



Marketing Campaign

Growth & Trend of Social-Media Marketing Campaign: A Case Study of the UK Fashion Industry with Reference to Position of that in Bangladesh

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Abstract

This entire study had been all about the role of Social-Media for UK-based fashion brands with respect to their position in Bangladesh. The case study of fashion brand Burberry and their collaboration with Twitter for Tweet walk show before their ram walk. The reference for this showed that Burberry gained huge recognition and acclamation from this initiative. Thus the role of Social-Media marketing had been analysed in the context of the UK fashion sector. The entire study although had analysed the global context of fashion as well as the UK context. The entire study analysed the topic of how social-media marketing has become a recent phenomenon of promotion. It acts as one bridge between customers and brands and also leads to better Brand-Recognition and Profitability. For this research three major objectives have been chosen which are evaluating social marketing trends, identification of social marketing strategies, and impacts of social marketing on big brands in the UK. Following the objectives, the relationship between the global fashion industry and social-media marketing has been analysed. In this perspective, the fashion industries of the United States of America (USA) and the European Union (EU) have been also referred to. Several organisations have been assessed such as Hennes & Mauritz AB (H & M), Primark, Marks & Spencer (M & S), Boohoo, ASOS, Zara & Burberry, and a few others. The result of enhanced implementation has been understood from the benchmark cases. The various marketing strategies used by fashion brands had also been identified. A detailed paradigm of Social-Media marketing for UK-based fashion brands had been evaluated with close reference to UK fashion companies. Some benchmark cases on the concerned topic had also been referred for better understanding. The emphasis of Social-Media Marketing for Fashion brands' promotions had, thus, been demonstrated in-depth here.

Keywords: Social-Media Marketing, Trend, Growth, Benchmark & New model.

Introduction

In the year 2011, Burberry, the 115-year old brand in Britain collaborated with Twitter for the first-ever Tweet walk show to be featured in the 2012 Fashion Week. Burberry turned out to be the first international fashion brand to have tweeted the pictures of their 2012 Spring/Summer collection before the commencement of the show (Ramesh, 2012). The runaway looks of the brand along with the backstage show photos were published on the site before the assembly of the celebrities on the ramp. Twitter broke away from the conventions of Fashion Week. The live tweets of the brand received dynamic responses as they had the privilege of being the frontline spectators of the new collections of Burberry. The backstage pictures that were posted on Twitter were viewed by 50,000 users in only half an hour. The 2012 show was live-streamed and was featured on YouTube and Facebook. Burberry is one of the first international luxury brands to have deployed marketing strategies through social platforms. The purpose of this research is to define the fashion industry of the United Kingdom (UK) on the current circumstances and to find out how social-media marketing is related to the growth of this industry. The research aims to develop suitable recommendations for the fashion industry of the country which will be fruitful in its business in Bangladesh. With the evolution of the internet and especially after the development of social-media sites, traditional commerce has become more and more dependent on these sites. Noticing the presence of consumers in the social-media sites the fashion industry of the UK has also decided to use this platform to grow. The reasons for this choice are the main purpose of this study. The case scenario of the company explores the utilization of social-media for enhancing brand equity and communicating with customers. The benefits of Burberry were significant and tangible as the revenue increased by 29% in a single year (Ramesh, 2012).

The industry of fashion is the largest sector in terms of the global economy which represents worldwide customer spending. The global fashion industry context can be considered to be the product of the modern era. Fashion Industry developed in 2017 in America and Europe. In the USA, this fashion industry is the largest employer and it is still the same. Today the wave of fashion trends has also impacted developing nations like India and others. People's immense inclination to fashion had made them so

much attracted to fashion brands. The international apparel market increased in the year 2012 to \$ 1.11 trillion. Japan, China, and the United States are the top three global markets that contribute near \$ 110 billion, 150 billion, and 225 billion respectively to the international economy in the year 2012 (Chan et al. 2017). The fashion industry operates at different levels that include luxury wear, mainstream clothing, haute couture, affordable wears, and discount apparel. All these levels function in the retail industry which earned around \$ 1317 in the year 2014. The section, women's wear obtained an industrial profit of 49.4% which stands for a revenue amount of around US\$ 650 billion (Chan et al. 2017).

