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Article:	Impact of the Digital Revolution on Fashion Marketing and Communication Strategies
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ABSTRACT

The major shift of media and digital platforms has changed the meaning of fashion causing a drastic change in fashion businesses. This study examines on how digital technology has impacted fashion marketing and its communication strategies. Media evolution which is a major reason of fashion business shift from traditional to digital platforms and has changed the medium of communication to connect with the customers, promotion of their products and brand identity, all the meanings have been changed. This shift created a chaos among the emerging or local designer who don't have access to excessive knowledge and technological advancement. This article will analyse all the key aspects of the digital trends and virtual experiences of the renowned and emerging brands and customers and how it can help designer to adapt the same strategies. Highlighting which elements have become important for digital fashion, how and what to adopt for the latest fashion marketing and communication strategies

Keywords: Digital Marketing, communication strategies, Fashion Marketing

INTRODUCTION:

Digital media and media marketing is a term that is well known to all, and this is because of the abundant and professional dependency on digital media in this new age (Bahk et al., 2010). Social media, like Instagram and Facebook, play a crucial role in this change. Social media is a major platform for communication and to share content digitally. This definition shows the importance of social media and how fashion is digitally advertised and talked about in today's world (Kaplan & Haenlein, 2010). The evolution of online behaviour is changing the world of fashion (Kulka, 2017). Online shopping is a platform where attractive images make you want to buy the products at one glance. That's how the digital revolution has changed fashion marketing and purchasing trends. You don't have to get up and go to market for shopping, it is one click away (Frick & Matthies, 2020). Social media has shaped the fashion marketing trend and gave birth to new communication strategies for consumers regarding shopping (Mohr, 2013). This led fashion enthusiasts to face competition in the e-commerce world to beat their existing competitors due to a lack of technological advancement knowledge.

The various social media formats (Instagram, Facebook and YouTube), websites, etc. are all part of this research article on how these fashion brands now have a platform upon which to promote their wares in the most attractive way as well as noticing that technological change has been so rapid that consumers knowledge about E-commerce can become outdated before they even get around to buying anything at all from Social media, online shopping platforms and targeted digital advertising have provided fashion brands with convenient channels to bring their products in front of consumers across the country or around the world (McCormick et al., 2014). The role that social media influencer play an important role in product marketing and is an emerging strategy. In this digital age, in which everything is just one click away, the entire fashion marketing concept has been completely transformed by these new forms of digital technology (Nobile et al., 2021). To meet their sales targets, fashion brands must keep up with the trends by employing digital tools. However, the concept of what is a digital tool and how such things work constantly changes from day to day.

Purpose of the study

The main purpose of this study is to find out how the internet and digital revolution specifically the internet and technology is changing or shaping the way fashion is seen, advertised, and talked about. The paper attempts to clarify a few points that may sweep up the veil, to provide designers with an introduction and insight into digital fashion advertisement.

The fashion industry is constantly finding new applications of digital technologies and platforms to promote products, advertise events, or communicate with customers. By observing the most recently employed strategies in practice across websites, social media, and all manner of digital channels, one can get a glimpse into how brands are introducing their products and connecting with consumers (Bertola & Teunissen, 2018).

With the passage of time and innovation of digital platforms, it's difficult for the fashion industry to fit itself into it. It's just like figuring out issues with the usage of technology itself, how to showcase their product that might look attractive to their audience, and competition from other brands on digital platforms. Here are a couple of examples: Some brands might not know about the technological leaps in digital and find it hard to gradually upgrade, while some struggle to keep up with consumer needs on the Internet. By examining these problems, we can

guide fashion brands through the difficulties brought on by this era of digital. (Faria & Cunha, 2023)

Exploring the good possibilities for fashion brands to excel in the digital world. Find out how they can grab the consumer's attention by adapting to the latest digital trends. For instance, there might be strategies that some well-known designers adapt to attract consumers to their online stores and succeed. By exploring these opportunities, we can help fashion brands discover ways to shine in the digital age, making it easier for them to reach more people and adapt that advancement for their betterment (Berman, 2012).

