

Fashion Marketing: The Impact of Fashion Trends by Fashion Industries

Dr. K. Selvadurgadevi¹, Dr. D. Silambarasan², Dr. R. Raja³

^{1,2}Assistant Professor, Department of Commerce, Saradha Gangadharan College, Puducherry.

Assistant Professor, Department of Commerce, Saradha Gangadharan College, Puducherry.

³Assistant Professor, Department of Management, Hindustan College of Arts and Science, Affiliated to University of Madras / NAAC Reaccredited / 2(f) Status, Padur, Kelambakkam, Chennai – 603 103

ABSTRACT

Fashion and trends play an important role in every man's life. Researching, organizing, promoting and disseminating apparel and accessories that people wish to purchase is known as fashion marketing. It happens throughout the distribution route and affects everyone in the fashion industry. Marketing is primarily in the context of product development, manufacturing, distribution, retailing and development of yarns, fabrics, leather, furs, garments and accessories. The study attempts to present a descriptive account of the improvement in everyone's lifestyle and standard of living brought about by the fashion technologies employed by the fashion businesses. The Revolution of the human lifestyle plays an important role in the study. Study of fashion, trends will improve skills in marketing management. Therefore, this study also provides knowledge about the strategies and techniques used by the fashion industry and how it revolves around the human lifestyle in the current generation. In this current era, digital marketing is an important part of every industry, especially the fashion industry. So, this study addresses the involvement of digital marketing in the fashion industry.

KEYWORDS: Fashion Marketing, Techniques & Strategies, Growth & development, Digital marketing, Lifestyle Transformation.

INTRODUCTION

Fashion

Fashion is a very general term and applies to any preferred way of dressing, behaving, writing, or acting at any time and place. Fashion appears in clothing, shoes, accessories, and makeup, lifestyle and body proportions.

Trend

A fashion trend is a certain style or expression that spreads throughout a population at a specific time and location. Cinema, celebrities, climate, innovation, the economy, society, and technology all have an impact on fashion trends. Fashion can help anticipate if a trend will move upward or downward.

Fashion Marketing

Fashion marketing is a division of marketing that deals with reaching a specific target audience with advertisements for apparel and accessories. Publicity on television is a part of this style of marketing, as are adverts in publications like newspapers and magazines and on social media sites. The marketing activities helps to identify target customer base and understand and anticipate their specific fashion

needs, forecasting, monitoring and developing trends in styles, colors, sizes, fabrics and package designs.

LITERATURE REVIEW

Ahmad et al. (2015) this study attempts to examine the impact of social media on fashion business. With a sample size of 130 respondents, an empirical study of Karachi was conducted using convenience sampling method. The researchers used two statistical methods: correlation and regression analysis. The researchers found significant correlation variables at 45.4% and 1% levels. Furthermore, the regression results reveal that social media is a strong predictor of the fashion industry.

Udayangani (2018) the purpose of this research is to determine the impact of digital marketing on customer behaviour, specifically in the retail fashion industry. The study relied on secondary data sources. According to the survey, customer relationship market is a strategic response to the changes caused by digital marketing in the retail fashion business.

Trivedi (2020) the study used primary data gathered using a structured, undisguised questionnaire procedure. The main goal is to determine the impact of social media marketing on consumer awareness and acquire intentions for online fashion stores. Finally, the researcher gathered 122 respondents to complete the sample size for this study. The study revealed that social media has an impact on the online fashion sector, as well as variables impacting the industry and reasons why individuals are increasingly interested in shopping online.

Kondort Collins et al. (2023) explore the role of fashion influencers in shaping consumer purchasing decisions and trends. Current research focuses on consumer perceptions of fashion influencers by age category. The final sample of the study was 109 participants who participated in the survey with the following demographic characteristics: Out of 109 respondents, 87 were female and 22 were male. The study concluded that young consumers are more likely to have their fashion style shaped by influencers, while those in the 25–40 age groups are less influenced by influencers.

SCOPE OF STUDY

Everybody knows about fashion, but nobody knows about the marketing behind fashion. The main theme and objective of the study are to spread knowledge about marketing techniques and strategies involved in fashion used by fashion industries and related organizations.

OBJECTIVES:

Every article had objective goals to achieve. The main purpose of the article is to accomplish the objectives.

- To elaborate on the strategy and techniques involved in fashion marketing.
- To understand the growth of fashion marketing.
- To examine digital marketing in fashion marketing.
- To overlook transformation in lifestyle due to fashion marketing.

