acquisition Cost gives a good overview of marketing efficacy. For starters, it is in the brand's best interest to ensure they spend less to acquire customers than they are profiting from. The more significant the gap between CACs, the greater the company's overall profit (Becker, 2022). It would be best to ask how many customers they expect to bring in and how much the service will cost. So, how it calculates customer acquisition equation, eight shows how to do that.

$$\text{Customer Acquisition Cost} = \frac{\text{Total Marketing and Sales Spend}}{\text{Total Number of New Customer}}$$

Equation 8 - Customer Acquisition Cost (Feil, 2021)

When talking about revenue metrics, the most associated with this term is the Return on Investment. A positive ROI means that the brand is making more than what it invests – the customers attracted are a result of a campaign more than offset the cost of that campaign. A negative ROI is the opposite; it happens when it is spent more money on marketing than what is earned. Understanding digital marketing ROI helps identify the best strategies to optimise a marketing budget (Cloud, 2023).

Measuring digital marketing ROI can show which aspects of any marketing plan are working and which aren't or what changes helped, and which ones did not. If they are spending more money on a campaign than earning from it, something is not working. With this information, it is possible to gain inspiration for other campaigns and refocus all efforts on the highest-yield channels. This is possible to calculate through an easy calculation (equation. 9) (Intuit Mailchimp, 2019).

$$ROI = \left(\frac{\text{Amount Gained} - \text{Amount Spent}}{\text{Amount Spent}} \right) \times 100$$

Equation 9 - Return on Investment (Feil, 2021)

1.1.6.3 Challenges and Considerations

While metric data is vital, it also presents problems and ethical concerns. The sheer volume of data can be daunting, necessitating advanced analytical techniques and skills to extract valuable insights. Furthermore, in an era where data privacy and consumer rights are crucial, marketers must balance personalisation and privacy carefully while adhering to data protection requirements and preserving customer confidence (Hanlon, 2019).

Metric data in digital marketing is a versatile instrument that supports informed decision-making, plan optimisation, and increased customer engagement. It offers a holistic perspective of marketing success, highlighting the road to higher conversions and increased business growth. However, using metric data must be treated with caution, analytical rigour, and ethical responsibility to ensure that consumer rights are maintained, and company objectives are reached per-user values (Feil, 2021). Metric data may revolutionise digital marketing strategies, spurring innovation and raising the bar for marketing excellence in the digital era.

1.1.7 Key Performance Indicators (KPI)

1.1.7.1 Significance of KPIs

The reason for looking at this is to ensure that, when building a report and dashboards for the campaigns, it aligns the measures of success with those of the business (Kingsnorth, 2019).

There are several company models, each with its goals, aspirations, and cultures. These will eventually determine what the business KPIs are (Stokes, 2018). KPIs provide insight into how successful marketing efforts connect with and contribute to these objectives, whether the goal is to enhance brand recognition, create leads, or drive sales. They are the foundation of every digital marketing plan, giving actual data on campaign effectiveness across several platforms.

They vary from traffic and engagement data to conversion and revenue indicators, each of which sheds light on a distinct facet of campaign effectiveness. For example, although traffic measurements such as page views and sessions assist in evaluating the reach of online content, conversion metrics such as conversion rate and cost per conversion are critical for analysing the marketing funnel's effectiveness in converting prospects into customers. Unfortunately, the most recent earnings from the most recent financial period are the Supreme Performance Metric, the key performance indicator (KPI) that outperforms all others. Managers sometimes take comfort in the sophistication and precision of their short-term financial metrics, ignoring the long-term effects simply because they can't be as precisely defined (Kotler, 2017).

These metrics help digital marketers evaluate the success rate of their efforts and make informed decisions to optimise their campaigns for improved outcomes. The balanced scorecard makes use of four interconnected key performance indicators (KPI): financial, customer, process, and learning and growth. The implication is that people (learning and development) do things (process) for customers (customer) that have an impact on company performance (financial). According to Francis Buttle and Stan Maklan, three different types of statistics provide insight into a website's performance: frequency counts (e.g., the number of visitors), ratios (e.g., page views per visit) and key performance indicators (KPIs, which can either be a frequency count or percentage). Web analytics vendors use many essential terms (Hanlon, 2019). These include:

- **Building block terms:** page, page view, visit/session, unique visitor, new visitor, repeat visitor, return visitor.
- **Visit characterisation terms:** entry page, landing page, exit page, visit duration, referrer, internal referrer, external referrer, search referrer, visit referrer, original referrer, click-through, click-through rate/ratio, page views per visit.
- **Content characterisation terms:** page exit ratio, single-page visit, single-page view visits (bounces), bounce rate.
- **Conversion metrics terms:** event, conversion.

Marketers may design more personalised, relevant, and effective campaigns by studying how people engage with content and respond to various marketing stimuli. This customer-centric optimisation strengthens brand-consumer interactions while increasing customer happiness and loyalty (Dwivedi et al., 2021).

KPIs provide marketers with data-driven insights, helping them modify their strategy and allocate resources more efficiently. Marketers can understand what connects best with their

audience, optimise ad costs, and change content to increase user engagement and conversions by analysing KPIs. Everyone involved must have a clear understanding of KPIs and goals in general (Haynes, 2023). Even when a goal appears to be as unambiguous as a measurable KPI, it is easy for various people to perceive it differently. As a result, all KPIs should be SMART (Stokes, 2018, p. 14):

- **Specific** - The purpose should be presented precisely, providing precise and complete information rather than vague and nonspecific;
- **Measurable** - The target should possess the characteristic of measurability to facilitate the assessment of progress towards the intended outcome;
- **Achievable** - The attainability of an aim is contingent upon the brand's ability to accomplish it within the confines of its existing resources;
- **Relevant** - The target should be grounded in practicality and supported by empirical evidence, avoiding any tendency to embellish or overstate attainable outcomes;
- **Time-bound** - The target must be associated with a defined timeframe to be considered time-bound.



Figure 6 - SMART Marketing Objectives (ZenRock Fitness, 2024)

Using the SMART model, all digital marketing KPIs will be time-bound, so they will know what the brand needs to achieve and by when. The brand will also see its progress before the KPI is due (Haynes, 2023).

One of the primary benefits of digital marketing KPIs is the availability of real-time data. Because of this instant access to performance data, marketers can evaluate the impact of their plans in real-time and make quick modifications to optimise results. Real-time data enables immediate action to improve campaign effectiveness, whether altering ad wording or increasing bid levels. There is a lot to consider when setting digital marketing KPIs during a recession, but spending the time planning up-front is worth the investment. Choosing suitable KPIs is a crucial skill for digital marketers, which takes some practice to perfect (Stokes, 2018, p. 14).

1.2 Digital Marketing in the Fashion Industry

1.2.1 Digital Marketing & The Fashion Industry

Fashion takes us from the everyday to the glamorous world of models, catwalks, and fantasies, allowing us to daydream. Given how heavily the media focuses on the more glamorous aspects of the industry, it is not surprising that fashion is so alluring (Purwar, 2019). Fashion marketing is an integral part of the fashion business since it functions at all levels of the fashion system (from supply chain to product creation to retail). Fashion is vital in the couture, luxury label, designer level, and mass market industries. All this elevates the importance of brands' marketing strategies. Brands should use the coming year to innovate their digital marketing. Budgets will be shifted to other channels, like retail media networks, that could produce a better return on investment than paid social media marketing while fostering stronger brand communities. Distribution channels will benefit as brands look for more significant margins and collect more first-party customer data. It will be crucial to how brands handle and communicate on consumer-important topics (McKinsey & Company, 2023).

Digital marketing plays an essential part in fashion marketing. Fashion is a worldwide industry with a complicated structure that functions on many different levels to reach everyone, from influencers to people who buy clothing as a requirement of daily life. Users may bring the entire globe to their homes in digital mode with a single click.

Brands will embrace creative campaigns and new channels such as retail media networks and the metaverse to achieve greater ROI on marketing spend and gather valuable first-party data that can be leveraged to deepen customer relationships (McKinsey & Company, 2023, p.12).

With only one click, digital technology delivers the entire world to clients. Consumers became more informed and aware of the value they anticipated to receive in exchange for the money they invested, thanks to the increasing spread of the internet, numerous faster digital communication channels, more extensive networks, and new technologies (Purwar, 2019). Digital marketing is direct marketing that uses interactive media, including email, websites, social networks, online forums, newsgroups, television, and mobile communications, to establish an electronic connection between the buyer and the vendor.

Digital marketing electronically links the customer and vendor using interactive technologies such as email, websites, social networks, online forums, newsgroups, television, and mobile communications. Advertising and marketing efforts have become more interactive and participative due to digital and social media. The primary goals of advertising are to enhance customer awareness, persuade, and inspire consumer interaction with the company. Of course, the goal is to produce revenue (Felix et al., 2017).

1.2.2 Role and Importance of Digital Marketing in the Fashion Industry

1.2.2.1 Brand Promotion and Visibility

The research by Moloy Ghoshal (2019), published in the "Global Journal of Management and Business Research: E-Marketing," emphasises social media's transformative role as a critical tool for business promotion, focusing on its influence in the fashion industry.

It emphasises that digital marketing is vital to developing thorough, engaging, customised customer experiences. Fashion firms have the means to stand out thanks to digital marketing in a time when customers are overloaded with options. Brands may effectively and efficiently reach their audience using techniques like Influencer collaborations, targeted email campaigns, social media advertising, and search engine optimisation (SEO) than is possible through conventional marketing channels (table five). Businesses may visually showcase their aesthetics and products via platforms like Instagram and Pinterest, while Twitter enables direct client interaction (Dwivedi et al., 2021).

Table 6 - Brand Promotion's Strategies

Strategy	Description
Social Media	Fashion brands leverage platforms like Instagram, TikTok, and X (formerly Twitter) to reach wider audiences and showcase their products and brand aesthetics. Kaplan and Haenlein (2010) argue, "Social media is a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0 and that allow the creation and exchange of user-generated content."
SEO	Brands employ SEO strategies to improve their online visibility, driving organic website traffic. According to Chaffey and Ellis-Chadwick (2019), "SEO is a fundamental aspect of digital marketing strategies, influencing a website's visibility and ranking on search engines."
Influencer Collaboration	Brands collaborate with influencers to enhance their credibility and reach broader and more diverse audience segments. De Veirman, Cauberghe, and Hudders (2017) found, "Influencer marketing can impact consumers' perceptions and purchasing decisions, especially when there is perceived authenticity and trustworthiness."

(Author's own, 2023)

The study by Ghoshal (2019) shows how social media may go beyond the constraints of conventional marketing, giving fashion firms a broad yet refined platform for client connection. It outlines how new online platforms enable a two-way conversation between brands and customers, building a sense of community and loyalty that is infrequently possible through traditional methods. By showcasing their goods and stories and engaging with consumers psychologically, firms may gauge their preferences and adjust their product offerings thanks to this dynamic environment.

Brand promotion is aimed at raising customer awareness of a brand and generating sales. Digital platforms have become a prime space for brand promotion. In Smith, Fischer, and Yongjian's (2012) words, "Digital platforms serve as multifunctional online marketing tools, allowing brands to create immersive and interactive consumer experiences."

The ease with which customers can locate and access a brand or its products is called brand visibility. Improved brand exposure leads to better brand identification and recall, which fosters brand loyalty and advocacy (Hanlon, 2019).

Additionally, this demonstrates how social media can increase brand visibility. Social media platforms act as a beacon in the crowded fashion business, capturing consumers' attention with focused, informative, and exciting marketing efforts. These campaigns are not restricted by local boundaries, giving brands a worldwide presence. Ghoshal (2019) also emphasizes the significance of social media influencers who can dramatically increase a brand's recognition overnight by endorsing goods or sporting particular brands.

Table 7 - Strategies for Enhancing Brand Visibility

Strategy	Description
Content Marketing	Creating engaging and valuable content can improve brand visibility and establish a brand as an authority in its niche. Pulizzi (2012) states, "Content marketing is a strategic approach focused on creating and distributing valuable, relevant, and consistent content to attract a clearly defined audience."
Online Advertisements	Brands employ advertisements on social media platforms, search engines, and other websites to increase their visibility to potential customers. Goldfarb (2014) states, "Online advertising allows brands to reach out to specific target groups, improving the efficiency of advertising campaigns."
Public Relations (PR) and Media Coverage	Brands seek media coverage and employ PR strategies to maintain a positive public image and increase their visibility in the market. Grunig (1993) emphasized, "Effective public relations involve managing relationships with stakeholders and maintaining a favourable organizational reputation."

(Author's own, 2023)

However, it is a warning of the fierce competition on these platforms, which makes brand differentiation difficult amid the digital noise. Material must be original, genuine, and value-driven to pique and maintain customer interest.

Brand promotion and visibility are inextricably linked ideas critical for a brand's success, particularly in the highly competitive fashion sector. Incorporating digital marketing tactics (Table six) such as social media marketing, SEO, influencer partnerships, content marketing, online ads, and public relations may dramatically improve brand promotion and exposure, adding to brand growth and longevity. (Kotler & Pfoertsch, 2010) In conclusion, social media plays a significant role in the modern marketing tactics of clothing companies. It catalyses brand

promotion and visibility, generating top-of-mind awareness and positive financial results. However, it necessitates ongoing strategy evolution in response to the changing digital environment.

1.2.2.2 The Impact of Social Media on Marketing Strategies/Creative Processes of Fashion Brands

Social media has irreversibly altered the course of marketing tactics in a variety of industries, having a significant influence on fashion firms. Because of the unrivalled reach and participatory possibilities of platforms such as Instagram, Facebook, and Twitter, fashion firms have been eager to incorporate social media into their marketing campaigns (Segal, 2023).

Online shopping has fully replaced our traditional methods of shopping, especially after the pandemic. Although we stopped wasting hours in shopping malls, the situation has made us way lazier; because it is unbelievably easy to do the shopping and be aware of the fashion trends thanks to the social media marketing fashion brands successfully manage (Onar, 2022).

Fashion firms have strategically integrated social media into their marketing strategies by creating brand pages, using influencer collaborations, and using paid advertising to reach audience groups. Instagram, for example, has become critical for companies to express their narratives and goods visually, typically by carefully using platform-specific features such as Stories, Reels, or IGTV for interactive and engaging content. Influencer partnerships can allow companies to access current follower bases, resulting in a genuine relationship and indirect promotion to potential customers (De Veirman et al., 2017).

