

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

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Introduction

Brand loyalty is a vital need for any organisation to run its business successfully in the business market as it allows a firm to stand out from its competitors. It can be explained as the efficiency of an organisation to retain its customer base and to ensure repetitive purchases by the customer base which depicts a strong relationship between the customers and the brand (Lou and Xie, 2021). With the advancement of time, the development of modern technologies takes place and as a result of this conventional methods are gradually replaced by modern technologies.

In this aspect, the marketing function of a firm is also not an exception and has incorporated modern approaches such as content marketing to increase customer engagement rate. In this proposal, an overview of the role of content marketing in driving loyalty and engagement among customers in the light of the UK fashion industry will be depicted along with the rationale, aims and objectives of the research. Certain research themes pertinent to the topic will also be incorporated in the proposal followed by a depiction of research methodological choices to provide a better understanding of the research process.

Rationale of study

The conventional methods of marketing are replaced by modern approaches such as content marketing in the highly dynamic business market of the UK fashion industry. In this proposal, an initiative to explore the role of content marketing to drive loyalty and engagement among customers of the UK fashion industry is taken. The fashion industry of the UK cannot help but incorporate the modern marketing approach via the implementation of content marketing since the number of competitors in the market has increased enormously (Vazquez *et al.* 2021). Thus to remain viable in the harshly competitive market, the firms associated with the UK fashion industry need to stand out and create their own distinct identity which is possible through the use of innovative content of marketing. The effective incorporation of the modern approach to marketing in the UK fashion industry is responsible for the increase in the online sales rate by 6.5% in 2023 (retail.economictimes.indiatimes.com, 2023). This results in greater profitability and increased brand reputation which in turn boosts customer engagement.

This particular research will demonstrate the dynamic nature of content marketing which in turn can motivate the firms associated with the fashion industry of the UK to increase the utilisation of

content marketing. Moreover, various approaches of content marketing which different successful fashion retail firms of the UK are using will be incorporated in the research which can guide the emerging fashion retail firms of the UK to improve their marketing initiatives.

Aim, objectives and Questions

Aim

The research will aim to explore the role of content marketing to drive loyalty and engagement among customers of the UK fashion industry.

Research objectives

- To analyse the different approaches of content marketing used by the fashion industry of the UK.
- To analyse the interrelationship of the role of content marketing with brand loyalty.
- To determine the importance of CRM in boosting customer loyalty.

Questions

- What are the different approaches of content marketing used by the fashion industry of the UK?
- What is the interrelationship of the role of content marketing with brand loyalty?
- Why CRM is important for boosting customer loyalty?

Literature review

Interrelationship of the role of content marketing with brand loyalty



Figure 1: Role of content marketing in inc raising brand loyalty

(Source: javatpoint, 2023)

Content marketing can be demonstrated as the approach of making relevant content for blogs, social media posts, videos and others to establish better connections with potential client base. According to Wilk *et al.* (2021), by the application of modern tools, an organisation can be able to create a unique appeal by conveying attractive advertisement messages to the clients the companies want to target. As a consequence of this, the companies can develop personalised content for diverse groups of clients with which the customers can easily connect resulting in increasing the purchasing intentions as well as brand loyalty. Geng *et al.* (2020), on the other hand, claim that by

the use of content marketing, companies can maintain pace with the swift change in the trends in the business market resulting in the depiction of innovative features of any product or service. This in turn leads to an increase in the satisfaction and brand loyalty of the customers. Thus, a direct relationship exists between the role of content marketing and an increase in brand loyalty.

