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SOCIAL MEDIA'S IMPACT ON GROWTH OF FASHION BRANDS

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ABSTRACT

Social media now plays a larger role in the fashion industry than ever before. As more individuals use social media in the next years, it will be increasingly more important for businesses to leverage the power of numerous popular platforms in order to remain competitive and financially successful. The majority of fashion houses' marketing tactics rely heavily on social media outlets. Smart businesses recognise the importance of social media in the lives of their customers. In 2022, 3.91 billion people will be utilising social media platforms. An average social media user has 7.6 million active accounts on Lumpsom. Furthermore, the average social media user spends 142 minutes a day on various sites, which is a significant amount of time for businesses to introduce themselves. The influence of social media on fashion and the fashion industry is undeniable. Businesses have begun to recognise the numerous benefits of giving their brand a voice and engaging with customers on popular social media platforms since the emergence of social media.

INTRODUCTION

Over the last 10 years, social media has evolved into a powerful marketing tool, not only giving marketing a new dimension, but also providing marketers with countless opportunities to enhance brand awareness among customers. It is now recognised as the most transparent, participatory, and engaging public relations method.

One industry that is regarded to be ideally and organically suited for social networking is fashion. In the context of the fashion industry, social media refers to the social networking websites and other online platforms that enable the fashion industry to communicate with their clientele utilising the most modern social networking technologies.

Fashion forecasters utilise social media to get information about fashion trends and customer behaviour. Adoption of social media by the fashion industry has elevated it to the status of a well-known medium of advertising in society.

The rise of social networking sites such as Facebook and Twitter has provided the Factionists with new sources of inspiration. Through Facebook, Twitter, and other social networking platforms, we obtain a variety of perspectives on a wide range of topics, from fashion blogs to live streaming of catwalk events, from major fashion weeks to social purchasing. It has evolved into the most important runway in the fashion world.

The fashion industry is clearly affected by social media. Fashion designers' presence on social networking platforms is critical in the twenty-first century. Designers and businesses with a significant fan following realise the true importance of social media. Furthermore, fashion bloggers are becoming increasingly important in the industry.

They are engaged in the field and are considered as thought leaders. Fashion bloggers serve as a link between manufacturers and their target audience, providing feedback on their products. Blogs provide the designer with the opportunity to obtain feedback on their collections.

Because blogging allows customers to interact with the brands they adore and love, a new inspiration has formed. Initially, print media dominated and was highly powerful, but power has now shifted to customers and what they think to be trustworthy. It is also considered powerful if people believe the bloggers are trustworthy (Louw-2011).

Blogging, the current leading trend in the fashion industry, is surely determining, changing, and revolutionising the media sector and its operation. The fashion business is becoming

increasingly accessible to the general public as a result of the rapid growth of social media in recent years.

Literature Reviews

Social media platforms have the advantage of allowing businesses to take part in discussions about their own brands. Because it is working with its customers when a business creates a company page on a social networking site like Facebook, it has a substantial brand advantage. Social media allows designers the chance to showcase their original designs and looks in a manner that reflects their vision and dependability. (Stephenson, 2009)

Social media is one of the most popular modern platforms for establishing connections between businesses and consumers. This connection encourages verbal interaction and increases the want to buy. Social media may also have a significant impact on how knowledgeable and responsible customers view a brand. Clothing Magazine.

In the same way that "businesses are creating their own journals," publishers are utilising their online platforms to share their thoughts on retail (Noricks, 2010). Nowadays, social media platforms are seen as a replacement for print media and work as an interactive medium for even covering fashion news. The "new professionals" in this field are people who use social networking sites (Noricks, 2010).