1.2.2.3 Benefits and Drawbacks of Social Media Marketing

Social media platforms may help marketers increase their exposure and micro-target their messaging based on demographic and psychographic data (Smith et al., 2012). Brands may use these platforms' powerful analytics to get insights into customer behaviour, preferences, and interaction with their content, allowing for iterative strategy improvement. The obstacles, however, include controlling and minimising possible PR crises or unfavourable publicity, which may spread quickly on these immediate and extensive platforms. Additionally, guaranteeing ethical and transparent use of consumer data for targeted marketing in the face of increased scrutiny and restrictions has its own set of issues (Chawla & Chodak, 2021).

1.2.2.4 Consumer Engagement and Interaction

The impact of digital marketing on the fashion business is significant and transformational in the modern retail environment. Udayangani Rathnayaka (2018) explains the crucial roles digital marketing plays in influencing consumer perceptions, generating sales, and creating brand narratives.

Consumer engagement refers to continuing contact between a firm and its consumers, provided through many channels and platforms, most notably the Internet. It tries to establish robust, emotional, and long-lasting bonds between brands and their customers. According to Brodie et al. (2011), consumer engagement is "a psychological state that occurs under interactive,

co-creative customer experiences with a focal agent/object (e.g., a brand) in focal service relationships."

Fashion firms may weave their tales in ways that resonate with consumers through content marketing, which uses blogs, social media posts, and attractive website material (Table seven). This creates the emotional ties that are essential for building brand loyalty. Digital platforms' transparency allows businesses to convey their values, such as sustainability or fair labour practices, which are becoming increasingly significant to today's consumers. This storytelling extends to these principles (Tang et al., 2023).

Table 8 - Strategies for Consumer Engagement and Interaction

<p>Social Media Conversations</p>	<p>Brands utilise social media to engage in direct discussions with their customers. This two-way communication channel allows customers to directly convey their thoughts, desires, and complaints to the brand. Kaplan and Haenlein (2010) argued, "Social media enables the creation and exchange of user-generated content, allowing brands to interact with consumers in real time."</p>
<p>Content Marketing</p>	<p>Through valuable and relevant content, brands can engage consumers by providing solutions, entertainment, or information. Pulizzi (2012) emphasized, "Content marketing is a strategic approach aimed at creating and distributing valuable, relevant, and consistent content to attract a clearly defined audience."</p>
<p>Personalised Experiences</p>	<p>Personalised experiences, such as tailored goods or targeted promotions, boost customer engagement and brand loyalty. Smith et al. (2013) found that "Personalization can significantly impact consumer behaviour and brand perception, leading to increased consumer engagement and interaction."</p>
<p>Community Building</p>	<p>Brands build communities around their goods or ideals, encouraging consumers to feel connected and involved. McAlexander et al. (2002) stated, "Brand communities allow consumers to interact with each other and the brand, creating emotional connections and reinforcing brand loyalty."</p>

(Author's Own, 2023)

These strategies regarding Consumer Engagement and Interaction are how best to apply. Some implications regarding these strategies are:

1. **Enhanced Brand Loyalty:**
 - a. Positive consumer engagement and interaction enhance brand loyalty as consumers feel heard and valued (Oliver, 1999).
2. **Increased Brand Advocacy:**
 - a. Engaged consumers are likelier to become brand advocates, recommending the brand to their peers and amplifying positive word of mouth (Brown et al., 2005).

3. **Informed Decision-Making:**

- a. Interaction with consumers provides brands with valuable insights and feedback, enabling more informed and consumer-centric decision-making (Payne et al., 2008).

The analytical highlights of digital marketing are a pillar of its significance. The quantity of data and immediate response provide marketers with a previously unheard-of level of insight into the behaviour of their customers. Everything from product creation to promotional activities is informed by this data-driven intelligence, making marketing initiatives more focused, pertinent, and efficient. The environment for digital marketing, however, needs help. Due to the continuously changing nature of the digital world, brands must be flexible and nimble to stay ahead of trends. Additionally, due to the rising market saturation, firms must use creative strategies to draw in customers (Tang et al., 2023).

In conclusion, digital marketing is a crucial component of the retail strategies used by the fashion sector. Its ability to increase customer engagement, customize experiences, and boost both online and offline sales highlight its crucial role in determining the course of fashion retail in the future. Consumer involvement and connection are essential for creating and maintaining solid brand-customer connections. A brand's long-term success in a cutthroat market is ultimately influenced by consumer engagement strategies such as social media interactions, content marketing, personalized experiences, and community building. These strategies can significantly impact brand loyalty, brand advocacy, and informed decision-making (Dwivedi et al., 2021).

1.2.2.5 E-commerce and Online Retailing

E-commerce has become both a necessity and a convenience in the modern digital marketplace, significantly impacting the operational dynamics and performance indicators of online retailing. This phenomenon is further explored in the paper by Robert Fuller, Michelle Harding, LeAnn Luna, and Jama Summers (2020) in "Information & Management," which focuses on how the timing of e-commerce capability adoption affects online shop performance.

Beyond inflation, surveyed fashion executives identified a range of concerns that had not impacted the industry for the better part of a decade. In the year ahead, industry leaders are worried about geopolitical instability and conflict, supply chain disruptions, increased economic volatility, and rising energy prices (McKinsey & Company, 2023).

By the end of the year, few economies had escaped the effects of rising inflation, and global supply chain collapses, and increased geopolitical tensions, all in the context of a deteriorating climate crisis that had contributed to previously unheard-of environmental events like droughts, floods, and heat waves. All of this will still be relevant in 2023. The consequences of inflation on fashion are already noticeable in the US and Europe. Compared to March and June

2022, prices for clothing for sale online in the US, UK, France, Italy, and Spain rose 22% between July and October 2022. (McKinsey & Company, 2023)

The importance of e-commerce as the primary force behind online retailing emphasises how quickly technology develops and how consumer preferences constantly change. When implementing e-commerce capabilities in this fast-paced environment, the "when" component has proven to be almost as important as the "what" and "how." (Tolstoy et al., 2022)

E-commerce and online shopping have altered the global economy, allowing firms to reach clients across geographical boundaries and providing them with many options. According to Statista (2021), e-commerce revenues are expected to surpass 6 trillion US dollars in 2023, highlighting online transactions' enormous volume and significance (figure nine). The opportunity to compare items and prices and the comfort of purchasing from home are critical drivers of this e-commerce growth. Furthermore, the Covid-19 epidemic has significantly impacted consumer behaviour, with a considerable shift towards internet buying.

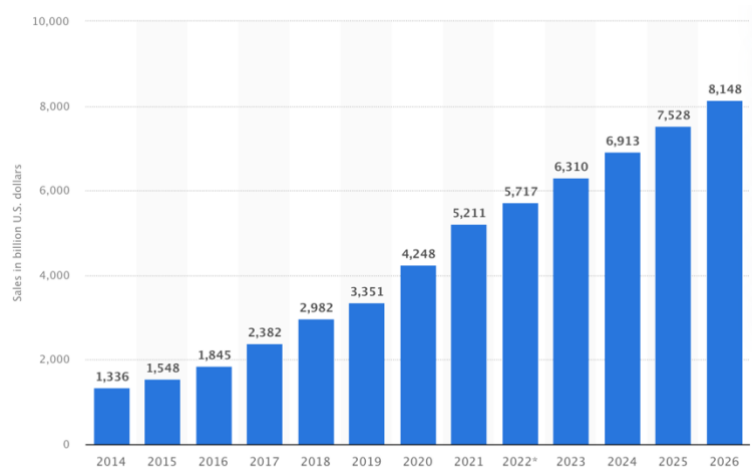


Figure 7 - Retail e-commerce sales worldwide from 2014 to 2026 (Statista, 2021)

According to a study by Fuller et al. (2020), early adopters of e-commerce technology frequently enjoy a competitive edge. There are several reasons for this. First, they frequently build a strong internet presence and brand reputation, developing solid foundations for client loyalty. Due to their foresight, they are better equipped than later entrants to negotiate the tricky waters of internet selling. Fashion firms are in an excellent position to take measures that could ease pressure on performance despite inflation running at its worst rate in decades and the continued gloom in consumer attitude (figure ten).

US consumers are trading down to lower-priced brands and products across income groups and generations

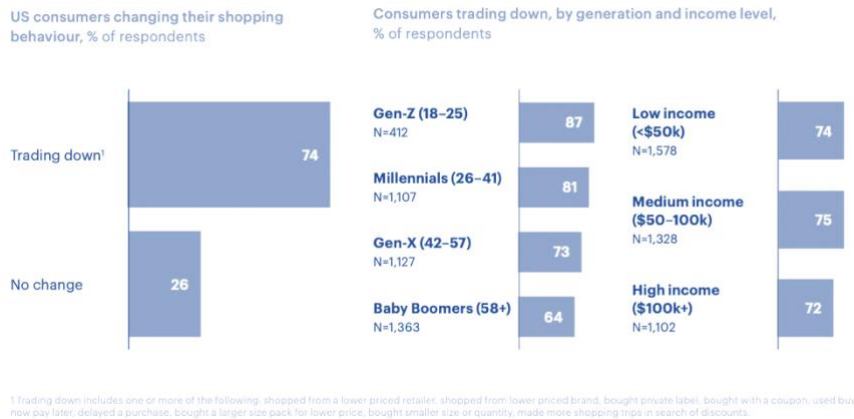


Figure 8 - Influence of the Inflation on US consumers (McKinsey & Company, 2023, p.27)

In addition, sophisticated e-commerce capabilities may improve decision-making through analytics and consumer insights, operational process optimisation, and customer experience enhancement. The e-commerce market has been further revolutionised by integrating cutting-edge technologies like AI, machine learning, and big data analytics. These allow for personalised shopping experiences, effective inventory management, and forecasting of demand and consumer behaviour (McKinsey & Company, 2023).

In conclusion, insightful information regarding the complex interplay between online retailing performance and e-commerce capabilities. This emphasises that while the timing of technology adoption is important, ongoing innovation, adaptation, and customer-centric strategies are essential for online businesses aiming for long-term success and relevance in the rapidly growing digital marketplace.

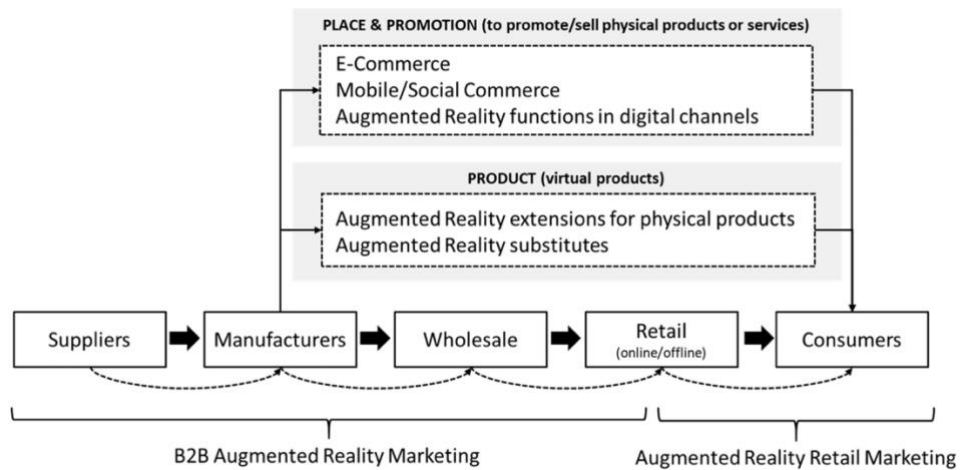
1.2.2.6 Augmented and Virtual Reality

AR and VR are emerging technologies integrated into digital marketing tactics to improve online buying experiences. Virtual try-ons, 3D product views, and immersive brand experiences are reshaping online retail by lowering the uncertainty of online shopping and increasing consumer involvement (Johnson, 2023).

Examples:

1. **Fast-fashion giants like H&M and Zara** heavily leverage digital marketing to maintain brand presence, drive fast fashion trends, and offer online retail experiences.
2. **Luxury Brands like Gucci and Louis Vuitton** use digital marketing to maintain brand prestige, offer exclusive online experiences, and engage with existing and potential high-value clients.
3. **Sustainable Brands like Stella McCartney** utilize digital platforms to promote sustainability initiatives, ethical fashion, and corporate responsibility.

The utilisation of Augmented Reality has the potential to impact marketing strategies, specifically concerning the marketing mix components, namely product, place, pricing, and promotion. Figure eleven depicts a linear and uncomplicated supply chain from suppliers to customers. Over the past two decades, traditional e-commerce platforms such as online shops and branded shopping apps have significantly disrupted existing supply chains by establishing direct connections between numerous businesses and consumers.



Graphic 3 - Augmented Reality Marketing the Supply Chain (Dwivedi et al., 2021)

The utilisation of Augmented Reality has the potential to enhance and broaden the capabilities of various communication channels. Augmented Reality (AR) holds the potential as a viable mechanism in the realm of business-to-business (B2B) marketing, specifically in the context of promoting products or services to other enterprises. Its primary application lies in advertising and sales, wherein AR technology can be leveraged to visually demonstrate the integration of a novel robotic system within a customer's factory environment. In the realm of business-to-consumer (B2C) marketing, the utilisation of Augmented Reality (AR) has the potential to facilitate direct engagements between producers and customers, thereby presenting novel prospects for communication (referred to as "promotion") and sales (referred to as "place"). Moreover, implementing Augmented Reality can enhance the scope of primary products and services.

1.2.3 The Impact of Social Media on the Globalisation of the Fashion Industry

The convergence of globalisation and cultural diversity within the fashion industry signifies a fundamental change in the strategies firms employ for marketing purposes and the subsequent reactions of customers. The advent of digital marketing has notably expedited this transformation. In an era characterised by the instantaneous transmission of fashion trends from one geographical location to another, the notion of globalised fashion transcends its status as a mere corporate tactic. It assumes the role of a cultural convention (Lay, 2018).

Globalisation, in the present context, refers to eradicating regional constraints concerning fashion trends, consumer behaviour, and brand awareness. The established dominance of conventional fashion hubs, such as Paris, Milan, and New York, is currently facing a threat due to the rise of digital platforms, mainly social media. This shift has enabled designers from non-traditional backgrounds, such as Seoul or Johannesburg, to wield significant global impact and influence in the fashion industry. The advancement of digital technology has enabled fashion narratives that are rooted in specific localities to receive widespread recognition on a global scale. This phenomenon has resulted in a more extensive and varied global fashion discourse, as noted by Godart and Mears (2009).

However, the extensive scope of this phenomenon is more comprehensive than disseminating a standardised brand image. It also encompasses incorporating and mirroring the diverse cultural fabric that constitutes many locations across the globe. In the present era, consumers strongly favour businesses that embody authenticity and demonstrate cultural sensitivity. To successfully enter new markets, fashion companies must comprehensively comprehend the many cultural subtleties, traditional practices, and aesthetic inclinations specific to the local context (Wigley et al., 2005). Therefore, adopting a comprehensive approach that encompasses a global perspective while also considering local contexts is crucial.

