

# THE IMPORTANCE OF THE LOYALTY OF FASHION BRANDS THROUGH DIGITAL MARKETING

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## ABSTRACT

The fashion industry, the world's economic engine ahead of prominent sectors such as the automobile and energy sectors, has found an effective communication strategy on the Internet. Fashion brands reinvent themselves in their marketing and business strategies to adapt and approach emerging markets eager to consume fashion, which is why digital marketing becomes an essential tool for the communication of these leading brands in the market with its younger audiences. Digitization, a saturated market, consumer 2.0, influencers and a new way of communicating fashion that is more social and interactive are some of the challenges that companies in a sector in constant change and evolution, whose own visual nature, have had to overcome makes the social medium the most effective for its dissemination. The following work aims to offer an in-depth study of the new scenario that arises after the appearance of Web 2.0 and the Social Media phenomenon, which have modified the basic pillars of business communication in the Fashion sector.

Keywords: Fashion Business, Influencers, Digital Marketing, Millennials, Social Media.

JEL Classification: M31

## 1. INTRODUCTION

As stated by Anwar (2017) fashion is communication. Fashion is intrinsically related to social habits and it is the most accurate indicator of time and period. This way of understanding fashion has not changed since its birth. On the contrary, the way it is communicated has changed. The recent more social and interactive scenario has generated the appearance of new agents and strategies, ending the unidirectional conception that dominated communication in the business world (Bonetti & Perry, 2017).

Web 2.0 introduces a social component that has given rise to a new communicative situation in which the consumer has stopped being a passive recipient of the commercial process to participate in it. Digital users are well-informed people who have become desensitized to the stimuli of traditional advertising (Chan & Astari, 2017).

New technologies have been a challenge for all sectors, forcing marketers to rethink the most appropriate ways to reach an audience that is increasingly young and much more accustomed to the use of digital devices and interaction with brands (Cao, 2018).

The production of luxury goods is sometimes guided by multi-brand strategies in large companies that do not always take into account what is a priority for their consumers, as indicated by Chu, Kamal and Kim (2013). Luxury brands reinvent themselves in their marketing and business strategies to adapt and approach emerging markets eager to consume luxury fashion, which is why digital marketing has become an essential tool for the

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communication of luxury brands leaders in the market with their audiences, especially the youngest.

However, there are brands that resist online sales because they consider it a path that is not very adapted to the criteria of what the luxury experience implies, digital marketing becomes necessary in each of its strategies, these strategies help the knowledge of the brand, interaction with consumers and purchase motivations. This fact has forced companies to respond to the demands of web 2.0 and be present in the new social environment, in which consumers occupy the same level as companies in terms of content production (Chu et al., 2013; Clavijo Ferreira, Pérez Curiel, Luque Ortiz & Pedroni, 2017).

We already know that the Internet has always been a great showcase for fashion brands. Beyond its stores, e-commerce has been a new way of reaching end users, and social networks one more achievement of their loyalty (Clavijo Ferreira et al., 2017). That is why the large companies in this sector continually study how to have a greater presence on the Internet and overcome the competition in an original and attractive way through marketing and digital communication.

New technologies have made each client raise their expectations in relation to the brand to levels that we had not seen before. There are ways of communicating that would users have never thought about just a few years ago (Diaz Soloaga & Garcia Guerrero, 2016).

This new panorama has changed the rules of the game. It is no longer enough to be passionate about fashion, not miss a show and be aware of the latest trends. The Internet and new technologies have changed the course of this sector, marketing is more necessary than ever in the fashion industry (Godey, Manthiou, Pederzoli, Rokka, Aiello, Donvito & Singh, 2016).

Today, more than two-thirds of companies have seen their revenues decline since the start of the pandemic, according to a survey conducted by the Dublin-based Digital Marketing Institute (DMI). It's no wonder that brands and retailers, especially small businesses, have lowered their overall marketing expense and are channeling their advertising online (Godey et al., 2016).

Covid-19 has redefined the customer experience and journey. It has created an environment in which the relationship between online commerce and offering a personalized experience is nuanced and in which digital efforts must be intensified (Jain & Mishra, 2020).

Digitization-based strategies are more important than ever as, despite overall budget cuts, digital budgets are increasing. 49 percent of those surveyed focused their marketing investments on digital, and 28 percent of them have been spending 90 percent or more of their marketing budget on digital strategies rather than traditional ones.

Although the industry did not anticipate the intensity of the crisis, some fashion companies are realizing that they are better equipped than others, largely thanks to their digital savvy, McKinsey says. As it has been proven some fashion and luxury companies have not survived the pandemic, and others will be better positioned for the future, McKinsey says. It will depend on your digital and analytical capabilities.

Therefore, the main objective of this research is to know what the current strategies in digital marketing that are being carried out by brands in the luxury fashion sector. The aim is to identify the most relevant aspects in the communication of brands with their audiences in a virtual environment through the development of a systematic literature review. As a result of the problems raised, this research proposes the following research question:

**RQ:** Do digital marketing and the use of social media tools help fashion brands to retain customers? If so, what are the main digital marketing techniques used in the fashion industry?

The originality of this research lies in the fact that companies in the fashion sector have to make more and more investment in digital marketing tools in order to retain current customers but above all to attract new users.

The main digital marketing tools that fashion companies focus on are SEO, SEM and social media tools, highlighting the promotion of products through influencers.