The fashion industry is highly competitive. Several brands have different retail strategies and positioning for targeting the respective segment. The organization that operates in this sector range from casual-wear companies, such as, Bossini and Giordano, to companies that have mass appeal to affluent luxury companies like H & M, Zara, Primark, Marks and Spencer (M&S), and NEXT. The upper levels and the bottom levels of the brand pyramid in the fashion industry establish strong customer relationships. The fashion brands have strong incentives that could be used for resourcing marketing schemes and intensive branding for enhancing and retaining market share. The core business of these brands is limited to manufacturing clothes but it has adapted to the changing landscape of fashion. The high-end international fashion brands have embraced advancement in manufacturing and fabric development for keeping up with the current trends (Pedersen et al. 2018). The industry of fashion developed its style and pricing classifications for reaching out to a larger market segment comprising of international customers. The fashion industry has embraced different methods for reaching to the other parts of the world without the need to have physical or brick-and-mortar appearances everywhere. However, there have been significant changes in customer attitudes towards the fashion industry of the UK during this time of COVID-19. In this time of the pandemic, the demand for premium fashion has declined and currently, the demand for high-end products is struck at 34%. The advertising pressure on the consumers has decreased to 62% and it is still decreasing as the country is again amidst lockdown. This has resulted in a steep fall in revenue of the fashion industry by 29% and the specialists are saying that it will take a long time for the fashion industry to recover from this pandemic situation (Hossain, 2020).

Objective(s)

The research aim is to define the current trend of UK based fashion industry and to find out how social-media marketing is related to the growth of this industry.

The specific objectives of this paper are:

1. To evaluate the popularity of social-media platform usage in the context of the fashion industry.
2. To identify social-media marketing strategies of some of the UK's top fashion brands.
3. To understand the impacts of social-media marketing on the growth of the UK fashion industry.
4. To recommend why the new model is necessary for the context of social-media marketing.

The secondary data analysis using benchmark cases will help to understand the current trends of social marketing within the UK fashion industry. Another objective of using the top companies like Hennes & Mauritz (H&M), Zara, Primark, Marks and Spencer (M&S), Boohoo, ASOS and Burberry, and others will help reveal the impacts of social-media marketing on the growth of these businesses which are important parts of the UK's fashion industry. The objectives are focusing on the current social marketing trends of the UK fashion industry which align with the main aim of defining current trends of the fashion industry. This is because the social marketing trend is one of the biggest parts of the overall trends of the fashion industry. Moreover, the impacts of social-media marketing on these big brands will help to understand the overall impact on the UK fashion industry.

(a) Objective-1: Social-media marketing trends of the UK's fashion industry

(i) Social-media Marketing

Social-media is referred to as an interactive technology that is mediated through computers and smartphones. It is an evolving and ever-growing amalgamation of applications, tools, and platforms that unite users virtually and allow them to share interests, contents, and information. Human interactions are virtualized and transactions in business have been digitalized in the modern era of technology. The way people have used social-media is also changing and users are consistently engaging themselves in online activities. Therefore, the companies or brands, especially fashion brands are compelled to communicate with the users using social platforms. Platforms like Facebook, Instagram are heavily used to increase the

desire among the consumer to buy new clothes and follow the new trends of fashion.

(ii) Social media's evolution

Only a couple of decades ago the scenario was very different from now when only a few people had access to the internet and smartphones did not even exist. People did not communicate virtually and communication was mostly carried out over the phone or through SMSs. Social-media became an integral part not when it was invented in the 80s, but gradually became an obsession in the early years of the 21st century. Line, Facebook, WhatsApp, and Twitter were not available only a few years ago for making global interconnections.