Digital marketing plays a crucial role in this complex undertaking. It offers how companies interact with broad audiences, facilitate discussions, and obtain valuable insights into different customer segments' behavioural patterns and expectations. The acquisition of this data is essential for tailoring marketing tactics, product offerings, and fashion styles that reflect and respect cultural diversity (Torelli et al., 2019). Nevertheless, undertaking this endeavour is riddled with obstacles; companies must carefully manoeuvre through the intricacies of cultural portrayal to prevent misinterpretations that may be perceived as appropriation or stereotyping, ultimately resulting in detrimental public relations incidents.

Moreover, the convergence of globalisation and cultural variety within fashion signifies the emergence of a more inclusive sector. There is an observable phenomenon in the fashion industry where firms increasingly choose to feature models from various ethnic backgrounds, body types, and age groups in their digital marketing campaigns. This trend aligns with a widespread demand for greater inclusivity and representation, as highlighted by Cwerner (2001). This approach acknowledges the worldwide fashion consumer as a constituent of a heterogeneous, interrelated community encompassing various identities that warrant recognition and inclusion.

In conclusion, the convergence of globalisation and cultural diversity inside the fashion industry, propelled by digital marketing, offers significant prospects and noteworthy obstacles. Brands are obligated to adopt a global perspective and exhibit visionary qualities while demonstrating a deep appreciation for the nuances and complexities of local cultures. They are responsible for advocating for diversity while avoiding cultural appropriation and introducing innovative ideas while respecting established tales. In the contemporary era of digital advancements, the domain of fashion marketing has evolved beyond the conventional practice of selling clothing, accessories, or lifestyle choices (Torelli et al., 2019). It has increasingly become

centred around creating narratives that hold significance on a cultural scale. These narratives revolve around themes of diversity and interconnectedness, aiming to captivate consumers across the globe. The digital realm serves as the connecting thread that unifies these consumers.

1.2.4 Data-Driven Marketing

Social media data is a gold mine for studying consumer behaviour because it discloses customers' tastes, purchase behaviours, and attitudes about various fashion brands and goods. Brands may get insights into what appeals to their audience by analysing data such as engagement rates, most liked and shared articles, comments, and mentions (Smith et al., 2012). They can identify patterns and analyse the effectiveness of various items, allowing them to fine-tune their offers and marketing tactics to better resonate with customers (Stokes, 2018, pp. 41-60).

Understanding and forecasting customer behaviour using social media data has become critical in digital marketing, particularly in the fashion sector. Social media analytics, which includes likes, shares, comments, and other engagement indicators, give marketers a granular perspective of what connects with their target audience (Xue et al., 2023). There are a few ways to get the information necessary to help achieve an edge on the brand's strategy; these are shown in table eight:

Table 9 - Data-Driven Strategies

Strategy	Definition
Capturing Real-Time Consumer Responses	Fashion is characterized by its innovation, cutting-edge nature, and adaptability. Moreover, social media platforms offer a valuable means of accessing current and informative fashion-related updates. Integrating SMUB – Social Media User Behavior – with big data analytics is a promising approach for capturing authentic customer demand, facilitating a comprehensive understanding of market trends, and expediting operational processes within the garment business. According to Xue et al. (2023), The velocity at which this pace is achieved surpasses that of conventional research methods, enabling organizations to adapt or adjust strategies in response to consumer feedback promptly.
Influencer Collaborations and Consumer Perceptions	Social media influencers wield considerable sway over their followers in the fashion sector. Influencer marketing refers to the strategic practice of discovering and engaging individuals who possess the ability to exert influence over a particular target audience or media. (Sudha et al., 2017) When brands collaborate with influencers, the resulting data – such as engagement on promotional posts, click-through rates, and even direct sales linked to a specific campaign – can help analyse the effectiveness of such collaborations and the influencers' impact on changing or reinforcing consumer behaviour.
User-Generated Content (UGC) and Peer Influence	UGC, such as reviews, unboxings, and style suggestions, frequently influences peer customers' opinions and buying intentions. Analysing user-generated content (UGC) forms and tones can reveal what customers genuinely believe about a product or collection and impact

	product development, positioning, and marketing narratives (Smith et al., 2012).
Trend Forecasting	Analysing social media data may also help with trend prediction. Researchers examine fashion item attributes in each cluster using correlation, causal analysis, and fashion cycle visualisation. Style forecasting uses predictive algorithms on clustered fashion products. (Wazarkar et al., 2020) Brands may forecast emerging trends and coordinate their design and manufacturing processes by studying interaction patterns around specific designs, colours, or product categories.
Personalisation and Customisation	Brands may tailor their marketing methods by gaining a more sophisticated picture of consumer behaviour through social media data. Brands may improve relevancy and engagement by understanding what appeals to different customer segments and tailoring their messaging and promotional techniques to suit diverse tastes.

(Author's Own, 2023)

1.2.4.1 Data-Driven Customisation and Personalisation

Data-driven customisation and personalisation have become indispensable components of modern marketing, enriching consumer experiences and improving corporate success by offering relevant information, goods, and services to individual customers. Using consumer data allows organisations to understand their customers' tastes, behaviours, and demands, allowing for focused marketing and personalised interactions (Shahn & Murthi, 2020).

Data-driven customisation in e-commerce turns into curated product suggestions, customised email marketing, and adaptable user interfaces. Amazon, a market leader in e-commerce, employs collaborative filtering algorithms to provide customers with personalised product suggestions, which have been shown to increase consumer happiness and loyalty.

The collection and use of customer data for personalisation has spread beyond e-commerce and into physical retail places (Aiolfi et al., 2021). Physical stores progressively incorporate personalised experiences into their premises as AI technologies are implemented, fusing digital and physical purchasing experiences. However, among the benefits of customisation comes the scourge of privacy concerns. Consumers are becoming increasingly concerned about using and securing their personal information. As a result, ethical issues and open communication regarding data usage become critical in maintaining customer confidence. Furthermore, the General Data Protection Regulation (GDPR) and other comparable legal frameworks worldwide enforce severe data protection and privacy standards, requiring organisations to manage responsible data (Aiolfi et al., 2021).

As organisations move towards data-driven customisation, striking a balance between offering hyper-personalised experiences and ensuring solid data security becomes increasingly important. The future offers a delicate combination of technical breakthroughs and strategic frameworks that honour the balance of personalisation and privacy, creating a sustainable and ethical corporate climate.

1.2.4.2 Methods for Social Media Data Analysis

Social media platforms present a continually developing reservoir for researchers and are progressively employed for participant recruitment, data generation, and findings dissemination. There are many methodologies for employing social media platforms in research endeavours, and the specific methodology adopted will have implications for selecting data gathering and analytic approaches (Newcastle University, 2016).

- **Sentiment Analysis:** This strategy assists companies in deciphering the emotions and thoughts expressed in social media mentions and discussions. Polarity categorization is a fundamental component of sentiment analysis. Polarity pertains to the overarching sentiment expressed by a specific sentence, phrase, or word. The measure of polarity can be quantified through a numerical rating called a "sentiment score." (Thematic, 2020).
- **Predictive Analytics:** The capacity to anticipate forthcoming events and trends is vital across several businesses. Historical data is utilized to predict potential events, facilitating the formulation of strategic decisions. The forecasts may pertain to either the immediate future, such as forecasting the malfunction of specific machinery later in the day, or the long-term future, such as projecting the company's cash flows for the forthcoming year (Cote, 2021).
- **Machine Learning (ML) Algorithms:** With social media data, ML is utilised to analyse patterns and make choices. Fashion brands can use ML algorithms to automatically analyse consumer behaviours, preferences, and purchasing patterns, assisting marketers in determining which items will become popular and identifying prospective marketing strategies to increase sales and customer engagement (Côte-Real et al., 2017).

1.2.5 The Influence of Social Media on Consumers Behaviours

The rise of social media shopping has drastically altered consumer behaviour. It significantly influences purchase decisions while driving brand interaction to a secure refuge. In other words, corporations have gained just as much as customers from social media shopping.

Successful businesses are those aware of the power of social media and have effectively leveraged it to their interest (ProfileTree, 2023). It is a once-in-a-lifetime opportunity for them to engage with their target audience while creating brand loyalty and earning huge sales. There are more than a few marketing tools to ensure a victorious social media shopping experience.

Recent Statistics Related to Social Media Shopping

- 71% of online users are more likely to make purchasing decisions based on reviews on social media.
- 54% of online users conduct product research on their shop's social media platforms.
- 74% of consumers prefer social media shopping to purchase various goods.
- 43% of U.S. internet users are classified as "social media shopping addicts."

- 40% of consumers in America purchased something after reading reviews on social media.
- 70% of consumers have professed to use social media networks for gift ideas.
- 41% of social media shoppers confessed to discounts and deals being their most prominent driving force.

These statistics are based on a questionnaire that ProfileTree, a web design and digital Marketing website, did this year, 2023, proving that most of the population uses social media to guide their decision on what to purchase and from where.

Furthermore, social media shopping has helped customers, as users increasingly utilise social media to share their experiences. Product reviews, cautions, and information may all significantly influence purchase decisions. Nonetheless, most social media advertising has been shown to affect consumers and their purchasing habits favourably.

1.2.5.1 Changes in Customer Interactions

The emergence of social media has brought about substantial transformations in customer relationships, namely in terms of the impact on consumer behaviours and their perceptions and engagements with brands. Conventional modes of communication have been revolutionised by these platforms, which facilitate an immediate, personalised, and interactive exchange between brands and customers (Hudson et al., 2016).

- **Enhanced Customer Engagement:** Unlike conventional media, social media platforms enable a reciprocal engagement that enables consumers to engage with brands directly. Users can engage in various activities, such as commenting on postings, sharing content, and actively participating in conversations or communities that revolve around the brands they have an affinity for. According to De Vries, Gensler, and Leeflang (2012), engaging with consumers at this level promotes a stronger sense of connection and loyalty. This is because consumers see that the brand values their contribution and acknowledges their individuality.
- **Peer Influence and User-Generated Content:** The emergence of influencers and user-generated content on social media platforms has significantly influenced consumer behaviour. The impact of content generated by genuine users or trusted influencers on potential customers is often more significant than that of conventional advertising, frequently exerting a direct influence on their purchasing choices. As described by Jin, Phua, and Lee (2019), the concept of social proof is based on the notion that individuals are more inclined to make specific choices or engage in purchases when they are aware that others have already done so.
- **Instant Access to Reviews and Feedback:** The contemporary customer frequently relies on social media platforms to access reviews and feedback before engaging in a transaction. Consumers rely significantly on the viewpoints of impartial users who lack any personal stake in promoting the product, exerting a substantial influence on their purchasing choices. The rapid dissemination of negative evaluations or remarks via social

media networks can adversely impact a brand's reputation. On the other hand, it has been suggested by Cheung and Thadani (2012) that favourable evaluations can enhance a brand's reputation.

- **Real-Time Customer Service:** Social media has emerged as a vital tool for real-time customer support. In contemporary times, consumers have a prevailing anticipation for prompt responses to their inquiries, grievances, or comments, with social media serving as a prominent medium for such interactions. How a brand reacts can influence the public's perception and customer loyalty level (Hollebeek et al., 2014).
- **Personalisation and Targeted Marketing:** Using social media data by brands enables them to provide personalised experiences and marketing messages targeted explicitly to individual consumers' unique interests. This strategic approach enhances the overall effectiveness of their marketing endeavours. The degree of personalisation can impact customer purchasing behaviour, as individuals are more inclined to engage with products or promotions that align with their interests (Tam & Oliveira, 2017).

The consumer engagement landscape has experienced a significant transformation due to the emergence of social media platforms. Brands that adeptly manage this intricate landscape have the potential to cultivate more robust relationships with their customers, enhance loyalty, and stimulate development. Nevertheless, in this dynamic environment, companies must exhibit heightened levels of responsiveness, authenticity, and customer-centricity compared to previous times (Handa, 2020).

1.2.6 The Role Of Influencers In Digital Marketing

In the ever-evolving social media terrain, influencers remain pivotal in connecting brands with audiences. They bridge the gap between marketing and genuine engagement, demonstrating that in the digital age, authenticity is key, and relationships matter most.

Consumers have an inclination to buy what they see and like on social media, leading to the conclusion that brand recognition is critical (Gomez, 2021). In digital marketing, influencer marketing is commonly categorised into two distinct sub-practices: The initial category pertains to earned influencer marketing. This phenomenon arises from uncompensated or pre-established connections between influencers and third-party content, which the influencers endorse to enhance their social advancement. The second strategy is known as paid influencer marketing. Paid influencer marketing campaigns encompass several forms, such as sponsorship, pre-roll advertising, or testimonial messaging. These campaigns can be integrated into the content at any given point (Sudha et al., 2017).

Given the increasing prevalence of individuals devoting substantial amounts of time to online social networks, such as Instagram, it is unsurprising that these individuals perceive the fashion influencers they follow as reliable purveyors of information and recommendations (Zietek, 2016). The influencer ecosystem is broad, ranging from macro-influencers with millions of followers to micro-influencers with niche appeal. Each category has various benefits, allowing businesses to select the best partners to enhance their message. Influencer marketing is about narrative and co-creation, not just product placement. Influencers include items or services into their material in a way that feels authentic rather than overly commercial.

However, the influencer landscape has its challenges. Everything must be thoroughly vetted to guarantee harmony with brand values and authenticity. Transparency and regulatory compliance are critical. Influencers are essential in connecting companies with consumers in the ever-changing social media landscape. They bridge the gap between marketing and authentic connection, illustrating that in the digital age, authenticity is critical, and relationships are most important (Sudha, & Sheena, 2017).

Company ambassadors, who are frequently picked for their connection with the company's identity and values, help to humanise the brand and make it more relevant and accurate in customers' eyes.

1.2.6.1 Influencer Marketing VS Brand Ambassador

Influencer marketing and the strategic use of brand ambassadors have risen enormously as effective methods in the digital marketing armoury, mainly owing to social media platforms' widespread reach and influence. These tactics are primarily concerned with harnessing the influence and reach of persons who have developed credibility and a following in a particular niche. Influencer marketing primarily allows firms to leverage influencers' existing following networks, creating a perceived authentic relationship with potential consumers (De Veirman et al., 2017).

The authenticity of promoted content and the natural congruence between the influencer's persona and the brand's beliefs and offers are critical to the success of influencer marketing (Zietek, 2016). Authenticity in influencer marketing increases customer trust and the persuasive power of marketing messaging. Crafting relevant and genuine marketing tales requires a detailed grasp of the target demographic and careful influencer-brand matching.

