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Research proposal

Topic – LCMB7020 Impact of Integrated marketing communication and digital marketing on fashion industry.

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1. Introduction

Fashion is a means of expression. Fashion is the best measure of time and place as it is inextricably linked to social customs. Since its inception, this idea of fashion has been constant. Conversely, the manner in which it is conveyed has altered. (Anwar, 2019) This study connects Digital marketing with IMC since, in the current day, IMC would look incomplete without Digital marketing. A trilateral interaction between a corporation and its customers, as well as between customers and other consumers, has been facilitated by Digital marketing, which has transformed the conventional IMC. Because it clears up any doubt and makes the market's offers in terms of goods and services more understandable, it benefits both the firm and the customers (Rehman,2022) The combination of these strategies has changed how fashion businesses interact with consumers, communicate, and increase sales.

2. Background of research proposal

Traditional media has been used in marketing to spread information to customers during the last few decades. The limitation of this approach is that it only permits one-way communication. These days, with the expansion of the internet and digital media, conventional Platforms for marketing will soon become obsolete. Digital marketing, which is more accessible, cost-effective, and efficient, will take their place. In order to accomplish its goals, digital marketing makes use of digital media, computer communication technologies, and the internet. In the digital economy, prominent businesses use digital marketing as their primary marketing method and development trend, giving marketing a new meaning (Wu, Y. 2022).

3. Rational of the study

The suggested study's objective is to look at how digital marketing techniques and integrated marketing communication (IMC) have changed the fashion sector. Fashion organizations need to grasp how IMC and digital marketing work together to create preferences, impact customer behaviour, and influence purchase choices as conventional marketing channels change at a faster pace than digital technology.

Furthermore, this study gives industry practitioners the information and resources they need to adjust to shifting customer tastes and consumption patterns as digital

technologies continue to change the fashion scene, thereby increasing their competitiveness and market relevance. Additionally, this study helps fashion marketers allocate resources more effectively, maximize campaign performance, and cultivate long-term customer relationships—all of which contribute to the general expansion and sustainability of the fashion industry—by highlighting best practices and effective strategies in IMC and digital marketing integration.

- Aims

The primary goal of study is to determine impact of integrated marketing communication and digital marketing of fashion industry.

- Research objectives

- To determine Integrated marketing communication and digital marketing strategies utilised in fashion industry.
- To analyse how fashion firms have positioned themselves in the market to get a competitive edge in the digital age and differentiate oneself from the competitors.
- To investigate the impacts of digital marketing and IMC integration has had on customer behaviour, preferences, and fashion industry buying decisions.

- Research questions

- What are the Integrated marketing communication and digital marketing strategies utilised in fashion industry.
- How fashion firms have positioned themselves in the market to get a competitive edge in the digital age and differentiate oneself from the competitors.
- What are the effects that IMC and digital marketing integration has had on customer behaviour, preferences, and fashion industry buying decisions.

4. Literature review

In the fashion business, digital marketing and integrated marketing communication (IMC) are becoming more and more significant, changing market dynamics, brand engagement, and customer behaviour. Fashion firms have come to realize that building strong and cohesive brand identities requires (IMC), which is defined as the strategic coordination of

several communication channels to provide a consistent message to target consumers (Cornelissen, 2017). Simultaneously, social media, influencer marketing, and e-commerce platforms have proliferated as digital marketing channels, revolutionizing the way fashion firms interact with customers and boost sales (Okonkwo, 2017).

Definition and Theoretical Framework of IMC and Digital marketing

An integrated marketing communication strategy is goal-driven toward generating, establishing, interacting and maintaining relations with customers in order to get an unfair competitive opportunity (Pickton, Broderick, 2001). IMC is the process of integrating many marketing techniques to increase the efficacy of those tools that are targeted at a certain company objective. The primary goal of integrated marketing communication is to create synergy between various marketing tools in order to consistently convey the company's message to customers. This will help customers form positive opinions of the business, which will boost its profitability and promote its expansion (Consultancy, T.R. & 2021).

Digital marketing is a kind of direct marketing that automatically connects buyers and sellers using multimedia tools such as blogs, social media, newsgroups, online forums, interactive television, and mobile phone communication (Kotler, 2009). "Digital marketing" refers to the process of advertising products and services via the use of digital technology including websites, social media platforms, mobile applications, email, and search engines. It's an effective tool that businesses may use to connect with their target market and sway their purchasing decisions (Alnaim, 2023).

○ Objective 1: Integrated marketing communication and digital marketing strategies utilised in fashion industry.

Digital marketing techniques and integrated marketing communication (IMC) are essential for establishing a brand, interacting with customers, and increasing sales in the fashion sector. In digital marketing, online platforms like social networking, smartphone apps, and e-commerce websites are used to connect and interact with customers in real-time; in integrated marketing communications (IMC), different communication channels are strategically integrated to give a consistent message to target audiences. Fashion businesses are using IMC and digital marketing techniques more and more to provide consistent brand experiences across many

touchpoints, increase brand awareness, and develop closer relationships with customers. Additionally, fashion firms may improve marketing efforts, obtain insightful knowledge about consumer preferences and habits, and provide their audience with more engaging content by utilizing digital marketing tools like data analytics, personalized messaging, and targeted advertising. However, fashion firms must continually take into account issues like information overload, privacy concerns, and the need for constant innovation if they hope to successfully use IMC and digital marketing tactics in a digital ecosystem that is changing quickly.