The history of social-media dates back to 1997 when the first social website known as Six Degrees was launched. Six Degrees worked similarly to Facebook allowing users to befriend others by creating online profiles. However, the launch of Six Degrees was before the era of blogging and instant messaging (Bowman and Clark-Gordon, 2018). The launch of Six Degrees was solely responsible for the emergence of several other social-media platforms in the following years. Friendster was launched after a few years in 2002 which was a pioneering platform for social networking. Facebook had soon overtaken Friendster after its launch in 2006 and became increasingly popular in a few months. Facebook became a public arena after its launch and has been unstoppable ever since. The social-media trends were soon adopted in China and the country developed its one, the format remained similar to the Western counterparts. Qzone was launched in China even before Facebook and gained popularity in the country soon after its launch (Godey et al. 2016). However, a decade ago social-media was used differently for the sole purpose of interacting with people. However, the landscape of social networking changed after the intervention in marketing and businesses. Social-media has a very important role to play in the future. During this time of COVID-19, the significant growth of e-Commerce has been noted and social-media is a vital part of that. It is expected that in the future, this social-media will be the primary communication mode between businesses and consumers.

(iii) Social platforms as a catalyst for marketing

The evolution of social-media has marked the improvement of the virtual environment which allows companies to implement their marketing initiatives and strategies. Social platforms are becoming increasingly inclusive, interactive, timely, and user-friendly. The marketing strategies executed over social-media are

more effective and direct when it comes to influence the customers.

Data, reports, and statistics show that about 46% of users explore social-media options before spending. The brands have found this to be a great opportunity and it has been reported that about 99% of the top international brands use Facebook to reach out to their target market. 97% of these brands have also used Twitter for the same purpose and about 59% of these brands use Instagram for increasing their access to the target market (Ramesh, 2012).

The general company websites are not user-based; however, all social-media platforms ranging from Facebook to WhatsApp are user-based. The social-media sites or applications are community-driven that support the consistent exchange of contents and information. Furthermore, 92% of participants of a survey agreed that they trust social-media recommendations of a brand and 70% of the respondents have agreed that they highly regard the opinions that are posted on the various platforms of social-media before making a purchase (Nikolopoulos et al., 2020). That indicates that customers do check the online reviews about the brands before making any purchase. The social-media reviews and product descriptions and pictures thus constitute a huge impact on the buying behaviour of consumers. The community-driven context of social platforms has enabled consumers to share information about any brand and it thus serves a negative or positive impact on the consumers who intend to buy anything from that brand. COVID-19 situation has opened a new door to marketing within the social platforms. During the time of the pandemic, the usage of social-media has increased at an average of 1 hour per day, and following this data the businesses have increased their promotions in the platforms like YouTube, Facebook, and Twitter by at least 50% to ensure online sales (Hossain, 2020).

(iv) Global fashion industry & Social-media Marketing

Social-media has become the major platform of sales and marketing for the global fashion industry. The continuous evolution of technology has helped to add many more features to the social-media platforms which are competing with the traditional features of trial and error. The organisations like Zara, H & M, and others not only possess their website, but also have an appearance on Twitter, Facebook, YouTube, and other social-media to engage with the customers. The USA is one of the major areas in the global fashion industry and according to 2019 statistics,

the global retail sales of footwear and apparel have reached nearly 0.9 trillion GBP. In the USA, the fashion industry has taken up several objectives, such as, next-generation social sustainability first, digital recalibration, and most importantly, to look beyond China for raw materials. In the EU countries, such as, Germany, France, and some others, this major industry is blooming where nearly 1.7 billion jobs have been created by the European textile and clothing industry. The 2017 statistics has shown that apparel manufacturing valued at 65.4 billion Euro and textile manufacturing valued at 77.4 billion Euro, which made the EU countries the leading producers in industrial textiles and apparel (Clothing and apparel market in Europe, 2021). Also, the current lockdown, due to the pandemic of COVID-19 has provided ample opportunities to these organisations to make content and post on social-media to ensure that the sales remain the same. Therefore, the social-media platform not only ensures sales for these companies, but also ensuring customer engagement.