Retailers and social networking sites are leveraging social media platforms as a starting point for researching potential fashion designers. In order to assist (independent) designers in selling their (designs) and to improve connection with clients and consumers, a former fashion editor named Daria Shualy "created the website Sense of Fashion. (2010) Bourne Agresta (2010) asserts that social media marketing also entails comprehending online consumer behavior. Nowadays, social media advertising, which has grown to be a significant marketing campaign channel, has taken the position of print, radio, and television advertising. Nowadays, peer reviews and opinions are more valued on social networking websites where people converse. Consumers are increasingly expected to read blog evaluations and ratings and follow the preferences of their friends on social media sites like Face book and Twitter.

Social Media Advantages In The Fashion Industry

Social media has revolutionized the fashion industry in numerous ways, offering several advantages that have transformed the way fashion brands operate, market their products, and engage with their audience. Here are some of the key advantages of social media in the fashion industry: Social media platforms provide fashion brands with an

opportunity to showcase their products and increase their visibility to a wide audience. By creating engaging content and utilizing relevant hashtags, brands can reach potential customers globally, regardless of geographical barriers. Social media allows fashion brands to directly engage and communicate with their customers. Brands can respond to inquiries, provide personalized recommendations, address concerns, and build meaningful relationships with their audience. This direct interaction helps in gaining valuable insights, understanding customer preferences, and fostering brand loyalty. Social media platforms offer advanced targeting options that allow fashion brands to reach their specific target audience. Brands can tailor their advertisements based on demographics, interests, online behavior, and more.

Influencers play a significant role in the fashion industry, and social media has become a powerful platform for influencer marketing. Brands can collaborate with relevant influencers who have a large following and influence over their target audience. This helps in expanding brand reach, generating buzz, and driving product sales. Social media encourages user-generated content, where customers share their experiences, outfits, and style inspirations related to fashion brands. This content acts as social proof and authenticates the brand's credibility, helping to build trust among potential customers. Fashion brands can leverage this user-generated content by reposting it, engaging with the creators, and showcasing real-life experiences with their products. Social media provides valuable insights into emerging trends, consumer preferences, and market demands in real-time. By monitoring popular hashtags, engagements, and conversations, fashion brands can identify upcoming trends, analyze competitors' strategies, and adapt their product offerings accordingly.

Compared to traditional advertising channels, social media platforms offer cost-effective marketing solutions for fashion brands. Running targeted ads, creating engaging content, and interacting with customers require minimal investment compared to print or television advertisements. This accessibility makes social media an attractive marketing avenue for both established fashion brands and emerging designers. Social media has become an indispensable tool for fashion brands, offering numerous advantages in terms of brand visibility, customer engagement, targeted advertising, trend spotting, and e-commerce integration. By leveraging the power of social media effectively, fashion brands can boost their online presence, increase sales, and stay ahead in the competitive fashion industry.

Social media's effect on the fashion industry

The way the fashion industry used to operate has been drastically changed by social networking sites. More than 4 billion individuals actively use Instagram, with each user having an average of 5-7 profiles.

Fashion and technology coexist peacefully, thus it is obvious that as technology advances, so will the fashion industry's methods of operation. For your benefit, I will divide the overall effect of social media on the fashion business into smaller areas in this post. Let's get started!

Instagram fashion influencers are the ultimate trendsetters, and social media is the new medium for communication. Influence and engagement are key, and chances and careers are on the rise. Recognition and creativity are also important. Social media is the new platform for Communication.

CONCLUSION

To summarise, social media has a tremendous impact on the fashion business and aids in the general promotion of fashion items in the market. Smart businesses recognise the importance of social media in the lives of their customers. The

average social media user spends 142 minutes per day reading various sites, which is considerable time for organisations. Fashion professionals utilise social media to research trends and even forecast customer behaviour. The rise of fashion bloggers has boosted fashion firms' reach to their target demographic.

Digital adverts and sponsored posts help brands create more audience- and customer-focused content. When customers and fashion brands interact more, sales increase. Connecting with customers, providing customer service online, and responding to online enquiries are all important aspects of advertising and selling products. Social media platforms provide organisations with the opportunity to join in dialogues about their own businesses.

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