RESEARCH METHODOLOGY

The study focuses on delivering the terms of Fashion Marketing strategies and its influences in the lifestyle through **descriptive study**.

STRATEGIES AND TECHNIQUES INVOLVED IN FASHION MARKETING:

1. Define your Target Audience

We must know about the customers before using any marketing techniques. Defining a specified group of customers may help to market their product directly to their targeted consumers.

Targets:

- Age range
- Income
- Job type
- Location
- Gender
- Interest

2. Offers and Attractions

Offers are the easier way to wider the business to reach more people or audiences. Giving some offers may attract the audience to prove the business gets better.

For example:

- Buy one get one!
- X brand in 50% offer
- 60% offer over buying of Rs.8000

3. Collaboration

Collaboration is the way to increase the affluence of a business. It rises both business promotions in a wider range, it creates a big platform for profit making. It is a significant way for Brand collaboration.

For example:

- VERSACE and H&M are the brand collaborators.
- H&M is the online purchase store that promotes more VERSACE Apparel products on the behalf of collaborators. Through this collaboration, Both Brands can reach more audiences through their reputation.

4. Take Advantage of Popular Hashtags

Hashtags are the tool of coverage business. By using popular hashtags, we can reach people easily. For example, BASICS clothing brands usually maintain such hashtag like #basics to promote their self-apparel, in this case, if we post our advertisement using their hashtags, we can reach the audience simply. This is one of the ways to promote the brand by using popular hashtags to reach more audiences.

5. Paid social media

Social Media platforms help us to get more audience to reach our ideas and brands. It can use several works to use social media coverage. The same person or brand influencer is also on the same social media page. It is the way to get small-size business developers to get more audience in social media by making payments to the influencer. Promotion of the brands is on social media pages like Instagram, Facebook, YouTube and Twitter. It is one of the current methods to reach more audiences for the business.

GROWTH AND DEVELOPMENT OF FASHION MARKETING

The growth of fashion industry is spectacular in the world's fastest growing fashion trends and development. Brands take up their position in pitching fashion and grasping its market.



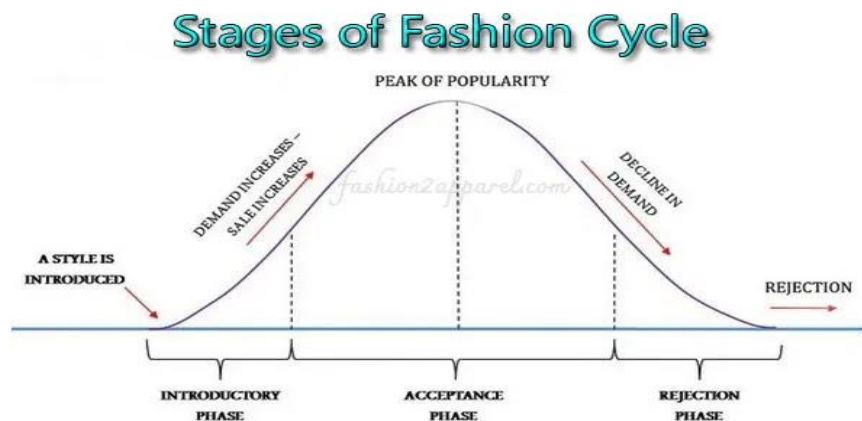
SOURCE: Secondary Data

Fabric manufacturing techniques, sewing machine technology and fibre extraction and processing all influence how the fashion business develops. The advances in the technological development of fibers and nylon as well as new dyeing and the process of cuffing and the most effective development called creative flexibility by the fashion designers.

The current sales figure of the fashion industry (2022) for caste has a value of \$473.42 billion. This represents the growth rate of the fashion industry increases at 8.3% from 2021 figures. In 2022, the apparel (clothing) market in India will be worth \$59.3 billion. the sixth-largest city in the world. According to study data from MC Kinsey's Fashion scope, India has a market worth comparable to that of the United Kingdom (65 billion) and Germany (63.1 billion).