Company ambassadors, who frequently have long-term relationships with businesses, constantly represent and express company values and storylines to the public. The prolonged and regular presence of a brand ambassador aids in embedding brand messaging and values in customer perception, establishing and reinforcing brand equity through time. The brand of brand ambassador, which should ideally connect with the organisational brand, becomes helpful in weaving believable and appealing brand tales (Sudha et al., 2017).

In addition, the long-term effects of influencer marketing and brand ambassador initiatives on consumer behaviour and brand image must be investigated. Consistent and honest interactions, value-driven content, and ethical practices contribute to strong brand-customer connections and long-term consumer engagement and loyalty.

By navigating the complexities of influencer marketing and brand ambassador strategies, brands can create a rich tapestry of consumer connections shaped by authentic interactions, genuine brand representation, and ethically grounded practises, guiding them to long-term impact and success in a competitive market landscape.

According to ProfileTree these are some Key Statistics Showing the Impact of Influencers and Bloggers on Social Media Shopping in Different Industries:

- 31% of internet users trust influencers in learning about new products and brands.
- 70% of teenagers and Gen Z trust bloggers and influencers more than celebrities.
- 49% of social media shoppers rely on recommendations by bloggers.
- 52% of marketers claim to reach their target audience and potential buyers through the help of influencers.
- 41% of active users of Twitter make purchasing decisions based on a tweet.
- Instagram ranks first among the most used social media platforms for shopping, with 72% of marketers depending on it.
- TikTok comes second after Instagram, attracting up to 61% of marketers to use it to work with content creators.

1.2.6.2 Types of Influencers and Their Characteristics

Influencers are often classified based on their number of followers and particular knowledge (table nine). Macro-influencers have millions of followers and vast influence, but micro-influencers typically have 5,000 to 100,000 followers and have a more particular speciality and a highly engaged audience (Nizri, 2022).

Table 10 - Types Of Influencers and their Pros/Cons

Types	Followers	Pros	Cons
Micro-Influencers	5,000 – 100,000	<ul style="list-style-type: none"> • They are more relatable – translating to them having a deeper connection with their audience; • They have a high engagement rate – even higher than other types of influencers; • They are more cost-effective to partner with than more prominent creators. 	<ul style="list-style-type: none"> • Tracking the performance of 10 micro-influencers is more work for the brand than partnering with just one macro-influencer; • Finding niche micro-influencers with an engaged following who are not fake influencers takes considerable research; • Micro-influencers have fewer followers – offering limited reach and brand awareness.
Mid-Tier Influencers	100,000 – 500,000	<ul style="list-style-type: none"> • Mid-tier influencers have just the right amount of reach with their 100K+ followers – not as niche and limited as micro-influencers, but not as wide and varied as macro-influencers; • They are easy to work with because they have experience working with brands to reach their desired Instagram users; • Mid-tier influencers command moderate prices. 	<ul style="list-style-type: none"> • Mid-tier influencers do not have the same level of niche orientation as micro-influencers; • They do not have as high an engagement rate as smaller influencers; • They demand higher pay because of their high follower count.
Macro-Influencers	500,000 – 1M +	<ul style="list-style-type: none"> • They have many followers, providing the brand with a broad reach; • Macro influencers have excellent content creation abilities and professionalism because they have been in the game for a while; • Partnership with macro-influencers offers brand exclusivity since they have the internet’s celebrity status – they are essentially the edge against competitors. 	<ul style="list-style-type: none"> • Sometimes, they can be inaccessible because they work with talent managers and are swarmed with brand partnership requests; • They lack trust among their followers because of low relatability and a staged product appearance; • Their charge is extremely high rates because of the size of their audience.

(Kang, 2023)

1.2.6.3 Challenges, Limitations, and Ethical Considerations

While employing influencer marketing and brand ambassadors provides lucrative prospects for brand promotion and awareness, navigating possible hurdles and ethical issues is critical. Essential considerations include Transparency in influencer engagement, adherence to advertising standards, and ensuring that consumers easily recognise promotional content.

Regardless of its benefits, influencer marketing is riddled with difficulties, such as guaranteeing the sincerity and integrity of influencers, who may occasionally promote too many products, diluting their authority. Furthermore, evaluating ROI, managing collaborations, and ensuring message consistency are all problematic tasks (De Veirman & et al, 2017). Ethical issues, particularly openness and honesty, are critical. Federal Trade Commission (FTC) standards require influencers to disclose compensated promotions to ensure customer trust.

In conclusion, while influencers may significantly impact consumer behaviour and brand loyalty, navigating the complexity, ensuring ethical compliance, and sustaining authentic brand-influencer connections are critical for the long-term viability of this marketing strategy.

1.2.7 Ethical Considerations in Using Social Media to Influence Consumer Behaviour

The potential of social media to influence customer behaviour in the fashion industry cannot be overstated. Influencers and brands use platforms like Instagram, Twitter, and TikTok to influence purchase decisions and shape customer preferences. This effect, however, brings to light ethical concerns that must be acknowledged and addressed (Sudha, & Sheena, 2017). This can be seen in table ten, where there are some ethical problems that can be used against the brand.

Table 11 - Ethical Considerations in Using Social Media to Influence Consumer Behaviour

<p>Transparency and Disclosure</p>	<p>Brands and influencers frequently work together to promote products or services. However, it is critical from an ethical standpoint to ensure that such collaborations and sponsored material are acknowledged to the public. Influencers are obliged by the Federal Trade Commission (FTC) to disclose partnerships clearly and prominently to prevent misleading customers (FTC, 2017).</p>
<p>Authenticity:</p>	<p>The honest representation of products and lifestyles is essential for ethical social media marketing. Photographs are frequently improved on social media, or lifestyles are exaggerated, creating unrealistic and sometimes hazardous expectations. As a result, maintaining the authenticity of marketing messages and representations becomes an ethical need (Molleda, 2010).</p>
<p>Privacy Concerns</p>	<p>As targeted marketing becomes increasingly common, customer data privacy concerns have grown. To guarantee customer trust and compliance with legislation such as the General Data Protection Regulation (GDPR), companies utilising social media for marketing</p>

	should prioritise the ethical use of data, assuring privacy and security (Voigt & Von dem Bussche, 2017).
Diversity and Inclusivity	Promoting inclusive and varied representation in social media initiatives is ethical to avoid perpetuating damaging stereotypes and embrace a broad spectrum of beauty and style; the representation should include people of all sizes, shapes, colours, and orientations (Taylor & Landreth, 2010).
Sustainability Communication	Given the worldwide emphasis on sustainability, ethical issues extend to how companies promote their attempts to be sustainable. Greenwashing, or giving the false image of environmental stewardship, is unethical and can harm a brand's reputation if discovered (Laufer, 2003).
Consumer Wellbeing	Brands have an ethical obligation to regard their customers' entire well-being. This includes avoiding practices that exploit customers' fears, using aggressive marketing tactics, or encouraging over-consumption, which can have negative financial, psychological, or physical consequences (Peck & Luchs, 2013).

(Author's Own, 2023)

1.2.7.1 Consequences of Fast Fashion Promoted via Social Media

Social media has proven to be a strong ally for the fast fashion business, serving as a ubiquitous medium for amplifying trends, showcasing collections, and catalysing sales. Clothing production requires substantial energy, water, and additional resources (The Economist, 2017). According to McKinsey & Company (2023), a consultancy, producing 1kg of fabric produces an average emission of 23kg of greenhouse gases, including several stages, such as applying pesticides on cotton fields and the washing processes involved in denim production. However, the convergence of social media and fast fashion has resulted in many consequences that affect the environment, society, and economy.

- **Consumer Behaviour and Overconsumption:** The never-ending cycle of trends displayed on social media fuels customers' thirst for novelty. Social media hastens the lifetime of fashion trends by encouraging frequent purchases and integrating overconsumption into consumer habits, driving the wasteful tendencies of the fast fashion model.
- **Exploitative Practices:** The urge of fast fashion to provide stylish, cost-effective clothing frequently results in unethical work practices. It has expressed worries about working conditions and fair pay, shedding light on the ethical quagmire that frequently lies behind the shiny social media ads of quick fashion businesses.
- **Impact on Traditional Retail:** The omnipresence of social media promotions facilitates effortless online shopping experiences, altering traditional retail paradigms. Digital channels, amplified by social media promotions, have shifted consumer preferences towards e-commerce, pressuring physical retail outlets and altering urban commercial landscapes.

- **Proliferation of Copycat Culture:** Fast fashion firms have regularly been examined for copying designs from runway shows and independent designers, exacerbated by the quick diffusion of new designs on social media. The legal and ethical issues of design duplication in the fashion industry highlight the contradiction between invention and imitation that fast fashion dynamics maintain.
- **Body Image and Mental Health Concerns:** The aggressive marketing of fast fashion on social media also inadvertently propagates specific beauty and body standards. There is a link between social media involvement, body image issues, and mental health, indicating a significant societal impact of continuous fashion promotion.
- **Alteration of Fashion Narratives:** Fast fashion, aided by social media, has helped to democratise fashion by delivering economical and contemporary alternatives to a diverse client base. However, it homogenises fashion narratives simultaneously, frequently favouring global trends over indigenous designs and traditional attires, which may weaken cultural narratives communicated through traditional clothes.
- **Environmental Impact:** Frequently pushed virally on social media, fast fashion fosters a paradigm of quick apparel consumption and disposal. Given the ephemeral nature of fast fashion goods that are quickly discarded post-consumption, it highlighted the environmental toll, demonstrating how this exacerbates concerns such as excessive waste, pollution, and unsustainable resource utilisation.

Fashion executives believe a lack of standardised tools and metrics is the greatest hurdle to improving how consumers perceive their sustainability efforts

Biggest challenges to improving sustainability credentials in the eyes of consumers, % of respondents

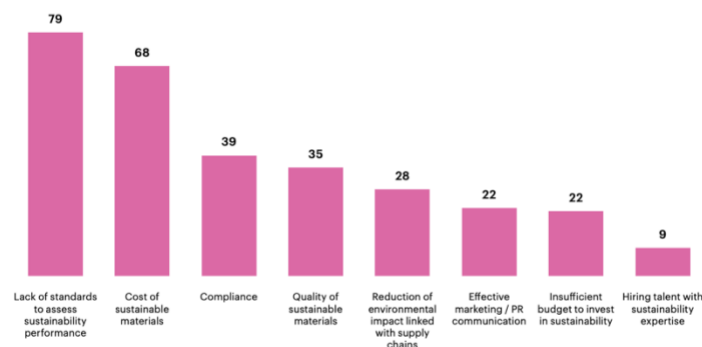


Figure 9 - Biggest Challenges to Improving Sustainability Credentials in the Eyes of Consumers (McKinsey & Company, 2023, p. 80)

While the synergy between fast fashion and social media has undoubtedly democratized access to fashionable attire, it has also been imbued with multifaceted consequences that necessitate critical evaluation and strategic intervention to ensure sustainability, equity, and ethical compliance in the fashion industry (figure twelve) (McKinsey & Company, 2023).

Chapter 2: Case Studies

2.1 Case Study: Louis Vuitton's Integration of Social Media in Marketing Strategies

2.1.1 Introduction and Background:

The origins of Louis Vuitton, a name synonymous with luxury, are rooted in history, creativity, and artistry. Louis Vuitton founded the company in 1854 Paris, France, revolutionising baggage design when travel was changing, and the need for high-quality, luxury trunks was rapidly increasing (Vuitton, 2014). The characteristic flat-topped trunks developed by Louis Vuitton enabled easy stacking during shipping, a simple yet powerful invention that catapulted the brand to international prominence.

Louis Vuitton's product line has grown over the years to encompass a wide range of luxury items, including handbags, ready-to-wear, shoes, accessories, watches, jewellery and even books, all sporting the LV monogram, a worldwide recognised mark of quality and style. The brand's dedication to quality and craft has always remained strong. Each product exemplifies Louis Vuitton's heritage and competence in luxury products, combining innovation, style, and timeless design (Okonkwo, 2007). The company adapted to the digital age's dynamics, combining technology with history, displaying its capacity to innovate and flourish while remaining faithful to its legacy. Louis Vuitton has successfully maintained its standing as a sought-after luxury brand for a varied, global consumer base through intelligent digital marketing, creative online shopping techniques, and regular involvement with its audience via social media (Kapferer & Bastien, 2012).

Today, Louis Vuitton is part of LVMH Mot Hennessy - Louis Vuitton SE, the world's leading luxury group. It continues its mission of offering timeless luxury, embracing the spirit of innovation, and defining the art of travel and style for clients worldwide (Statista, 2023).

2.1.2 Key Strategies

Louis Vuitton has implemented several crucial techniques to preserve its position as a top luxury brand, notably in digital marketing and social media interaction. Here are a few examples:

- **Exclusivity and Scarcity:** Louis Vuitton maintains its opulence by making its items appear exclusive and rare. Even when advertising products on social media, they retain this image by presenting their products as sought, high-value things and limiting excessive advertisements that might dilute this image (Okonkwo, 2009).
- **Brand Storytelling:** Louis Vuitton utilises social media to communicate its brand narrative, which includes its legacy, the craft behind its items, and the lifestyle it symbolises. This technique enables the brand to connect with its audience emotionally, transforming it from a supplier of goods to a component of the customer's identity.
- **Collaborations:** Collaborations with Celebrities and Influencers: Another method is collaborating with celebrities and influencers who match the brand's image. These

collaborations broaden the brand's reach and appeal to a larger audience, especially younger demographics that follow celebrities and influencers on social media (Djafarova & Rushworth, 2017).

- **High-Quality Material:** Louis Vuitton prioritises creating high-quality, aesthetically attractive material for its social media channels, ensuring that each post is consistent with its luxury identity. The quality of material matches the company's quality, from high-resolution photographs to captivating movies that display their goods.
- **Customer Engagement:** Another essential tactic is interacting with customers on social media. Louis Vuitton develops a sense of community and belonging among its followers by reacting to comments, promoting user-generated material, and giving exclusive insights.
- **Innovation and Collaboration:** Louis Vuitton maintains its relevance through being inventive in its designs and partnerships. Several high-profile partnerships (such as with Supreme and Jeff Koons) have generated interest and attracted diverse customer demographics.
- **Exclusive Events:** The company frequently promotes exclusive events on social media, such as fashion shows or launch parties. They occasionally provide live streaming for their fans, letting them feel like they are a part of the elite Louis Vuitton community even when they are not physically present.

By implementing these strategies, Louis Vuitton successfully navigates the world of social media, expanding its reach while preserving its prestigious status in the luxury market.