In spite of these obstacles, fashion firms must continue to integrate IMC and digital marketing in order to stay competitive, interact with today's tech-savvy consumers, and spur company expansion in a market that is becoming more linked and cutthroat.

- **Objective 2: To analyse how fashion firms have positioned themselves in the market to get a competitive edge in the digital age and differentiate oneself from the competitors.**

Fashion companies must strategically position themselves in the market to identify their brand and obtain a competitive edge in the digital age due to fierce competition. This calls for a sophisticated comprehension of market trends, consumer preferences, and the efficient application of digital marketing platforms. Fashion firms have implemented many positioning tactics to differentiate themselves from rivals and connect with their intended consumer base. Success in the digital environment requires brand uniqueness through distinctive brand identities, creative product offers, and unique value propositions (Pitta & Katsanis, 1995).

Additionally, fashion companies may provide relevant and customized experiences, which raises consumer happiness and loyalty, by utilizing data analytics, customer insights, and tailored marketing techniques (Hanna, Rohm, & Crittenden, 2011). But maintaining a competitive edge in the digital space calls for constant innovation, adaptability, and awareness of changing customer demands and market conditions (Kapferer & Bastien, 2012). In today's dynamic and fiercely competitive economy, fashion companies need to constantly adjust their positioning strategies and adopt digital technology to stay ahead of the competition and remain relevant.

- **Objective 3: To investigate the impacts of digital marketing and IMC integration has had on customer behaviour, preferences, and fashion industry buying decisions.**

The fashion sector has had a considerable influence on customer behaviour, tastes, and purchase decisions due to the combination of digital marketing and Integrated Marketing Communications (IMC). Increasingly, digital marketing tactics are being combined with integrated marketing communications (IMC) to create unified and captivating brand experiences across many touchpoints. IMC is the strategic coordination of diverse communication channels to provide a consistent brand message (Luxton, Reid, & Mavondo, 2015). Fashion firms may now communicate with consumers in a more customized and interactive way that appeals to target demographics thanks to social media, influencer marketing, and other digital marketing platforms and e-commerce websites. Research indicates that the fashion business benefits from the convergence of integrated marketing communications (IMC) with digital marketing, as it enhances customer loyalty, brand recognition, and engagement.

Nonetheless, fashion marketers who want to successfully use IMC and digital marketing must always take into account issues like information overload, privacy problems, and the requirement for constant innovation.