Providing helpful information to fashion brands so they can strategize on developing a perfect business model to succeed in the digital platforms. By understanding the trends, challenges, and opportunities, we want to offer insights that will make it easier for fashion brands (McCormick et al., 2014).

Through this research, explore more strategies to develop brands, marketers, and anyone interested in the topic would understand better how technology is influencing the world of fashion advertising and communication. By doing we would have a clear picture of what we were doing wrong with our existing knowledge (Acharya et al., 2018).

In simple terms, we want to learn more about how the internet and digital tools affect the way fashion is promoted and talk about how to use that knowledge to help fashion brands do better in the digital age.

Problem Statement:

While it is often known that digital technology is revolutionizing the fashion industry, there is still a lack of thorough information for fashion enthusiasts about the challenges that fashion companies face in modifying their approaches to this digital shift which causes them to fall behind. This study seeks to fill this gap by examining the influences of how technologies like social networking, internet shopping, virtual experiences, and data analytics impact fashion advertising and how fashion businesses can make themselves better in this digital race.

Objectives of the study:

- Investigate and list the most recent technological strategic developments in the fashion industry's usage of digital tools for communication and marketing for better understanding.
- Investigate through existing literature the difficulties fashion firms encounter in adjusting to the digital environment, including problems with technological integration, shifting consumer preferences, and using the latest marketing tools.
- Investigate through existing data and literature how digital platforms may enhance brand awareness, foster customer relationships, and enhance advertising tactics in the fashion industry.
- Offering information that can help in the creation of successful marketing and communications plans that are suited to the digital era and take into consideration the traits of the fashion sector.
- Expand the dynamic interplay between technology and fashion tactics by adding new and current insights to the information based on existing literature regarding how the digital revolution is affecting fashion marketing.

- Investigate through existing data and studies the influence of social media platforms in the fashion industry, paying particular attention to trends, obstacles, and opportunities in this online environment.
- Investigate through existing data the dynamics of the fashion industry's e-commerce trends and pinpoint the essential components that affect customer behaviour and brand involvement.
- Investigate through existing data and studies how virtual experiences such as virtual fashion shows affect consumer involvement and brand-promoting perception.
- Investigate through studies how data analytics is integrated into fashion marketing and learn how it affects personalized advertising, targeted advertising, and decision-making.
- Considering the findings, offer fashion brands advice on how to get over obstacles, grab hold of chances, and enhance their digital marketing and communication strategies.

LITERATURE REVIEW:

The way that the digital revolution impacts fashion is a major revolutionary issue that has been studied online by several scholars. This shift has had a major impact on the fashion business, particularly on its marketing and communication strategies. To demonstrate how the digital revolution has influenced fashion marketing and communication, this review gathers some of the most significant findings from earlier research on the topic. Readers can utilize this article to broaden their knowledge and apply it to their growth and advancement.

Several studies demonstrate that social media is an important variable in changing the way that fashion is marketed digitally and it's a major part of the e-commerce business hub. Particularly for fashion businesses, social media platforms have become more significant as a way of audience involvement and visibility because of their excessive usage (Kaplan & Haenlein, 2010). Social media helps to communicate with fashion lovers easily through one click and has also made online shopping way easier than before (Zhang et al., 2017). Having all the fashion trends by influencers and fashion icons on the list, social media has the power to shape and promote fashion.

Influencer Marketing: Influencers play a significant role in fashion marketing as they are used as a source of attraction for their products and brands (Bardhi et al., 2010). This has brought about a shift in the dynamic between companies and influencers and presents unique obstacles for certain marketing techniques. Today's fashion marketing industry offers huge collaborations to the influencers for their product marketing ((Ali, Safwan & Hassan, 2022 & Moreira et al., 2022).

Virtual Fashion Shows: The fashion industry has made virtual experiences, such as virtual fashion shows, increasingly significant and evolving, it has also given the fashion industry a new trend that was never meant to adapt. Virtual fashion show is very cost affective for the fashion business. With the advantages there also are some disadvantages of such virtual shows. Disadvantages such as potential loss of the in-person experience. Attending a physical show allows people to feel the fabric and see the design in person with their naked eye and virtual shows lack these. Also, poor internet connection can disrupt the show causing consumers disappointment (Boardman et al., 2019). Moreover, the reliance of digital platforms also requires accessibility of the technology. Virtual fashion events can have a worldwide

audience and can be made more engaging for individuals through virtual experiences. This means that these virtual events are global in scope rather than limited to a single location and cultural trends (Berman, 2012).