(b) Objective-2: Social-media marketing strategies of some of the UK's top fashion brands

(i) UK fashion industry & social -media marketing

The fashion brands are under tremendous pressure to stay ahead in the market and thrive in a competitive environment. The promotional campaigns of the brands have confused the buyers, because of the abundant options that are provided. However, a strong marketing strategy would enable a company to grow through e-commerce while some continue to flounder due to the lack of it. Therefore, all brands need to develop a marketing scheme that is attractive enough to provoke consumers (Todeschini et al. 2017). However, making potential strategies is challenging as more and more brands enter the industry with their exclusive offerings. The marketing strategy of the brand must be unique or at least compelling. The aspects of marketing continued to develop, but the brands found limited options confined in the few media choices, such as, TV advertisements, newspapers, magazines, radio, sponsors, and billboards, that could increase the exposure of a brand.

The landscape of marketing was previously narrow with relatively lesser options for communicating with customers. The geographical constraints and passive communication had affected the brand equity of the companies. However, over the years the intervention of the internet and the digitalized platform provided new marketing opportunities that are wider in scope. The advent of social platforms brought dynamic

changes in the marketing landscape as it got increasingly popular. It provided a promising channel that enabled access to millions of international customers instantly. E marketer, the research company of sales and marketing forecasted an upsurge by 12.6% in the number of users of smartphones (Felix et al. 2017). Smartphones are the most common mediator of social-media networking and the easiest way for marketers to reaching out to customers. The brands no longer had to spend millions of dollars on promotional campaigns and television advertisements. The users of Facebook, Instagram, YouTube, and Twitter grew vigorously and the companies tried to engage the customers proactively through the social-media marketing initiatives. The UK fashion brands like Hennes & Mauritz (H&M) and Zara are doing excellent performance in implementing social-media platforms. The ongoing publicity and sales margin both are enhancing these two UK-based fashion brands owing to their robust social-media promotion. H&M today has Twitter followers of 7076017 and Zara has 1.4 million followers on Twitter (Alalwan et al. 2017). This reveals the effective utilization of social-media and how it could improve the financial performance of a brand. The social marketing strategies improve the brand equity of a company alongside its reputation, customer loyalty, customer satisfaction, brand awareness, and popularity.

(c) Objective-3: To understand the impact of social-media marketing on the growth of the UK's fashion industry

(i) The Enhanced Implementation of Social-media Marketing in the UK Fashion Industry

According to the Marketing Association, brand equity refers to "the value of a brand". From the perspective of a customer, brand equity is developed based on customer attitude towards the attributes of the positive brand. Brand loyalty is a different concept from brand equity and it refers to a situation where customers purchase the same manufacturer-originated services or products repeatedly than choosing various suppliers for buying that product. To increase brand loyalty and brand equity, organizations all over the world attempt to invest in the use of social-media (Sudha and Sheena, 2017). As observed from the survey conducted in the year 2013, that 85% of marketing executives have planned to enhance their investment in digital marketing, while 72% of respondents planned to enhance their spending in social-media marketing. Facebook is the most ideal social-media platform in this field. Facebook along with several other social-media platforms like Twitter, Instagram, and Pinterest,

earned revenue of more than \$2.9b and a majority of this came through advertising. It is although assumed that the e-commerce clothing scene in the UK will be reaching \$450 billion within 2020 in the UK fashion industry. Instagram has been the largest network of social-media with a 13% apparel engagement rate with the topmost UK fashion brands like Next and Burberry (Sudha and Sheena, 2017). The fashion industry, specifically, has several features like organic propaganda and visibility which are compatible with the features of social media.

The advent of social media, as well as its expanding user base, has enabled the fashion industry to increase their online activities and provide the brands with consistent followings as well as recognitions. It has been observed by critics that adding pictures makes the customers more interactive with the brand and therefore, the several benefits of social-media marketing can be identified through this study. The user interaction on posts that contains pictures is increasing rapidly and therefore, customers can make decisions with effectiveness. Therefore, the engagement of customers with photos accounted for almost 87% of the total social-media interactions (Henninger et al. 2017). Pinterest, a social-media platform that allows users to collage images on a visual board surpassed Facebook when 69% of the users were able to use pictures for interaction, compared to the 40% users of Facebook (Michaela, 2015). The fashion industry exploits the platform of social-media for marketing and promotion just as any other industry. Besides, increasing their visibility, the fashion industry has used this platform for interacting with their customers, due to the timeliness, interactivity, communication-based nature. All of these features are ideal for creating content on social-media sites and effortless communication (Michaela, 2015). Due to these traits of social media, the marketing campaigns of the fashion industry are highly benefitted, establishing brand loyalty and brand equity.