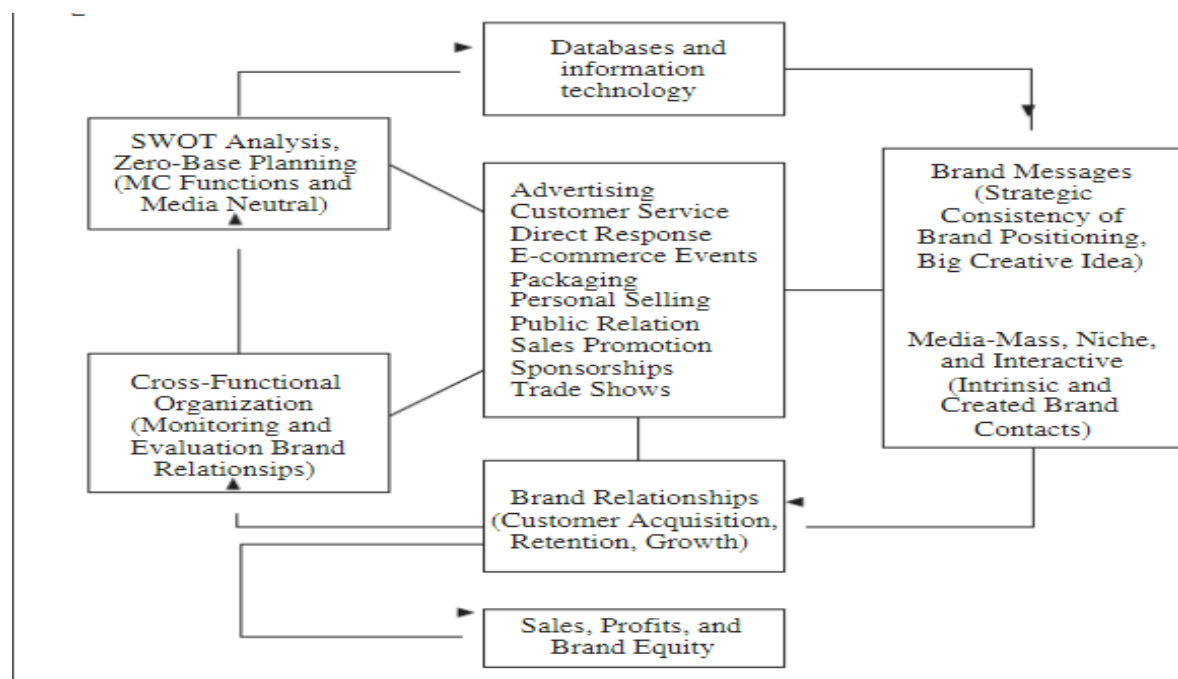


Figure: IMC and Digital marketing process in fashion industry

Analyses of relevant models of IMC and Digital marketing for fashion industries

Porter's General Approaches Michael Porter created this paradigm, which lists Focus, difference, and cost leadership are the three main strategies for obtaining a competitive edge. Fashion companies may use differentiation tactics to set themselves apart from competitors in the digital world by highlighting special qualities of their products, their brand, or their customer experience. Perceptual Mapping is one example of a brand positioning model that shows how a brand is viewed in comparison to its rivals and helps uncover potential for positioning in the digital marketplace. These models may be used by fashion companies to evaluate their existing brand positioning and create online differentiation strategies.

Brand Equity Models researchers may evaluate how IMC and digital marketing affect the development and maintenance of brand equity in the fashion industry by using models like the Aaker Model and Keller's Brand Equity Model. These models assess how well marketing campaigns have shaped customer perceptions and choices by taking into account variables including brand loyalty, brand connections, perceived quality, and brand awareness.

Digital marketing frameworks Organized methods for developing and executing digital marketing strategies may be found in frameworks such as the SOSTAC (Situation Analysis, Objectives, Strategy, Tactics, Action, Control) model or the 5Cs (Company, Collaborators, Customers, Competitors, Context). These frameworks may be used by fashion companies to evaluate their digital marketing skills, spot market niches, and create online client engagement and retention plans.

5. Research Methodology

The influence of digital marketing and integrated marketing communication (IMC) on the fashion industry is being studied using a multifaceted research technique that combines qualitative and quantitative methodologies. In order to investigate current theories, models, and empirical research on IMC, digital marketing, and their impacts on consumer behaviour and the dynamics of the fashion industry, a thorough literature study will first be carried out. Additionally, numerical data about customer preferences, purchase patterns, and brand

involvement across various marketing channels may be gathered using quantitative research approaches, such as surveys and statistical analysis.

Description of quantitative research method

In order to respond to inquiries for research and hypotheses pertaining to a variety of industry characteristics, including consumer behaviour, market trends, and brand performance, quantitative research methods in the fashion business entail the methodical collecting and analysis of numerical data. These techniques usually use structured data collecting tools, such as questionnaires, surveys, or experimental designs, to collect quantitative information from a subset of respondents who are part of the intended audience.

Further information of sample size, type and sampling method.

Sample size: To get the required degree of accuracy and trust in the findings, the bare minimum of respondents can be found via a sample size calculation that makes use of statistical tools or formulae unique to survey research. A sample size of 50 respondents may be suitable, depending on the intricacy of the research and the variety of the intended audience.

Sample type: The target population's variety within the fashion sector should be represented by the sample type. Customers of various geographic areas, shopping habits, and demographics (such as age, gender, and income) are included in this. As a result, there may be relevant comparisons and analyses across various fashion sector segments, as each subgroup is guaranteed sufficient representation in the sample.

Sampling method: Random sampling can be utilized to systematically pick participants from each subgroup within the community, given the practical limitations of reaching and surveying such a vast and diverse population. This guarantees that every person of the intended area has a determined and non-zero possibility of having been included in the sample, which boosts the study's ability to be general.

Description of Data collection methods and tools

Survey/Questionnaire: To attract a diverse range of respondents, online surveys will be tailored to various platforms and social media marketing channels. Quantitative information will be gathered to gauge customer behaviour, preferences, fashion sense, and purchasing patterns. There will be eight to ten closed-ended questions in the survey, which will be gathered using Google Form.

6. Research Ethics

Ensuring the integrity, dignity, and rights of study participants is crucial while conducting quantitative research on the effects of digital marketing and (IMC) on the fashion sector. A few examples of ethical issues are getting participants' informed permission, protecting data privacy and confidentiality, reducing risks and damage, and upholding openness in research procedures and reporting. In addition, researchers should follow the professional norms and guidelines provided by pertinent ethical review boards or institutions and work to prevent bias in participant selection, data collection, and analysis.

7. Planning Gannt chart

Tasks	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12	Week 13	Week 14	Week 15	Week 16
Introduction	✓	✓														
Literature Review	✓	✓	✓	✓												
Research Methodology			✓	✓												
Development of Survey/Questionnaire				✓	✓	✓										
Data Collection (Survey)						✓	✓	✓	✓							
Data Analysis										✓	✓	✓	✓	✓	✓	
Report Writing														✓	✓	
Review and Revision															✓	✓
Presentation/Publication																✓

It is anticipated that the research study will be finished in six months. A review of the literature, data collecting, analysis, and report writing are all included in this timeframe.

8. References

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