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TRINITY SAINT DAVID

**Exploring the Role of content marketing to drive
loyalty and engagement among consumers: A case of
the UK fashion industry**

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Abstract

This study looks at how customer loyalty and involvement are fueled by content marketing in the UK apparel sector. It investigates how engaging content develops brand loyalty and fortifies consumer connections in an extremely competitive marketplace by examining effective techniques. The background of the research along with the significance and the problem statement that this literature faced in the previous studies are highlighted in the introductory chapter. The literature review highlights the answers to the research questions describing the context of content marketing. Additionally exploring the interrelationship between the role of content marketing and brand loyalty, and aligning to the impact of content marketing on the performance and profitability of a fashion business organization of the UK. The research methodology defines the tools that the research utilized to gain results from the “primary, quantitative data collection method” by analyzing and discussing the survey results of 60 consumers of the UK retail sector aging between 18 to 45 years, in the following chapter of analysis and discussion. The project's work is finally summarized in the conclusion and recommendation chapter, which also offers pertinent results and makes recommendations for more future study.

Acknowledgement

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Chapter 1: Introduction

1.1 Research Background

The present era of business scenario is associated with cut-throat competition and thus to cope with the fast-changing market trends, the business context is altering at a rapid pace. Owing to this, Ozuem *et al.* (2021) asserted that due to the changes in market trends, traditional marketing techniques have grown old school, and with fast-moving life, customers feel it is unnecessary to spend valuable time on commercial advertisements, and their digital marketing came into existence because of the increased use of the Internet and social media platforms. The increased use of digital marketing and browsing through search engines and digital content has also allowed customers to analyse the product features and real-life experiences first prior to purchasing any product. Concerning this, Lou and Xie, (2021) mentioned that the increasing use of digital marketing resulted in marketers regulating easier interactions with customers and thereby covering a myriad of populations.

Taking this into consideration, Bazi *et al.* (2023) opined that in terms of digital marketing within the UK fashion sector, content marketing has evolved into an effective technique for ensuring customer engagement. Content marketing, in general, includes an array of marketing formats that help in the creation and sharing of viable content to drive the customer toward the fashion brand. To this, Vazquez *et al.* (2021) claimed that with this fast-paced alteration in the market trends, content marketing is presently considered an effective means of marketing for fostering long-term sustainability among customers within the UK fashion sector. Additionally, in terms of the efficacy of content marketing, Xie and Lou, (2020) highlighted that this particular marketing method is used by the UK fashion sector to make promotion for products and services, seasonal sales and discounts, the arrival of new collections, product reviews, and much more irrespective of what the sector is selling. Moreover, this means of marketing has paved the marketers to make expansion in their customer base by opening up an array of avenues for potential customers.

Additionally, in terms of content marketing, Singh and Chakrabarti, (2020) stated that the marketers of the UK fashion sector have been able to create and distribute valuable content through blogs, podcasts, reels, storytelling, reviews, email marketing, videos, and so on to engage and interact with their targeted audiences to attract and retain a significant base of customers. Moreover, in the view of Molina-Prados *et al.* (2022), this specific measure helps to attract visitors

to their websites thus leading to increased traffic and sales. Also, concerning the surge in customer loyalty and engagement, UK fashion marketers are able to understand consumer demands and expectations to ensure strong and long-term relationships with customers. This helps the fashion sector to lead the customers to repeat their sales thereby sustaining an increased growth in sales and revenue.

1.2 Research Rationale

The study intends to make an in-depth evaluation of the role of content marketing in driving customer engagement and developing loyalty among them within the fashion sector belonging to the UK marketplace. In the view of Fetais *et al.* (2023), analysing the role of content marketing in the business context is of the utmost importance because in this ever-changing business scenario, sticking to the age-old traditional methods of business is of no use. Moreover, with changing market conditions, customers desire marketing approaches that are attractive as well as provide a clear description of the product which helps guide the customers regarding the viability of the product or services. Additionally, Castillo-Abdul *et al.* (2022) stated that the use of content marketing has permitted UK fashion enterprises to maintain transparency with their customers.

1.3 Research Significance

In this present condition, every person is on a busy schedule and thus finds it both unnecessary as well as unpleasant to spend a lot of time shopping and purchasing purposes. This resulted in the growth of digital marketing, however, as per Lu *et al.* (2023), the use of content marketing for promotional and marketing purposes has resulted in the firm developing user-related content that helps to give the customers a real-life experience regarding the product. This helps UK fashion firms to attract and engage a wide range of customers. Furthermore, it has been observed by Ntarlas and Karayanni, (2020) that there was no to limited research available on the efficacy of content marketing in terms of engaging customers and creating loyalty among them, especially within the UK fashion sector which also allowed the researcher to opt for emphasising the study topic.

1.4 Problem Statement

In this changing environment where business is highly associated with competition and an array of concerns that affect the sustainability of the business in the long term. Therefore, to cope with

the market, it becomes essential for the UK fashion sector to hold and strive to enhance its market position to stay ahead of the competition and incur profitability. Concerning this, Salem and Alanadoly, (2024) opined that although several research was conducted previously concerning the UK fashion industry, however, prior researches were associated with an array of limitations and failed to properly pinpoint the areas of concern, the inclusion of which would have enhanced the research. Owing to this, it can be stated that the main objective of conducting this research is to make an in-depth exploration of the role of content marketing in strengthening loyalty and engagement among the customers of the UK fashion industry.

1.5 Aim and Objectives

Aim

This specific study intends to explore the effectiveness of content marketing in driving loyalty and engagement among customers belonging to the UK fashion industry.

Objectives

- To make an evaluation of the different content marketing approaches employed by the UK fashion sector.
- To explore the interrelationship between the role of content marketing and brand loyalty.
- To analyse the importance of CRM in boosting customer loyalty.

1.6 Research Questions

- What are the different approaches to content marketing used by the UK fashion industry?
- How are content marketing and brand loyalty interrelated?
- How significant is CRM in strengthening customer loyalty?



Figure 1: Dissertation Structure

(Source: Self-Created)

1.7 Chapter Review

Introduction

The introduction chapter aims to highlight the background of the research while pinpointing the research rationale and significance along with stating the need for emphasising the study topic that entails the role of content marketing in driving loyalty and engagement among the customers of the UK fashion industry (Wang and Chan-Olmsted, 2020). This portion also intends to mention the aims and objectives of the research.

Literature Review

The literature review section of the study helps to gather pertinent information regarding the study topic with the intent to provide the readers with a detailed overview of the role of content marketing. Moreover, this section also opts to provide a conceptual and theoretical framework to shed emphasis on the proposed research questions (Bubphapant and Brandão, 2024).

Research Methodology

The research methodology section highlights the methods that the researcher uses to accomplish the study in a pertinent manner. Moreover, this part of the study also mentions the strategies and methods adopted by the researcher to gather relevant data that run conjunction with the study topic (Rungruangjit and Charoenpornpanichkul, 2022).

Findings and Analysis

In the findings and analysis section, the researcher backs the study with statistical evidence that helps the researcher to collect reliable and authentic data and information that are viable to the study topic.

Conclusion and Recommendation

In the conclusion and recommendation chapter of the research, the overall research has been summarised and discussed. Moreover, the limitations of the research have also been pinpointed to guide the researcher in future endeavours. Additionally, some recommendations have also been mentioned to alleviate the issues that the researcher encountered while conducting the study.

Chapter 2: Literature Review

2.1 Introduction

Businesses operating in the UK fashion industry strategically incorporate content marketing which enables them to boost the overall engagement and loyalty of customers. This section will evaluate the impact of content marketing on the overall performance and revenue of UK fashion companies. The relationship between content marketing and the overall brand loyalty of consumers will also be stated. Additionally, the importance of consumer relationship management along with the diverse types of content marketing approaches that UK fashion companies face will be assessed. The issues faced by these businesses will be thoroughly assessed and strategies to solve them will be stated. Areas which lack adequate information will also be assessed in this section.

2.2 Concept of content marketing, CRM and brand loyalty

As per Krowinska and Backhaus, (2024), a form of marketing known as “content marketing” entails the purposeful creation, dissemination, and advertising of various types of content, including emails, podcasts, videos, and blog entries. Content marketing is commonly employed to enhance brand recognition and interaction, draw in customers or visits, produce prospects for transactions, or stimulate sales and income. In contrast to other digital marketing strategies, content marketing has the potential to yield lasting advantages for a company.

According to Guerola-Navarro *et al.* (2021), all of an organisation's interactions with both present and future clients are managed through the use of customer relationship management (CRM). CRM software facilitates customer relationships, operational optimisation, and increased profitability for businesses. CRM technologies use artificial intelligence (AI) to help manage connections more effectively across the customer lifecycle and can even combine data on clients and businesses from several sources (Ledro *et al.* 2023).

Brand loyalty is contingent on reputation and image as opposed to consumer loyalty, which is based on financial gain (Dam and Dam, 2021). Customers who are devoted to a brand perceive that it offers higher levels of service and quality compared to its rivals, regardless of cost. Although brand-loyal consumers may make fewer purchases overall, their profit margins are higher.

2.3 Objective: To explore the interrelationship between the role of content marketing and brand loyalty

2.3.1 Impact of content marketing on the performance and profitability of a fashion business organisation

According to Misbakhudin and Komaryatin, (2023), to fascinate and engage consumers, content marketing carefully distributes a variety of media types, including articles, videos, and podcasts. By positioning companies as thought leaders, content marketing raises brand awareness and keeps them at the forefront of consumers' minds. On the contrary, Jones and Lee, (2022), states that it is essential for fashion companies as it keeps customers engaged and interested over time, increasing revenue through several channels of content including social media posts, videos, and blogs. Thus, it may be stated that effective implementation of content marketing can enhance the performance and profitability of an organisation. Further, as per Ozuem *et al.* (2023), implementing content marketing in an organisation creates a brand reputation. As such by adopting content marketing strategies is it viewed that fashion organization establish strong online marketplace presence for their organisation.



Figure 2: Benefits of content marketing in a fashion organisation

(Source: Pinterest, 2024)

According to Caratù *et al.* (2023), content marketing in fashion organisations helps to **educate customers** about styling tips, fashions, trends, sustainable practices, and fabric. On the other hand, Bazi *et al.* (2023), stated that these tips can help the customer to choose the right product as per their choices. It also helps the customer to add value to their experience of shopping at the same time increase brand loyalty. As per Bubphapant and Brandão, (2024), implementing content such as blog posts, videos, and social media updates helps the customer to get detailed information about the products which can build trust among the customers and enhance brand credibility. On the other hand, Kautish *et al.* (2023), stated that implementing content can make the fashion organisation establish its authority in the fashion industry. Thus, it may be commented that by implementing content marketing techniques, organisations in the fashion industry can achieve **competitive advantage** and increase brand awareness as well as reputation that can help in increasing their profitability.

As per, Xie and Lou, (2024), it can establish the authority of the fashion organisation which will increase the credibility of the organisation. Implementing effective content through blogs, videos, and social media content can increase trust and loyalty among the customer which in turn enhances brand reputation. Further, Akram *et al.* (2024), states effective content can reach a large segment of customers which attracts the customers and makes them purchase. Hence, it may be said that content marketing has a significant role in increasing **client engagement** in a fashion organisation. Moreover, Lopes *et al.* (2023), claim that strategic content marketing helps fashion brands to communicate with a large segment of the audience and showcase their products which increases customer engagement in the fashion organisation. Implementing strategic content marketing drives the organisation toward profitability and increases its **brand awareness**. According to Salem and Alanadoly, (2024), sharing relevant content such as social media posts and videos, blog posts help the organisation to promote its product brand which can enhance its brand awareness. On the other hand, Bubphapant and Brandão, (2024), strategic content about styling tips, trends, and behind-the-scene glances can attract more audiences and help to increase brand awareness among the audiences. **Lead Generation** by using content marketing generally refers to a strategic approach that focuses on the creation of relevant content (Blogs, Social Media posts) to promote a brand to the targeted audience by invigorating interest in the products or services.

According to Verbytska, (2023), the fashion industry can use a content marketing strategy more effectively. The company uses Lead Generation Forms as an essential tool which enables the firm to make some direct contact with the customers. On the other hand, Hall, (2023), claims that fashion brands use content marketing to send information about some personalised offers through Email, Messages and so on. In this way, the companies can gain more attention and trust from the customers. **Search Engine Optimisation** is an approach that improves the website's visibility on the search engine. In this fast-paced world, the trend of consumer needs in the fashion industry is constantly evolving and there is strong competition between the brands. Thus, from the views of these authors it may be concluded that by improving online visibility companies can stand out from the competition. Khosla, (2023), claims that by creating a user-friendly website companies can captivate higher traffic and this way can convert visitors to permanent consumers. If the customers spend more and more time on any website that sends a positive message to Google, and this creates a big impact on the overall development of the business. On the other hand, Barbosa, (2023), claims the business organisation can create some compelling content for search engines and share it through various channels and in this way can boost the online visibility which creates a big impact on the overall business growth of the company. Thus, in the case of the fashion industry, if the customer finds informative and engaging content on the website, the buyer explores the website more to get further information and this way, the content marketing can increase the **website traffic**.

2.3.2 Relationship between content marketing and brand loyalty in the fashion industry

Jung *et al.* (2020), states that in the fashion industry, brand loyalty refers to consumers' consistent preference for a specific brand over comparable products from rivals due to their favourable connotations with the brand. Moreover, Hinzmann and Nasslin, (2020), point out that in a world of fierce competition, fashion brands need to know what their customers want and provide tailored experiences to win them over. Thus, this indicates that consumers form strong connections with brands that understand their needs and provide them with satisfactory experiences. Brands that are successful in building strong customer relationships succeed in gaining customer loyalty in the long run. According to Ozuem, (2021), consumer purchasing conduct is strategically influenced by the relationship between content marketing and the overall brand loyalty of consumers in the fashion sector. Companies proactively convey their message by creating appealing content marketing which includes visuals and interesting narratives. Fashion brands may increase consumer engagement, loyalty, reputation, and reliability by implementing relevant content

marketing.

Keller's brand equity model

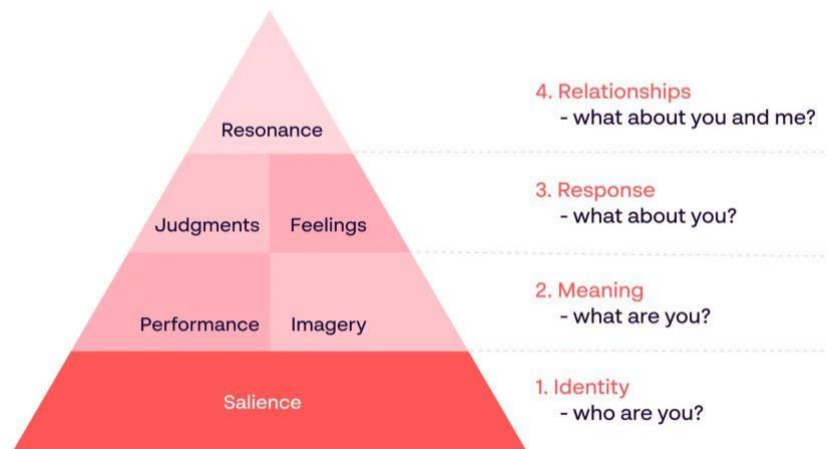


Figure 3: Keller's brand equity model

(Source: papirfly, 2020)

In the fashion world of the UK, content marketing is really important for making customers stick to a brand, especially while looking at it using **Keller's Brand Equity Model**. This model, also called the Customer-Based Brand Equity Model, is like a pyramid with four parts: Identity, Meaning, Response, and Relationships. According to Murauskaitė, (2024), content marketing plays a crucial role in building a brand's identity, which is like the foundation of a pyramid. It achieves this by increasing awareness as well as shaping people's perceptions regarding the brand. Additionally, it communicates the brand's meaning, the second level, by highlighting its performance and visual elements. As stated by Stukalina and Pavlyuk, (2021), the third stage, known as a response, is where customers develop their opinions and emotions about the brand. Good content marketing can create favourable reactions, building trust and satisfaction, which are essential for keeping customers loyal to the brand. At the final step, the highest level, relationships, is where brand loyalty truly thrives (Cuong *et al.* 2020). Therefore, it may be argued that content marketing has a vital role in fostering lasting connections with customers, which boosts their involvement with the brand. This involvement, along with factors like trust and satisfaction, leads to solid brand loyalty.

The Keller brand equity model is used to determine the rate of customer satisfaction with a product

and the level to which a brand's value can rise. Fashion brands may guarantee brand awareness among consumers by regularly generating intriguing and instructive material that highlights their merchandise, brand values, and lifestyle. Through the use of content marketing, fashion firms may establish and strengthen brand associations. Brands may create favourable associations in consumers' thoughts by creating engaging tales, and staying up to date with relevant cultural shifts. The fashion business benefits greatly from content marketing in terms of building brand loyalty. Muniesa, (2020) justified that the major advantage of using the Keller brand equity model lies in the fact that it helps estimate and analyse the brand feelings the consumer gets on purchasing a product. However, Ashrafa, (2022) mentioned that the major disadvantage is that it is more industry-oriented rather than customer-oriented which leads to its occasional failure to represent the relationship between product value and customer satisfaction. As per Zia *et al.* (2021), the major advantage of Keller's brand equity model lies in the fact that it helps analyse customer loyalty towards a brand and analyse the “customer lifetime value” regarding the usage of the product. This means that Keller's brand equity model helps identify the value of a product, however, it does not provide insights into how customers perceive the value of a product.