Data Analytics: The use of data analytics in fashion marketing is also one of the technological advancements in merchandising, big data, artificial intelligence, and machine learning can make a difference in getting to know your customer's suggestions and complaints is also one of the best techniques to build a good relationship with your audience and customers. Brand utilizing digital platforms and storytelling to showcase their brand in a beautiful, attractive, and presentable way to catch the attention of the consumers. For example. Online stores have an option for online reviews and feedback where customers leave their comments regarding their experience (Hill et al., 2006).

With the rise of Amazon, Shopify, Daraz, and other online retailers dealing with the international products, Fashion has become more accessible to the audience which has changed the tradition of fashion merchandising that it was used to be (McCormick et al., 2014). Before these technological advancements fashion was way simple and time consuming. Online platforms enable consumers from different areas to access a wide range of fashion products by removing geographical constraints. This helped remove accessibility challenges for consumers (Blázquez, 2014).

Fast fashion has been encouraged by the capabilities of internet platforms and constant technological advancements. E-commerce is the reason that contributes to the constant change of trends and customers' demands on constantly changed looks. This change affects how fashion is created, worn, and perceived challenging the traditional methods (Bertola & Teunissen, 2018).

The fashion industry has been made way easier for consumers but is also greatly impacted by online e-commerce platforms. Trust-related concerns in online fashion retail, such as security, privacy, and the accuracy of product descriptions. Understanding these obstacles is crucial to grasp the complexities linked to the evolving fashion scene as it appears on digital media (Zhang, 2017).

In the past, traditional fashion advertising methods like print media and in-store promotion were essential, and sophisticated branding with one-way communication ruled fashion firms. A change in perspective happened in the post-internet era as social media platforms and internet marketing expanded (Boardman et al., 2019).

THEORETICAL FRAMEWORK:

Social media engagement theory: Regarding the Impact of the Digital Revolution on Fashion Marketing and Communication Strategies, specifically, the Social Media Engagement Theory introduced by Di Gangi and Wasko (Gangi & Wasko, 2016), refers to understanding how people act and engage with the content on social media. This theory is important for our understanding of how consumers' purchasing decisions and fashion firms' self-promotion are impacted by the digital world and help them to absorb more about these revolutions (Bertola & Teunissen, 2018). This theory helps us understand how people engage themselves on social media and change fashion strategies to their liking, especially when it comes to engaging with and purchasing clothes, in the context of the digital transformation in the fashion industry (Berman, 2012).

The Technology Acceptance Model (TAM), which was introduced by Fred Davis in 1989, can also be a theoretical part of this research as it helps us understand how people accept and use new technology including those in Fashion. Using digital tools in fashion marketing this theory elaborates the consumer's concept of looking at the technology according to their perspective, they will find it useful if it's easy for them to use (Marangunić & Granić, 2015).

Brand equity theory, which has its roots in marketing literature, might be useful when researching how the digital revolution has changed fashion marketing and communication tactics. The perceived value of a brand among consumers is known as brand equity. Brand loyalty, perceived quality, brand connotations, and brand recognition are a few of its components and these are some of the components that the digital revolution has made easy for fashion.

In context with the research, brand equity theory can provide us insights on how the new digital tools can provide us help in maintaining a brand's equity. Here is how we can integrate this theory into this research.

1. Brand awareness and digital presence: This theory suggests that the more consumers are exposed to a certain brand, the more likely they will recall it. Through this research, we can explore how digital presence and awareness can influence a brand's identity.
2. Quality through the digital platform: The quality of the digital content such as high-resolution images and a better product listing, informative videos, and detailed explanations can contribute to the consumer's brand perception and help boost their brand (Blázquez, 2014).
3. Brand loyalty: How brand loyalty can be affected in this digital age. Building and maintaining brand loyalty digitally is a challenge that can be fixed with the right strategies (Zhang et al., 2017).
4. Interactivity and emotional connection: Strategies to connect emotionally with your consumers through emotional storytelling can build a brand image and connection with the consumer (Kim, 2012).
5. Good quality display and Online setup: In this digital era where photography and presentations also have a concept and story showing their brand identity, a good and presentable theme-based website with high-resolution product images and displays can help boost their brand (Bertola & Teunissen, 2018).