Different approaches to content marketing used by the fashion industry in the UK

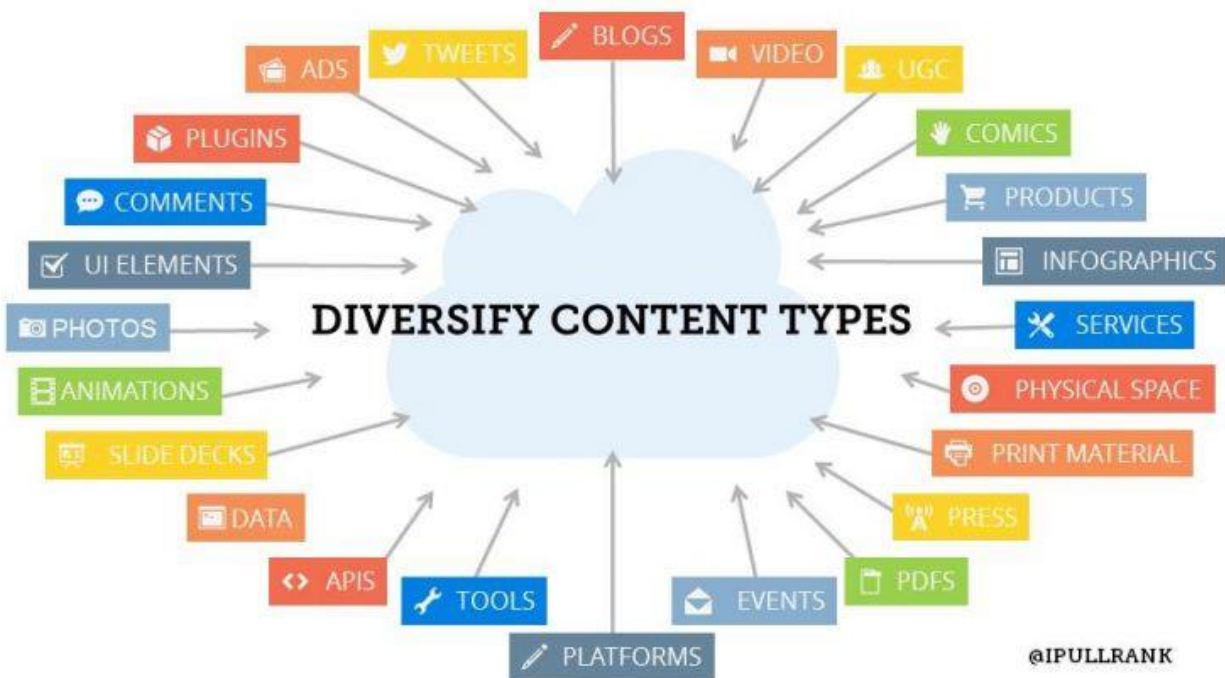


Figure 2: Different approaches to content marketing

(Sources: contentmarketinginstitute, 2023)

For creating a distinct appeal towards the potential client base, different business firms use various creative approaches to reach out to a diverse group of customers. In this aspect, the fashion industry of the UK is not an exception and employs the use of videos, blogs and other approaches for sharing marketing content with prospective clients. According to Noris *et al.* (2021), infographics can be considered one of the most widely used approaches of content marketing in the UK fashion industry since it is unique for ensuring effective customer engagement. This is for the reason that infographics can depict the marketing connection precisely which can attract the customers. Contrarily, Wang and Chan-Olmsted, (2020), claim that videos and blogs are the most significant ways of content marketing which is used by the fashion industry of the UK since they involve dynamic content which is easy to grab the attention of the customers and keeps them loyal.

Importance of CRM in boosting customer loyalty

CRM initiatives play a vital role in enhancing customer loyalty since they promote better management of the relationship with the potential client base of an organisation. There are several models available that different business organisations use as per their requirements to enhance the relationship of the company with the customers to attain greater customer loyalty.