Whereas Sarker *et al.* (2021) justified that the major disadvantage of Keller's brand equity model lies in the fact that it does not help analyse the profit margin more methodically and, thus, is unable to identify the pivotal changes in the market trends that affect the business in the long-term basis. However, Gorbato *et al.* (2021) commented that the major advantage of Keller's brand equity model lies in the fact that it is a “data-driven and metric-driven process” that helps in analysing the key parameters of consumer behaviour such as value, loyalty and sustainability. However, Stukalina and Pavlyuk, (2021) mentioned that the major disadvantage of using the Keller brand equity model is associated with the fact that it is based on poor business insights and disconnected sale metrics to analyse the market trends. On the contrary Jami, (2023), stated that companies gain insights regarding past purchasing patterns and choices of consumers and offer them products accordingly. Using this strategy, companies can make consumers feel understood and acknowledged, thereby encouraging repeat business and enhancing customer loyalty.



Figure 4: Content Marketing.

(Source: mbaskool, 2023).

By creating interactive content like quizzes, live sessions, polls and other user-generated initiatives, fashion brands boost the overall engagement of their consumer base. These approaches enable consumers to share their opinions and overall perceptions of the company. Open communication and interaction with consumers help brands to boost their overall loyalty and trust. However, according to Xie, (2020), this also helps companies to stay relevant and updated regarding the ever-changing choices and preferences of customers thereby ensuring ongoing advancement. Furthermore, by creating unique and captivating content, fashion companies proactively distinguish themselves in the highly competitive fashion industry. They strategically underline their adopted initiatives and craftsmanship which helps them to gain an edge and maintain their market standing. Roggeveen, (2021), argued that this helps brands to establish their reputation as reliable, innovative and authentic thereby enhancing the overall loyalty and engagement of its targeted consumer base. Additionally, Andler, (2023), states that maintaining consistency in posting content helps to keep consumers updated regarding the products and

services of businesses. Therefore, it may be said that by posting content that is based on the preferences and choices of consumers, companies can strengthen their overall bonds with consumers. This will further enhance the overall trust and reliability of consumers in the company, which shall ensure repeated purchases and retention.

Fashion companies establish several loyalty programs by using content marketing tactics which helps them to boost the overall loyalty of their clientele. As per Sohaib, (2023), several content channels like social media, websites, email and blogs, and fashion brands educate consumers regarding the several benefits these initiatives offer. This includes birthday discounts, specific offers, point-based rewards, early access to new products and invitations to VIP events. These rewards enhance the overall engagement of consumers along with boosting their overall loyalty. According to Huh *et al.* (2023), engaging in these loyalty initiatives enables consumers to obtain advantages thereby enhancing their overall purchasing experience. Furthermore, fashion companies create content based on specific events and new trends which helps them to stay relevant and updated to the latest marketplace patterns. This strategy helps the brands to stay ahead in the competition and attract new consumers and enhance the loyalty of their existing clientele. Bubphapant, (2024), stated that creating content based on market trends demonstrates that the fashion brand is updated with the latest fashion trends. This also underlines the adaptability of the company thereby attracting consumers and improving their overall engagement. Furthermore, creating content based on cultural events enables fashion companies to strengthen their bonds with consumers. As per Lu *et al.* (2023), this helps companies to promote a sense of inclusivity by providing specific discounts and offers during events. Fashion companies also encourage customers to create content and share their content regarding their experience with the brand's products and services. Hence, from the authors' views it is noted that content marketing of various types and categories is effective in increasing the overall involvement and loyalty of consumers as well as boosting the overall credibility of fashion companies.

2.4 Objective: To analyse the importance of CRM in boosting customer loyalty

2.4.1 Significance of customer relationship management in improving customer loyalty in the fashion industry

Sanjay, (2021), asserts that a company's contacts and relationships with its customers are managed through the use of a comprehensive technology and strategy called customer relationship management, or CRM. Improving company ties with both current and new clients is its main goal. CRM includes a variety of tactics and policies designed to promote durable and fruitful partnerships. In order to provide tailored interactions and increase customer satisfaction, Kumar and Misra, (2021), state that CRM entails careful data analysis to comprehend client behavior and preferences. According to Khan *et al.* (2022), CRM is a technology that assesses companies in collecting data on their existing customers and understanding their needs, expectations, and feedback. This assessment helps companies create a marketing campaign that attracts the targeted new customer base. On the other hand, Migdadi, (2020), says that customer relationship management helps companies increase their sales and eventually generate profit. Hence, based on authors' viewpoints it may be stated that particularly in the fashion industry customer relationship management has a significant role in building customer loyalty and enhancing customer retention.



Figure 5: CRM importance

(Source: founderjar, 2023)

CRM plays a pivotal role in the fashion industry by helping fashion brands create customised products and services for customers. In the view of, Gil-Gomez, (2020) CRM helps fashion brands

manage efficient relationships with customers, build a strong brand image in the market, and gain a competitive edge in the market. On the other hand, Itani *et al.* (2020), say that CRM tools help fashion companies track their customer's purchase patterns and design products that meet their expectations and lead to customer loyalty. Various advanced CRM tools such as Hubspot and Zendesk help companies understand the customer's demographics and communication preferences and in turn help them devise lucrative discount and incentive strategies. In other words, it may be said that the primary focus of customer relationship management is to understand the customers on a personal level, offer them customised products and services, establish customer loyalty, and increase customer retention. When a company understands its customers deeply and can offer them relevant products and services, its customers are valued and become loyal customers of the company for the long term.

In the view of Rane *et al.* (2023), Customer relationship management involves all the methods that help a company foster better relationships with its customers. For example, fashion brands often use automated email marketing campaigns that send customers customized email messages. Social media marketing is also an efficient tool for managing efficient customer relationships since it helps the company remain aware of changing customer preferences through their feedback. These days, fashion brands establish their social media page and post appealing pictures, make all the updates, and announcements as well, and most importantly reply to customers' questions and comments. Conversely, Mishra and Alok, (2022), mention social media is an efficient CRM tool in increasing sales and engaging customers with the company. Also, email marketing and social media marketing help create impactful brand impressions and provide an effective customer experience. Apart from these two methods, fashion brands can make use of CRM software and tools to send specialised messages, offer special discounts, and provide information about back-inventory products. These personalised messages make customers feel connected with the brand and increase customer loyalty. On the other hand, Domazet and Neogradi, (2023), say that CRM tools help better segment customers based on age, region, and preference. For instance, some of the customer segment might be more drawn toward magazines, while some of the customer segment might prefer digital media platforms. Segmentation allows targeting specific customers with their preferred mode of marketing instead of sending one general message to all the customers.

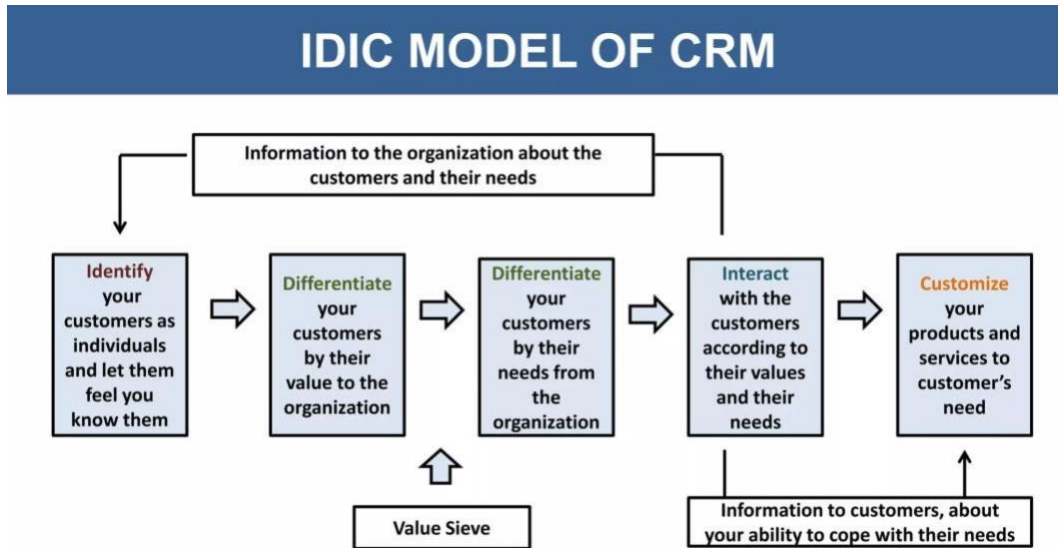


Figure 6: IDIC model of CRM

(Source: slideshare, 2020)

Customer Relationship Management has an important role in boosting customer loyalty in the UK fashion sector, especially when using the “**IDIC (Identity, Differentiate, Interact, Customize) approach**”. According to Zulyanti and Irawan, (2023), in the fashion sector, it is imperative to comprehend the “**identities**” of buyers. CRM uses data analytics to uncover unique consumer interests, tastes, and conduct. Secondly, as stated by Pandey *et al.* (2022), in the fiercely competitive fashion sector, distinguishing out in a crowded market requires “**differentiation**”. Consequently, CRM helps fashion firms stand out from the competition and provide clients with distinctive and customised experiences.

Demmers *et al.* (2020) further stated that in the fashion sector, cultivating significant “**interactions**” with clients is crucial to promoting customer loyalty. CRM makes it easier to interact and communicate with clientele on an individual scale using a variety of channels, such as social media, email, and mobile applications. In the fashion sector, as opined by Wen, (2023), “**customisation**” is a major factor in fostering client loyalty. CRM allows businesses to tailor goods and services to each customer's unique requirements and preferences. Fashion brands may improve customer satisfaction by providing individualised product recommendations, customisation choices, and styling guidance by utilising CRM data to comprehend consumer tastes

and past purchases. Therefore, CRM when applied through the IDIC model, greatly contributes to enhancing customer loyalty within the UK fashion sector. It enables brands to forge robust connections with customers, resulting in repeat purchases and recommendations, thereby strengthening brand loyalty.

As per Zulyanti and Irawan, (2023) the major advantage of using the IDIC model of CRM is based on the fact that it helps in managing the strategic positioning of a business and to some extent, fathom the market position of a business in terms of problems faced by the consumers. In contrast, Sudirjo *et al.* (20224) justified that its key disadvantage lies in the fact that although it can perceive the market and business position however, its implication is not strong as it is not able to determine the customer's changing demands to some extent. As per Diem *et al.* (2021), the major advantage of the IDIC model of CRM lies in the fact that it helps businesses understand and gain competitive advantage by perceiving customer needs. In contrast, Pandey *et al.* (2022) stated that the major disadvantage of the IDIC model of CRM lies in the fact that due to the overreliance of the staff on CRM business-related strategies, it compromises the data security factors of the customers. Meanwhile, Nicolescu, (2021) justified that the IDIC model of CRM has major advantages in understanding the social factors and predicting the sustainable demand of “social commerce”.

There are various reasons that might lead to low customer retention such as poor customer service, and low product quality, CRM tools can help in analysing these aspects, take improvement actions, and consequently retain more loyal customers. Better marketing campaign efforts and an impactful social media presence help attract customers from new demographics and regions. As per the view of Alkitbi *et al.* (2020), retaining the existing customer base is more cost-effective than acquiring new customers. This is why, CRM approaches focus on providing better customer experience to the customers, building customer loyalty, and consequently retaining them with the company. On the other hand, Gunawan, (2022), says that satisfied customers of the company are the major source of attracting new customers as happy customers spread positive word of mouth and refer the fashion brand, they like most to their peers and family members. Thus, CRM strategies help build good relationships with existing customers and expand the customer base by attracting potential customers toward the brand.

2.5 Objective: To make an evaluation of the different content marketing approaches employed by the UK fashion sector

2.5.1 Various approaches of content marketing strategy used by the UK fashion sector

The fashion industry has become an integral part of content marketing as in every activity the fashion businesses are including various content approaches to gain a highly competitive advantage within the emerging economy. In the fashion industry of the UK, the dynamic fashion businesses implementing constant innovation and adapting the changes in terms of creating content marketing promotions for the products. As per Ho *et al.* (2020), Content marketing is the process of making a powerful presence across emerging customers by aligning their expectations with the brand and the content advertising policy across the social media platform. This helps to engage a wide range of customers by making the fashion businesses enable to understand the emerging trends in the fashion industry and portray the brand personality to attract potential customer interest.



Figure 7: Content Marketing Strategies

(Source: geeksforgeeks, 2023)

The fashion industry in the UK uses different methods of content marketing to connect with customers and boost their purchases. It has been mentioned in the report that companies such as Monsoon, River Island, and Superdry utilize digital performance metrics to enhance their online presence. They concentrate on factors like how easily customers find them online, the strength of their website's authority, the effectiveness of paid advertisements, how well they convert visitors into customers, and the technical aspects of their online platforms (clickthrough-marketing.com, 2022). Whereas, Rathod, (2022), reported that social media is really important for getting people to visit fashion brand websites. Brands pay for ads and team up with influencers to make sure more people see their products and visit their sites. Support from influencers is common among UK fashion brands, who partner with social media personalities to boost their visibility. Further, as mentioned by Shaw (2022), brands such as Shein and PrettyLittleThing often get mentioned on platforms like TikTok as part of these collaborations. This indicates that distinct fashion brands in the UK use this strategy to raise brand recognition, drive more visitors to their websites, and ultimately, enhance sales. The fashion industry of the UK exhibits content marketing by setting up a clarified objective and a particular strategy to measure the effectiveness of their promotion of the product. By using KPIs the businesses track their performance throughout the emerging market and try to know the customer demographics, expectations, needs, and the market changes in terms of setting up a personalised content marketing statement. Therefore, Jacob and Johnson, (2021), state that emerging fashion businesses utilise technologies that help to gain valuable customer information by assessing the information from short-time customer surveys and further help to develop a customer-oriented marketing approach for the enhancement of the specific product sales.

In addition, Lou *et al.* (2019), the fashion businesses also develop a content calendar which is a necessary part of implementing a successful content marketing strategy for fashion brands. Through a suitable content calendar, businesses become able to plan advanced content and ensure stream consistency that aligns with the brand message and visibility. Through developing a relevant content marketing strategy UK fashion businesses invest in hiring professional content creators to get an in-depth idea for the development of customer-oriented content and appeal to the wide range of diversified customers in the market. Also, the help of professional content creators enables the company to invest in high-quality advertising content and showcase products in the best possible way that resonates with the audience. Moreover, Gomes *et al.* (2022), argue that the most valuable approach to content marketing development is the collaboration with social media

influencers across the social media platforms. Fashion brands usually make partnerships or negotiate with recognised social media influencers in terms of portraying the benefits of products across emerging customers, and increasing optimum brand awareness over time. By collaborating with influencers, UK fashion brands increase brand value and generate an assurance of the regarded product to the audience and this in turn increases the wide customer engagement in the business. As noted by Vazquez *et al.* (2021), in recent times the power of user-generated content has increased with the help of social media influencers as influencers are the expertise to make user-oriented content for the brand that builds trust and customer engagement in the business. Thus, from the different views it is observed that a personalized marketing approach is being used to encourage audiences to share their innovative perspectives regarding the fashion experience, user-generated content is being developed which in turn appeal to the customers and influence satisfaction among them.

2.6 Literature Gap

The research has thoroughly evaluated the role of content marketing on consumer engagement and loyalty. However, there exists a certain gap in the existing literature based on this topic which requires further research. The study on UK fashion does not have enough real-life proof and leans too much on theories. It does not pay attention to particular problems like making sure the content is relevant and ensuring ethical partnerships with influencers. Also, because there is no comparison between different approaches, one cannot understand what works best. The research mainly looks at theories such as Keller's Brand Equity and IDIC CRM models and emphasizes the need for practical confirmation. It also touches on new trends briefly but does not delve into the way they affect content marketing as well as CRM strategies. The question of how content marketing affects the involvement of consumers in the UK fashion industry remains unanswered (Çil *et al.* 2023). Future investigations ought to connect theoretical concepts with real-world applications, carry out practical studies, and explore particular obstacles to gain a thorough grasp of the interplay between content marketing and customer relationship management in the United Kingdom's fashion sector. Furthermore, the researchers have failed to analyse the impact of content marketing on enhancing the performance of fashion companies which highlights the need for conducting additional research.

2.7 Comparative Analysis

The IDIC (Identity, Differentiate, Interact, Customise) model of client Relationship Management (CRM) and the Keller Brand Equity Model are essential frameworks for comprehending and improving client loyalty and brand equity in the fashion industry. Identity, Meaning, Response, and Relationships are the four main elements that the Keller model uses to develop brand equity (Karste and Guzman, 2020). Content marketing plays a crucial role in defining brand identity and meaning by raising awareness, influencing perceptions, and eliciting positive responses from consumers. This, in turn, builds strong brand relationships and customer loyalty. On the other hand, the fashion industry-specific strategic CRM approaches are highlighted by the IDIC model (Stetsenko, 2020). First, the client's preferences are identified and understood, then differentiated based on their digital purchasing patterns. While customisation guarantees customised recommendations and information, interaction entails interacting with clients across several touchpoints to create individualised experiences.