It helps us understand how people react to new technology, the impact of social media, and how fashion businesses cope in the digital age. We also consider sustainability, culture, and online shopping trends.

RESEARCH GAP

The Impact of the Digital Revolution on Fashion Marketing and Communication Strategies, further research into the unique difficulties that small and independent fashion firms face in adjusting to the digital landscape may be necessary. Even while previous studies have focused on more general industry trends, there may be insufficient information regarding the challenges, chances, and tactics used by smaller competitors in the fashion sector. Examining and investigating how these businesses handle digital marketing and communication might provide useful information and improve knowledge about this subject in general.

RESEARCH QUESTIONS

RQ1: What specific opportunities and challenges do small and independent fashion firms face in this ever-evolving digitally marketed environment?

RQ2: How has the digital revolution modified the marketing and communication strategies, also how fashion brands can cope up with the modifications?

RQ3: What are the main themes and patterns in the digital content that fashion brands should create, and how do these components influence consumers to perceive and interact with brands in the digital era?

RQ4: How do these technological advancements influence consumer preferences and brand loyalty and how to overcome it?

RQ5: How much can the usage of augmented reality or virtual reality enhance the whole consumer experience in fashion marketing?

RQ6: What are the methods used by fashion brands to deal with ethical and legal challenges in the context of digital marketing, especially those about privacy, transparency, and intellectual property rights?

RESEARCH METHODOLOGY

1. Research design:

This research is based on a qualitative approach. Utilizing a qualitative approach and research design will allow an in-depth exploration of the fashion stakeholder's experiences and perspectives regarding the impact of the digital revolution on fashion marketing and communication strategies (Rios, 2016).

2. Data Collection:

By conducting a content analysis on a diverse range of content digitally including existing research on relevant topics and social media posts, online advertisements, fashion blogs, and existing websites of different brands, and their comparison between famous known and start-up local businesses (Riffe et al., 2019). This method will allow a systematic examination of textual, visual, and symbolic representations of the elements in the digital landscape (Placeholder6) .

3. Sampling:

The content analysis of this research will be a time-based sampling approach, which will examine existing content over specific periods not more than 5 years to capture changing variations in fashion marketing strategies (Hu & Du, 2013).

4. Data Analysis:

Thematic Content Analysis will be applied to this research to analyse the digital content's recurrent themes, patterns, and symbols found and categorized. We'll thoroughly analyse technology utilization, storytelling, branding, and customer interaction and compare traditional and modern fashion marketing and how people can gain knowledge and improve it.

5. Limitations:

The study knows what we will find might be constant for the time being and the digital advancement we are looking at. It might change itself according to technological advancements and other situations. So, we must be careful about calling it constant. Performing this type of research means that certain findings may be predicated on people's views or feelings. We'll do our best to be honest and open in this regard.

RESULTS AND DISCUSSIONS:

In exploring the impact of a digital revolution in fashion marketing and communication strategies several findings lead us to the points and issues raised and faced by emerging designers as knowledgeable facts that can help fashion enthusiasts to fulfil their goals in this ever-evolving digital landscape where fashion digital marketing is a thing that can make you known not only nationwide but worldwide (Chaffey & Smith, 2022).

Talking about Pakistan, using technology is like giving local designers a boost in the field of fashion. These technologically dedicated decisions may make local designers famous not only nationally but globally. The internet is an ocean of resources and guidelines (Zhang et al., 2017).

It appears that the fashion industry is rapidly walking away from traditional approaches like market stalling, instore shopping but more towards utilizing technology like online web store and social media pages to draw attention to and build brand awareness. Fashion brands are taking advantage of digital platforms such as Instagram, Facebook, YouTube, and online websites for their digital marketing to create exciting and engaging experiences for their consumers, going above simple images posted on their websites or pages. Adding detailed product videos, digital brand story telling following trends and exciting advertising campaigns linking them with emotional strategies to grab users' attention. This is a result of observing current events and the ways that fashion and technology are changing rapidly because of technological advancements (Bertola & Teunissen, 2018).