2.1.3 SWOT

A SWOT analysis involves identifying a company's or a specific initiative's strengths, weaknesses, opportunities, and threats (Kenton, 2023). In figure fourteen is Louis Vuitton's SWOT analysis

Table 12 - SWOT Analysis for Louis Vuitton

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Strong Brand Identity: Louis Vuitton is one of the world's most recognised luxury brands, having a long-standing brand image and reputation. • Quality & Craft: The name is linked with high quality, excellent artistry, and exclusivity, attracting an affluent clientele prepared to spend top dollar. • Global Presence: Louis Vuitton has a considerable global presence, with boutiques in high-end shopping hotspots worldwide catering to foreign clientele and jet-setters. • Diverse Product Range: While Louis Vuitton is best recognised for its premium luggage and leather products, it has successfully expanded into ready-to-wear, shoes, watches, jewellery, accessories, eyewear, and books. • Innovative Collaborations: The brand has participated in high-profile collaborations (e.g., with artists like Jeff Koons and companies like Supreme) that have kept it current and widespread across many customer categories. 	<ul style="list-style-type: none"> • High Price Points: While the high costs of Louis Vuitton items contribute to the brand's attractiveness, they also limit its accessibility to a larger audience. • Dilution Risk: While partnerships and expansions have been beneficial, they might jeopardise the brand's exclusivity if overdone. • Counterfeiting: Louis Vuitton is one of the world's most counterfeited brands, which may harm its reputation and result in income loss. 	<ul style="list-style-type: none"> • Digital Expansion: Expansion into digital retail locations and online marketing methods can attract a new generation of luxury buyers. • Sustainability: As customer interest in sustainability grows, Louis Vuitton can take the lead in premium sustainability projects, perhaps drawing a more responsible consumer base. • Emerging regions: There is room for growth in emerging regions such as Asia, where demand for luxury products is increasing. 	<ul style="list-style-type: none"> • Economic Fluctuations: Because Louis Vuitton is a premium brand, its sales might be vulnerable to economic downturns when customers curtail discretionary spending. • Changing Consumer Behaviour: Traditional luxury fashion firms may be threatened by the advent of 'quick fashion' and shifting customer ideals, particularly among younger generations. • Intense Competition: The luxury fashion industry is highly competitive, with businesses continually innovating to remain relevant. Both new entrants and existing businesses can threaten Louis Vuitton's market position.

(Author's Own, 2023)

Based on the SWOT in the table above (eleven) analysis of Louis Vuitton, it can be inferred that this brand is performing well in the market under its well-established tactics. Nevertheless, there exist challenges that may impede the company's expansion in the dynamic contemporary landscape, such as a limited target market. There exist numerous prospects that Louis Vuitton might leverage to cultivate a well-established brand over an extended period (Shastri, 2022).

2.1.4 PESTLE

A PESTLE study investigates the macroenvironmental variables that may impact a firm or sector. It is an acronym for Political, Economic, Social, Technological, Legal, and Environmental considerations. Here is a quick PESTLE breakdown for Louis Vuitton:

Political:

1. **Trade Policies:** Changes in trade regulations, including tariffs, can impact Louis Vuitton's international business operations, influencing import/export costs and market accessibility.
2. **Political Stability:** Political stability in key markets is crucial, as instability can disrupt Louis Vuitton's supply chains and consumer confidence, potentially affecting sales and production.

Economic:

1. **Economic Fluctuations:** Global economic health significantly affects consumer purchasing power and confidence, especially concerning luxury items.
2. **Currency Exchange Rates:** Fluctuations in currency exchange rates can impact tourist shopping trends, pricing strategies, and, thus, the revenue of luxury brands like Louis Vuitton.

Social:

1. **Changing Consumer Preferences:** Shifts towards digital consumption, sustainability concerns, and evolving fashion trends necessitate adaptive strategies.
2. **Demographic Shifts:** Aging populations in specific markets and the rise of millennials and Gen Z as primary consumers affect market strategies and product designs.

Technological:

1. **E-commerce Growth:** Advancements in e-commerce platforms require a robust digital presence and sophisticated online retail strategies.
2. **Counterfeit Detection:** Technology advancements in detecting counterfeits help fight against fake goods, protecting brand integrity and revenues.

Legal:

1. **Intellectual Property (IP) Regulations:** Strong IP laws are necessary to combat counterfeiting and protect Louis Vuitton's designs and products.
2. **Data Protection Laws:** With increased digital presence, compliance with global data protection regulations is crucial to avoid hefty fines and maintain consumer trust.

Environmental:

1. **Sustainability Practices:** Embracing sustainable practices in production to meet consumer expectations and comply with global environmental standards.
2. **Climate Change:** Global climate change can impact raw material availability (like leather and cotton), influencing supply chains and prices.

2.1.5 Competitors

As a leading luxury brand, Louis Vuitton faces competition from various high-end brands globally. Here are five major competitors:

1. **Gucci:**
 - Gucci, an Italian luxury fashion and leather goods firm, is one of Louis Vuitton's key competitors. It, too, has a global presence and is recognised for its high-end items such as accessories, shoes, and clothes.
 - Competitive Advantage: Gucci is known for its avant-garde style and bold and fashionable design choices that appeal to a younger population (Ricca & Robins, 2012).

2. Chanel:

- A high-fashion firm specialising in haute couture, luxury products, and fashion accessories. Chanel, like Louis Vuitton, has a rich brand legacy.
- Competitive Edge: Chanel has long been linked with classic, timeless elegance, and its products frequently have a higher price tag, which relates to unique luxury (Kapferer & Bastien, 2012).

3. Prada:

- A premium design brand based in Italy that specialises in leather handbags, travel items, shoes, ready-to-wear, fragrances, and other accessories.
- Competitive Edge: Prada is known for its minimalist, somewhat less flashy design, which typically appeals to buyers seeking high-end items that are smart yet subtle (Kolk, 2023).

4. Hermès:

- It was established in 1837 as a French high-fashion luxury goods firm. It is known for its leather, lifestyle accessories, home furnishings, perfumes, jewellery, timepieces, and ready-to-wear collections.
- Competitive Edge: Hermès is noted for its high-quality product exclusivity and frequently has a higher entrance price than other luxury companies. Birkin bags, for example, are well-known for their quality and rarity (Okonkwo, 2007).

5. Burberry:

- A British premium fashion business with headquarters in London, England. It primarily concentrates on and distributes trench coats, ready-to-wear outerwear, stylish accessories, perfumes, eyewear, and cosmetics. (Phan et al, 2011)
- Competitive Edge: Burberry has a distinct combination of historic British aesthetics and current fashion components. It has also received recognition for technological innovation in digital marketing and for having a significant social media presence (Okonkwo, 2010).

A *perceptual map* (figure fourteen) was made for a more precise visualisation of how the brand can be a competitor to Louis Vuitton. A *perceptual map* is a diagram used for visualising consumer perception of different brands or products (Vijayamohan, 2023). In this case was made a perceptual map according to their main competitors listed above.

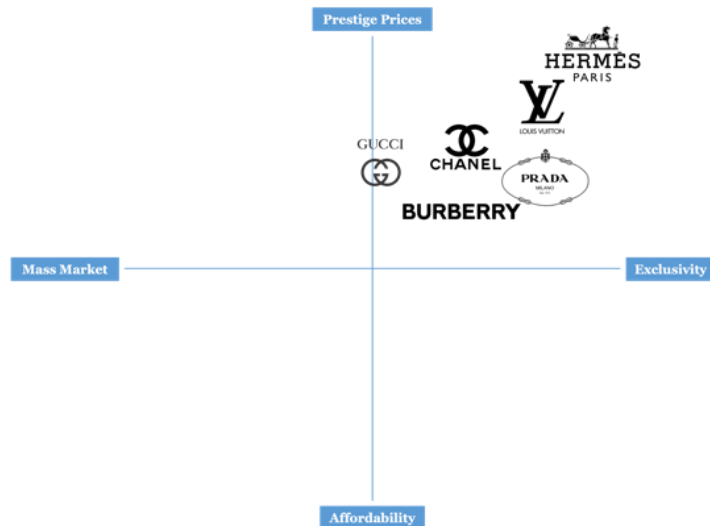


Figure 10 - Perceptual Map - Louis Vuitton Competitors

2.1.6 Social Media Presence and Adaptation

Understanding the platform's potential and constraints was critical to the brand's entry into social media. Instead of just selling items on social media, Louis Vuitton concentrated on storytelling, taking followers behind the scenes, and highlighting the artistry behind each product (Tynan et al., 2010). This campaign provides new and existing clients a digital experience of the brand's legacy and excellence.

Louis Vuitton's involvement in social media demonstrates the brand's understanding of the digital age's strength and effect on customer purchasing habits (Godey et al., 2016a). Here is how the brand has created a name for itself:

1. **Instagram:**

- Louis Vuitton has millions of Instagram followers and uses the medium to promote their latest collections, famous goods, celebrity endorsements, and behind-the-scenes material from fashion shows and photoshoots.
- Their Instagram presence presents the Louis Vuitton narrative, its legacy, craftsmanship, and exclusive events worldwide, creating an ideal lifestyle that followers want to participate in.

2. **X:**

- Louis Vuitton maintains an active presence on Twitter, using the network for customer assistance and real-time marketing. The business uses Twitter to discuss various topics, including product releases, fashion events, and collaborations with artists and designers.

3. **Facebook:**

- Louis Vuitton uses Facebook to broadcast live events, especially their highly anticipated fashion presentations. This broadens the brand's appeal and frames it as current and forward-thinking.

4. **YouTube:**

- Their YouTube account features high-quality video material such as product announcements, celebrity interviews, history and craftsmanship investigations, and fashion displays. This information strengthens followers' bonds with the company by offering a more in-depth view of its operations and culture (Phan et al., 2011).

5. **Influencer Collaborations:**

- Louis Vuitton routinely engages with influencers and celebrities, using their social reach and followers. These collaborations are frequently promoted on the influencers' social media platforms, allowing the business to reach diverse consumers and demographics.

6. **Digital Innovation:**

- Louis Vuitton is also recognised for its technological advancements. For example, it launched an artificial intelligence chatbot on Facebook Messenger to give a new channel for customer care and personalise the purchasing experience.

Louis Vuitton reaches a broad audience, maintains control over its brand image, and reacts to the digital era's changing retail and marketing landscape by maintaining a robust and diversified social media presence (Godey et al., 2016a).

2.1.7 Exclusive Engagement

Louis Vuitton kept its exclusivity by providing unique, platform-specific content. They have, for example, leveraged Instagram's visual-centric platform to reveal collections and provide insights into the brand's lifestyle. Twitter has also been used for customer support and real-time communication (Phan et al., 2011). Exclusive live feeds of fashion shows and events have also helped bridge the gap between offline and online experiences.

Collaborations with Influencers: Louis Vuitton harnessed the power of influencers by enlisting celebrities and fashion icons as brand endorsers and storytellers. Collaborations with celebrities such as Emma Stone and BTS broadened the brand's reach while remaining true to its opulent image (Djafarova & Rushworth, 2017).

2.1.8 Results, Challenges and Opportunities

Several important conclusions and implications may be derived from Louis Vuitton's skilful use of social media and digital platforms, notably addressing fashion firms' digital marketing tactics and their effects on customer engagement and brand-consumer relationships:

1. Enhanced Brand Visibility and Engagement:

- The brand's active presence on many social media channels provides consistent and varied consumer engagement. This method raises awareness and builds a stronger relationship with customers, who regard Louis Vuitton as a premium store and lifestyle champion.

2. Global Reach with Localised Content:

- Louis Vuitton maintains its worldwide reach while delivering localised content, particularly for the significant Chinese market, by utilising global channels such as Instagram and WeChat. This two-pronged strategy offers greater accessibility while honouring and adapting to local cultures and customer preferences (Phan et al., 2011).

3. Innovative Customer Service:

- Using AI chatbots for customer support on platforms like Facebook Messenger demonstrates Louis Vuitton's dedication to innovation and tailored customer care. This simplifies the purchasing experience and establishes the company as a leader in using innovative technologies for consumer involvement.

4. Influencer Collaborations for Authenticity:

- Collaboration with influencers and celebrities allows the company to reach different demographics and reaffirm its relevance and attractiveness. These collaborations legitimise the brand's marketing efforts and enable the organic integration of items into trusted content.

5. Storytelling and Heritage Promotion:

- Using high-quality video content platforms like YouTube lets Louis Vuitton communicate its narrative, accentuating legacy, craftsmanship, and exclusivity. This method raises customer perceptions of the brand's worth and heritage, adding to its allure and desirability.

6. Real-Time Marketing and Consumer Participation:

- Streaming live events and fashion shows on social media sites such as Facebook and Twitter allow for real-time customer interaction, making them feel like they are a part of the brand's most unique moments. This technique democratises premium clothes while instilling in consumers a sense of community and belonging.

7. **Data-Driven Insights:**

- Louis Vuitton may acquire important information about customer preferences and trends by studying interaction, likes, shares, and comments. This information is critical for future marketing initiatives, product development, and customer relationship management.

Despite its effective integration, the difficulty of online counterfeiting and exclusivity remains. However, the digital sphere enables Louis Vuitton to engage with millennials and Generation Z, who significantly affect the premium industry (Godey et al., 2016).

Finally, Louis Vuitton's brilliant use of social media highlights how digital platforms may be exploited for direct marketing, brand story development, customer connections, and overall brand value enhancement. Their approach demonstrates the importance of digital transformations in determining the future of luxury retail, especially in integrating tradition with innovation to preserve relevance and status in the digital era.

2.1.9 Synthesis

Louis Vuitton, a renowned luxury fashion brand with a rich historical background, has effectively incorporated digital marketing strategies to sustain its esteemed reputation in the contemporary day. By utilizing a combination of narrative techniques and advanced digital tools, the brand has successfully created interactive online encounters, ranging from virtual exhibition spaces to captivating social media initiatives. Louis Vuitton has strategically broadened its digital presence by engaging in partnerships with prominent technology companies and influential individuals, establishing a stronger connection with younger demographics. Louis Vuitton's digital strategy effectively maintains the brand's exclusivity while also enhancing accessibility and interactivity, thereby solidifying its prominent position in the realms of fashion and innovation (Stass, 2020).

Louis Vuitton's innovative use of social media indicates that, although the digital world presents obstacles for premium firms, it also provides unequalled opportunities for brand promotion and customer connection. Louis Vuitton succeeds in the competitive luxury market by staying faithful to its legacy and emphasising unique, high-quality content above quantity (Godey et al., 2016).

2.2 Case Study: SKIMS - How The Consumer Perceives The Brand

2.2.1 Introduction

Kim Kardashian West's invention, SKIMS, has become a ground-breaking brand that redefines shapewear while advocating inclusiveness and diversity in the fashion world. This comprehensive case study delves into SKIMS' journey, strategy, and influence on the shapewear market (SKIMS, 2023).