Although they both help to increase client loyalty, the methods and objectives of the two models are different. With a focus on content marketing's contribution to the development of brand identity and meaning, the Keller model provides a thorough knowledge of the building of brand equity (Pereira, 2021). In contrast, the IDIC model emphasises customer recognition, interaction, and customisation to promote loyalty and offers a strategic framework for CRM deployment (Nicolescu, 2021). Every model has its limitations, though. The Keller model may lack a customer-centric approach, concentrating more on industry-specific indicators and occasionally misrepresenting the connection between customer pleasure and product value. On the other hand, the IDIC model might have trouble guaranteeing data security and responding to shifting client wants, even while it does a good job of managing strategic positioning and comprehending customer needs. In summary, both models provide insightful analyses of how to improve customer loyalty in the fashion industry; nevertheless, their efficacy hinges on how well they are included in more general marketing and CRM plans that are customised to the unique requirements and difficulties faced by fashion firms.

2.8 Conclusion

This section has thoroughly analysed the importance of content marketing in enhancing the loyalty of consumers in the UK fashion industry. This marketing strategy has enabled to boost overall

brand awareness and enhance the involvement of consumers thereby increasing the profitability of UK fashion businesses. Content marketing has also enabled fashion companies to strengthen their bonds with their targeted consumer base by creating attractive and appealing posts based on their preferences and demands. Additionally, UK fashion companies collaborate with influencers who share their experience with the product or service of the brand through captivating content. This helps UK fashion companies to expand their overall market reach and gain an edge in the highly competitive fashion sector.

Chapter 3: Research Methodology

3.1 Introduction

The chapter on “research methodology” will define the procedure and purposes of methodologies that are incorporated to interpret the aims and objectives of the research. The methodology will integrate “research philosophy”, “research approach”, “research design”, “research strategy” “data collection method”, “data analysis”, “research ethics” and “research limitations”.

3.2 Research Onion

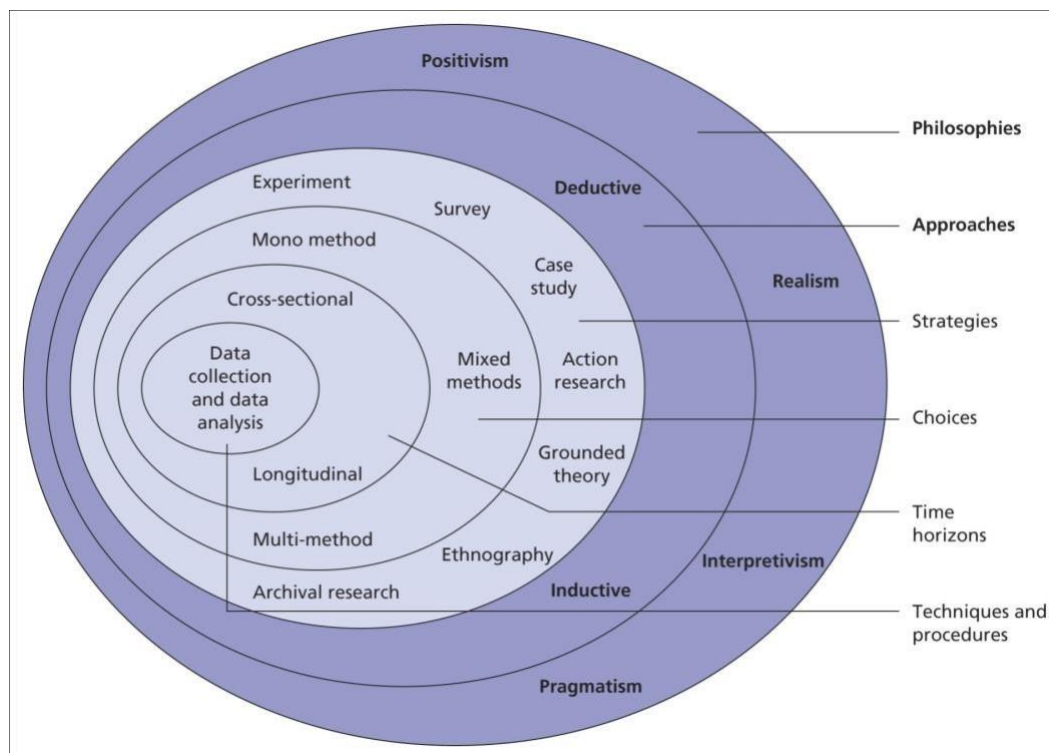


Figure 8: Research Onion

(Source: Saunders *et al.* 2019)

“Research Onion” is a tool that helps in organising as well as developing research by encapsulating various layers of it effectively (Mardiana, 2020). Research Onion provides a structural framework that helps a researcher design a research study by selecting appropriate techniques and methodologies for interpreting the aims and objectives of the research (Saunders *et al.* 2019). The

research onion also provides a transparent approach to choosing suitable strategies, methods of data collection and analysis, and time horizon.

3.3 Research Philosophy

This particular study chose the philosophy of “positivism”. The respective research philosophy which is the “Positivism Philosophy” has been chosen in this research because the outcomes of the philosophy are highly reliable and can be generalised more effectively as well (Madden, 2022). For example, according to the context, the philosophy has supported to ascertain the meaning of content marketing and its role on driving loyalty and engagement which could have been vague with other philosophies (Al-Ababneh, 2020). However, one disadvantage might occur in positivism is that the perception of human behaviour can be passive although the accuracy is more significant for this research and thus, the respective philosophy has been chosen.

3.4 Research Approach

The research approach usually exists in two categories such as “inductive” and “deductive” (Ahlskog, 2020). This study utilised the “deductive approach” which has enabled the researcher to derive a theory and evaluate its impact on the empirical observation of the study.

One of the major advantages of the deductive approach which has been chosen for the research is that it can further lead the study towards theoretical advancements along with maintaining precision and clarity (Mulisa, 2022). Such as in this research the deductive approach has maintained clarity regarding customer loyalty and content marketing being involved in this. Other approaches might not be as precise as the chosen one. However, the disadvantage leads to the approach being not able to identify every variable related to the context but the approach can be utilised to refute or confirm the established theory. Hence, the approach can further clarify the research more evidently.

3.5 Research Strategy

Depending on the context of this study, the researcher has chosen the “survey strategy” to conduct the research process effectively. The survey strategy has one of the major advantages which is maintaining the authenticity of the outcomes of the research. As the context is based on the aspects of content marketing in customer involvement, the survey technique has further supported the research to gain direct insights from the customers regarding content marketing and how this drives customer loyalty. The precision is the ultimate advantage, however, the excessive time that is required to choose the participants and frame the questions is a major disadvantage. Although the strategy ensures authenticity and this is required for this context particularly. Thus, this strategy has been chosen (Canlas, and Karpudewan, 2020).

3.6 Research Design

The study will implement the aspects of “**descriptive design**” through an approach of primary investigation incorporating the “survey method” (Clark *et al.* 2021). The advantage of this design is that it is simple and easy to implement, providing detailed information and focusing on real world relevance. The “descriptive design” is also flexible in nature and less expensive or resource intensive (Lavarda and Bellucci, 2022). However, the disadvantages of this research design are that no causal inferences can be drawn limiting the predictive power for future outcomes. Moreover, using this design can present potential for bias and a static view. Nevertheless, this design is relevant for the study as it provides a detailed account on how content marketing practices are used and perceived within the UK fashion sector.

3.7 Type of Investigation

Primary research (Survey)

In primary research, the investigator directly communicates with the research participants to acquire real-time data and information regarding the subject of the research (Mishra and Alok, 2022). Among several primary research techniques, survey method implies a procedure where a researcher utilises structured questionnaires to interrogate the samples or participants. The advantages of “primary research” methods include collection of specific and relevant data which are up to date. Moreover, the method is advantageous in collecting data in a controlled manner with greater flexibility (Taherdoost, 2021). However, the disadvantages of the primary method of gathering data

are that it is time consuming, costly and has potential for response bias.

Secondary Research (Literature Review)

The secondary research procedure involves a technique of acquiring data using various resources such as articles, research papers, journals, and so on (Vom Brocke *et al.* 2020). The advantages of “secondary method” of collecting data are that the method is cost-effective, time saving and provides a broad scope for comprehensive overview (Pandey and Pandey, 2021). However, the disadvantage of “secondary data collection method” is that data may not be specific or directly relevant to the research topic leading to inaccurate results. The existing data may also be outdated or contain limited details and depth.

3.8 Methodological Choice

The methodological choice consists of collecting data and analysing it in either a quantitative or in qualitative manner. In “Qualitative Research” the data analysis and its result provided a thorough insight into the real-world aspects and it focuses on examining “non-numerical” data (Newman and Gough, 2020). On the other hand, “Quantitative Research” involves the method of gathering as well as analysing numerical data that are utilised for getting insight into pattern relationship that enables researchers to predict an outcome (Vu, 2021).

For this study, “**quantitative mono method**” is utilized which has several advantages. The primary advantage of this method is that there is greater objectivity due to reliance on numerical data reducing the researchers’ bias (Chong and Plonsky, 2023). Moreover, the method is advantageous because of reliability in data collection producing genuine results that can be generalized to a larger population. However, the disadvantage of “quantitative method” is it lacks the depth and context focusing majorly on numerical data (Nassaji, 2020).

3.9 Time Horizon

In the study, the “Cross-Sectional Time Horizon” has been utilised to acquire comprehensive knowledge about the topic (Elhorst *et al.* 2021). This time horizon is regarded as one of the most effective for a large sample size. It will also help the researcher gain insights into strategic content marketing to engage customers towards marketing of UK fashion industries.

3.10 Population and Sampling Technique

The process of sampling in statistical analysis is defined as taking a predetermined number of samples or observations from a large population to carry out an analysis (Lakens, 2022). Sampling simply means selecting groups of individuals from whom actual data is to be collected for the research work. For this particular research investigation, the researcher selected a sample size of **60 customers** who are regular UK fashion brand purchasers. These customers have been approached through social media platforms and include both male and female customers located in the UK from the age group of 18 to 45 years belonging to middle- and high-income background. To conduct the survey, the researcher used “**random sampling technique**” which has the advantage of reducing selection bias, giving all members of population equal selection chance leading to impartial results (Stratton, 2021). Moreover, this technique reduces sampling error and researcher influence. However, the method is disadvantageous as it is resource intensive difficult in large populations. For this study, the researcher prepared 8 close-ended questions and 4 open-ended questions in the survey questionnaire form. The participants were given 10 to 15 minutes to submit their responses through Google Forms.

3.11 Data collection method

The data collection method is regarded as one of the most crucial aspects of conducting a research study (Jo and Gebru, 2020). There are two types of data collection methods such as “primary” and “secondary” among which for conducting this study, the researcher selected the “primary” method to gather information through survey that ensures data viability and quality assurance. The researcher has used the “SurveyMonkey” tool to create and conduct the survey. SurveyMonkey is a popular cloud-based online survey tool that facilitates the creation, distribution, and analysis of surveys. It helps users to gather, evaluate, and examine data to spur creativity and development as an ideal “survey and feedback management tool” (surveymonkey.com, 2024). A total of 14 close-ended questions were set and the respondents were given 10 minutes each to cast their responses. This has helped the investigator to draw conclusive statements about the efficacies of content marketing on customer loyalty and engagement towards marketing techniques of UK fashion industries (Longpre *et al.* 2023). In contrast, it becomes challenging to collect real-time accurate data within a limited time period through primary data collection that might restrict continuous research outcomes.

3.12 Data Analysis

In this study, the “statistical data analysis” method has been utilised by the researchers as it helps to identify various patterns and trends for collecting appropriate data that guarantee the validity and reliability of the research (Longpre *et al.* 2023). The statistical analysis that has been performed is analysed further through application of the SPSS software. With the application of the SPSS software, the researcher has focused on certain set of tests, like descriptive statistics, residual statistics, regression analysis and correlation analysis, to get the needed set of results, from the primary data that has been gathered to analyse the role of content marketing and its effectiveness in UK fashion industries. On other hand, this statistical analysis with the positivist research paradigm of quantitative techniques frequently ignores the complex social ramifications of events that restricts the actual context-based knowledge base along with ideas (Peck *et al.* 2020).

3.13 Research Ethics

From the very beginning of this research, the investigator has tried to incorporate several ethical considerations for collecting data and information from the participants (Bos, 2020). The research has given freedom to the participants to answer freely to the questionnaires, thus proving the reliability of the data gathering process. Therefore, the perspective of research ethics is to provide authentic and unbiased data analysis that is not negatively affected by unethical practices (Drolet *et al.* 2023). Furthermore, incorporating ethical processes in research ensures reliability as it demonstrates information that is being gathered to conduct the study is valid and collected from authentic sources without affecting its originality. The collected information is valid enough as it is collected from authenticated sources and reviews of the participants have been collected and noticed.

Chapter 4: Analysis and Discussion

4.1 Introduction

A dissertation's "analysis and discussion" section is essential since it is where researchers evaluate and explain their results. Researchers may discuss the findings' deeper significance in regard to their objectives or hypotheses in this portion of the report. The study's "analysis and discussion" portion will include findings from statistical analysis and numerous visualizations created from the data collected from 60 habitual online purchasers of UK fashion brands. Since a discussion and evaluation chapter derives quantitative inferences from the information obtained, it ought to constitute the first chapter of any research paper.

4.2 Specification of Variables

In statistical examinations, the "dependent" and "independent variables" offer comprehensive and useful information and evidence. In the study by Lenz and Sahn, (2021), the values of parameters that undergo modification are referred to as "independent elements," while the variables that undergo analysis and evaluation within a broader framework are referred to as "dependent elements." The "independent component" adapts to modifications in the "dependent component."

Dependent Variable	Engaging content from FB influence
Independent Variables	Satisfied with CRM efforts, Aspects that found demonstrative, Type of content that follow, CM strategy that enhances loyalty, Important of visual content

Table 1: Specification of variables

The table above shows the several elements that this study looks into. "Engaging material from FB influence" is the sole "dependent variable," and "Satisfied with CRM efforts", "Aspects that found demonstrative", "Type of content that follow", "CM strategy that improves loyalty", "Important of visual content are the five "independent factors."

4.3 Specification of Hypotheses

Schweinsberg *et al.* (2021) state that the statistical techniques entail the creation of assumptions using data that describe the anticipated results of the investigation and offer initial responses to the study's issue. After that, these theories are assessed in light of the study's overall objectives. To ensure rigorous and correct inquiry outcomes, the statistical elements that make up the subject matter are analyzed using the SPSS software. This helps in the development and validation of research ideas.

Hypothesis	Statement	P-value	Result
H0	There is no significant role of content marketing to drive loyalty and engagement among consumers of UK fashion industry	0.00	Rejected
H1	There is a significant role of content marketing to drive loyalty and engagement among consumers of UK fashion industry	0.00	Accepted

Table 2: Specification of Hypotheses

The research presents two hypotheses, H0 and H1, which are assessed at the significance level, or "p-value of 0.05," as Table 2 demonstrates. Regardless of whether the p-value was more than 0.05, H0 was rejected. H1, on the other hand, passes since its "p-value" of 0.00 is greater than the 0.05

level of significance threshold. As a result, the "alternative hypothesis" received approval and the "null hypothesis" was turned down.

4.4 Descriptive Statistics

Statistics														
	Age	Gender	Knowledgeable about CM	Interact with UK FB	Type of content that follow	Importance of visual content	Engaging content from FB influence	Aspects that found demonstrative	Purchasing products following strategy	CM strategy that enhances loyalty	Important of personalized content	Satisfied with CRM efforts	CRM activities that are effective	Recommended a fashion brand
Valid N	60	60	60	60	60	60	60	60	60	60	60	60	60	60
Missing	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Mean	1.80	1.53	1.22	1.52	1.95	2.07	1.83	2.38	2.23	3.00	2.15	2.35	2.60	2.37
Median	2.00	1.00	1.00	1.00	2.00	2.00	2.00	2.00	2.00	3.00	2.00	2.00	3.00	2.00
Mode	2	1	1	1	2	1	2	2	2	3	2	2	3	2
Std. Deviation	.632	.596	.613	.676	.699	1.326	.960	.761	1.140	1.074	1.055	1.273	.867	1.340
Variance	.400	.355	.376	.457	.489	1.758	.921	.579	1.301	1.153	1.113	1.621	.753	1.795
Skewness	.183	.614	2.584	1.298	.068	1.228	1.894	.171	.940	-.170	1.035	1.036	-.238	.995
Std. Error of Skewness	.309	.309	.309	.309	.309	.309	.309	.309	.309	.309	.309	.309	.309	.309
Kurtosis	.537	-.532	4.962	1.881	-.896	.396	4.331	-.199	.086	-.164	.911	-.039	-.520	-.183
Std. Error of Kurtosis	.608	.608	.608	.608	.608	.608	.608	.608	.608	.608	.608	.608	.608	.608
Range	2	2	2	3	2	4	4	3	4	4	4	4	3	4