The era after 2010 is a great example of technological advancement, especially in trading. With the usage of the latest technologies brands like Gucci, Nike, and Zara have been extremely famous and well known. They build up not-so-fancy but customer-friendly websites that attract anyone, anywhere, to buy their apparel and people try to copy them because of them being trendsetters from the beginning promoting them of various social media platforms. To get people talk about them, several firms, like Burberry and Louis Vuitton, even went so far as to create virtual fashion shows and magic reality advertisements which no one would have imagined due to the technological advancement in fashion industry (Colombi et al., 2018).

Businesses such as Amazon, Stitch Fix, and Shopify used artificial intelligence techniques to create a personalized shopping experience by providing a webpage for all the designers to align at one stage, providing customers easy access to all the brands at one platform. Customers became extremely satisfied and brand because of getting those branded attire in a cheaper price on these websites (Alexander & Kent, 2021).

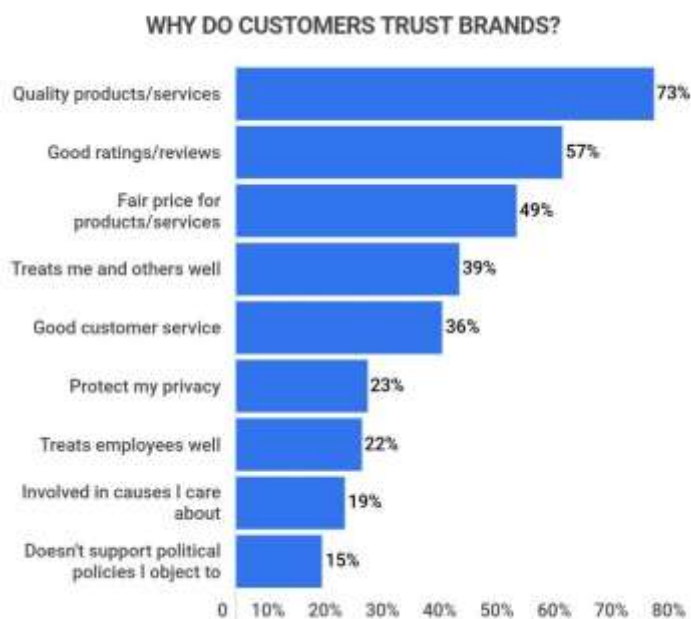
AI has changed fashion by making things more smart, efficient, and easy to access. If we talk about Artificial Intelligence, it is taking over so many human activities that require human brain. In fashion, the brain is all that is needed to analyse the algorithms, create designs, notice customers' demands, update with trends, and much more. AI can also be that friend to whom you share your aesthetic and it creates designs for you. Another AI advancement in fashion is AI chatbot that can assist instore shoppers making the whole experience smoother. AI can also read fashion trends online that can give you an easier access to worldwide fashion trends. AI ruling the world already has also made the fashion industry easy to perform through its features. AI algorithms can help analyse a vast amount of the data that exists on social media, fashion shows, and online shopping helps fashion emerging trends, and it has made half of the labour work for fashion way easier than before (Luce, 2019).

The below image shows the AI Impact in the Fashion market throughout the years. It explains the global AI in fashion market is expected to grow from 228 million dollars recorded in 2019 to 1260 million dollars (USD) in 2024 having a compound annual growth rate of 40.8% during the forecast period (Bolesnikov et al., 2022).



Fashion companies must have a solid online presence on social media platforms like Facebook and Instagram. Because online purchasing has become common, businesses need to make it more simple and secure. Analysing customer's data and preferences daily makes it easier to determine client's preferences. Fashion businesses should interact with consumers, offering virtual try-ons and live Q&As regarding the product and their experiences using technology. Fashion brands need to invest in online advertising, involve trustworthy influencers to showcase their products. They need to maintain their ability to adapt to changing trends and secure client information so they can trust in the future. Compelling themes that include behind-the-scenes looks of construction, sustainability, and user-generated content. Brands should connect audiences by showcasing eco-friendly activities related to fashion. Engaging features like contests, live streaming, and suggestion polls on social media stories and posts improve customer participation. By developing authenticity, it will help promote loyalty and trust.

