



e-ISSN: 2319-8753 | p-ISSN: 2347-6710

IJIRSET

International Journal of Innovative Research in
SCIENCE | ENGINEERING | TECHNOLOGY

INTERNATIONAL JOURNAL OF INNOVATIVE RESEARCH

IN SCIENCE | ENGINEERING | TECHNOLOGY

Volume 11, Issue 2, February 2022

ISSN INTERNATIONAL
STANDARD
SERIAL
NUMBER
INDIA

Impact Factor: 7.569

 9940 572 462

 6381 907 438

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 www.ijirset.com

Changing Scenario of Fashion Communication in the Digital Era

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ABSTRACT: In this digital age, social media has played a great and significant role in the fashion industry, allowing consumers and others with a deep interest in fashion to interact more with fashion designers and high-end garments, shoes, and accessory companies. Human reliance on social media has expanded significantly and has become increasingly interwoven. The daily lives of people are being more impacted by the internet. Platforms like Facebook, Twitter, and Instagram are very helpful for people because they can become the editor of their own by putting their styles online and can reach millions of people at once, while magazines, billboards, and television suffer from a lack of immediate response, whereas on the digital platforms they get immediate responses, comments, likes, and shares on the digital fashion branding. This kind of study is more helpful in understanding new techniques and trends in the promotion of social media in the fashion industry. This article will conduct a discourse analysis of chosen fashion sector social media promotions like fashion promos, fashion blogs, Facebook, Twitter, and Instagram. In this study, the author has concentrated and analysed how the digital era is helpful for the unemployed people in the world, whereas digitalization can engage a huge number of consumers at once with one click.

KEYWORDS: Fashion, Social Media, Digital Era

I. INTRODUCTION

According to Pavliscak, there is an emotional interaction between humans and technology. Technology shapes our emotions in ways that we are only beginning to understand. Indeed, emotions are becoming a new factor in technology's evolution. One of the important findings from Web Summit 2018, the largest digital event in Europe, was that emotions are proved as a new element in the equation of technical evolution. Balbino (2019) is of the view that creative thoughts will be beneficial in reaching a wide range of audiences. The trend experts of WGSN define the design emotions of consumers. Armelini and Villanueva (2011) have given their views on human beings as they are the economic inhabitants driven by the platform of social media and the opinions of consumers. According to Mirchevska et al. (2008), the fastest tool for boosting brand awareness has been social media. According to their views, instant feedback increases the number of followers of a company's websites. Ozeum et al. (2008) stated that the sales of the goods were just to measure the media success of the product, while the face-to-face communications and interviews measured the brand strategies more effectively.

Fashion is a highly visual sector in this digital age. Anyone who owns a fashion brand must have a social media marketing strategy. Many social media networks, such as Instagram and Facebook, make it simple to be active and explore business opportunities. The Internet world is full of new platforms, trends, and new algorithms. Social media is very efficient for boosting the sales of fashion products as people get the maximum shares and likes in comparison to other media like newspapers and television. In this modern world, almost everyone has social media pages to extend their business and can come to know about the current demands of their customers. Customers can also be targeted through social media groups, so it can be beneficial to earn a lot from home. From the responses of customers in the groups, likes and dislikes for the product brand can also be determined.

II. REVIEW OF LITERATURE

According to a survey in 2013, conducted by Netbase, Edition Research in the United States, women are more influenced by social media than men. Casual, formal, and special occasion themes are very popular on social media platforms like Facebook, Twitter, Instagram, Pinterest, and Tumbler. In his study regarding online fashion for Facebook, Andrew Hutchinson (2017) looked at how online platforms and social platforms influence fashion purchases

in his study. This research focuses on the impact of Facebook on the fashion industry. He finds that "half of the people who use Instagram, and four out of ten Facebook users, say that they've discovered fashion inspiration on the platform," according to a Facebook data poll of over six thousand people across six nations. The first key finding of Hutchinson (2017) is that Instagram is the most popular site for discovering new fashion products. Instagram and Pinterest were chosen because they are the two social media sites that are more popular among the audience when it comes to fashion, but Facebook, fashion magazines, and Snapchat are all ranked below these two social media sites in terms of response to other social media.