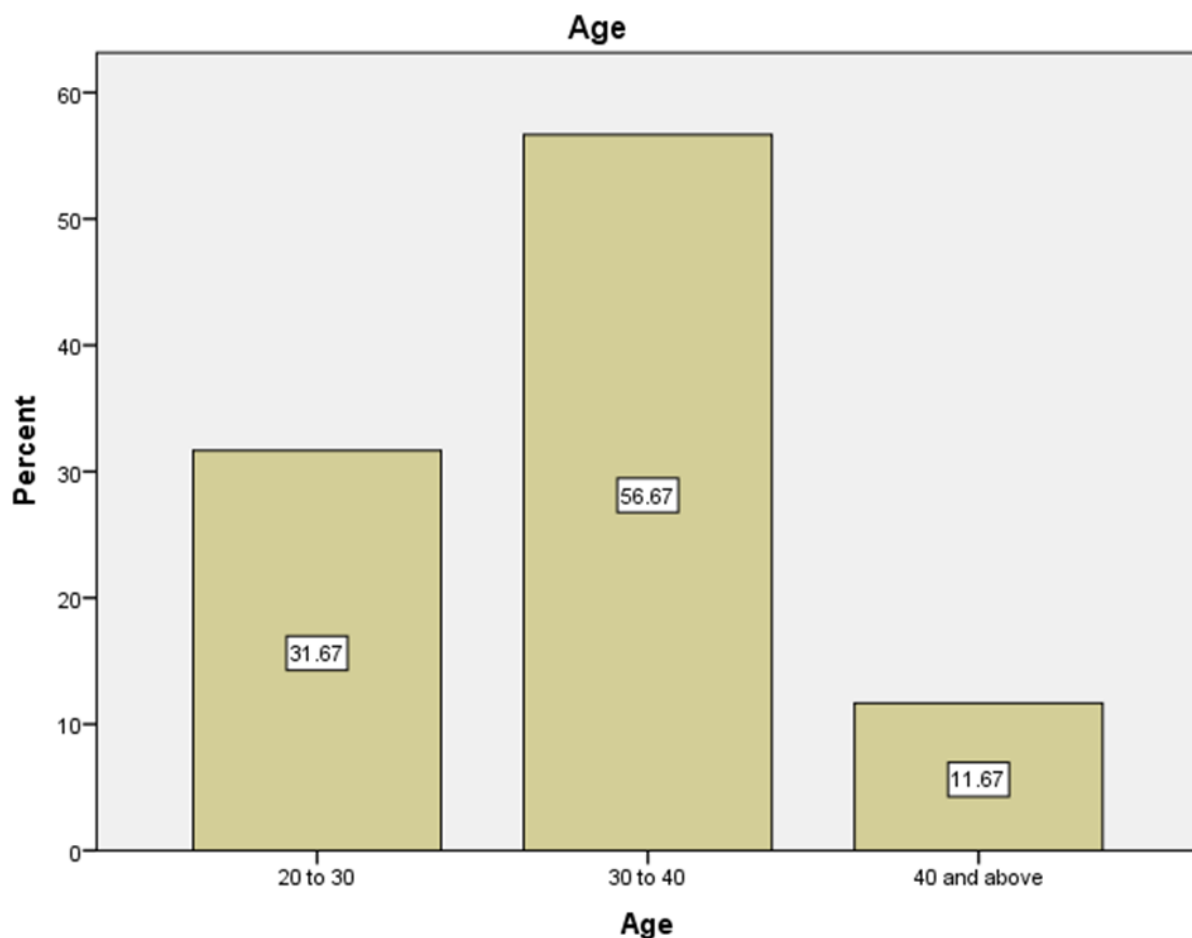
Table 3: Descriptive Statistics

(Source: Created through SPSS)

According to Siedlecki (2020), descriptive statistics are shortened informative characteristics that are used to assess a specific set of information that may represent all of the population or only a subset of it. "Measures of central tendency" and "measures of variability" are two different categories of descriptive statistics. A center of gravity measurement is called "mean, median, and mode," and the variability evaluation is called "variance, minimum, standard deviation, and maximum variables, kurtosis, and skewness." For the dependent variable "Engaging content from

FB influence”, the mean value is 1. 83, the median of 2. 00, a mode of 2 and a standard deviation of 0. 961 with a variance of 0. 921. This variable has a positive skewness of 1. 894 and a kurtosis of 4. 331. For the independent variable “Satisfied with CRM efforts,” the mean is 2. 35, the median is 2. 00 and the mode are 2, with a standard deviation of 1. 273 and a variance of 1. 621. It indicates a positive skewness of 1. 036 and a kurtosis of -0. 039. The variable "Aspects that found demonstrative" has a mean of 2.38, a median of 2.00, and a mode of 2, with a standard deviation of 0.761 and a variance of 0.579. Its skewness is 0.171, with a kurtosis of -0.199. Lastly, “Type of content that follow” has a mean of 1. 95, the median of which is 2: , and a mode of 2, with standard deviation of 0. The mean was 0.699 and a standard deviation of 0. 489. This variable has a skewness of 0. 068 and a kurtosis of -0. 896, which indicates an approximate normal distribution with features.

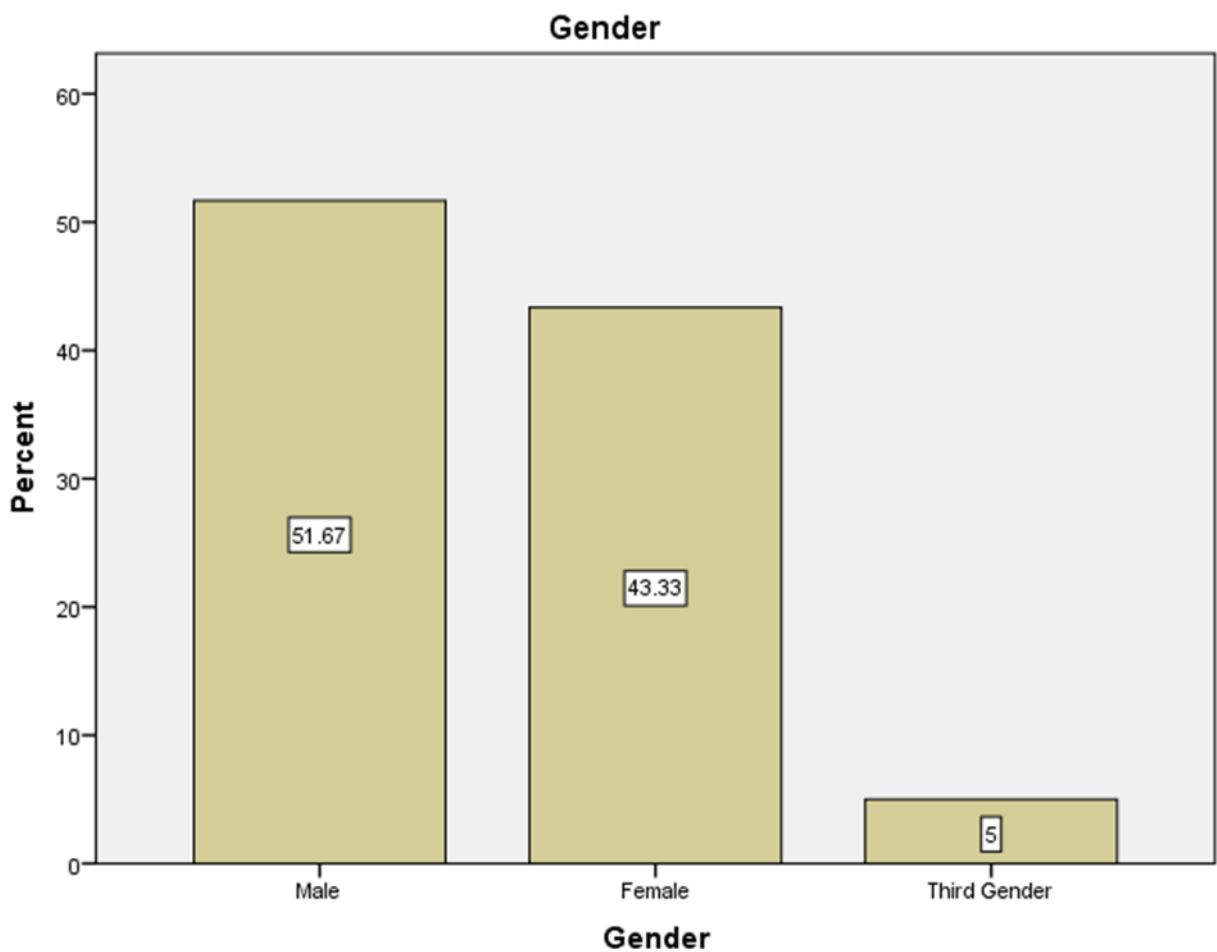
4.5 Graphical Interpretation



Graph 1: Age

(Source: Created through SPSS)

As part of the primary research, a survey was conducted for 60 customers who are regular purchasers of UK fashion brands. The above graphical representation shows the age group of the study participants. As can be observed, the majority of the study participants, 56.67%, belonged to the age group of 30 to 40 years, around 31.67% belonged to the age bracket of 20 to 30 years and the remaining 11.67% are from the age group 40 years and above.

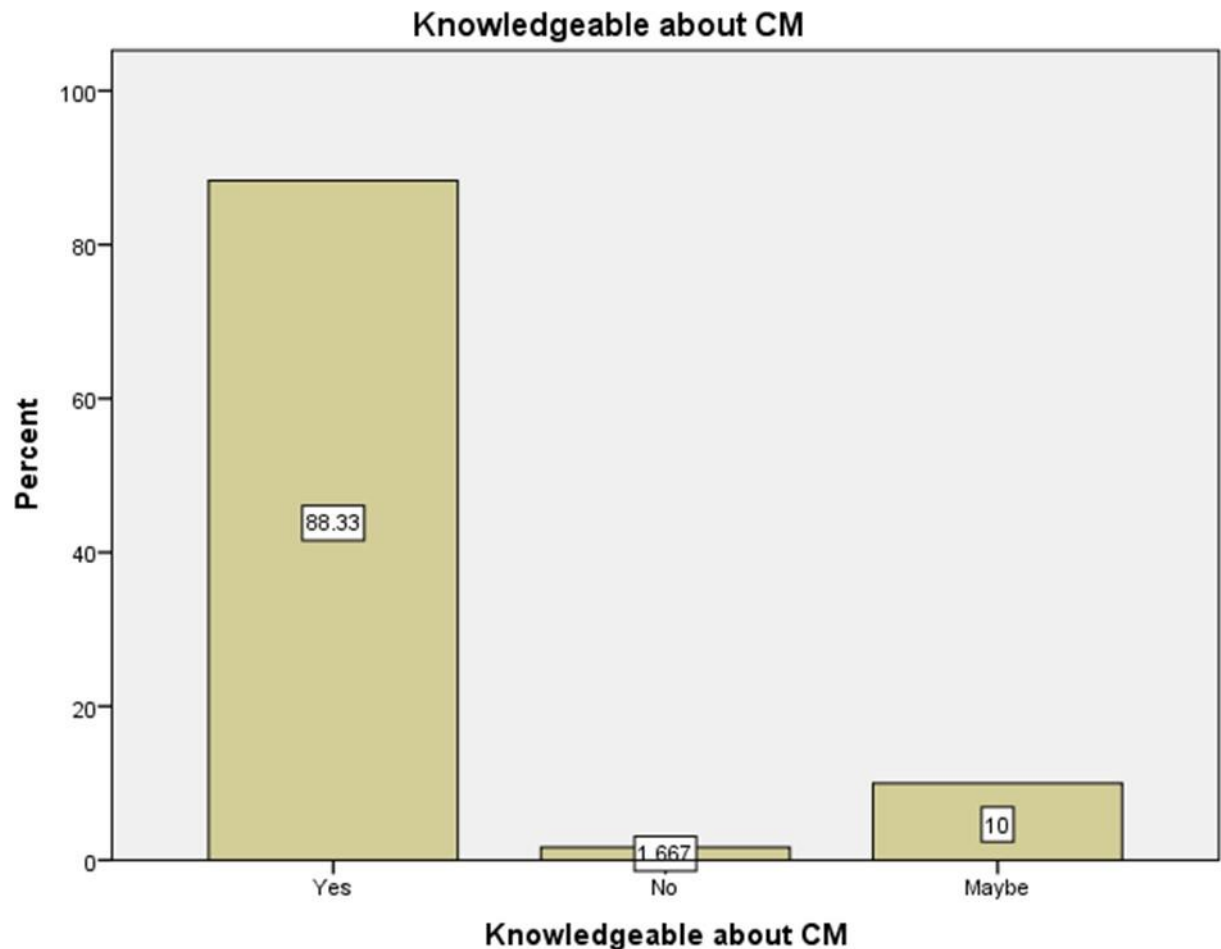


Graph 2: Gender

(Source: Created through SPSS)

The above given graphical illustration provides an overview of the survey population's gender. It can be noted from the graph that 51.67% of the study population are male participants, 43.33% of

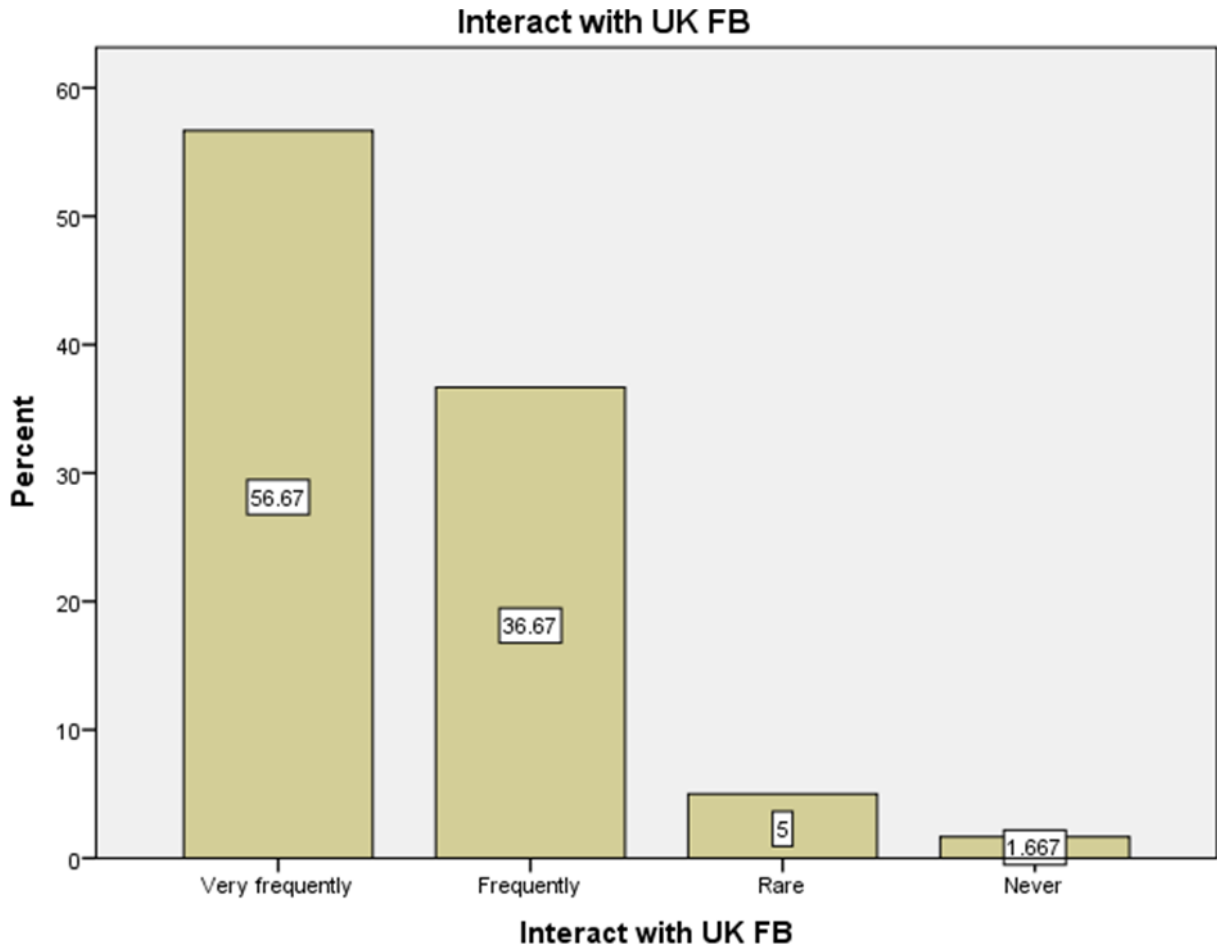
participants are females and a small percentage of 5% are third gender participants. Hence as per the graph it is clear that most of the active participants of the survey are male consumers of the UK fashion brands.