2.2.2 Background

Kim Kardashian West launched SKIMS in September 2019. Kim's experiences with shapewear inspired her to create a range that would cater to the different demands and body types of women worldwide. By offering a variety of goods meant to give comfort, support, and style, SKIMS aims to break the moulds of traditional shapewear (SKIMS, 2023).

2.2.3 Key Strategies³

Inclusivity at the Core:

- SKIMS made inclusiveness their cornerstone, offering sizes ranging from XXS to 4X and a wide range of hues to complement a variety of skin tones.
- In its marketing efforts, the company used individuals of all sizes and backgrounds to ensure accurate depiction.

Body Positivity and Authenticity:

- The marketing campaigns for SKIMS included unretouched photos that highlighted natural beauty, challenging artificial beauty standards.
- Kim Kardashian West, a well-known proponent of body positivity, uses her platform to promote self-esteem and acceptance.

Quality and Comfort:

- To guarantee that its items were helpful and pleasant for everyday wear, the brand emphasised using high-quality materials and unique designs.
- SKIMS' focus on comfort sharply contrasts the discomfort sometimes associated with conventional shapewear.

Limited Product Releases:

- SKIMS used a restricted product release strategy to generate excitement and exclusivity with each launch.
- This strategy increased demand and fostered a sense of urgency among customers.

³ Information's taken from the SKIMS website and Social Media. (SKIMS, 2023)

2.2.4 SWOT Analysis

Table 13 - Skims' SWOT Analysis

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Inclusivity and Diversity: SKIMS' focus on inclusion in terms of size and skin tone has distinguished them from competitors and resonated with diverse consumer. • Brand Authenticity: The brand benefits from Kim Kardashian's actual image and influence since she actively supports SKIMS and its ideals. • Quality and Comfort: SKIMS' products are noted for their high-quality materials and attention to comfort, addressing frequent shapewear problem spots. • Strong E-commerce Presence: Because of the brand's online retail approach and successful use of digital marketing, it has communicated directly with customers and built a robust online community. • Effective Marketing: SKIMS uses social media and influencers to generate excitement and anticipation to product debuts, resulting in high demand. 	<ul style="list-style-type: none"> • Supply Chain Challenges: SKIMS has had supply chain management challenges during high-demand periods, resulting in product shortages and consumer unhappiness. • Competitive Market: The shapewear and fashion industries are highly competitive, with established businesses and new entrants fighting for market dominance. • Dependence on Founder's Image: While Kim Kardashian West's influence is a benefit, the brand's success is inextricably linked to her image, which might pose a risk if public perception shifts. 	<ul style="list-style-type: none"> • Global Expansion: SKIMS has the potential to further grow into foreign markets by capitalising on its inclusive brand image. • Product Diversification: The business may expand its product line beyond shapewear and loungewear to meet various fashion demands. • Sustainability Emphasis: SKIMS may further market its eco-friendly practices and products as customers become increasingly concerned about sustainability. • Collaborations: Collaborations with other companies or designers can open up new avenues for SKIMS to reach other consumer segments. 	<ul style="list-style-type: none"> • Market Saturation: As more firms join the industry, the shapewear market may become saturated, increasing competition. • Economic Downturn: Economic changes can affect consumer spending on premium fashion goods like shapewear. • Changing Consumer Preferences: Consumer preferences and trends may change, requiring SKIMS to modify its goods and marketing methods. • Supply Chain Risks: Continued supply chain issues such as interruptions or material shortages, can influence the brand's ability to satisfy demand.

(Author's Own, 2023)

A SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) will help you better understand the internal and external elements affecting SKIMS (Kenton, 2023).

Finally, SKIMS has achieved extraordinary success by emphasising inclusion, authenticity, and product quality. While the brand faces problems in a competitive industry, it has several potentials for development and may offset threats by being agile and responsive to changing customer and market factors (Robert, 2019).

2.2.5 PESTLE Analysis

A PESTLE analysis (also known as a PESTEL analysis) is a methodology for analysing external macroenvironmental variables that might influence a firm or sector. SKIMS PESTLE analysis:

Political Factors:

- **Regulations and Compliance:** The shapewear and fashion sectors are governed by laws governing product safety, labelling, and manufacturing standards. To maintain product quality and safety, SKIMS must adhere to specific rules.
- **Trade rules, tariffs, and agreements** impact the cost of importing and exporting commodities and goods. Changes in trade dynamics may influence SKIMS.

Economic Factors:

- **Consumer Spending:** Economic factors such as income and spending habits impact demand for shapewear and luxury fashion goods. Economic downturns may influence consumer purchase decisions.

- Currency Exchange Rates: Currency exchange rate fluctuations can affect the cost of sourcing resources and selling goods abroad, reducing SKIMS' profitability.

Social Factors:

- Body Positivity and Inclusion: SKIMS has tapped into society's rising emphasis on body positivity and inclusion. The brand's success depends on its alignment with these societal trends.
- SKIMS' emphasis on varied skin tones and sizes corresponds with shifting societal norms and demands for more inclusive fashion.

Technological Factors:

- E-commerce and Online Retail: Technological advances in e-commerce platforms and digital marketing have been critical to SKIMS' success. It is critical to keep innovating in the online purchasing experience.
- Data Security: To preserve client information and retain confidence, SKIMS, as an e-commerce company, must prioritise data security.

Environmental Factors:

- Sustainability: Growing environmental consciousness has prompted customers to seek environmentally friendly and sustainable products. This trend is supported by SKIMS' dedication to sustainability in materials and packaging.
- SKIMS may need to address the sustainability of its supply chain, including material procurement and ethical manufacturing practices.

Legal Factors:

- Intellectual property, including designs and trademarks, must be protected in the fashion business to avoid counterfeiting and retain brand integrity.
- Consumer Protection: Consumer rights, advertising standards, and product safety regulations may influence SKIMS' operations and marketing activities.

SKIMS operates in a constantly changing external environment impacted by political, economic, social, technical, environmental, and legal considerations. The brand's emphasis on diversity, sustainability, and congruence with societal trends has aided its growth. To thrive in the competitive shapewear and fashion sector, SKIMS must be watchful and flexible to changes in the macro-environment (Robert, 2019).

2.2.6 Competitors

SKIMS operates in the competitive shapewear and loungewear sector, comprising established and developing rivals. SKIMS's five prominent competitors and alternatives include (Similarweb, 2022):

1. **Spanx:** Spanx is a worldwide recognised shapewear brand known for its body-shaping products and category advancements.
2. **Yummie:** Yummie, like SKIMS, provides a variety of shapewear and intimates designed for comfort and style.
3. **Commando:** Commando is recognised for its premium goods and elegant designs and specialises in seamless and inventive shapewear.
4. **Maidenform:** a well-known lingerie and shapewear business that offers a variety of cheap shapewear alternatives.
5. **TC Shapewear:** TC Shapewear is known for its economical shapewear solutions, which include a variety of goods for different body shapes.

It is vital to remember that the shapewear and loungewear industry is constantly changing, with new companies and product developments appearing regularly. To compete effectively in this industry, the brands must have a distinct value offer, such as inclusion, comfort, or sustainability, as well as excellent marketing and consumer interaction techniques. SKIMS' emphasis on diversity and body acceptance has distinguished it and helped its success in this competitive environment.

2.2.7 Social Media Presence

SKIMS constantly engaged with its audience and promoted its products on many social media channels. These platforms may have grown or extended since then. However, SKIMS was still present on:

- **Instagram:** SKIMS used Instagram as a primary channel to publish product photographs, campaign photos, and behind-the-scenes information. Instagram's graphic nature complemented SKIMS' marketing approach.
- **X:** SKIMS also maintained an active X (formerly Twitter) account, where it could participate in real-time dialogues with its audience, disseminate news, and answer consumer queries.
- **Facebook:** Facebook was used to share longer-form material such as articles, videos, and brand updates. It gave a venue for more in-depth interaction with followers.
- **YouTube:** SKIMS hosted promotional films, campaign videos, and behind-the-scenes material on YouTube. It enabled video footage to be used to tell stories.
- **TikTok:** SKIMS used TikTok to create short, exciting films that displayed its goods and attracted a younger, more dynamic audience.
- **Pinterest:** Pinterest was used to share visual inspiration, fashion trends, and style ideas related to SKIMS products.

- **LinkedIn:** LinkedIn may have been used for corporate updates, job postings, and connecting with professionals in the industry.

2.2.8 Results

SKIMS' revolutionary approach to shapewear and commitment to inclusion produced extraordinary results:

Cultural Impact:

- SKIMS became a cultural phenomenon, raising discussions regarding body acceptance and diversity in the fashion industry.
- Celebrities, influencers, and customers embraced the brand, firmly cementing its place in popular culture.

Diversified Product Portfolio:

- SKIMS' product portfolio has evolved beyond shapewear to include loungewear, knickers, and sportswear.
- Collaborations with shops such as Nordstrom widened their audience reach.

E-Commerce Success:

- SKIMS used its strong e-commerce presence, social media, and online marketing to interact with customers directly.
- The company's website and social media platforms acted as centres for interaction and product releases.

Sustainability Commitment:

- SKIMS promoted sustainability by adding recycled materials into their products and using eco-friendly packaging. This appealed to environmentally aware consumers and corresponded to more significant sustainability concerns.

2.2.9 Challenges

SKIMS faced several challenges on its journey:

- **Supply Chain Struggles:** High demand periodically caused supply chain challenges, resulting in product shortages and consumer annoyance.
- **Market Competition:** The shapewear business is competitive, with established companies and newcomers striving for market share.
- **Sustaining Authenticity:** Maintaining the brand's authenticity and inclusion while developing and expanding into new areas was a constant struggle.
- **Influencers and brands:** Kim Kardashian West, as the brand's creator and public face, has substantially affected its growth and exposure. Here are a few examples of how her influence has helped SKIMS:

- **Brand Awareness:** Kim Kardashian West's global star position provided SKIMS quick notoriety when it debuted. Her participation and promotion of the brand drew media attention and generated buzz.
- **Authenticity:** Kim's experiences with shapewear and body image were well-received by customers. Her open conversations about body acceptance and women's difficulties finding the correct shapewear gave the company legitimacy.
- **Influencer Status:** Kim Kardashian West is an influential figure in her own right. Her social media following, and influence enabled her to directly advertise SKIMS to millions of people, thus increasing the brand's visibility.
- **Market Credibility:** Kim Kardashian West's track record as a successful businesswoman and her experience in the fashion and beauty industries added legitimacy to SKIMS. Consumers were more willing to believe and try items linked with her.
- **Access to Networks:** Kim's ties in the fashion and entertainment industries are likely to have facilitated collaborations, partnerships, and endorsements, raising the brand's visibility even further.
- **Social Responsibility:** Kim Kardashian West, a renowned celebrity, utilised SKIMS to advocate social and ethical concerns. Her stance on body acceptance and diversity was linked to the brand's inclusive sizing and varied marketing campaigns.
- **Media prominence:** Because of the Kardashian-Jenner family's regular media appearances, SKIMS got prominence in mainstream and pop culture venues.
- **Media Coverage:** SKIMS got publicity in mainstream media and pop culture sites due to the Kardashian-Jenner family's regular media appearances.
- **Continued Promotion:** Kim Kardashian West extensively promoted SKIMS on her social media channels and appearances, guaranteeing a continual presence and connection with customers.

2.2.10 Synthesis

SKIMS is a fashion industry beacon of innovation and inclusion. It has grown from a celebrity-backed company to a worldwide brand with profound cultural importance. SKIMS has established new standards by rethinking shapewear and celebrating diversity, reminding the fashion industry that beauty comes in all shapes, sizes, and hues. Its ongoing popularity demonstrates the importance of authenticity and diversity in current design (Starr, 2023).

While Kim Kardashian West was essential in SKIMS' early success and notoriety, the brand's sustained success depends on various variables, including product quality, marketing techniques, consumer interaction, and flexibility to shifting industry trends. Nonetheless, her notoriety and business status indeed had a significant part in propelling SKIMS to prominence in the fashion world (Robert, 2019).

2.3 Case Study: The Influence of Social Media Personalities in Shaping the Fashion Landscape

2.3.1 Objective

To evaluate the influencers' impact on consumer behaviour, brand exposure, and market trends in the fashion sector.

2.3.2 Background

Influencers have become critical marketing tools for firms, particularly in the fashion sector, as social media platforms have grown in popularity. Because of their broad reach and relatability, they may significantly impact customer preferences, purchase choices, and brand visibility (Sudha, 2017).

2.3.3 Methodology

Qualitative research was undertaken to investigate influencer-brand collaborations, social media interactions, influencer-led fashion campaigns, and consumer responses on different social media platforms (Almalki, 2016). The research looked at influencers with many followers, from micro-influencers to mega-influencers, across platforms such as Instagram, YouTube, TikTok, and X.

Impact on Consumer Behaviour

- a) **Consumer Trust and Relatability:** Influencers develop trust and relatability with their followers through personal storytelling and lifestyle demonstrations. Their fashion choices and endorsements can have a significant impact on the shopping decisions of their followers.
- b) **Purchasing Decisions:** When it comes to fashion items, many buyers rely on influencer recommendations, placing a great value on their opinions owing to perceived authenticity and knowledge.

Brand Visibility and Market Trends

- a) **Brand Awareness and Perception:** Influencers play an essential role in increasing brand awareness, favourable brand connections, and consumer interest, which leads to more excellent brand memory and loyalty.
- b) **Trendsetting:** Influencers may set or strengthen fashion trends, significantly impacting industry needs and consumer tastes, thanks to their extensive reach.

Business Model and Monetisation

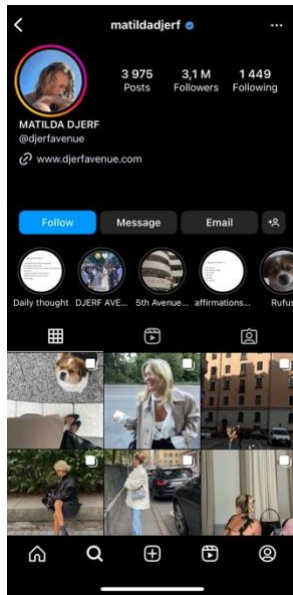
- a) **Collaborations and Sponsorships:** Brands work with influencers to provide sponsored content, product placements, and endorsements, all of which contribute to the influencers' revenue streams.
- b) **Product Launches:** Many influencers use their following to develop their fashion lines, putting established labels in direct competition.

2.3.4 Case Example:

Influencer: Matilda Djerf

Niche: Lifestyle and Fashion.