Fashion Cycle

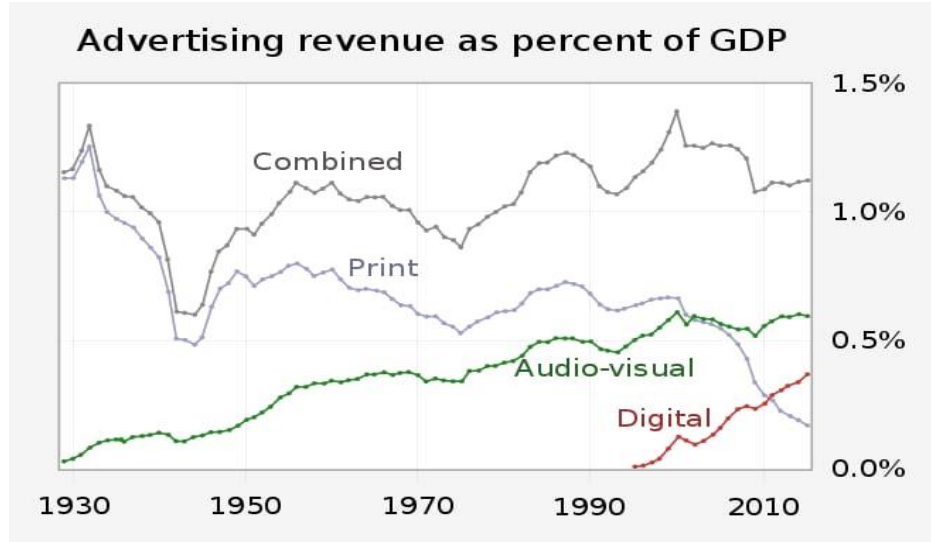
The luxury fashion boils the fashion cycle and brings in changes in new trends and fashion. The fashion trends emerge its peak and fades down in course of time when new trends rise. Fashion cycle starts with new colors, new fabrics, new designs, new textures , new demand and gradually drops its acceptance & descends out of trend and style.



SOURCE: Secondary Data

DIGITAL MARKETING IN FASHION MARKETING

Digital marketing is a type of marketing that advertises goods and services using the Internet and other online-based digital technologies, including desktop and mobile devices.



SOURCE: Secondary Data

The GDP growth for the global level marketing for the fashion industries stabled up to 1% differences for several years of marketing. After the introduction of digital marketing techniques, the growth of the fashion industry increases gradually in a short period.

Mobile E-Commerce

Mobile e-commerce, often known as m-commerce, is the word used to represent online purchases made through wireless electronic devices such laptops, mobile phones, or handheld computers. These wireless gadgets connect to computer networks used for online purchasing. An e-commerce transaction can be any kind of money transfer. One of the various divisions of electronic commerce is mobile e-commerce. More than half of all e-commerce sales by 2021 will come from mobile devices. Researching products on mobile devices now influences one-third of purchasing decisions. A mobile app is already available from more than half of merchants.

Omni-Channel Marketing

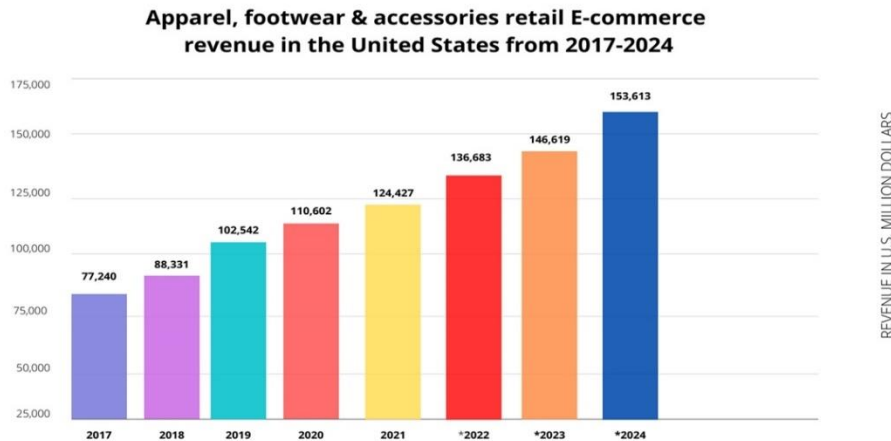
In the fashion sector, omni-channel retailing refers to managing certain channels or consumer touch points that are effective for a business and valued by its clients. A company's presence across many channels is referred to as omnichannel marketing. Along with traditional channels like physical stores or business events, these channels also include websites, apps, social media and e-mail.

Social Media Marketing

Social media marketing is the practise of advertising a good or service on online forums or social media websites. Social media marketing is becoming more common for both consultants and investigators, even though e-marketing and digital marketing are still dominant in colleges. The majority of social media networks have data analytics tools that enable organisations to monitor the progress, effectiveness and assignation of ad activities.