Graph 3: Content marketing knowledge

(Source: Created through SPSS)

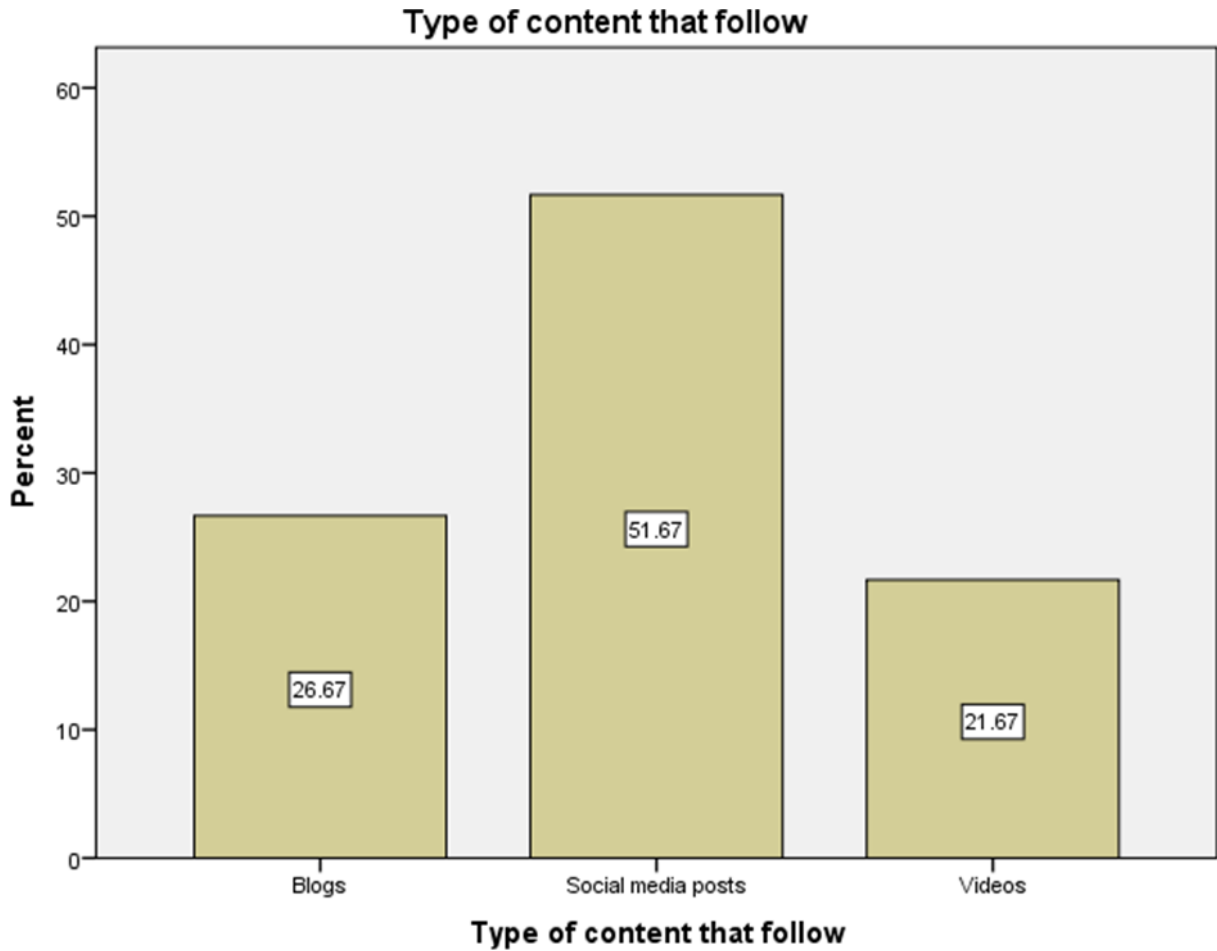
As per the graphical illustration it is observed that 88.33% of the survey participants have enough knowledge about content marketing. A mere 1.66% do not have the required knowledge about content marketing and some 10% are unsure about the concept. Thus, it is noted from the above graph that maximum study participants have an understanding of the knowledge of content marketing of the fashion brands. Thereby, it helps in answering the research question regarding the different content marketing approaches used by the UK fashion sector,



Graph 4: Interaction with UK fashion brands

(Source: Created through SPSS)

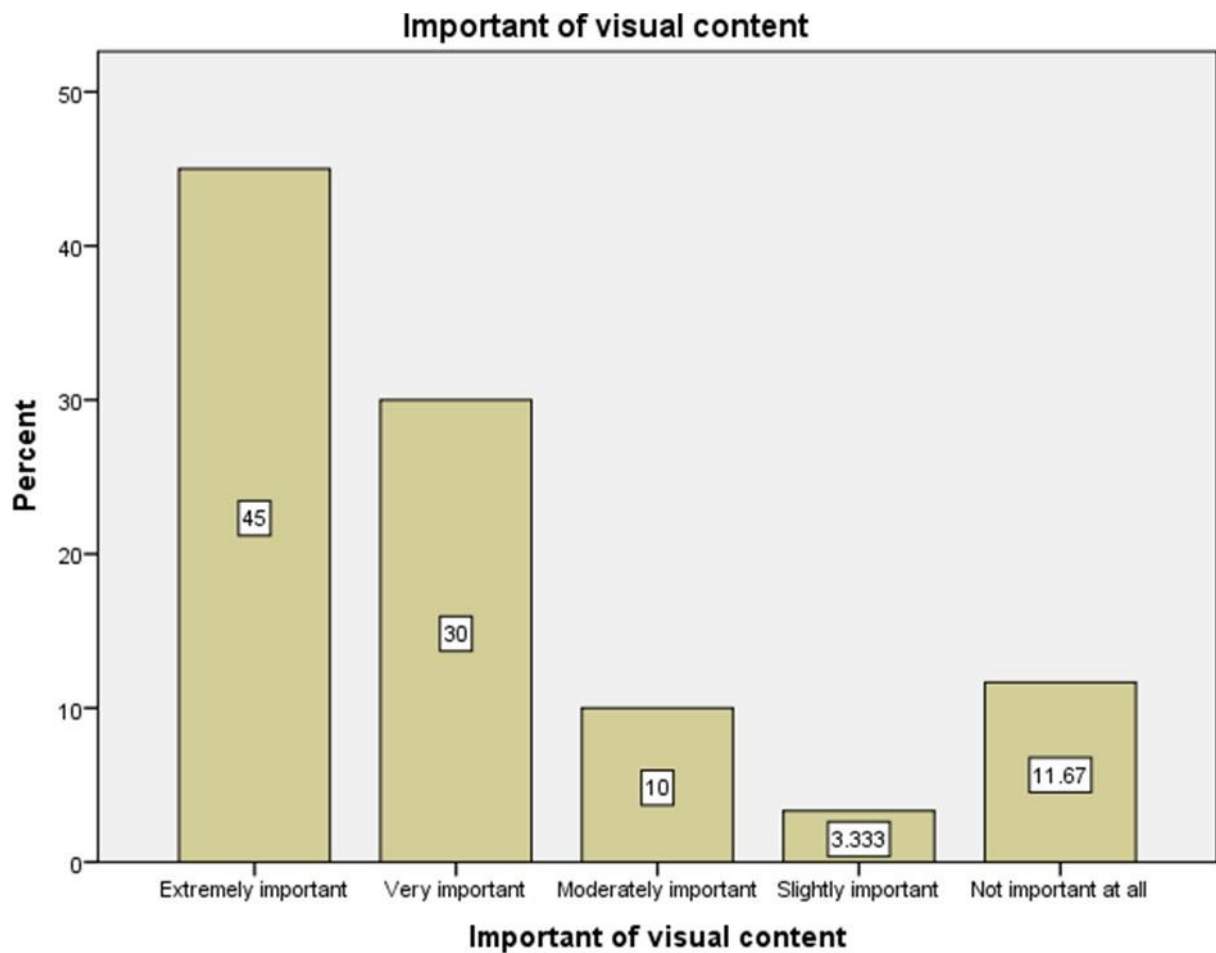
From the survey results, it is seen that 56.67% of the study participants interact with UK fashion brands on a very frequent basis and another 36.67% of participants interact frequently. Moreover, 5% rarely interact and 1.67% do not interact at all. Thus, this graphical interpretation assists in meeting the objective of exploring the connection between content marketing and brand loyalty, which is essentially gathered through the information on the frequency of customer interaction with UK fashion brand contents.



Graph 5: Type of content followed

(Source: Created through SPSS)

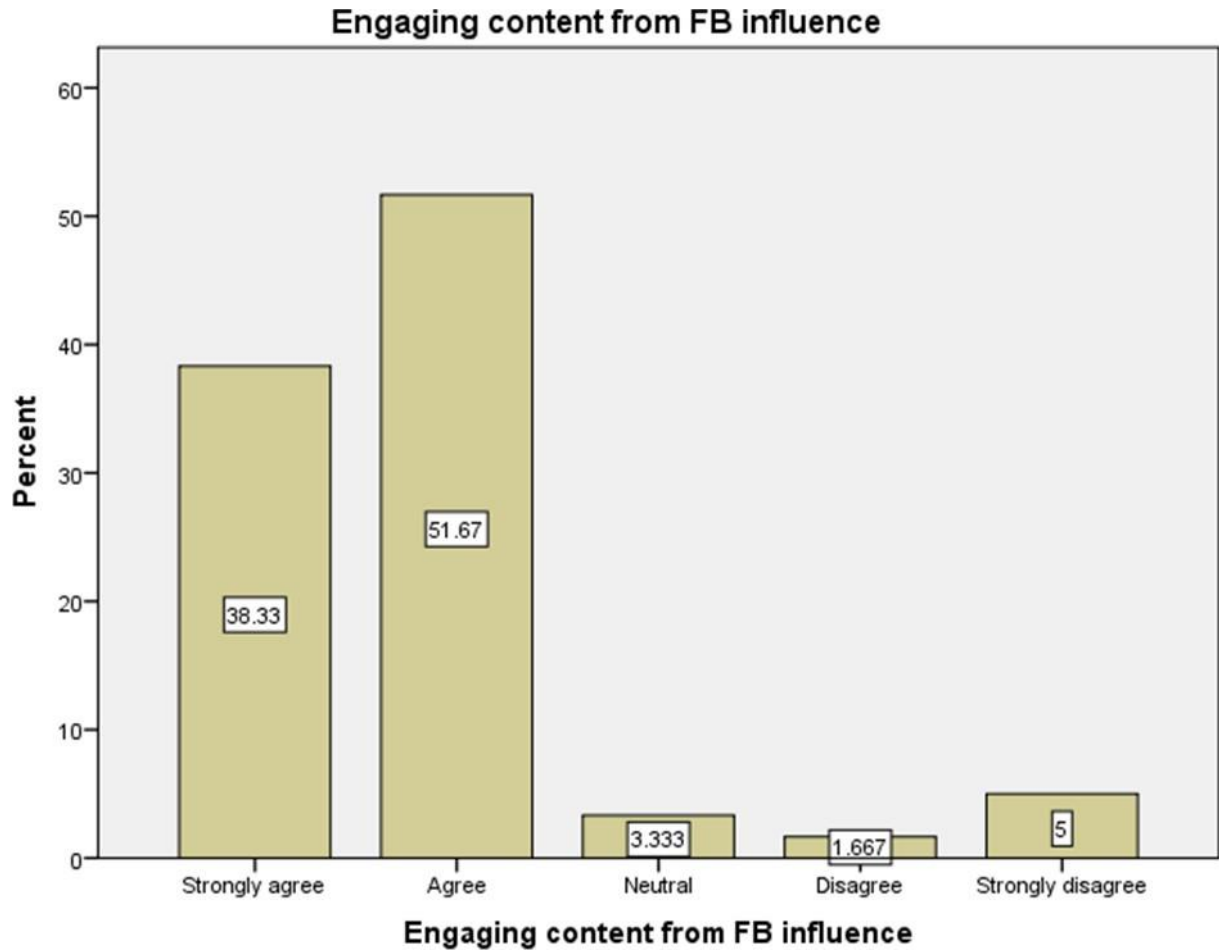
From the graphical interpretation it may be said that 51.67% of respondents follow social media posts, 26.67% of respondents follow blog contents and 21.67% follow video content by fashion brands in the UK. Thus the responses to inquiry from the study population about the type of content they follow and find engaging helps to address the research objective of evaluating the diverse approaches to content marketing followed by the UK fashion brands.



Graph 6: Visual content importance

(Source: Created through SPSS)

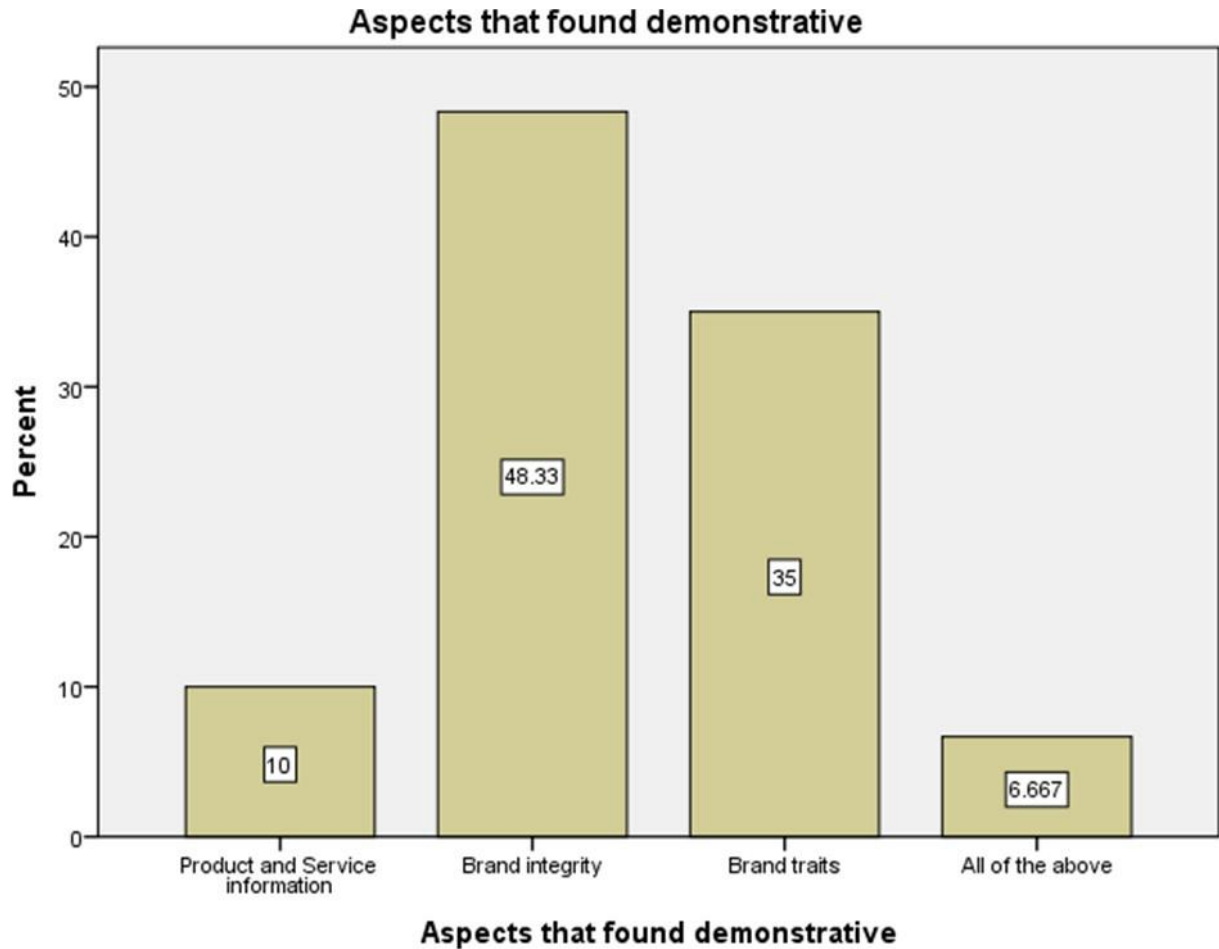
As per the feedback of respondents, it is seen that 45% of study participants feel visual content to be extremely important, another 30% also feel it is important, 10% feels it is moderately important while 3.33% feels it is slightly important and a considerable 11.67% feels visual content is not at all important. Thus, the significance of visual content for customer engagement as highlighted from the survey responses help to address the research query on how content marketing and brand loyalty are interrelated.



Graph 7: Engaging content influencing loyalty

(Source: Created through SPSS)

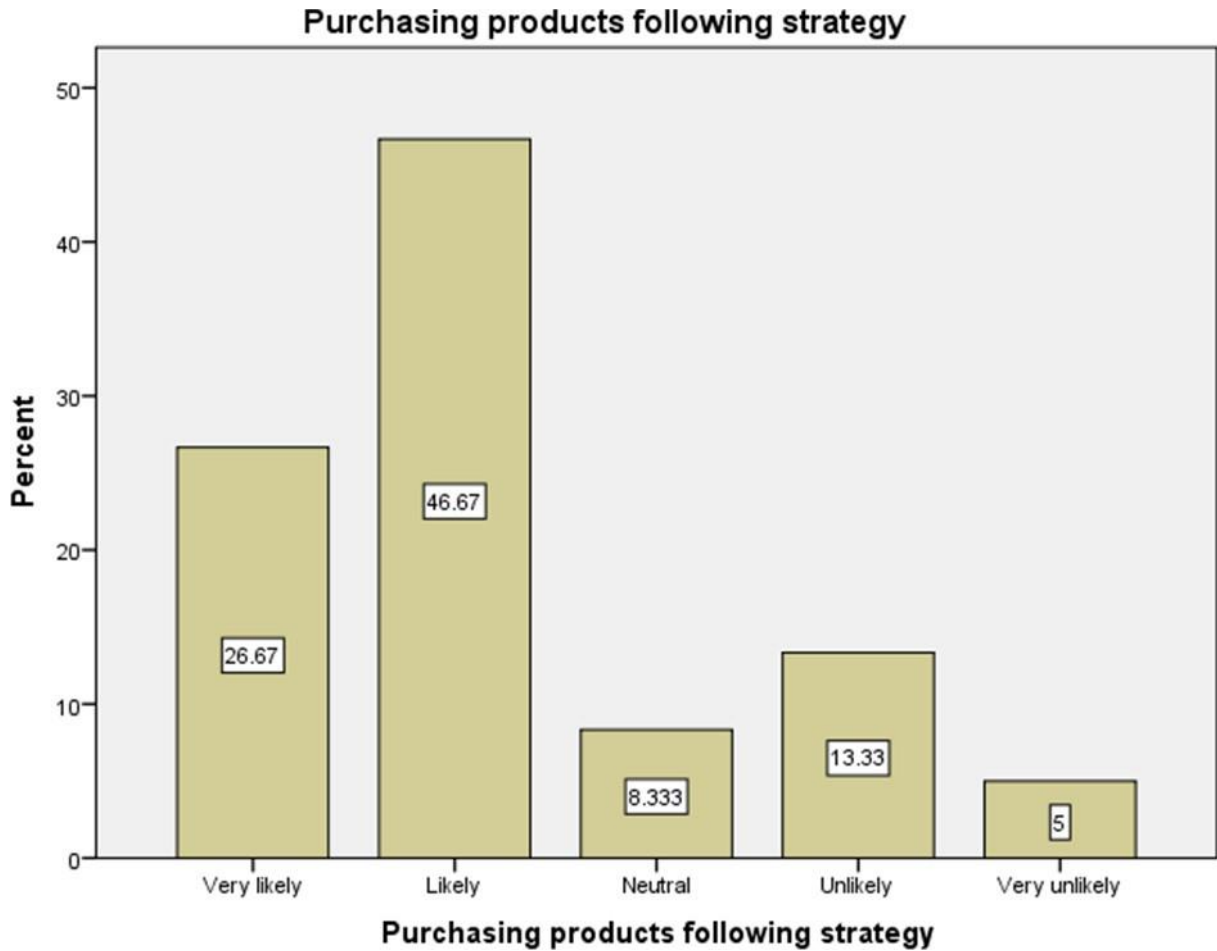
The above graphical illustration depicts responses of study participants on engaging content from fashion brands influencing their brand loyalty. It is observed from the responses that 51.67% of participants agree and 38.33% of participants strongly agree that fashion brands making engaging content has an impact on their loyalty. However, 5% strongly disagree, 1.66 disagree and 3.33% stay neutral to the statement. Thus, this helps in meeting study objectives of understanding the interrelationship between content marketing and brand loyalty.