Follower Count: 3.1M on Instagram.



Brand Collaborations: Matilda has collaborated with several fashion businesses, helping to increase brand engagement and awareness through her robust stature and distinct style approach.

Own Brand – Djerf Avenue: Matilda Djerf used her celebrity to create her fashion brand, "Djerf Avenue." This enterprise allows her to express her unique style and fashion philosophy while delivering things that appeal to her followers. It demonstrates her influence in the fashion industry since she promotes businesses and contributes directly to the market with her designs (Djerf Avenue, 2019).

Impact: Matilda's popularity goes beyond sponsorships, as she considerably impacts fashion trends and brand choices among her fans. She raises brand status and gives a unique offering to her audience by fusing her style with her brand.

Figure 11 - Matilda Djerf's Instagram (Author's Own, 2023)

Synthesis

Matilda Djerf demonstrates the fashion industry's influence on social media celebrities. Her partnerships and Djerf Avenue's success demonstrate the power of harnessing personal brand equity to develop and enhance fashion trends and goods. Her impact exemplifies how important influencers have become in moulding customer choices and behaviours in today's fashion sector (Glamour & Guide, 2022).

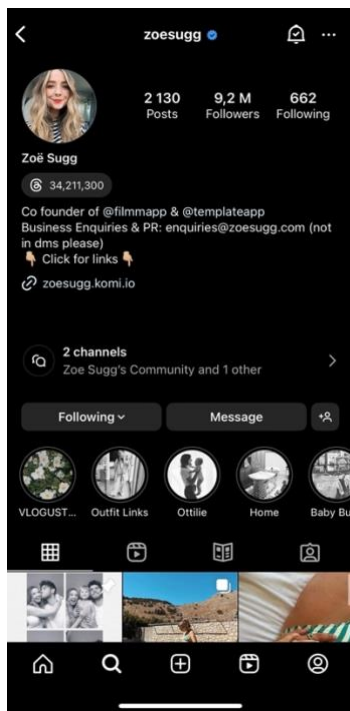
Recommendations

- Collaborations with influencers who have created their brands, such as Matilda Djerf, can offer reciprocal benefits and increased market visibility for developing and existing firms.
- Influencers' genuineness and personal connection with their audience may be used to build goods and brands more closely aligned with customer needs and expectations.

Influencer: Zoe Sugg (Zoella)

Niche: Lifestyle, Beauty, and Fashion.

Follower Count: 9.2M on Instagram and 4.94M on YouTube.



Brand Collaborations: Personal branding combined with influencer endorsements is expected to continue changing the fashion and leisure business. Influencers with a diverse presence, such as Zoe Sugg, will play a critical role in creating trends and influencing customer preferences in the developing market landscape.

Own Brand – Zoella Beauty & Zoella Lifestyle: Zoella's impact grew when she launched her own companies, Zoella Beauty and Zoella Lifestyle. These brands represent her personal style, interests, and ethics, allowing her to provide very appealing items to her target audience. The companies have grown significantly due to Zoe's trust and relationship with her fans (Zoella Beauty, 2023).

Impact: Zoe Sugg has a large following in the beauty and leisure industries. Her genuine content, brand collaborations, and profitable product lines have substantially influenced consumer tastes and purchase behaviours within her target group.

Figure 12 - Zoe Sugg's Instagram (Author's Own, 2023)

Synthesis

Zoe Sugg's transformation from content producer to brand owner exemplifies the transformational power of social media celebrities in the consumer market. The alignment of her brands and endorsements highlights the rising importance of influencers in moulding consumer preferences and driving market trends in the beauty and leisure industries (James, 2014).

Recommendations

- Collaborations with influencers like Zoe Sugg, who have a robust and trustworthy relationship with their audience and have grown their impact through personal brands, should be used by businesses.
- Influencer endorsements combined with personal branding give a mutually advantageous opportunity for both businesses and influencers to increase their market presence and consumer reach.

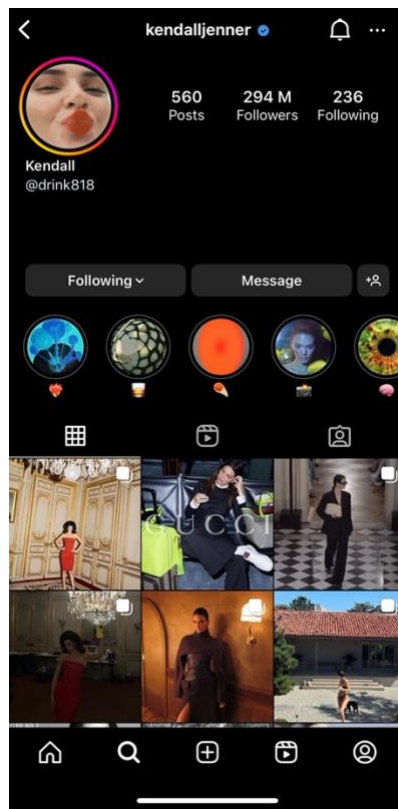
Future Outlook

The continuous growth of influencer marketing and personal branding is projected to affect the consumer market environment profoundly. Influencers with a diverse presence and impact, such as Zoe Sugg, will play a critical role in shaping consumer trends and preferences in the growing digital environment.

Influencer: Kendall Jenner

Niche: High-End Fashion and Lifestyle.

Follower Count: 294M on Instagram.



Brand Collaborations: Kendall has served as the face of some high-end fashion labels, utilising her considerable reach and influence to increase brand awareness and engagement. Her collaborations vary from premium fashion businesses to cosmetics products, all of which benefit from her global fame and fashion impact.

Own Brand – 818 Tequila: Kendall Jenner has extended her business ventures by creating her brand, 818 Tequila. Kendall's particular tastes are reflected in the brand, which delivers a product directly related to her lifestyle, allowing fans and consumers to interact with her on a deeper level. The brand has gotten much attention and has become a topic of discussion among her followers and the public (Drink 818, 2023).

Impact: Kendall's powerful prominence and global awareness have enabled her to drive fashion and lifestyle trends. Her brand endorsements and personal brand significantly impact customer choices and purchase behaviours, demonstrating her industry reach and influence.

Figure 13 - Kendall Jenner's Instagram (Author's Own, 2023)

Synthesis

Kendall Jenner's position in the fashion and leisure sectors exemplifies the influencer's revolutionary potential in today's consumer market. The collaboration between her brand endorsements and her brand, 818 Tequila, exemplifies the changing dynamics of influencer marketing and brand building in the current fashion and lifestyle business (Olusegun, 2023).

Recommendations

To maximise brand awareness and customer engagement, brands may consider collaborating with celebrities like Kendall Jenner, who have expanded their portfolio. The convergence of personal branding and influencer marketing gives businesses new routes to explore, allowing them to connect with modern customers and increase brand value.

Future Outlook

Personal branding and influencer endorsements are expected to continue changing the fashion and leisure business. Influencers with a diverse presence, such as Kendall Jenner, will play a critical role in creating trends and influencing customer preferences in the developing market landscape.

2.3.5 Challenges and Opportunities

- a) **Market Saturation:** The surge of fashion industry influencers might lead to market saturation, reducing the efficacy of influencer marketing over time.
- b) **Ethical Considerations:** Transparency and authenticity in influencer marketing are critical for maintaining customer confidence and adhering to advertising regulations.
- c) **Brand-Influencer Alignment:** The alignment of brand values and influencer ethos is critical to the success of influencer marketing.

Synthesis

Influencers tremendously influence the fashion business by influencing customer behaviour, defining trends, and increasing brand visibility. On the other hand, the changing landscape needs ongoing innovation, ethical transparency, and genuine linkages between businesses, influencers, and customers (Sudha, & Sheena, 2017).

2.3.6 Recommendations

- To achieve honest and productive relationships, brands should explore collaborations with influencers whose beliefs fit theirs.
- Continuous monitoring and analysis of influencer marketing programmes are required to estimate impact and ROI appropriately.
- To maintain openness and authenticity in influencer marketing, the industry should seek to develop strict ethical norms.

2.3.7 Synthesis

The anticipated evolution of the symbiotic relationship between influencers and the fashion industry is driven by the emergence of novel social media platforms and technological advancements. To sustain influence and foster trust within the ever-changing digital environment, it becomes imperative for influencers and the fashion industry to employ adaptable strategies and uphold ethical norms (Flytant, 2016).

Fashion holds significant value for a multitude of consumers. The term "adoption of a new style by a group of consumers" refers to the social diffusion process. According to Sudha et al. (2017), Fashion significantly impacts several facets of human existence, encompassing both economic and social dimensions. Bloggers frequently include hyperlinks to the precise products under discussion and offer users advice on reputable and secure shopping destinations. Moreover, it serves as a means for individuals to articulate their unique perspectives and cultivate a distinct sense of self. In contemporary society, social influencers exert a more pronounced influence on consumers compared to previous periods.

Chapter 3: Methodology

In this chapter, the methodological procedure of this study will include collecting primary and secondary data. Given the study's explanatory nature, a qualitative methodological approach was deemed most appropriate to gain in-depth insights into the digital world and its implications in the Fashion Industry.

3.1 Research Design

The present research adopts a qualitative design oriented towards an explanatory approach. Given the research objectives, a case study strategy has been selected. The data gathered from social media analysis will be collected using techniques and analysed using descriptive analytics and correlation analysis. This research design ensures thorough exploration and understanding of the research problem while maintaining a robust framework that safeguards the validity and reliability of the research findings (Bowen et al., 2017).

In the research context, the design is critical in leading the study towards its intended aims while avoiding unknown territory that might potentially diminish the value and usefulness of the findings. It helps to ensure that the research issue is handled methodically and logically, considering any variables that may influence the findings (Mason, 2002). The design of research serves several functions, including:

- **Guiding the Research:** It guides the study's processes and protocols, ensuring the research stays on track.
- **Ensuring Validity:** Through its systematic framework, the study design strives to deliver accurate and trustworthy results while minimising mistakes and biases.

3.1.1 Research Methods and Strategy

The study was conducted using a qualitative technique, the sole approach required for this research to get adequate results. The qualitative provides empirical information about the firm, what it does, and how it does it (Almalki, 2016).

Qualitative data analysis describes, classifies, and interconnects phenomena with the researcher's concepts. First, the phenomena under study must be described precisely (Vignali & Hallier, 2015). The researcher must be able to analyse and explain the data, which necessitates the development of a conceptual framework and classifying data. Following that, ideas may be formed and linked to one another.

When analysing qualitative data, the researcher deals with meanings, not plain numbers. Qualitative research can be conducted using different sources like observation, unstructured interviews, group interviews, collection of documentary materials, case studies, and content analysis. For this research, it was used two types of qualitative methods such as:

- **Case Study:** In-depth study of a brand and influencer in its real-life context.
- **Content Analysis:** Analysing textual information to understand the prevailing communication and symbolic content.

There are some advantages to choosing qualitative research, which made sense to this research in its early stages of deciding where to begin (Mason, 2002). Some of them are:

- **Depth of Understanding:** Provides rich, deep insights into how people perceive their world.
- **Exploration of Context:** Enables understanding of the physical, social, and cultural contexts in which people live.
- **Flexibility:** Can adapt and refine research designs to deal with emerging findings.

Like in every research, there are always some limitations, and this one has some that include:

- **Subjectivity:** Research findings may be influenced by researchers' perspectives and interpretations.
- **Generalizability:** Findings might not be generalisable due to the specificity and focus on depth over breadth.

Qualitative approaches are typically described as introductory, based on assumptions such as reality being constructed by society, variables fluctuating and thus difficult to measure, variables being complicated and mixed, subject matter being supreme, and an insider's opinion shaping the data gathered. This specialised study approach, which evaluates distinctiveness, culture, and social justice, provides a large volume of material that, while unpredictable, is current (Amalki, 2016).

This study also has an explanatory technique where the researcher tries to explain the relationship between social media and consumer behaviour in the Fashion Industry (Bowen et al., 2017), which will be explained at the end chapter, which is about the findings and discussion of the researchers' problem.

To complete this research, the researcher used a strategy via Case Studies, where an in-depth study was made about brands and influencers in the Social Media Platforms. Definitions of "case study" abound. Some are useful, others not (Denzin & Lincoln, 2011). Merriam-Webster's dictionary (2009) defines a case study straightforwardly as follows, this involves a comprehensive examination of a singular entity, such as an individual or community, with a particular emphasis on the influence of environmental influences on their growth.

These case studies revealed how a brand/influencer could get to a point where it can change consumer behaviour about anything they say or do.

3.1.2 Data Collection

Throughout this research, three types of data collection strategies helped the researcher shape the study. The data collection strategies were relevant in a research context of the influence of social media on consumer behaviour, particularly in the fashion industry:

3.1.2.1 Social Media Analytics: Navigating Consumer Engagement

Data gathering through social media analytics focuses on examining customer interactions with fashion businesses to understand how digital platforms affect marketing tactics

and engagement paradigms. Google Analytics, Instagram Insights, and other platform-specific analytics tools provide critical information, including user demographics, engagement rates, and conversion statistics that reveal consumer behaviours and brand reactions (Smith et al., 2012). By meticulously analysing likes, shares, and comment data, brands can determine which items or campaigns attract customer attention. This allows them to fine-tune their tactics for greater alignment with consumer preferences and digital marketing trends.

3.1.2.2 Content Analysis: Deciphering Brand Narratives and Consumer Response

Information analysis entails a detailed assessment of textual and visual information distributed by fashion firms on social media. This includes anything from promotional articles to story arcs to user-generated material and comments (Capolupo et al., 2019). Researchers can interpret businesses' implicit and explicit narratives to engage their digital consumers by studying the themes, visual aesthetics, and textual messaging. Furthermore, examining user comments and interaction patterns gives insights into consumer views, allowing for a better understanding of how digital narratives affect purchase behaviours, brand perceptions, and customer loyalty.

3.1.2.3 Influencer Analysis: Influencing the Influencers' Impact

Influencer marketing has emerged as a critical component of fashion brand promotion, combining commercial messaging with accessible and aspirational personal stories. Researchers may investigate how influencers organise their material, engage with followers, and promote fashion businesses using influencer analysis (De Veirman et al., 2017). To understand how influencer marketing methods shape customer views and purchase proclivities, data on engagement metrics (likes, comments, shares), follower demographics, and the qualitative features of influencer-brand cooperation may be examined (Sudha, & Sheena, 2017).

3.1.2.4 Synthesis

A kaleidoscopic image of how social media has infiltrated the fashion marketing environment is formed by combining data from social media analytics, content, and influencer analysis. The quantitative parts of social media analytics are emphasised, exposing the 'what' and 'how much' of customer participation. Content and influencer analysis, on the other hand, go into the 'why' and 'how,' giving a qualitative study into brand strategy and the resulting customer interactions and perceptions (Audrezet et al., 2020).