FASHION LIFESTYLE TRANSFORMATION

The fashion lifestyle changed periodically. There are so many differences between the old dressing and the new dressing style. Let's see how it's changed over the period. Let's see the difference between the old dressing style and the new fashionable dressing style even if it has been the same outfit according to the occasions and the segmentation in gender and age groups etc.



SOURCE: Secondary data

Formal outfits

Let's see how fashion trends and lifestyles change from time to time in formal wear. Formal wear like the coat suit or blazer of the 1980s and 2000s has been replaced by fashionable trends that look different. It refers to how fashion influences our lifestyle through formal wear.

Informal outfit

Now let's see how trends in casual wear change from year to year. For example, let's look at how fashion changed denim clothing. The same dress looks different in different periods. The change in clothing styles visible through these images is the development of the fashion industry.

Traditional outfits

Decor serves as a reminder that even tradition has evolved over time. The saree is the first choice for traditional wear, here we see that the design of the saree has changed over time due to marketing based on fashion industries and fashion trends.

Modern outfits

Modern clothing is common to both men and women, but our minds recall that modern clothing reminds us of women's clothing. Therefore, we take the modern dress of women that differs from old fashion and new fashion, even if it is the same dress (jeans and t-shirt).

Kids outfit

Fashion also changes children's clothing styles. Old fashion is different from current trends. Fashion technology is improving the lifestyle of children in the current era. This lifestyle of children represents the contrast between old fashion and current trends.

FINDINGS OF STUDY

The main theme of the article represents the transformation of human lifestyle influenced by the fashion industries through marketing techniques and strategies. So, we are responsible to present our observations and findings about the evaluation of human lifestyle influenced by fashion marketing. This article also reports the basic knowledge about fashion marketing among the society in further rent

period, this indicates how fashion marketing plays an important role in day-to-day life. These studies elaborate on the marketing strategy used by the fashion industries which is the most important factor that elevates sales in the fashion industries.

Most of the fashion industries used to follow some techniques to increase their sales of goods and services. Marketing techniques and strategies are utilised by the fashion industry to draw in customers, which promotes growth and development. Nowadays street stalls have been converted into shopping malls with various shops and outlets. Other F ratings of this type indicate the growth of the fashion industry through marketing strategies and techniques that consumers wear. Like this, there are so many things transformed as technology through fashion marketing.

FUTURE FASHION

Fashion is not only the trends in the past and present days it also indicates future trends. Everything had a current value and a future forecast of market value; the fashion industry also had a market value and a future forecast of their market value. It may be developed in artificial fabrics, techniques, etc. Future fashion is based on the thing, from design to export of the goods and services. How technology reshapes the industry. The evaluation of the fashion industry and dressing room to temperature changing smart fabrics to virtual goods in the metaverse.

CONCLUSION

Fashion interrelates with many economic, psychological and sociological factors, which strengthens the reputation and necessity for fashion companies to recognize their customers. As per the study, everyone must have to know about the marketing aspects involved in the fashion industry to keep our knowledge of current trends. Fashion trends and fashion marketing helps to develop the standard of living in society. Transformation takes place in everything; this study has explained the transformation of fashion technologies through marketing.

REFERENCE

1. Ahmad, N., A. Salman and R. Ashiq. 2015. The Impact of Social Media on Fashion Industry: Empirical Investigation from Karachiites. *Journal of Resources Development and Management* 7(4): 75-8.
2. Udayangani, R. 2018. Role of Digital Marketing in Retail Fashion Industry: A Synthesis of the Theory and the Practice. *Journal of Accounting and Marketing* 7(2): 2-7.
3. Trivedi, P. 2020. The Impact of Social Media Marketing on Online Fashion Industry. *International Research Journal of Management Sociology & Humanities* 11(6): 285-302.
4. Kondort, G., C. Pelau, M. Gati and L. Ciofu. 2023. The Role of Fashion Influencers in Shaping Consumers Buying Decisions and Trends. *17th International Conference on Business Excellence* 63(4): 1009-18.

WEBSITES

1. <https://www.marketing91.com/what-is-fashion-marketing/>
2. <https://adespresso.com/blog/fashion-marketing-strategies/>
3. <https://www.digitalvidya.com/blog/digital-marketing-for-fashion-industry-a-complete-guide/>
4. <https://fashion2apparel.com/what-is-fashion-cycle-stages-of-fashion-cycle/>