Graph 8: Demonstrative aspects of the brand

(Source: Created through SPSS)

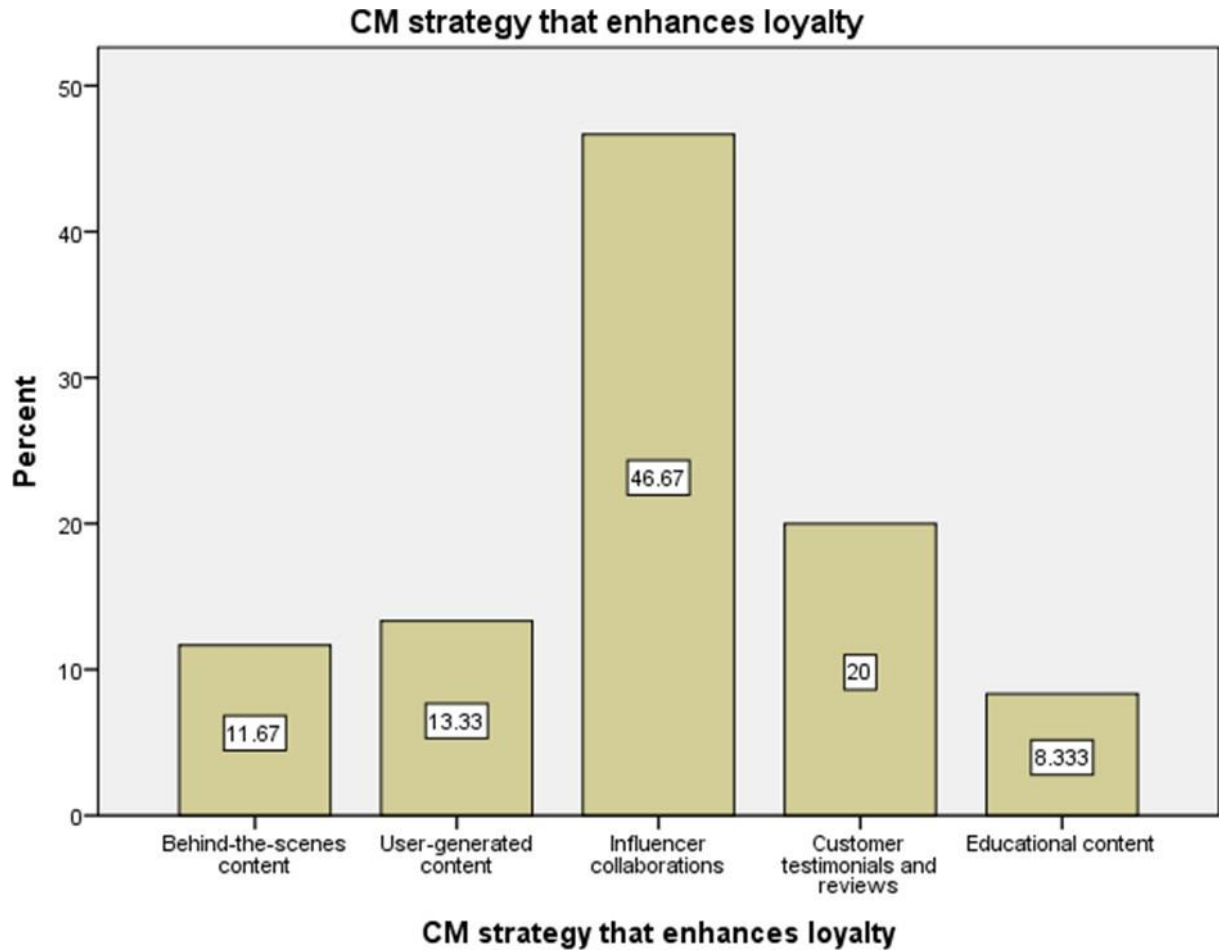
The above given graphical illustration shows that 48.33% of respondents believe brand integrity, 35% of respondents state brand traits, 10% support product and service information whereas 6.66% believe all of the above aspects are important and demonstrative. From these replies of study participants about the aspects of the brand that are found to be more demonstrative through content marketing, the researcher is able to effectively meet the study objective of analysing the different content marketing strategies and approaches employed by the UK fashion brands.



Graph 9: Product purchase following strategy

(Source: Created through SPSS)

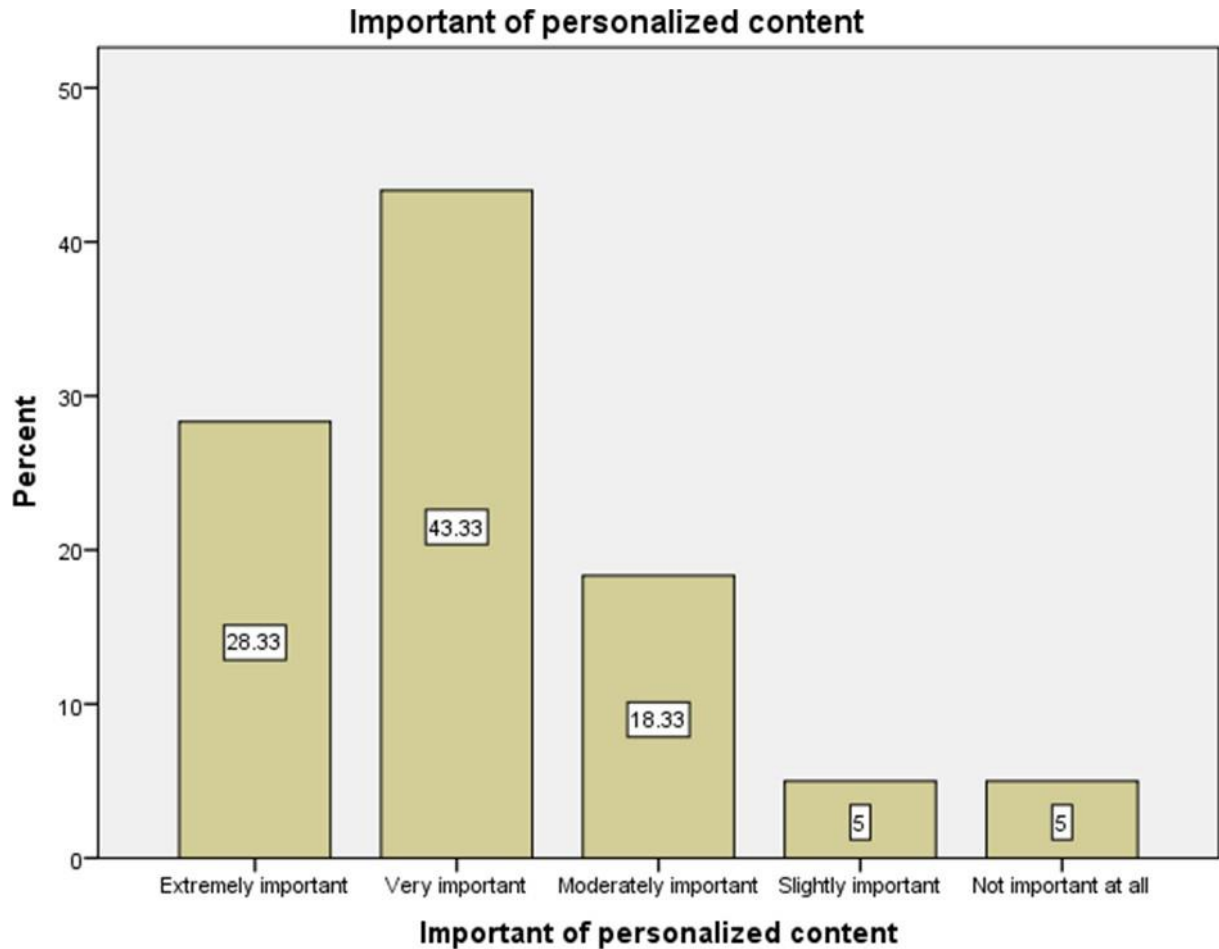
The study participants were further inquired how likely they are going to continue purchasing products based on this strategy, the responses of which are depicted in the graphical representation above. As per the graph, 26.67% of participants are very likely to purchase products following this strategy and 46.67% of participants are more likely to purchase products adopting this strategy of content marketing. A small percentage of the population that is 13.33% are unlikely and 5% very unlikely to follow this trend. These evaluations assist in stating the study objective of different content marketing approaches.



Graph 10: Content marketing strategy enhancing brand loyalty

(Source: Created through SPSS)

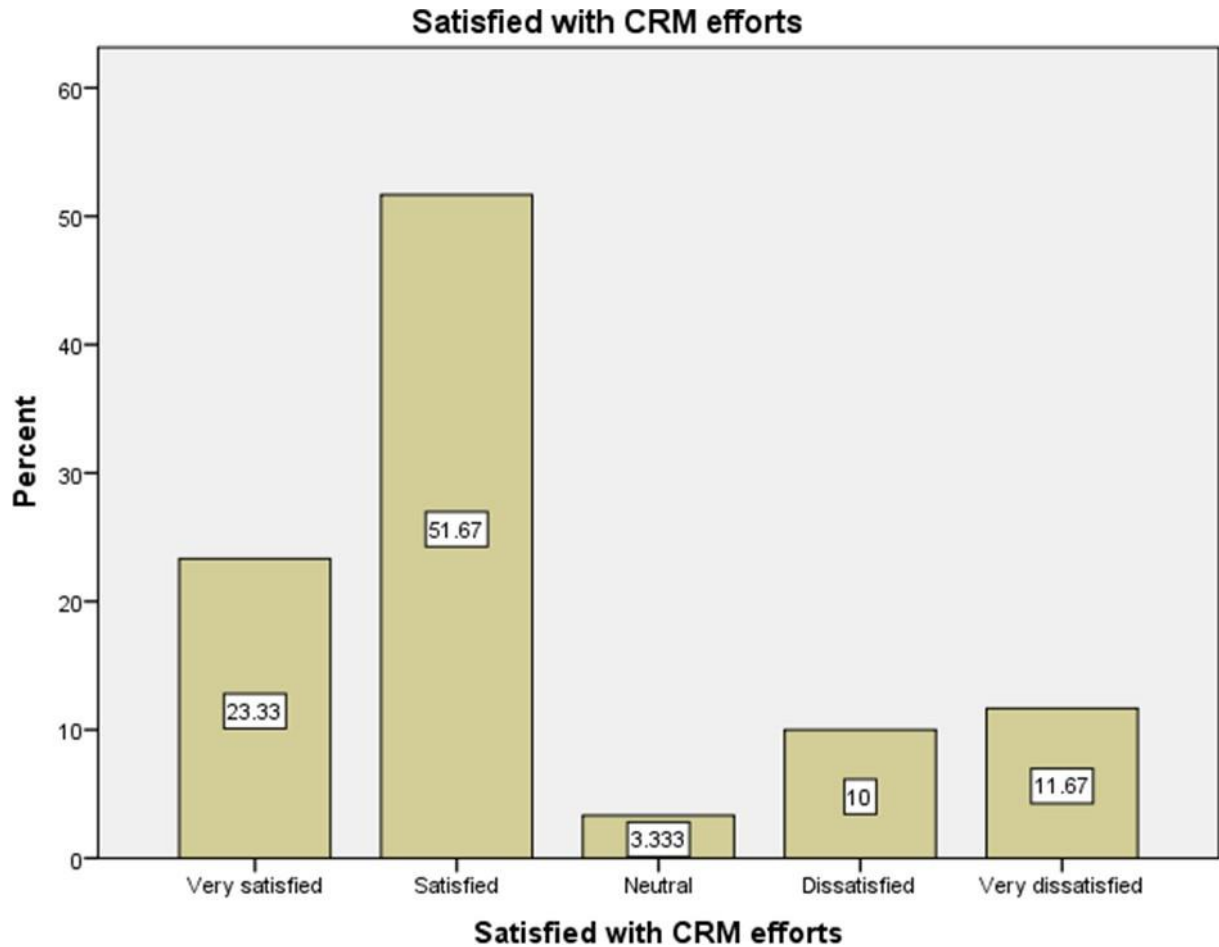
As per the responses of study participants, it is noted that, 46.67% believe in influencer collaboration strategy, 20% of participants favour customer testimonials and reviews, 13.33% argue in favour of user generated content, 11.67% support behind the scenes content and 8.33% believe in educational content. Thus, from the responses of participants on the content marketing strategy they believe to be enhancing their loyalty towards a fashion brand it is noted that influencer collaboration is the most significant helping to address the research objective about the various content marketing approaches utilised by the UK fashion industry.



Graph 11: Personalized content importance

(Source: Created through SPSS)

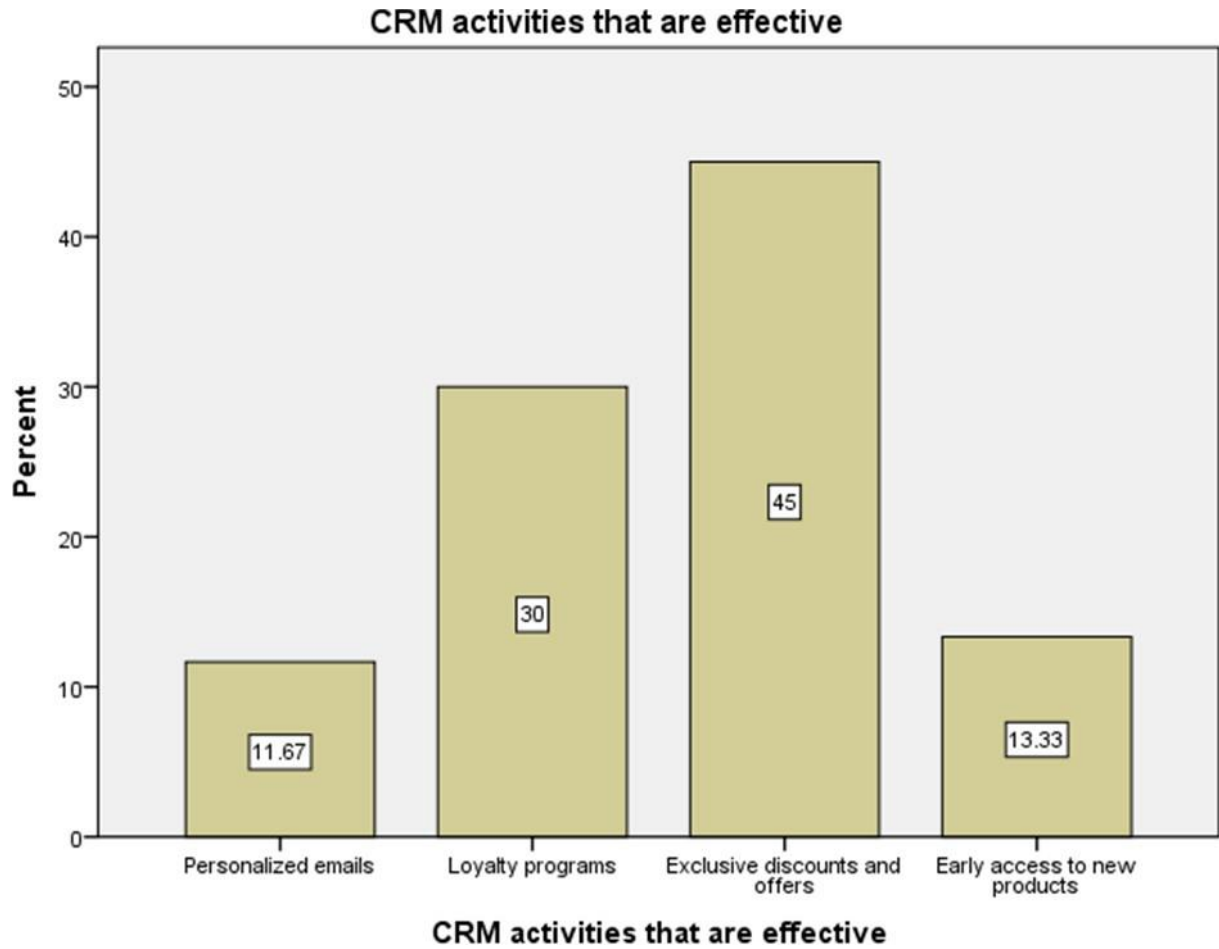
The study population was inquired about the significance of receiving personalized content from fashion brands. To this, 43.33% considered it to be very important and 28.33% considered it extremely important. Another 18.33% considered personalized content to be moderately important, however, 5% felt it to be slightly important and another 5% did not consider it to be important at all. From the interpretation therefore the objective of determining the link between content marketing and brand loyalty is stated.