The visual delight of the customers is the primary aim of the fashion industry and since social-media allows them to post attractive images of their products; they have been able to reach more customers. Therefore the interface between social-media marketing and the fashion industry is all about intensifying visibility (Marques et al. 2017). The platform has been widely used by the online fashion store and this has particularly given them an advantage over the traditional high-street fashion retailers. Therefore, investing in social-media is the key to success for these businesses.

Analysis of Some Cases

A rigid anchorage has been established by the fashion industry on the platforms of social media. The fashion industry all across the world believes social-media to be the key to their success. It not only allows them to retain customers, but also enables them to attract new customers to their business. Without the effective use of social media, brands can't compete and dominate the market. In order to illustrate this phenomenon further, several successful and popular marketing campaigns have been used as examples. Besides Burberry, there are several other UK fashion brands like Zara, Primark, Next, H&M, and M&S that had robustly used social-media platforms to capture the fashion consumer market. ASOS and New Look are UK two online retailers of fashion garments who had paved brilliant examples of online fashion selling.

(i) Burberry

Burberry had become the topmost luxury brand on a digital model, for its robust social-media marketing tactics. Today Burberry mainly runs its all business operations by becoming the core component of the digital network. The fashion brand is thus reshaping this initiative's rewards with its presence in social-media and different innovations. Burberry has been one of the earliest fashion brands to turn its user-generated promotional contents into social-media portals by the "Art of Trench". It was launched in 2009 and Burberry was the first one to test such development channels of Social-media analytics. The company later shifted to Periscope and Snapchat along with testing the video ads on Instagram. Twitter's well-known buy buttons were also rolled out. It was 2014 ending that Burberry also upgraded its official mobile site that had the result of tripling mobile revenue generation. Burberry had thus treated its consumers quite similarly in its mobile, in-store and online portals. Burberry's extensive focus on the digital front has thus made the fashion brand L2's top digital thinker in the 2015 Digital Fashion report. Presently, Burberry enjoys the digital pioneer position along with other industry players as Google, Nike, and Apple.

(ii) Marks and Spencer (M & S)

Marks and Spencer is another high-street fashion brand that is well-known for the decade regarding its extensive marketing and promotional drives. Marks and Spencer have launched most of its Digital media marketing campaign in 2018 and it

had also invested a total of 20% amount to social-media marketing. Marks and Spencer are seen to implement the stories of Instagram robustly to outline its digital marketing context. It is interesting to see that Marks and Spencer campaign all its furniture, clothing, and food products from its main Instagram account. Marks and Spencer mainly share its stories like polls and gamification and the ultimate aim is to create effective and meaningful engagement with consumers for a long time by serving good tests through varied content ideas.

(iii) Hennes & Mauritz AB (H&M)

The fashion brand H&M has also grown its social-media presence through e-commerce. Today H&M uses Facebook, Twitter, and other social-media to ensure the customers can see their social-media presence. H&M is seen to implement Holiday Clothing Campaign by Celebrity influencers. H&M has collaborated with 4 prominent celebrities Jana Kramer, Hannah Simone, Tyler Posey, and Peyton List. The fashion brand had thus produced 4 highly attracting and appealing video ads which showcased many newest outfits that are suited for holiday purpose. This drive although had helped H&M to reach a total of 12 million customers (mediakix.com, 2020).