III. ANALYSIS

Influence of the fashion

The rise in influence in fashion is derived from social media like Facebook, YouTube, Instagram, etc., which are helpful for people to visualise the consumers' looking at the collections of different designers who introduce new and trendy outfits. The favourable advantages of using social media were identified through discourse analysis conducted on a fashion blog and live streaming of a fashion show. To begin with, because the information is created by the brands themselves, there is no place for third-party manipulation, allowing potential customers to learn more about the product and provide a direct evaluation. Consumers have great access according to their choices. Through the mass media, they come to know the proper details and features of the product. Social media pages can be used for digital marketing, branding, and promotion. Unlike traditional media platforms, where customers are treated as passive entities, digital platforms have interactive elements that allow users to provide direct input in the form of likes, shares, views, and comments. Celebrity endorsements of brands have become increasingly popular on social media, resulting in increased product sales. The brands and types of goods utilised by celebrities are automatically followed by their fans. These digital platforms increase the product's brand awareness among a large audience in a short period of time around the world. These days, one does not have to sit in a corner to observe brands if we have a multimedia phone and an internet connection if consumers have access to them. Fashion firms can also increase traffic to their websites by allowing their social media pages to be displayed as advertisements on other websites. People will either click or close the advertisement, resulting in a higher number of visitors to your page. By using keywords, we improved the page's SEO, allowing our page to rank at the top of search engines and receive the most visits and clicks. This is how the brand's visibility can be improved. People are more likely to visit the page that appears at the top of a search engine, and the trust ratio is higher. They will go to the links at the top of the page. As a result, a higher conversion rate is possible.

Experiences of customers

A customer can get a better experience than the newspapers, magazines, and print media. Social media in the digital era can explain fashion products from different angles in detail, whereas the print medium can only explain once at a time, and customers have to wait for the next print publication. With just one click, we can get to know about the product, and there is no need to survey the different corners of the world. Products can be compared in digital media, and a variety of brands are available on the internet. A customer is always keenly interested in purchasing the same brand after using it once if it has been successful in making the customer happy. Branding is the technique that helps to build a good place in the market and increase the number of customers. It also gives advantages to the customers and beats the competitors' prices, as customers prefer good quality.

Discussions

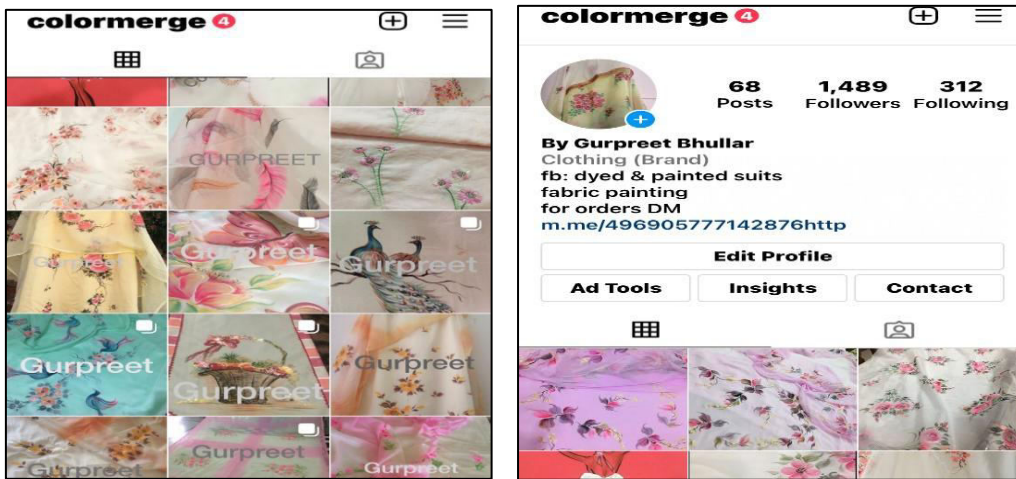
The fashion industry's marketing business will continue to evolve with the development of new apps. To promote a company's brand, the advantages of social media should be taken. Social media allows fashion companies to interact directly with their customers and maintain a direct relationship with them. Through it, the customer can amplify the direct impact on business by sharing the positive or negative response. A company can promote their brand sales by endorsing celebrities, whereas some companies can't go for A-list celebrities and can opt for B-list or C-list celebrities, who have more followers than the company itself.