Graph 12: Satisfaction with CRM efforts

(Source: Created through SPSS)

The participants of the study were asked about their satisfaction rate regarding CRM efforts by the UK fashion brands. To this, 51.67% answered they were satisfied while 23.33% said they were extremely satisfied. But 10% felt dissatisfied and 11.67% felt extremely dissatisfied while 3.33% stayed neutral to the query. This enables the researcher to address the study objective of analyzing CRM's importance in boosting customer loyalty,



Graph 13: CRM activities enhancing loyalty

(Source: Created through SPSS)

The respondents were further asked about the CRM activities that they find to be most effective in enhancing their brand loyalty. With this regard, 45% of participants supported the CRM activity of exclusive discounts and offers, 30% participants supported loyalty programs, 13.33% believed in early access to new products and 11.67% favored personalized emails. From the interpretation the third study objective is further met.



Graph 14: Fashion brand recommendation

(Source: Created through SPSS)

During the study, participants were asked how likely they were to recommend a fashion brand if they found their content valuable and engaging. Regarding this, 45% of participants said they would likely and 26.67% would very likely recommend others. However, 15% of them were very unlikely, 5% were unlikely to recommend while 8.33% would remain neutral about recommendation helping meet the second study objective.

4.6 Correlation Analysis

In the words of Makowski *et al.* (2020), the statistical method referred to as "correlation analysis" allows investigators to measure the direction and strength of the relationship between "dependent"

and "independent" components in a study. The study's linear relationship between each element has been evaluated and analyzed using the "Pearson Correlation."

		Correlations													
		Age	Gender	Knowledgeable about CM	Interact with UK FB	Type of content that follow	Importance of visual content	Engaging content from FB influence	Aspects that found demonstrative	Purchasing products following strategy	CM strategy that enhances loyalty	Important of personalized content	Satisfied with CRM efforts	CRM activities that are effective	Recommend a fashion brand
Age	Pearson Correlation	1	.738	.682	.721	.858	.825	.838	.760	.841	.849	.884	.825	.871	.828
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	60	60	60	60	60	60	60	60	60	60	60	60	60	60
Gender	Pearson Correlation	.738	1	.560	.903	.716	.813	.810	.850	.787	.742	.815	.733	.781	.749
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	60	60	60	60	60	60	60	60	60	60	60	60	60	60
Knowledgeable about CM	Pearson Correlation	.682	.560	1	.666	.540	.795	.811	.582	.702	.592	.761	.748	.580	.706
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	60	60	60	60	60	60	60	60	60	60	60	60	60	60
Interact with UK FB	Pearson Correlation	.721	.903	.666	1	.701	.830	.840	.893	.808	.747	.840	.771	.734	.779
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	60	60	60	60	60	60	60	60	60	60	60	60	60	60
Type of content that follow	Pearson Correlation	.858	.716	.540	.701	1	.826	.720	.769	.929	.903	.883	.915	.833	.924
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	60	60	60	60	60	60	60	60	60	60	60	60	60	60
Important of visual content	Pearson Correlation	.825	.813	.795	.830	.826	1	.835	.797	.920	.810	.902	.940	.834	.940
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000
	N	60	60	60	60	60	60	60	60	60	60	60	60	60	60
Engaging content from FB influence	Pearson Correlation	.838	.810	.811	.840	.720	.835	1	.785	.826	.773	.896	.784	.794	.773
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000
	N	60	60	60	60	60	60	60	60	60	60	60	60	60	60

Aspects that found demonstrative	Pearson Correlation	.760	.850	.582	.893	.769	.797	.785	1	.813	.871	.835	.786	.852	.790
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000
	N	60	60	60	60	60	60	60	60	60	60	60	60	60	60
Purchasing products following strategy	Pearson Correlation	.841	.787	.702	.808	.929	.920	.826	.813	1	.900	.957	.958	.815	.975
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000
	N	60	60	60	60	60	60	60	60	60	60	60	60	60	60
CM strategy that enhances loyalty	Pearson Correlation	.849	.742	.592	.747	.903	.810	.773	.871	.900	1	.913	.880	.892	.884
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000
	N	60	60	60	60	60	60	60	60	60	60	60	60	60	60
Important of personalized content	Pearson Correlation	.884	.815	.761	.840	.883	.902	.896	.835	.957	.913	1	.919	.826	.932
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000
	N	60	60	60	60	60	60	60	60	60	60	60	60	60	60
Satisfied with CRM efforts	Pearson Correlation	.825	.733	.748	.771	.915	.940	.784	.786	.958	.880	.919	1	.804	.967
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000
	N	60	60	60	60	60	60	60	60	60	60	60	60	60	60
CRM activities that are effective	Pearson Correlation	.871	.781	.580	.734	.833	.834	.794	.852	.815	.892	.826	.804	1	.814
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000
	N	60	60	60	60	60	60	60	60	60	60	60	60	60	60
Recommend a fashion brand	Pearson Correlation	.828	.749	.706	.779	.924	.940	.773	.790	.975	.884	.932	.967	.814	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	60	60	60	60	60	60	60	60	60	60	60	60	60	60

Table 4: Correlation analysis

(Source: Created through SPSS)

The data presentation of the aforementioned "correlation study" demonstrates that the "dependent factor" of "Engaging content from FB influence" and the "independent factor" of "Type of content that follows" have a notably strong link. As a whole, the two factors' Pearson coefficient score is 0.720. This proves that a crucial factor in the UK fashion industry's appeal to consumers is interesting content. Moreover, with the significance degree of 0.00, the Pearson correlation between both variables is of statistical significance at the 0.01 level (Yu *et al.* 2023).

Furthermore, as shown in the correlation matrix, there is an important connection that exists between the "dependent variable" and the "independent variable," which is "Aspects that found demonstrative." A correlation score of 0.785 indicates that marketing through content plays an important role in driving engagement and commitment among UK fashion industry consumers. As a result, the "correlation" yields the conclusion that "both quantities" "move in comparable directions (Daneshian *et al.* 2023).

Additionally, the value of "correlation" is significant at 0.000, or "< 0.05." The "correlation" between the variables is therefore "statistically meaningful" (Zhu *et al.* 2021). Additionally, a strong and favorable correlation of 0.773 is demonstrated between the IV (CM strategy that increases loyalty) and the DV (Engaging material from Facebook influence). It demonstrates that the alternative theory is accepted. Finally, there is a "positive association" found between the "dependent factor" and the "independent factor," namely "Important of personalized content." The "correlation value," which is 0.896, indicates the "positive connection" between the two "variables".

4.7 Regression Analysis

Regression analysis is a statistical estimation approach used to investigate the connection of dependency and association between two independent variables of equal importance. By assessing the nature and trajectory of these presentations, the study hopes to provide recommendations and perspective on the investigation's key elements (Tyagi *et al.* 2022). In addition, the regression model evaluates potential hazards, improves the accuracy and clarity of conclusions generated from data collected through observations, and assists in identifying the essential variables influencing outcomes.

Model Summary ^a										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.865 ^a	.748	.724	.504	.748	31.989	5	54	.000	.366

a. Predictors: (Constant), Satisfied with CRM efforts, Aspects that found demonstrative, Type of content that follow, CM strategy that enhances loyalty, Important of visual content

b. Dependent Variable: Engaging content from FB influence

Table 5: Regression Analysis

(Source: Created through SPSS)

As mentioned before, regression analysis illustrates how to relate all of the key variables. If the "R-Value" and "R Square Value" means are approximately equal to the standard deviation of one, this statistical model indicates that the components under consideration are connected (De Menezes *et al.* 2021). The data thus reveals that the most relevant number for Adjusted R Square is 0.724, with R square and R number trailing closely behind at 0.748 and 0.865, respectively, corroborating the earlier criterion. The dependent variable, "Engaging content from FB influence,"

has a significant relationship with all of the factors that are independent, which are all near to one: "Satisfied with CRM efforts", "Aspects that found demonstrative" , "Type of content that follow" , "CM strategy that enhances loyalty"

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	40.620	5	8.124	31.989	.000 ^b
	Residual	13.714	54	.254		
	Total	54.333	59			

a. Dependent Variable: Engaging content from FB influence

b. Predictors: (Constant), Satisfied with CRM efforts, Aspects that found demonstrative, Type of content that follow, CM strategy that enhances loyalty, Important of visual content

□

Table 6: ANOVA

(Source: Created through SPSS)

In the context of Shrestha, (2020), ANOVA is used to assess and confirm the anticipated proportion of regression coefficients so as to detect the range of variation and the dependability of the dependent variable (DV). In this study, the mean square component of the ANOVA is found to be 8. 144 and a residual number of 0. 254. A higher coefficient of 0. 000 supports the alternative hypothesis (H1) of a positive and significant relationship between the DV and the IVs. This noteworthy result reveals that differences in the IVs accurately anticipate modifications to the DV, supporting the model's robustness.

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-.003	.272	-.012	.990		
	Type of content that follow	-.093	.277	-.068	.738	.114	8.742
	Important of visual content	.560	.164	.774	.001	.091	10.963
	Aspects that found demonstrative	.235	.196	.187	1.199	.193	5.185
	CM strategy that enhances loyalty	.279	.194	.312	1.434	.099	10.102
	Satisfied with CRM efforts	-.228	.227	-.303	-1.006	.319	19.336

a. Dependent Variable: Engaging content from FB influence

Table 7: Coefficients Table

(Source: Created through SPSS)

The coefficient table interpretation reveals the dynamics between the dependent variable (engaging content from Facebook influence) and the independent variables (satisfaction with CRM efforts,

aspects found demonstrative, type of content followed, content marketing strategy enhancing loyalty, and importance of visual content). While some independent variables stay constant, the majority of independent variables exhibit considerable variation within the dependent variable component, according to the significant relationship values in the preceding association table. This variance aids in determining the causes of the divergence in the model. This helps to identify the reason for the model's divergence. The connected IVs and DV have a negative relationship if at least one of the coefficients has a value greater than 0.05. By knowing the coefficients in question, companies can identify the specific areas of their content marketing campaigns that require improvement in order to increase overall efficacy and customer loyalty.

4.8 Collinearity Diagnostics

In the opinion of Dehu *et al.* (2023), the statistical tool of “Collinearity Diagnostics” attempts to assess the degree to which the independent variables are related or highly linear to the regression model. Furthermore, diagnostics elements featuring variance inflation factor (VIF) and tolerance are crucial for identifying and quantifying multicollinearity, ensuring the robustness and credibility of the regression model towards statistical inference drawn from the analysis.

Collinearity Diagnostics ^a								
Model	Dimension	Eigenvalue	Condition Index	Variance Proportions				
				(Constant)	Type of content that follow	Important of visual content	Aspects that found demonstrative	CM strategy that enhances loyalty
1	1	5.739	1.000	.00	.00	.00	.00	.00
	2	.190	5.497	.15	.00	.05	.00	.00
	3	.031	13.540	.38	.09	.29	.00	.08
	4	.026	14.719	.28	.06	.00	.38	.03
	5	.007	27.843	.19	.85	.12	.08	.28
	6	.006	29.990	.01	.00	.55	.54	.62

a. Dependent Variable: Engaging content from FB influence

Table 8: Collinearity Diagnostics

(Source: Created through SPSS)

With respect to a comparative analysis between the independent variables and the dependent variable of “Engaging content from FB influence”, the “eigenvalues” of the independent variables is calculated to be 0.031. This is followed by its “condition index” calculated at 13.54. In

consideration with the eigenvalue coefficient standing lesser than 0.5, the analysis attests a directly proportional relationship and positive variance between DV and its associated IVs. The absence of a serious multicollinearity problem is generally indicated by a condition index of less than 15, which also serves as a solid foundation for evaluating the independent variables' respective effects on the dependent variable.

The dependent variable continues to rise as the values of the independent variables do, according to the proportional relationship shown by its positive eigenvalue. This suggests an upward trend in which customer loyalty fueled by Facebook content is enhanced by advances in CRM efforts, the allure of demonstrative components, the kind of content ensued, strategic content marketing attempts, and a focus on visuals.

4.9 Residual Statistics

As stated by Montgomery *et al.* (2021), residual statistics refers to the analysis of the residuals or factors which are indicated based on the difference between the observed and predicted values in a statistical model, crucial for recognising the fit and validity of the regression model. Key measures, such as residual mean, variance and distribution, are significant in determining patterns or deviations, stipulating model accuracy, reliability and validity of the inferences gathered from the datasets.

Residuals Statistics ^a					
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	.75	3.71	1.83	.830	60
Residual	-1.198	1.288	.000	.482	60
Std. Predicted Value	-1.306	2.264	.000	1.000	60
Std. Residual	-2.378	2.556	.000	.957	60

a. Dependent Variable: Engaging content from FB influence

Table 9: Residual Statistics

(Source: Created through SPSS)

The above tabular representation observed that the predicted value of the DV of “Engaging content from FB influence” is calculated between a minimum range of 0.75 and maximum of 3.71. This is, subsequently, followed by the minimum range of -1.198 and maximum of 1.288 for the residual

value. The standard deviation for both the aforementioned values is 0.830 and 0.482, respectively, therefore, determining a substantial reliance of the IVs on the DV. The model's forecasts are comparatively near to the actual values, indicating a strong fit, when the residual standard deviation is smaller than the projected values. While there is some fluctuation in both the predicted values and the residuals, the standard deviation numbers show that the residuals are less variable, suggesting that the IVs have a substantial and consistent effect on the DV. The IVs' substantial reliance on the DV implies that the model does a good job at capturing how various variables such as and interesting content from Facebook interact.

4.10 Discussion

Discussion on the graphs

According to Vazquez *et al.* (2021), in the fast-paced dynamics of the market trends, content marketing is presently considered an effective means of marketing for fostering long-term sustainability among customers within the UK fashion sector, as agreed by 51.67% of the survey respondents. Furthermore, as per Dam and Dam, (2021), brand loyalty is contingent on reputation and image as opposed to consumer loyalty as nearly 48.33% of the participants reveal that content marketing offers brand integrity and personalised content to the UK fashion companies. In the opinion of Guerola-Navarro *et al.* (2021), the interaction of the fashion organisation with both present and future clients are managed through the use of customer relationship management (CRM), attested by a likelihood of almost 46.67% of fashion product purchase through influencer collaborations. In agreement with Khan *et al.* (2022), CRM is a tool that helps businesses collect information about current clients and understand their requirements, demands, and comments. This assessment assists businesses in developing a marketing plan that targets a specific new client base. According to Migdadi (2020), relationship management with customers assists businesses in increasing sales and, ultimately, generating profit. The management of client relationships (CRM) is especially important in the fashion industry for increasing client loyalty and retention. CRM is important in fashion industry since it enables fashion firms to develop tailored goods and amenities for clients. Therefore, an alignment in perspectives of content marketing within the UK Fashion industry is testified through brand loyalty and awareness during fashion product sales in the UK.

Discussion on regression analysis

Bazi *et al.* (2023) state, with respect to utilising digital marketing within the UK fashion sector, content marketing has evolved into an effective technique for ensuring customer engagement, which includes an array of marketing formats that help in the creation and sharing of viable content to drive the customer toward the fashion brand. This analysis has drawn key insights which enable a substantial match with the positive results of the regression analysis, thereby indicating that content marketing has been a significant tool in aiding the UK Fashion industry to facilitate their brand loyalty and engagement with customers.

Discussion on correlation analysis

Ozuem *et al.* (2023), stated that implementing content marketing in a fashion organisation creates a brand reputation while the implementation of content marketing in a fashion company makes a strong online marketplace for their organisation. In this prospect, the positive correlation analysis deduced between the independent variables of “CM strategy that enhances loyalty” and “Satisfied with CRM efforts” and the dependent variable of “Engaging content from FB influence” establish the explanation that effective implementation of content marketing can enhance the performance and profitability of an organisation, thereby assisting the customers to choose the right product as per their choices.

Discussion on collinearity diagnostics

As per Bubphapant and Brandão, (2024), implementing content such as blog posts, videos, and social media updates helps the customer to get detailed information about the products which can build trust among the customers and enhance brand credibility. Additionally, According to Lu *et al.* (2023), implementing content marketing can increase brand awareness and reputation which will help the organisation to increase its profitability as this inference runs parallel to the findings visualised through the Collinearity Diagnostics, therefore, depicting a positive cohesion among variables as well as exploring their reliance on each other to achieve the research objectives.

Comparative Analysis

A comparative analysis has been drawn, with regards to the role and implications of content marketing in driving brand loyalty and engagement among consumers within the UK fashion industry, between the literature review and the responses gathered from 60 customers who are regular UK fashion brand consumers. Ledro *et al.* (2023) mention that content marketing is commonly employed to enhance brand recognition and interaction, draw in customers or visits, produce prospects for transactions, or stimulate sales and income. A similar notion is achieved through the primary analysis producing positive evidence regarding 56.67% customers having

substantial knowledge about content marketing, the significance of visual contents (45%), as well as frequently interacting with fashion brands through social media contents (51.67%), thereby acknowledging the objective of evaluating the different content marketing approaches employed by the UK fashion sector for high stakes in attaining better profitability, awareness and productivity in the dynamic market landscape. According to Krowinska and Backhaus (2024), "content marketing" refers to the planned development, diffusion, and marketing of various sorts of material such as emails, podcasts, videos, and blog posts. Content marketing is widely used to increase brand recognition and interactivity, attract customers or visits, generate transactional leads, or promote sales and money. Content marketing, unlike other digital marketing tactics, has the ability to produce long-term benefits for a firm.