(iv) Zara

ZARA is another UK-based fashion company that has attained global charm regarding its latest, stylish and innovative fashion garments. ZARA has built one engaging in social-media brand awareness. Zara enjoys social-media presence all over Instagram, Facebook, Twitter, and many more. Zara has mastered the art of Instagram marketing with a total of 38.8 million followers. Zara has thus attained the position of a fashion industry leader through serving valuable content and thus attracting millions of attentive followers. The sales margin of Zara is thus enhanced through this effective strategy of Instagram marketing. Zara Instagram is thus adept to provide the artistic endeavour of fashion through using the video capability of Instagram. Thus beautiful content is created for capturing customers' attention and the new fashion products are also promoted. Zara was netted \$2.3 billion in annual profits in the year 2015 that made it one most successful fashion retail brands worldwide. Zara's Instagram has attained followers at a significant rate that garnered hundreds of comments and thousands

of likes in its every post. The case of Instagram Marketing had thus become revolutionary for Zara. Thus Zara's Instagram marketing is considered a revolutionary example of Social-media marketing for other fashion brands to attain such social-media platform success (mediakix.com, 2020).

(v) Primark

Primark is an Irish fashion retailer which has become one of the most important names in the UK fashion industry in the past decade. Owned by Associated British Foods, the company has a value offering 'Amazing fashion, amazing prices.' This company is considered as a fast-fashion brand in the UK which is a low-priced retailer in men's, women's, and children's clothing. Starting its journey in 1969, the company is currently doing its business in 11 countries along with the United Kingdom and the USA. The major strength of the marketing of this company is its e-commerce webpage where it has all the information related to its products. Initially, the company did not sell its products online due to the failure of a trial run using ASOS. However, currently, the social-media marketing strategy of the company is blooming with 2.4 million followers on Facebook.

(vi) BOHO-Chic (Boohoo)

In 2006 BOHO was launched in the UK as local fashion retail and since then the company has improved a lot by working 24X7 to provide nearly 500 new styles of outfits each week for the consumers. The motto of the company is 'work hard, have fun, no drama' and it does not believe in a serious style of fashion. As a casual brand, it currently has nearly 10 million followers on all social-media including Facebook.

(vii) ASOS

The UK-based fashion retail brand ASOS can be considered to be one online powerhouse. This company and its online selling mechanism have attained huge success because of its user-friendly and well-made online website. The website of ASOS is completely jam-packed along with varied browsing mechanisms bunch. Thus the online customers can easily find their desired items from it. The versatile system of navigation has been one most fundamental searching attributes of the ASOS website. The mechanisms like categories and filters have helped consumers to get the visual site of only the desired products. The options like "shop by occasion", "shop by range"

and "shop by-product" have also unified users' online shopping experience from ASOS.

ASOS, the best-known UK-based online fashion retailer enjoys a huge following on social-media platforms with 5.5 million Facebook likes and 7 million Instagram followers. ASOS has a special marketing team that develops online ad formats creatively. Hence in last summer, it released its 1st campaign of Instagram stories. The main focus of this brand is its engagement with the customers and its CSR activities. The message was "ASOS: Next Level You" for highlighting its brand focus to celebrate each style. This video was reached 3 million UK people with a 14% uplift within ad recall creating a 3 point brand awareness enhancement (marketingweek.com, 2020).

Comparison between the online & offline performance of the UK fashion industry

UK fashion, as well as ritual industry, has been accounting for 20% of its overall sales. People are more inclined to the prominent online shopping and in the last 3 years, there had been one consistent growth in online share. The enhanced metrics had also been particular in UK footwear and clothing retail sales. It is also forecasted that the upcoming years will see more of the e-commerce revenue generation in the UK fashion industry. The revenue percentage will continue to such emerged analytics. Thus it could be said that UK offline fashion industry has been getting dominated by online portals. It is also assumed that e-commerce users' number in the UK fashion sector will take an upsurge in the future and offline fashion shops thus can suffer.

The biggest strength of the offline business is building a personal relationship with the customers. This can be easily seen from the initial Brick and Mortar business of Primark. In this way, the store operators know about the customers and can influence them with their knowledge. This is not possible in the case of online stores where there is no connection between the salespersons and consumers. On the other hand, the online stores have a wide range of display sections and those are more customized with more options which are less in offline stores. Also, online stores help in catastrophic situations and this is why the sales of online stores have increased by a lot during the time Covid-19 pandemic.