The research can offer a sophisticated knowledge of social media's function in developing and potentially revolutionising fashion businesses' marketing strategies in the digital age through this triangulation of techniques. As a result, the acquired data serves as a linchpin, linking the experiential and tactical components of digital marketing and paving the way for unravelling the layers of consumer-brand interactions and engagement in the increasingly digitalised and socially connected global market (Segal, 2023).

3.1.3 Data Analysis

When focusing on data analysis within the context of the influence of social media on fashion marketing strategies, especially considering aspects like consumer engagement and brand-consumer relationships, a blend of analysis "inside" the topic of qualitative analysis method.

3.1.3.1 Content Analysis in Social Media's Impact on Fashion Brands

In examining social media's influence on fashion businesses, content analysis refers to the methodical process of categorizing and analysing the visual and textual information disseminated by brands and consumers across many social media platforms. This methodology enables researchers to quantitatively analyse patterns and themes in the communication and representations of fashion brands on social media and examine their potential impact on consumer behaviour and brand image.

1. **Brand Image and Identity:** Examining fashion brands' social media content enables academics to discern the intended brand image that these brands seek to convey. Is the organization actively promoting an image that emphasizes luxury, affordability, sustainability, or diversity? According to Tuten et al. (2017), examining the frequency of themes, the characteristics of imagery and language employed, and the contextual placement of items can provide valuable insights into a brand's identity and strategic positioning.
2. **Consumer Engagement:** Examining customer engagement through content analysis provides insights into how individuals interact with fashion businesses. Are individuals engaging with posts by expressing their preferences, sharing content, or providing comments? What types of content elicit the highest levels of user engagement? Gaining a comprehensive understanding of these elements can enable brands to customize their content strategy to facilitate engagement and cultivate a more profound bond with their target audience (Muntinga et al., 2011).
3. **Sentiment Analysis:** Examines emotional expressions conveyed through social media postings and comments. What is the general sentiment of customers' responses to brand content: favourable, unfavourable, or neutral? According to He et al. (2013), this approach enables brands to assess public attitudes towards their products, marketing activities, or overall brand image and make necessary adjustments.
4. **Trend Analysis:** Researchers can discern prevailing patterns and tendencies within the fashion sector by systematically examining shared information over time. Which goods or styles are being referenced with greater frequency? Do shifts in consumer preferences towards more sustainable methods or inclusive sizing exist? According to Varnika Jain and Catherine Wah (2022), individuals' photographs on social media platforms serve as a valuable and publicly accessible repository of historical data, offering insights into global fashion trends throughout various periods. The examination of fashion styles and

trends involves the analysis of visual compatibility and the assessment of their potential for future trends.

5. **Influencer Partnerships:** Examining material can provide insights into the efficacy of influencer partnerships. What is the extent of the dissemination and level of interaction exhibited by posts disseminated by influencers on behalf of brands? What are the distinctions between influencer-generated and brand-generated content, and how do these disparities affect consumer engagement? De Veirman, Cauberghe, and Hudders (2017) conducted a study on the topic.
6. **Competitive Analysis:** This study aims to conduct a comprehensive competitive analysis to evaluate the strengths and weaknesses of various competitors within the industry. Content analysis can yield significant insights regarding the relative standing and strategic approach of a brand's social media presence concerning its competitors. What are the content strategies being utilized by competitors? What is the comparative analysis of consumer engagement and sentiment among brands operating within the same market segment?

Content analysis offers fashion firms valuable insights into their social media presence and influence, facilitating more strategic decision-making in marketing and communication endeavours when employed proficiently.

3.1.3.2 Discourse Analysis Exploring Brand-Consumer Interactions

Discourse analysis delves deeper into the underlying meanings, ideologies, and power systems weaved into communication activities. Discourse analysis may reveal the intricacies of brand communication, customer conversations, and the resulting synthesis in developing brand identity and consumer perceptions in the context of fashion brand interactions on social media.

When deconstructing interactions between fashion businesses and customers, special consideration may be given to how firms build their communicative techniques to reinforce a specific image or philosophy. Discourse analysis might reveal how companies straddle the narrow line between promotional communication and authentic involvement, creating a virtual persona that resonates and possibly impacts customer behaviour and brand perception (Muntinga et al., 2011).

Furthermore, the discourse included within consumer-generated content and brand reactions may be valuable information for understanding how brand-consumer interactions are negotiated, developed, and maintained within the social media realm. Understanding the dynamics of digital brand-consumer relationships may hinge on how customers use language to convey happiness, discontent, ambitions, and critiques and how companies respond (or do not respond) to these expressions.

3.1.3.3 Synthesis

Both analytic pathways aim to decipher how the tactics and interactions underlying the content and conversation translate to consumer engagement, brand loyalty, and potentially purchase behaviour in the hyper-connected digital age. Insights into the revolutionary influence of social media on fashion marketing tactics and the complicated web of digital brand-consumer connections may be methodically deconstructed and understood via a thorough assessment of content and dialogue.

Chapter 4: Findings and Discussion

4.1 Research Question and its Findings

Through this research exists one question in mind to answer in the end. After an in-depth literature review, it was confirmed that there are still some questions to ask in this field. Moreover, this research made it possible to answer in the most analytical way possible. The statement question made in the Literature Review of this thesis is:

- **"To what extent has social media transformed the marketing strategies of fashion brands?"**
- **"What are the implications for consumer engagement and brand-consumer relationships in the digital age?"**

Social media has dramatically impacted fashion firms' marketing tactics, establishing new norms for consumer involvement and changing brand-customer relationships in the digital age. Fashion and social media have a varied influence on brand visibility, customer interaction, and purchase dynamics.

- **Evolution of Marketing Strategies**

Before the social media revolution, fashion brands primarily reached customers through print media, fashion shows, and television commercials. Brands have discovered more direct and engaging ways to engage customers by introducing social media platforms such as Instagram, Facebook, Twitter, and Pinterest. These platforms enable companies to exhibit their goods, values, and aesthetics more engagingly and dynamically, employing visual and interactive information to attract consumers (Hanlon, 2019).

- **Pre-Social Media Era**

Before the widespread use of social media, fashion promotion relied heavily on conventional means such as print ads, billboards, and television commercials. High-end fashion labels frequently held expensive fashion shows to unveil their collections to an audience of celebrities, industry insiders, and journalists. Brands had to compete for coveted advertising places in fashion publications and on television channels, and marketing was effectively a one-way conversation between brands and customers. The measures used to assess the performance of such initiatives were frequently ambiguous and indirect, consisting of sales data and brand memory questionnaires (Holt, 2016).

- **Social Media Inception**

With the introduction of social media platforms such as Facebook in 2004 and Instagram in 2010, fashion marketing methods underwent a fundamental change. According to Statista (2023), there are around 3.6 billion social media users globally as of 2021, with a predicted growth of over 4.41 billion by 2025. These platforms have given fashion firms direct access to a large and diverse client base, changing the way brands communicate, conceptualise, and develop their products (IMM Institute, 2023).

- **Interactive and Visual Communication**

Platforms that emphasise visual content, such as Instagram and Pinterest, have benefited fashion firms, allowing them to present their designs, aesthetics, and brand values dynamically and engagingly. The fashion sector has been exploiting these channels, fostering brand-consumer connections through high-quality images, new content formats, and user-generated material. For example, Instagram features such as Stories and Reels enable marketers to produce immersive and interactive content, increasing customer engagement and brand memory (Fashinnovation, 2023).

- **Direct Consumer Engagement**

Social media facilitates two-way communication, allowing firms to communicate with customers in real-time, receive feedback, handle problems, and establish relationships. According to Sprout Social's (2021) poll, 64% of customers want companies to engage with them. Consumers may use social media to communicate their ideas, preferences, and experiences, affecting brand perceptions and product development. Brands that take advantage of this engagement may foster consumer loyalty and advocacy, resulting in organic brand growth via word-of-mouth and community building.

- **Data-Driven Customisation**

Social media networks are a goldmine of customer data, providing insights into consumer habits, preferences, and trends. Fashion businesses may use this data to adapt their marketing tactics, product designs, and consumer experiences. According to Forbes, 58% of companies implementing big data and analytics have increased their top-line income. Personalization and customisation improve the relevance and impact of marketing material, resulting in higher customer conversion and retention rates (Stokes, 2018, pp. 41-60).

- **Enhanced Brand Visibility and Engagement**

Social media has democratised brand visibility, enabling even tiny firms and start-ups to reach global audiences with little cost. For example, fashion firms such as Gymshark used Instagram influencers and organic content to develop a multimillion-dollar brand while avoiding traditional advertising channels (Goshal, 2019).

- **Real-time Consumer Interaction**

Because social media is interactive, fashion businesses can communicate with customers in real-time, creating a sense of connection and community around the brand. This contact promotes brand loyalty and affinity by making customers feel heard and appreciated by the businesses they support. Zara, for example, uses their social media presence to communicate with customers, answer their questions and suggestions, and incorporate their preferences into product creation, demonstrating a consumer-centric strategy.

- **Influencer Collaborations and Endorsements**

Influencers hold enormous power in moulding customer preferences and purchase decisions in today's environment. Fashion businesses work with influencers to increase brand reputation and tap into their fan base. Chiara Ferragni, a well-known fashion blogger and influencer, has worked with several high-end fashion firms, increasing product awareness and customer interaction through her extensive social media presence (Audrezet et al., 2020).

- **Personalization and Customisation**

Social media makes it easier to obtain customer data, allowing firms to adjust their marketing campaigns to individual interests and behaviour. Personalization improves the relevancy and attraction of marketing material, resulting in higher customer engagement and conversion rates. Adidas, for example, leverages data-driven insights from social media to personalise product suggestions and promotional content, improving consumer involvement and pleasure (McKinsey & Company, 2021).

- **Social Commerce and Shoppable Posts**

Integrating e-commerce capabilities into social networking platforms has simplified shopping, lowering product discovery and acquisition friction. ASOS, for example, uses shoppable Instagram posts to promote straight sales from the platform, increasing customer convenience and shortening conversion delays (Lanier, 2023).

- **Sustainability and Ethical Fashion**

Social media openness has increased customer knowledge of sustainability and ethical aspects of fashion. Brands like Stella McCartney utilise their platforms to advocate for sustainable fashion practices, bringing customers together around shared values and ethical decisions. This congruence with customer values strengthens brand equity and promotes a feeling of community and purpose (Kong et al., 2021).

4.2 Implications for Consumer Engagement and Brand-Consumer Relationships

The emergence of social media has fundamentally transformed the mechanisms of consumer interaction and the connections between brands and consumers. According to Hudson et al. (2016), the story of brands is no longer entirely controlled by the brands themselves. Instead, consumers have a significant role in shaping brand stories using interactive platforms.

Nevertheless, there is an increasing requirement for enhanced brand transparency and responsiveness to meet the expectations of consumers who anticipate genuine and prompt engagements (De Vries & Carlson, 2014). The ramifications of this phenomenon are significant, as organizations must carefully manage the balance between promotional content and authentic involvement to uphold a positive brand image and cultivate robust customer connections.

- **Enhanced Consumer Expectations**

Social media's accessibility and interactivity have raised customer expectations for brand interaction. Consumers expect responsiveness, relevance, and personalisation from brand encounters, demanding a dynamic and customer-centric marketing strategy (Dwivedi et al., 2021).

- **Empowered Consumer Voices**

Consumers may use social media to express their ideas, preferences, and complaints, impacting brand perceptions and narratives. Consumers' voices may influence company

reputations and market positions, highlighting the need for authentic and value-driven brand communications (Lemon & Verhoef, 2016a).

- **Evolution of Brand Loyalty**

The abundance of options and the ephemeral nature of social media material have changed brand loyalty dynamics. To maintain customer interest and loyalty, brands must continually give value, innovation, and engagement, emphasising the need for strategic and persistent brand-building initiatives (Gomez, 2023).

Conclusion

This investigation highlights the revolutionary potential of digital marketing by dissecting the complex web of social media's influence on the fashion industry. The case studies on Skims, Louis Vuitton, and the influencer space further enhance this understanding. As we move through this terrain, it becomes clear that a key component for fashion firms navigating the changing market is the smooth integration of data-driven personalisation, direct consumer relationships, and visual tales.

The Skims scenario gives a moving example of the possibility of direct-to-consumer interaction on social media. Beyond the confines of conventional marketing, the brand makes strategic use of these channels to foster diversity and a sense of belonging in addition to increasing awareness. Social media's instantaneous nature and Skims' dedication to tailored interactions and dynamic marketing messages work together to redefine the parameters of client relationships.

Our case study sheds light on Louis Vuitton's journey and points the way towards a future where fashion marketing is enhanced by technology. The company's skilful integration of virtual reality (VR) and augmented reality (AR) into social media campaigns represents a paradigm change by providing customers with an engaging and dynamic online buying experience. This transformation suggests a wider trend in the sector that embraces direct-to-consumer (D2C) and omnichannel strategies, where online and offline effortlessly merge.

The influencer case study presents a complex story highlighting a change in the power relations that elevates relatability and authenticity over celebrity status. This evolution indicates that brand-consumer connections are significantly shaped by micro- and nano-influencers, who have devoted and niche followings. These relationships' authenticity marks a break from traditional marketing strategies and creates a more sincere connection with customers.

Even as we celebrate these victories, it is critical to recognise the inherent difficulties and constraints in determining how social media has affected the fashion business. These platforms' temporal and dynamic nature, worries about the quality of the data, subjectivity in content analysis, ethical issues, and the influence of non-consumer players provide significant challenges that call for constant observation.

Looking ahead, the development of fashion marketing on social media takes place against a backdrop of ongoing change. The increased integration of emerging technologies paints a vivid image of the future, the increased emphasis on sustainability and ethics, the dynamic evolution of influencer marketing, and the emergence of interactive, user-driven content.

Nevertheless, despite these promising developments, it becomes clear how difficult it is to explicitly link social media initiatives to improvements in customer involvement or brand-consumer relationships. The complex interaction of technological, ethical, regulatory, and strategic concerns highlights businesses' need to take a flexible and nuanced approach when utilising social media's disruptive potential in the fashion sector.

In summary, the adventure into the future of fashion marketing on social media is complex and requires both agility and vision. The constant interaction of consumer expectations, technical advancements, and ethical considerations has defined the industry's trajectory. As a result,

companies are encouraged to engage in ongoing research, forging a delicate balance between tradition and innovation. Fashion firms' ability to resonate with their audience in this dynamic environment is not just a marketing objective; it is evidence of the lasting convergence of creativity, connectivity, and consumer-centricity in the digital age.

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