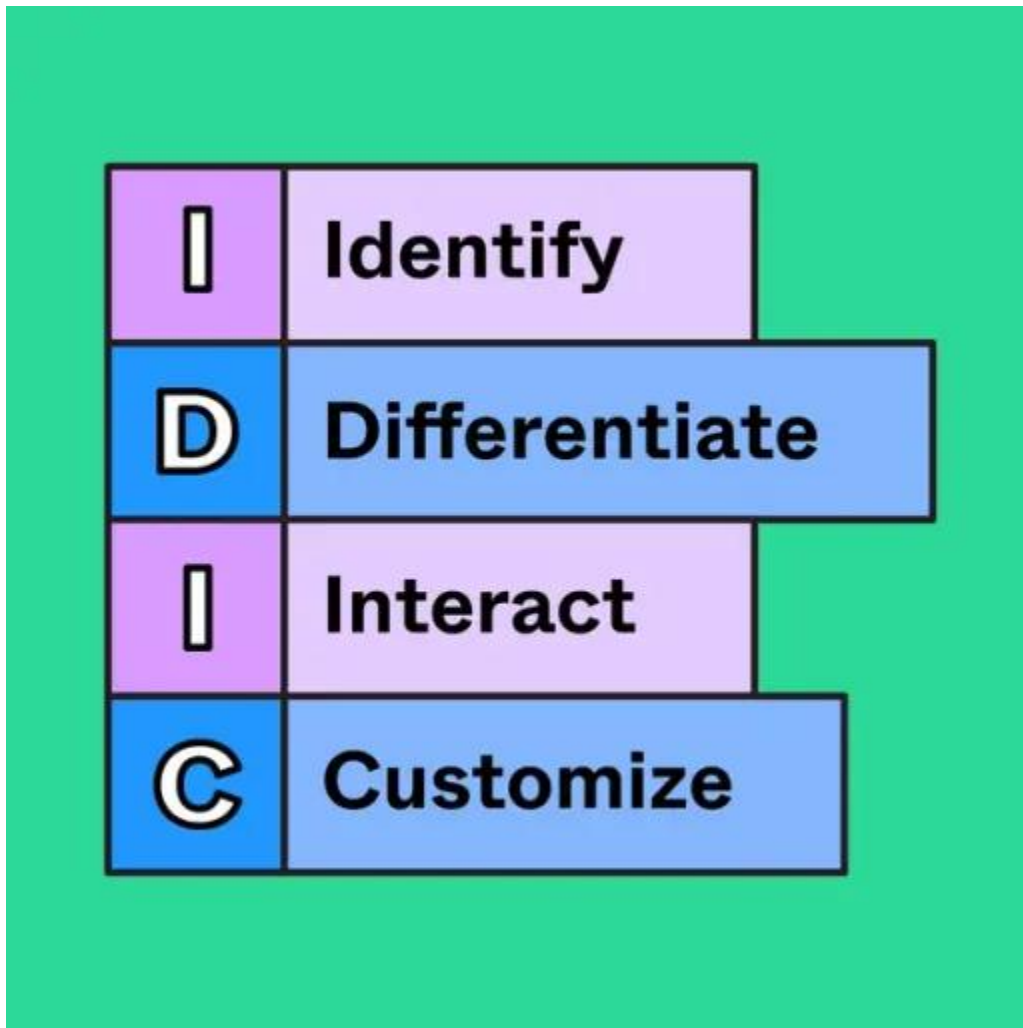


Figure 3: IDIC Model of CRM

(Source: figma, 2023)

According to Zulyanti and Irawan, (2023), one of the most widely used CRM models by various industries is the IDIC model which is comprised of 4 different components- identify, differentiate, interact and customise. Pandey *et al.* (2022), claim that the model is highly beneficial for promoting customer loyalty since it allows the company implementing it to identify the accurate customer segment as per the products or services offered by the firm. Moreover, the model also

allows for differentiating the needs and desires of the customers to help the firm retain and manage the customers leading to the development of better relationships. Also, this model provides the opportunity to interact effectively with the clients and to customize the advertisements for efficient customer relationship management. Denise, (2021), argues and says that the implementation of the model is quite complex and thus the efficiency of the model to promote better customer engagement is reduced.

Research Methodology

A structured and methodical means of acquiring insight and understanding into the research topic is designated as a research methodology (Mishra and Alok, 2022). It highlights the approaches, and strategies, alongside ethics that will be deployed to look into a specific research problem.

Methodological choice

The notion of the "research onion" presents an orderly structure for methodically setting up and planning research operations (Mardiana, 2020). The above framework involves an array of conscious choices to produce an organised plan for the investigation process. The different elements of the research onion consist of "Philosophy," "Strategy," "Approach," "Time Horizon," "Method Choice," "Data Collection Method," along "Data Analysis."

The process of using single data collection along with the analysis method is known as the mono method and the use of statistical information or data for the purpose of research is identified as the quantitative approach of research. The methodological choice for this inquiry will be the **Mono method**. By progressively going through each layer in compliance with the directions provided by the research onion, the credibility of the investigation can be enhanced. This study will utilise a **quantitative research approach**, that will concentrate on the rigorous and thorough gathering and evaluation of numerical data for achieving research objectives.