Recommendations

The necessity of innovative idea is a must for High street fashion retailer. The fashion sense of the clothing industry has been ever-changing each year. There are various sources and directions through which such changes come. For example, fashion sense had gone round early in the 60s although it had afterward gone back to 18th-century early fashion games. Various nations' outlets are also mixed up in such fashion games. The shop roles of High Street fashion retailers thus also need to be ready with such changed fashion analytics. The concept of high street traditional shops is thus losing their concept and glamour. Hence they have become less attractive to people. Innovative planning and thinking are thus required by such shops and stores for serving modern consumers unless the existence of high street fashion retailers can be put into question. It is because of the enhanced online sales analytics through online portals like social media. Hence social-media platforms' role within this aspect should be understood by critical review. Social-media can be considered as a powerful mode of creating and uniting global need, panic, and rhythm, and that too on a global scale. Only one effective and well-thought social-media usage can link traditional stores more positively. Thus fashion businesses' new dimension might also emerge. Such combined business working might display a business' new era and probably a new business model.

Today consumers feel more satisfied when they can access and check the products in both physical and online shopping experience. Both these platforms' best opportunities should be identified to make highly happy and contented consumers' group. Consequently, overall sales analytics will also be enhanced. Ideas' innovation can create a better alive store through the side with the presence of social and online media marketing.

The buying process of present consumers is thus determined by marketing literature and it is not only a one-way decision. A traditional consumer takes any advice from friends and family members before purchasing any product. This practice today has been almost overtaken through online searching reviews. It is about what other previous consumers had commented on a particular product's performance and quality. It although might not address individuals' needs or responses to any query. In such cases, getting an instant answer might not be possible. Businesses as high street retailers of fashion now need to have vast thinking to overcome such challenges. The

thinking should be effective enough to attract present consumers who are especially at stores.

Hence, there is much necessary to develop the latest models and concepts regarding implementing new technology. It is to attract any aged demographic population to use all the social media, store, and company websites more aligned.

There are many prior buying models which emphasised consumers' behaviour and attitude-sides owing to marketing performance and brand success. The research although failed to identifies consumers' actual needs following modern technological advancements. Consumers can be seen to enhance their online purchasing behaviour by getting high influence through social-media platforms.

Recommendations:

Businesses' or suggested models are as follows:

- (i) Store facilities' restructuring,
- (ii) Fixing new design and outlet and matching them with consumers' body size, face, and appearance,
- (iii) Using artificial intelligence for personalising individual consumer's requirement,
- (iv) Involving consumers to be more aggressive and design some latest outlets,
- (v) It is recommended that high street offline retail brands in the UK should undertake more social-media and digital marketing tactics. Thus the high street brand can withstand the challenge of online brands and can attract modern consumers.
- (vi) It is also recommended that the UK fashion industry brands should introduce more innovative tie-ups with Social-media portals. Thus they can enhance their business operations and the sales margin will also be increased automatically.

Position of Fashion Industry in Bangladesh:

The textile industry of Bangladesh is heavily dominated by ready-made garments. Although in ancient times the industry was highly dominated by the local retailers, currently a lot of international brands are doing their business. There are stores of H&M, Marks and Spencer's, and Primark in Bangladesh. However, still, there is a lot of scope of improvements such as improved technology, more manufacturing plants, and more fruitful foreign policies. The Government of Bangladesh must create opportunities for these world-famous fashion brands to invest more in their business in Bangladesh.

Conclusion

The platforms of social-media are evolving rapidly and therefore a more advanced use of social-media could be expected in the future and the booming fashion industry would be able to enter a more diverse consumer market with not more than a few clicks. The customers can bond with this fashion industry on an interactive and personal level. The marketing campaign which is Omni channel has allowed the fashion industry to increase its brand equity. Once the users start to identify themselves with their favourite brands, there would be an increase in customer loyalty as well. The market of Bangladesh provides a good opportunity for business for the fashion brands of the UK due to the huge consumer base of the country. However, the strategies of these businesses need to be cost-effective. The companies should sell more economic products rather than premium and expensive products, to capture a high market share. 

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