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FASHION CONSUMPTION IN DIGITAL MARKETING

Digital marketing has a profound impact on fashion consumption. Its interactive and personalized services enable fashion brands to better interact and communicate with consumers, thereby achieving better brand promotion and sales performance. Taking China as an example, this paper explores the motivations and channels of fashion consumption, and concludes that fashion brands should adopt multi-channel and diversified digital marketing strategies to better meet consumer demand and achieve long-term and stable development of the brand.

Keywords: *digital marketing, fashion communication, interactivity, personalized services, social media platforms*

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МОДНОЕ ПОТРЕБЛЕНИЕ В ЦИФРОВОМ МАРКЕТИНГЕ

Цифровой маркетинг имеет огромное значение для потребления моды, предлагая интерактивные и персонализированные услуги, которые позволяют модным брендам лучше взаимодействовать и общаться с потребителями, тем самым улучшая продвижение бренда и производительность продаж. Возьмем Китай в качестве примера, чтобы изучить мотивы и каналы потребления моды и прийти к выводу, что модные бренды должны принять многоканальную и диверсифицированную стратегию цифрового маркетинга, чтобы лучше удовлетворять потребности потребителей и достичь долгосрочного и стабильного развития бренда.

Ключевые слова: *цифровой рынок, быстрое общение, взаимодействие, личные услуги, платформы социальных средств массовой информации*

The rapid development of digital technology has had a huge impact on fashion consumption. People have shifted significantly from traditional offline consumption to online shopping mainly through e-commerce and social media, which is both a challenge and an opportunity for fashion brands. Faced with this new situation, fashion brands have adjusted their marketing strategies to enhance brand awareness in order to establish a good brand image in the minds of consumers, thereby achieving the goal of improving sales performance. For fashion consumption itself, it is a process and the ultimate goal of fashion communication. We can simply describe this process as: consumption motivation – consumption channels – generating consumption. This article will discuss digital marketing around the process of fashion consumption.

1. Analysis of fashion consumption motivation

Fashion is an indispensable part of people's lives, a manifestation of their social and cultural lifestyle, and a special language in social interaction. Fashion transmits information through visual images, causing people to attract attention, create situations, trigger fantasies, and quickly establish an image in the minds of others. Therefore, the behavior of fashion consumption has always been a topic of great concern to people.

With the development of the economy, the wealth in society is greatly enriched, and people's pursuit is not only limited to the material level, but more importantly to meet the growing spiritual and

cultural needs. Fashion consumption highlights this feature. In the process of fashion consumption, people pay more attention to the spiritual value it brings, that is, the confidence, respect, taste, personality, status, power, etc. that fashion consumption brings to people. On the one hand, people enjoy the added value brought by fashion consumption, but also are keen to convey fashion information and hope to influence others' fashion concepts and consumption tendencies, forming fashion consumption clusters with similar characteristics [5]. People in different fashion consumption clusters have different consumption motivations and psychology, with the following characteristics:

1) Social Identity: Fashion consumers typically want to showcase their taste and status in social settings, and gain social identity and recognition by wearing fashionable clothing and accessories;

2) Self expression: Fashion consumers hope to express their personality and style through clothing and accessories, and demonstrate their unique charm and attitude towards life;

3) Psychological satisfaction: In the process of pursuing fashion trends, fashion consumers often obtain a certain degree of psychological satisfaction, feeling that their tastes and choices have been recognized and appreciated;

4) Emotional needs: Fashion consumers often associate buying fashion products with emotional needs, such as buying a beautiful gift to express their concern and love for their loved ones or relatives;

5) Consumption habit formation: Fashion consumers often form a consumption habit, accustomed to pursuing fashion trends, focusing on brand and quality, and willing to spend a certain amount of money and time on it.

2. Fashion consumption channels

For fashion brands, consumption motivation is only the cause of fashion consumption, with the ultimate goal of forming consumption. In order to achieve the ultimate consumption goal, fashion brands attach great importance to the establishment of marketing channels, mainly divided into traditional marketing of offline physical stores and digital marketing of online virtual stores. From the perspective of the general trend, digital marketing will gradually become the mainstream. Taking the sales data of luxury goods in China in 2022 as an example, we can intuitively see the answer. According to the «2022 China Luxury Report» released by the high-end consumer research institute «Yaoke Research Institute», the online sales of China's luxury goods market reached 200 billion yuan in 2022, and the online transactions of international luxury brands in China increased by about 31 % to 220 billion yuan [1].