Sampling

The process of sampling is where the participants for a survey or research are selected randomly without maintaining any specific criterion.

Sample size: With the aim of getting the required data for the research, the researcher will conduct a survey on 60 customers of fashion retail firms in the UK thus making it effective to gather various vital insights from the adequate population.

Sampling method: The researcher will use **random sampling** method using Google Forms in order to properly store the acquired data from survey participants. As this is random sampling method, an unbiased and accurate results or research findings can be obtained.

Sample type: The information-acquiring and evaluation process will use a sample type which includes both **demographic** and **geographic samples**.

Ways to access Sample population: The information gathering can be done using social media platform, email or other relevant pathways.

Data collection method

The process of primary data collection emphasises gathering accurate data from online surveys, interviews and other means by directly interacting with the participants leading to more accurate research outcomes. The collection of **primary data** against secondary data will be emphasised in this research. This choice can enable it to obtain reliable and impartial data sets while maintaining rigorous standards throughout the investigation process. The investigation will be more reliable and able to provide insight into important components of the topic if a primary information-gathering methodology is adopted. The investigation will use information gathered from an extensive **survey** with eight to ten closed-ended questions. The survey participants will be given 10-15 minutes to submit the thoughtful responses using Google form which will offer valuable information about the research topic.

Data analysis

Statistical analysis can be illustrated as the process of data analysis where various patterns and trends of data are interpreted to find out the accurate interrelationship among the trends as per the requirement of the research. This research will employ a method of **quantitative analysis** to identify the required trends for giving better research outcomes. This quantitative method highlights the worth of meticulously analysing statistical or numerical data by guaranteeing the reliability of the research alongside its capacity to provide significant novel findings. The

information needed will be obtained and assessed via an online survey followed by Microsoft Excel analysis.

Research ethics

Research ethics will serve an important part in guaranteeing that the research complies with moral standards and preserves participants' privacy. The researcher will use the collected data from the survey for research after obtaining consent from the participants. Also, the researcher will not force any individual to take part in the survey and will give complete freedom to leave the survey at any point if they do not want to continue or feel uncomfortable.

Gantt chart

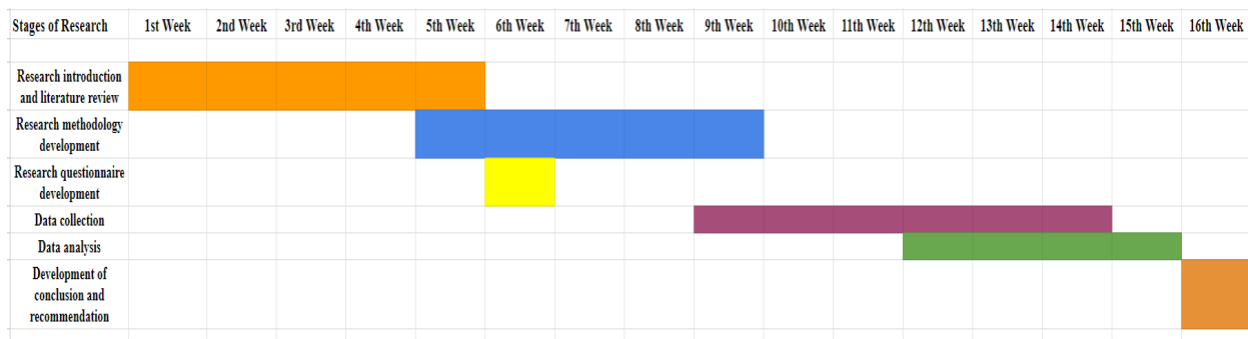


Figure 4: Gantt Chart

(Source: Self-created)

The Gantt chart provides a brief overview of the tentative time frame which will be required to perform different tasks to complete the research on time.

Research introduction and literature review: The Gantt chart given above indicates that an introduction to the research will be developed and by 4th to 5th week literature review will be completed.

Research methodology development: By the end of the 9th week research methodology will be completed.

Research questionnaire development: In the 6th week questionnaire will be developed.

Data collection: The completion of the process of data collection will be done by the 14th week

Data analysis: The completion of the process of data analysis will be done by the 15th week.

Development of conclusion and recommendation: The conclusion and recommendations for the research will be developed and discussion with the supervisor will be conducted in the 16th week.

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