Nowadays, Twitter has proved to be a great platform that helps designers and brands achieve a large number of followers. Designers can come to know about the audience's response to their newest projects. A good tweet gets re-tweeted in the thousands and spreads positivity like a wildfire in seconds. The features of Twitter, such as trending topics and reaching a large audience via hashtag, attract folks who might not normally engage with a topic to have a look at what others are talking about. Specifically, netizens would continue to follow and subscribe to hundreds of young celebrities and designers, as well as famous fashion designers and influencers like Alexander Wang, Glamour Magazine, and Kim Kardashian. To put it another way, digital media platforms would assist every celebrity and

designer in negotiating with businesses by displaying their fan base, in which each individual fan or supporter is important. This could encourage celebrities to find new ways to communicate with their fan base since digital media has changed the scope of the latter from an anonymous throng that silently cheered and voiced their appreciation in the age of conventional media to measures that can define a celebrity's destiny and tragedy. Many bloggers and celebrities host fan meet-ups and retreats where free passes and refreshments are offered, which can be regarded as a new step taken by online influence who know how to make the most of their fan base. This is in stark contrast to celebrities who have relied on private security to keep themselves away from adoring followers. Finally, the author concludes that the digital media has the potential power to change the aspects of a brand's values associated with celebrities.

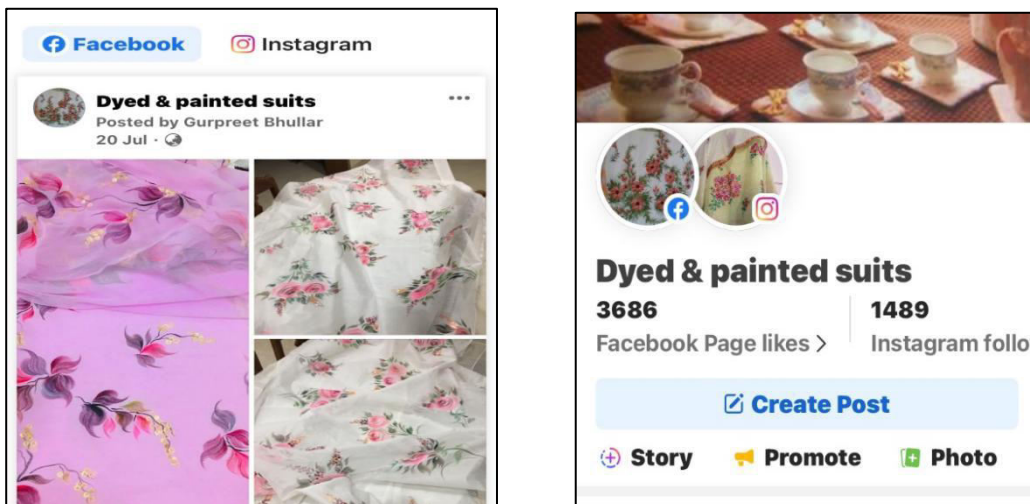
Examples of author's social media accounts exploring business through the digital era

It offers a wide range of tied and dyed textile designs. The embellishments on these women's wear fabrics are created by hand embroidery, printing, and paintings. These outfits are suggested for Punjabi cultural women. Different styles of dupattas, sarees, bedcovers, runners, and many other goods are designed and uploaded. A huge number of customers get enrolled with the author, which has been helpful in placing the orders, and the author can earn good money by sitting at home.



(Source: Instagram fashion page of 'colormerge' fabrics by author)

It can be operated anywhere in the world and it has played a wide role in engaging consumers directly with the author to explore her profession in the field of fashion. Clothing like Punjabi suits, sarees, dupattas, t-shirts, lehengas, and a number of home accessories like table mats, runners, bedspreads, are designed by the author and earn a lot from the home. Nowadays, online businesses have helped a lot of unemployed individuals as well as those in the pandemic period of 2020.



(Source: Facebook fashion page of 'Dyed and Painted Suits by author')

IV. CONCLUSION

Social media in the digital era allows fashion companies to interact directly with a huge number of customers. One thing that has changed tremendously in recent years thanks to social media is the direct interaction that brands now have with their customers. Through sharing favourable or negative responses, customers can amplify or have a negative impact on business. Some exclusive events, like fashion shows and catwalks, can be viewed by the millions of people watching the live shows. In September 2017, Instagram topped 800 million monthly active users, with these users having the highest degree of engagement of any social media platform. Instead of a runway display or a print marketing campaign, Instagram has become a venue for fashion firms to communicate with their audience directly. This pushes firms to think more about "real" people, with diverse bodies, skin tones, and fashion tastes. It has given fashion marketers a whole new universe to explore.

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