The above data have proven the potential of online consumption to fashion brands and pointed out the direction for brand future development – digital marketing. Taking China as an example, digital marketing mainly includes the following two aspects:

One is the early emergence of e-commerce platforms led by Taobao, Tmall, JD, etc. These shopping platforms have become the choice of more and more consumers due to their irreplaceable advantages:

1) Convenience: E-commerce platforms such as Taobao, Tmall, and JD.com meet the needs of consumers to purchase required goods without leaving their homes, saving them the time and effort of shopping in physical stores;

2) Rich product selection: There are many merchants and products on e-commerce platforms such as Taobao, Tmall, and JD.com. Consumers can find any product they need on the platform, realizing one-stop shopping;

3) Price advantage: The prices of products on e-commerce platforms such as Taobao, Tmall, and JD.com are more competitive compared to physical stores, and consumers can obtain more preferential prices;

4) Product quality assurance: e-commerce platforms such as Taobao, Tmall, and JD.com have conducted strict screening and review of merchants and products, allowing consumers to confidently purchase products with guaranteed quality;

5) Secure payment: e-commerce platforms such as Taobao, Tmall, and JD provide a variety of secure payment methods, such as Alipay, WeChat, and bank cards (online banking), so that consumers can complete payment safely and conveniently;

6) No time difference limit: e-commerce platforms such as Taobao, Tmall, and JD.com are open 24 hours a day, allowing consumers to shop at any time according to their time and needs;

7) High quality service: e-commerce platforms such as Taobao, Tmall, and JD.com have dedicated customer service, enabling convenient communication between businesses and consumers during the consumption process. If you are not satisfied with the product after consumption, you can also enjoy «7 days without reason to return or exchange», which greatly ensures the interests of consumers.

The second is the emerging social media led by WeChat, TikTok, Kwai, etc. These social media have emerged with their competitive advantages that can not be ignored, and become popular consumption channels for young people today:

1) Social shopping: WeChat, TikTok, Kwai and other emerging social media shopping platforms combine social and shopping together. Users can find, buy and recommend goods through social behaviors such as sharing, liking, and commenting, which increases the fun and interactivity of shopping;

2) Personalized recommendation: WeChat, TikTok, Kwai and other emerging social media shopping platforms can recommend products more suitable for users' tastes and needs according to their interests, historical browsing records and other information through big data and artificial intelligence technology;

3) Rich content forms: WeChat, TikTok, Kwai and other emerging social media shopping platforms have a variety of shopping content forms, including images, videos, live broadcast, etc., which can let users more intuitively understand the characteristics and use experience of goods;

4) High quality seller resources: The seller resources on emerging social media shopping platforms, such as WeChat, TikTok, Kwai, are better than those on traditional e-commerce platforms. These sellers can better interact with users through social media platforms, increasing users' trust in and willingness to buy products;

5) Precision marketing: WeChat, TikTok, Kwai and other emerging social media shopping platforms can carry out precise marketing and promotion based on users' interests and behavioral data to improve brand exposure and sales conversion rate.

3. Digital marketing strategies

Digital marketing is both an opportunity and a challenge for fashion brands. On the one hand, digital technology has provided more marketing and communication channels for fashion brands, expanding their influence and coverage; On the other hand, consumer needs and behaviors have also changed, and fashion brands need to explore new strategies to meet consumer needs and expectations [3].

First, innovate marketing strategies. The marketing strategies of fashion brands need continuous innovation to attract consumers' attention, such as combining with current social hotspots or adopting interactive marketing methods. In addition, establishing a brand image is also crucial. Fashion brands need to work hard in establishing a brand image to attract consumer recognition and support.

Second, provide personalized services. Consumers want to receive more personalized services. Fashion brands can provide personalized products and services by collecting consumers' personal information and preferences, meet consumers' needs, and enhance the connection and communication between brands and consumers.

Third, strengthen social media interaction. Social media has become an important platform for fashion brands to convey information. Fashion brands need to interact with consumers through social media, understand consumer needs, provide customized products and services, and enhance the connection and communication between brands and consumers.

Fourth, focus on sustainable development. Modern consumers are increasingly concerned about environmental protection and sustainable development issues, and fashion brands need to pay attention to these issues by adopting environmentally friendly materials, promoting recycling, and recycling measures to win the support and recognition of consumers [2].

Fifth, strengthening brand reputation management and data analysis and mining are also important strategies for digital marketing. Fashion brands need to strengthen brand reputation management, improve brand awareness and reputation, and use data analysis and mining technology to understand consumer needs and behavior, and develop more accurate marketing strategies.

Conclusion

Fashion brands need to explore new digital marketing strategies to meet consumer needs and expectations. Innovative marketing strategies, establishing brand image, providing personalized services, strengthening social media interaction, focusing on sustainable development, strengthening brand reputation management, and data analysis and mining are all key strategies for digital marketing of fashion brands. Fashion brands need to formulate corresponding strategies based on their own situation and market demand to adapt to the new features and changes of the digital era, and win the trust and support of consumers.

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