Furthermore, Akram *et al.* (2024) elaborates on content marketing having a significant role in increasing client engagement in a fashion organisation, with organisation-based content reaching a large segment of customers which attracts the customers and makes them purchase. On the other hand, Lopes *et al.* (2023), counter that strategic content marketing assists the fashion brand to communicate with a large segment of the audience and showcase their products which increases customer engagement in the fashion organisation. In addition, in comparison with the statistical analysis, the objective of investigating the interrelationship between the role of content marketing and brand loyalty is proposed through the correlation analysis and regression analysis which postulate a positive cohesion between the dependent variable of "Engaging content from FB influence" and its associated independent variables. According to Ozuem, (2021), in the UK fashion sector, content marketing is critical for driving customer loyalty and engagement. Fashion firms can deepen their connection with their audience by developing and distributing relevant, meaningful, and consistent content, generating a sense of belonging and trust. Interesting blog entries, beautiful lookbooks, and behind-the-scenes films not only highlight the most recent trends, but also reflect the company's personality and beliefs. This ongoing contact keeps customers informed and motivated, resulting in repeat visits and loyalty over the years. Furthermore, personalized content suited to individual preferences improves the buying process by making customers feel appreciated and comprehended, thereby enhancing their loyalty to the company. Furthermore, the high likelihood of product purchases increasing following the application of content marketing, with strategies, like exclusive discounts and offers and loyalty programs being the most prominent prospects, have been attested by the regression analysis which postulates on a positive and directly

proportionate relationship between the variables. This depicts the acceptance of the alternative hypothesis of “There is significant role of content marketing to drive loyalty and engagement among consumers of UK fashion industry”.

4.11 Conclusion

Based on the aforementioned investigation, it can be established that the role and factors of content marketing form a formidable aspect in shaping the loyalty and engagement of the customers within the UK Fashion industry. The section has drawn valuable insights from graphical representations, correlation analysis, regression, collinearity diagnostics and residual statistics for comprehending the data's relevance with the study objectives. The section further engages in a discussion comprising a comparative analysis between the primary data collected from the targeted respondents and the literary perspectives of varied researchers within the Literature Review to attain parallel perceptions on the association between content marketing and brand loyalty within the UK Fashion sector.

Chapter 5: Conclusion and Recommendations

5.1 Introduction

The respective context of the study deals with the role of content marketing to drive loyalty and engagement among consumers focusing on the UK fashion industry. The research for this study has accumulated proper data that has defined the meaning of content marketing and customer engagement that defines loyalty as well. content marketing is extremely consumer focused and brands do this to obtain maximum customer loyalty and focus. This drives the consumer engagement as well while ensuring that the customers are more attracted to the end result of positive outcomes which will be discussed in this segment.

5.2 Key findings

The role of content marketing to drive loyalty and engagement among consumers has a significant impact in obtaining customer attention specifically focusing on the UK fashion industry (Lou, and Xie, 2021). content marketing is accurately focused on consumer requirements and organizations provide appropriate content to attract these customers. In other words, customers prefer transparency and providing a proper content marketing approach transparency can also be established for the customers. The three major factors that are customer engagement, loyalty, and awareness are related to content marketing through various parameters. While explaining this more rigidly it can be said that these factors are interrelated to each other that affects the respective fashion industry of the UK. The study has further elaborated this in the entire research or study while discussing the key understanding is the major essence as well. The study derived certain objectives which analyzed the major comprehensions of the study and met the requisites of the study as well.

Objective 1: “To make an evaluation of the different content marketing approaches employed by the UK fashion sector.”

Content marketing or various content marketing approaches shape customer satisfaction and that has been employed by the UK fashion industry as well (Jacob, and Johnson, 2021). In order to meet this objective, the research has analysed the survey of the population that has been selected

for this study. The population supports various content marketing approaches such as “Social media posts, Blogs, Videos, influencer collaboration, and more” according to their preferences. The majority has supported these approaches while the minorities have strongly disagreed or disagreed. This shows that these marketing approaches throw a major impact on the customer engagement as they can further analyse the importance of content marketing in evaluating brand loyalty. Content marketing approaches are the pathways through which a brand reaches the target audience and the quality of the approaches decides the outcomes. Hence it is highly significant for the approaches to be appropriate and more exact rather than being assuming and indirect. Hence this is how the objective has been met in the analysis of the study through analyzing the survey of the participants regarding the context (Mahmić, and Klico, 2022). Furthermore, the approaches have underlined the most common approaches that are being adopted by the UK fashion sector and thus, it can be said that the respective fashion sector vouches for positive outcomes.

Objective 2: “To explore the interrelationship between the role of content marketing and brand loyalty.”

Content marketing and brand loyalty has the most positive connection in between and this objective has been met through a thorough analysis of the research study (Xie, and Lou, 2020). For instance, the collinearity analysis underlines the independent variables in which “Content marketing strategy that enhances loyalty” and other variables such as “Importance of visual content”, “Type of content that follows”, and more are also mentioned. The collinearity diagnostic states that there is a “close relationship” or “directly proportional relationship” between the independent values. As the diagnostics has underlined the relation to be close or related, it can be said that there is an interrelationship between the role of content marketing and brand loyalty. Furthermore, in order to understand this better it can be said that content marketing makes the marketing approach more transparent which is a positive aspect for the customers as they prefer transparency and clarity over everything (Balio, and Casais, 2021). Hence, a brand doing this often receives positive feedback that increases brand loyalty. Hence, it can be said that this objective has been met like this through proper analysis of the objective and how the content marketing can influence the loyalty in customers regarding the brand

Objective 3: “To analyse the importance of CRM in boosting customer loyalty.”

The CRM process or customer relationship management process carries a huge significance in maintaining and boosting the customer loyalty (Sawaftah *et al.* 2021). To meet this objective the research has closely analysed the regression of the variables that state a positive correlation or independent correlation between every independent factor. For instance, the regression underlines a few independent variables among which the “Satisfied with CRM efforts” and “Content marketing strategy that enhances loyalty” has been shown to have a significant relationship which means CRM boosts customer loyalty and shares a significant relationship. Managing customer relationships is another vital necessity to manage customer loyalty as customers put their faith in brands that care for customers. Moreover, building trust is not the ultimate goal of the brands but also to hold the customers and enhance the productivity and profitability. Overall maintaining CRM boosts the organisational and loyalty approaches (Bazi *et al.* 2023). Hence it has been proved that CRM boosts customer loyalty. Thus, this is how the objective has been met through proper analysis of the study.

5.3 Recommendations

The respective study has included every particular aspect and attribute related to the study. However, there are certain areas that the research lacked quality (Ho *et al.* 2020). These shortages have imposed the compromise of the quality of the research. The first issue that has been observed is the focus of the research on one particular geographical landscape which is the UK. The study also focused on a particular sector which is the UK fashion industry and solely underlined every particular attribute related to it. The study could have considered either including a comparative analysis between the chosen sector which is fashion industry and other industries of the UK so that the study could have been inclusive, or could have kept the industry fixed while comparing other geographical locations accordingly. This made the study limited along with lacking quality in the area of understanding.

Moreover, the literature review did not mention anything regarding the role, challenges, or mitigation of content marketing in customer engagement and was completely focused on concept, importance, and relationship (Li *et al.* 2022). This could have been avoided by the research by including challenges and mitigation while explaining the role of content marketing in customer engagement. Lastly, the respective study chose primary data collection which definitely enhanced

the authenticity but lacked inclusivity in every sense. The study could have considered or can consider including secondary research for better inclusivity and empirical data. Hence these are certain recommendations that the research can consider to improve its quality.

5.4 Limitations of the study

The respective study has inculcated every related aspect of the context in the research. However, there are certain aspects of the research that faced limitations due to lack of proper data. These limitations have affected the quality of the research more dynamically (Ting *et al.* 2021). The first limitation that has been observed is the focus of the research on one particular geographical landscape which is the UK along with one particular industry. The study got limited as the research revolved around one country and one industry and this has compromised the study quality as well (Babatunde *et al.* 2024). Furthermore, the literature review excluded anything regarding the role, challenges, or mitigation of content marketing in customer engagement and solely focused on concept, importance, and relationship of content marketing and customer loyalty. This imposed a certain limitation and lack of data as well. Lastly, the primary data caused limitations in data inculcation as well.

5.5 Further Research

The further expectations regarding the similar context can include various things which can provide better insight regarding the topic (Odoom, 2023). For example, further research can include a comparative analysis between the UK fashion sector and other fashion sectors of other countries such as the US, Europe, and more. Moreover, the study might also consider elaborating the literature review and making it broader while including challenges regarding the context as challenges are common. While focusing on the data collection process, the study can vouch to include secondary data with qualitative methods to fetch more details and keep the study broad.

5.6 Conclusion

The study has further focused on the role of content marketing to drive loyalty and engagement among consumers focusing on the UK fashion industry. Content marketing means creating content according to the product line, brand and customer preference while analyzing customer choices to

provide them suggestions. This enhances transparency and customer loyalty to the brand. This has been discussed thoroughly in the entire study while highlighting certain methods that have been used to gain the information. The methods have been further analyzed and well and concluded in detail in the end. Hence the study has met the context thoroughly.

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Appendices

Appendix 1: Survey Questionnaire

1. What is your age?
 - a. 20 to 30
 - b. 30 to 40
 - c. 40 and above
2. What is your Gender?
 - a. Male
 - b. Female
 - c. Third Gender
3. Are you knowledgeable enough about content marketing?
 - a. Yes
 - b. No
 - c. Maybe
4. How frequently do you interact with content from UK fashion brands?
 - a. Very frequently
 - b. Frequently
 - c. Rare
 - d. Never
5. What type of content do you follow and find more engaging?
 - a. Blogs
 - b. Social media posts
 - c. Videos
 - d. Others
6. How important is visual content to your engagement with fashion brands?
 - a. Extremely important
 - b. Very important
 - c. Moderately important
 - d. Slightly important
 - e. Not important at all

7. Do you agree that engaging content from fashion brands influence your loyalty to them?
 - a. Strongly agree
 - b. Agree
 - c. Neutral
 - d. Disagree
 - e. Strongly disagree
8. Which are the aspects of the brand you found more demonstrative through Content marketing?
 - a. Product and Service information
 - b. Brand integrity
 - c. Brand traits
 - d. All of the above
9. How likely are you to continue purchasing products following this strategy?
 - a. Very likely
 - b. Likely
 - c. Neutral
 - d. Unlikely
 - e. Very unlikely
10. Which content marketing strategy do you believe most enhances your loyalty to a fashion brand?
 - a. Behind-the-scenes content
 - b. User-generated content
 - c. Influencer collaborations
 - d. Customer testimonials and reviews
 - e. Educational content
11. How important is receiving personalized content to your loyalty to a fashion brand?
 - a. Extremely important
 - b. Very important
 - c. Moderately important
 - d. Slightly important
 - e. Not important at all

12. How satisfied are you with the customer relationship management (CRM) efforts of the fashion brands you follow?
- a. Very satisfied
 - b. Satisfied
 - c. Neutral
 - d. Dissatisfied
 - e. Very dissatisfied
13. What CRM activities do you find most effective in enhancing your loyalty?
- a. Personalized emails
 - b. Loyalty programs
 - c. Exclusive discounts and offers
 - d. Early access to new products
14. How likely are you to recommend a fashion brand to others if you find their content engaging and valuable?
- a. Very likely
 - b. Likely
 - c. Neutral
 - d. Unlikely
 - e. Very unlikely

Appendix 2: Participant Responses

1. What is your age?	2. What is your Gender?	3. Are you knowledgeable enough about content marketing?	4. How frequently do you interact with content from UK fashion brands?	5. What type of content do you follow and find more engaging?	6. How important is visual content to y fashion brands?
40 and above	Third Gender	No	Never	Videos	Slightly important
40 and above	Male	Maybe	Rare	Videos	Slightly important
20 to 30	Male	Yes	Very frequently	Social media posts	Extremely important
30 to 40	Third Gender	Maybe	Rare	Social media posts	Not important at all
20 to 30	Third Gender	Maybe	Rare	Blogs	Not important at all
20 to 30	Female	Yes	Frequently	Social media posts	Moderately important
40 and above	Male	Maybe	Frequently	Videos	Not important at all
20 to 30	Male	Yes	Very frequently	Social media posts	Extremely important
30 to 40	Male	Yes	Very frequently	Blogs	Extremely important
30 to 40	Female	Yes	Frequently	Social media posts	Very important
20 to 30	Female	Yes	Frequently	Videos	Very important
40 and above	Male	Maybe	Frequently	Blogs	Moderately important
40 and above	Male	Maybe	Very frequently	Videos	Moderately important
40 and above	Male	Yes	Frequently	Videos	Moderately important
40 and above	Male	Yes	Very frequently	Social media posts	Extremely important
20 to 30	Female	Yes	Very frequently	Blogs	Very important
20 to 30	Female	Yes	Frequently	Blogs	Moderately important
20 to 30	Male	Yes	Frequently	Videos	Moderately important
20 to 30	Female	Yes	Very frequently	Videos	Not important at all
30 to 40	Male	Yes	Frequently	Videos	Not important at all
30 to 40	Male	Yes	Very frequently	Videos	Not important at all
30 to 40	Male	Yes	Very frequently	Videos	Not important at all
20 to 30	Female	Yes	Frequently	Videos	Very important
20 to 30	Male	Yes	Frequently	Videos	Very important
30 to 40	Female	Yes	Very frequently	Blogs	Extremely important

7. Do you agree that engaging content from fashion brands influence your loyalty to them?	8. Which are the aspects of the brand you found more demonstrative through Content marketing?	9. How likely are you to continue purchasing products following this strategy?
Disagree	Product and Service information	Very unlikely
Neutral	Product and Service information	Neutral
Strongly agree	Brand integrity	Likely
Neutral	All of the above	Neutral
Strongly Disagree	All of the above	Very unlikely
Agree	Product and Service information	Very likely
Strongly Disagree	All of the above	Very unlikely
Strongly agree	Brand integrity	Likely
Strongly agree	Brand integrity	Very likely
Agree	Brand integrity	Neutral
Strongly agree	Brand traits	Neutral
Strongly agree	Brand integrity	Likely
Strongly Disagree	All of the above	Neutral
Agree	Brand traits	Unlikely
Strongly agree	Brand integrity	Likely
Strongly agree	Brand integrity	Likely
Strongly agree	Product and Service information	Unlikely
Strongly agree	Product and Service information	Unlikely
Agree	Product and Service information	Unlikely
Agree	Brand integrity	Unlikely
Agree	Brand integrity	Unlikely
Agree	Brand integrity	Unlikely
Agree	Brand integrity	Unlikely
Agree	Brand integrity	Likely
Strongly agree	Brand integrity	Likely

10. Which content marketing strategy do you believe most enhances your loyalty to a fashion brand?	11. How important is receiving personalized content to your loyalty to a fashion brand?	12. How satisfied are you with the customer relationship management (CRM) efforts of the fashion brands you follow?
Behind-the-scenes content	Slightly important	Neutral
Behind-the-scenes content	Slightly important	Neutral
User-generated content	Very important	Satisfied
Behind-the-scenes content	Slightly important	Dissatisfied
Influencer collaborations	Not important at all	Dissatisfied
Behind-the-scenes content	Extremely important	Dissatisfied
Educational content	Not important at all	Very satisfied
Influencer collaborations	Extremely important	Very satisfied
Customer testimonials and reviews	Extremely important	Very satisfied
User-generated content	Moderately important	Dissatisfied
Influencer collaborations	Very important	Very dissatisfied
Influencer collaborations	Very important	Satisfied
Behind-the-scenes content	Not important at all	Dissatisfied
Behind-the-scenes content	Moderately important	Dissatisfied
Influencer collaborations	Very important	Satisfied
Influencer collaborations	Very important	Satisfied
Behind-the-scenes content	Moderately important	Very dissatisfied
User-generated content	Moderately important	Very dissatisfied
User-generated content	Moderately important	Very dissatisfied
User-generated content	Moderately important	Very dissatisfied
User-generated content	Moderately important	Very dissatisfied
User-generated content	Moderately important	Very dissatisfied
User-generated content	Moderately important	Satisfied
Educational content	Moderately important	Satisfied
Educational content	Moderately important	Satisfied

13. What CRM activities do you find most effective in enhancing your loyalty?	14. How likely are you to recommend a fashion brand to others if you find their content engaging and valuable?
Personalized emails	Unlikely
Exclusive discounts and offers	Unlikely
Loyalty programs	Likely
Personalized emails	Unlikely
Early access to new products	Neutral
Personalized emails	Neutral
Early access to new products	Very unlikely
Loyalty programs	Very likely
Loyalty programs	Likely
Early access to new products	Very unlikely
Personalized emails	Very likely
Loyalty programs	Likely
Early access to new products	Neutral
Personalized emails	Very unlikely
Loyalty programs	Very likely
Loyalty programs	Likely
Personalized emails	Neutral
Personalized emails	Neutral
Early access to new products	Very unlikely
Early access to new products	Very unlikely
Early access to new products	Very unlikely
Early access to new products	Very unlikely
Exclusive discounts and offers	Very unlikely
Exclusive discounts and offers	Very unlikely
Exclusive discounts and offers	Very likely