Below is the list of the percentage of the factors that affect consumers' trust.



Social media has expanded the voice of customers by providing them with platforms for communication for comparative opinion sharing. Businesses must speed up their adaptive strategy because of the consumer behaviour patterns and technological advancements (Chaffey & Smith, 2022).

Fashion businesses must connect all marketing channels which include paid, free, and traditional channels including social media, influencers, and paid ads (TVC & DVC) which include technology to provide a seamless customer experience, despite the channel by which customers contact you (McCormick et al., 2014).

In fashion marketing, augmented reality (AR) and virtual reality (VR) have become the most potential technological advancements of the whole consumer experience. Using smartphones, software, and augmented reality designers can create virtual prototypes of the garments. By bridging the gap between online and offline purchasing, these technologies have made customers' life easier especially when for shopping expensive good. AR and VR improve the entire customer experience in fashion marketing by enabling virtual try-ons and developing creative marketing campaigns that increase interest and brand loyalty (Boardman et al., 2019).

For fashion brands, consumers' reviews and comments regarding their product quality and service also help them review their strategies if they need to change any (Medina et al., 2019). In Pakistan, the FTC has employed consumer protection law that minimizes fraud, brand deceiving, telemarketing fraud, internet scam reporting, price-fixing schemes, and unfair business practices, which has given users a platform to fight for their digital rights if they are trapped in any (Solove & Hartzog, 2014).

Pakistani fashion industry differs somewhat because of their marketing tactics. While many emerging designers are still working it out, several major names like Khaadi, Mohsin Naveed Ranjha, Batik, Sana Safinaz, Outfitters, and many more in this sector have begun to catch up with social media and online purchasing according to the technological advancement and changes. The full impact of advanced marketing concepts and the use of computer algorithms to predict consumer preferences have not yet shown up by these designers on priority. Sustainable clothing is one of the tactics that designers are using to advance their brands and promote a good cause to cash their products. However, Pakistani fashion has a great opportunity as more and more people are becoming concerned about purchasing sustainable clothing (Blázquez, 2014).

CONCLUSION AND RECOMMENDATIONS:

In conclusion, Fashion brands can improve their online visibility and cope up with the technological advancements by implementing all the strategies piled up in the article. The cornerstone is a user-friendly website that will generate the brand's identity and will give customers easy access to your products. A strong social media networking and copying effective global strategies. Reach will be yours if it's invested in better ads. Keeping up with the evolving trends for your benefit is the only way of keeping yourself in the competition.

Utilizing some of the clever advertising techniques that famous international designers are currently doing. Create a user-friendly website. Select a theme that will highlight your brand identity with a conceptual theme and logo, including a set of colour schemes that will define your identity, and a user-friendly easy to use attractive website. From time to time post your design updates, share behind-the-scenes images, and try engaging your audience on social media platforms with attractive posts. Invest in Digital marketing and good advertisements to have a greater audience reach with your brand message.

Use visually striking online ads, such as films on YouTube, trending posts on TikTok, or eye-catching promotional videos, to learn from global firms. Social media influencers are

the main source of attraction for your business if they wear your articles and showcase them in their profiles it will boost your sales. Consider utilizing data strategically as well. For instance, you may utilize the knowledge of popular trends to increase production of what customers desire. Lastly, tell a story using your brand. Giving a brand identity that people can relate to.

Additionally, there's a chance that hackers may attempt to hack their website and steal client data. The answer? Small businesses should prioritize having an effective website and posting often on social media. Collaborating with well-known internet (influencers) might be beneficial, and employing statistics to discover consumer preferences can be quite beneficial. It is important to make sure their store has the audacity to be a very user-friendly, easy to use and safe for customers, also following up on the latest online trends. Small fashion firms can succeed in the world of online fashion by implementing all these strategies, rather than just surviving it.

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