When marketing luxury products, photographs are one of the best mediums for evoking the aspirational emotions that we connect with driving a luxury vehicle, wearing designer clothing, or experiencing something exclusive. As such, visual social networks like Pinterest represent a huge opportunity for luxury brands to raise brand awareness and advocacy. In fact, Chanel is one of the most 'pinned' brands on the social network, with over 1,244 pins of Chanel products pinned on the social network per day on average. This is made even more impressive when you consider that Chanel does not even have an account on Pinterest (it's all driven by their advocates).

Generally speaking, luxury brand websites are very stylish, but perform poorly when it comes to user experience and functionality. Aston Martin and Versace are both great examples of what luxury brands should be doing with their websites. Their websites are visually stunning, while very easy to use, and highly functional.

Communicating the story behind your products, and explaining the values that define a luxury brand, is fundamental to effective luxury marketing. Facebook Ads are one of the most effective forms of online advertising, thanks to the high level of segmentation and targeting that you can do. You could, for example, target ads specifically to married 35-year-old males from Paris who like the brands Prada, Gucci, and Versace. You can even go one step further and target people by what college they attend, where they work, what their job title is, what music they listen to, and much more (Padilla Castillo & Oliver González, 2018).

Google is one of the most influential channels when it comes to helping luxury shoppers find products, learn more about brands, and make their purchase. As we've already alluded to, most luxury brands have pretty poor websites (Pérez Curiel & Luque Ortiz, 2018). Unsurprisingly, most of those websites also have extremely bad SEO, making it difficult for their websites to rank well in Google for search terms that would otherwise capture potential customers. SEO is an untapped goldmine for luxury brands. If your site isn't SEO-friendly, you're likely to be leaving a lot of potential traffic and revenue on the table.

Because one of the primary motivations for buying luxury goods is to display status, brands can take advantage of this by creating and publishing content that, when others share, will make them look stylish, smart, or cool to their friends (González Romo & Plaza Romero, 2017).

Exclusivity is fundamental to luxury brand marketing as it maintains consumer desire through scarcity and rarity. Given the Internet's accessibility and autonomy, many luxury brands worry about losing their sense of exclusivity when it comes to going online (Purwaningwulan, Suryana, Wahyudin & Dida, 2018). For luxury brands, the Internet does not represent wider distribution of actual products. It's a wider distribution of the content that evokes the desire to buy luxury products. Exclusivity can be created online through private member groups, concierge services, or digitally delivered loyalty perks that are reserved specifically for previous customers.

Email marketing is extremely effective for eCommerce marketing and increasing customer loyalty, as it provides the opportunity to educate consumers and tell them about new experiences or products offered by the brand (Rathnayaka, 2018).

Therefore, to answer the question posed, this research develops a systematic review of literature (RSL) focused on digital marketing and the fashion sector that identifies a total

of 11 scientific articles published in journals indexed in the databases Scopus, PubMed, PsycINFO, ScienceDirect and Web of Science (Reyes-Menendez, Saura & Filipe, 2019).

This research is structured as follows, firstly, the introduction and the theoretical framework are presented together with the literature review. Afterwards, the methodology and the analysis of the results are shown. Finally, the discussion and conclusions are developed.

## 2. THEORETICAL FRAMEWORK

Communication between advertisers and consumers has been in need of transformation since the creation of the internet and due to its involvement in the traffic of information between individuals and groups (Reyes-Menendez, Saura & Stephen, 2020). The field of fashion is one of the sectors in which the change has been most radical. By associating its communication with the advertising world, clearly marked by the objective of attracting the interest of the viewer and convincing them to consume its products, it has had to deviate and converge with other non-traditional media to ensure that its messages are received and effective in the public.

However, these changes affect the entire structure of production, marketing, distribution and promotion of the products of fashion brands. With the new digital era, they have had to establish a certain balance and complementarity between traditional communications, such as fashion magazines, and new digital media, especially social networks (Ríos, 2016).

This balance is given by the change of focus of the communications themselves. It is no longer just to show and convince of the usefulness of a product, but also to know the brand as if it were just another friend (Rizun & Kucharska, 2018). This connection with the receiver creates the so-called engagement, the union of the consumer with a brand due to the values and emotions associated with it and that they share with each other, with specialized content (branded content) that create and / or reinforce the loyalty of the public in front of the rest of the brands.

Some of the consequences of these changes are the creation of new communication forms such as fashion films or brand ambassadors that seek to provide entertainment and consolidate, reinforce or transmit a clear brand image, respectively, to stand out in a market saturated with messages and advertisement (Saura, 2020). In addition, new professions have emerged in recent years as the figure of the influencer, which almost completely reflects all the changes produced by the technological and structural transformation of the sector (Romo, García-Medina & Romero, 2017).

Due to the growing and evident use of new technologies today, many of the daily actions have been carried out with a great technological dependence, such as the simple search for information of various kinds.

Adopting a uniform strategy across categories appears to be key for established fashion houses looking to revitalize their image and offering (Saura, Reyes-Menendez & Thomas, 2020). Just as important is respecting the origins of the brand and looking for new and creative ways to tell stories for the modern digitally savvy consumer.

Delivering a strong and powerful message is becoming increasingly important in the busy and saturated luxury market. "Having something relevant to say is the first challenge for brands today. Otherwise, direct-to-consumer digital communication becomes nothing more than another source of unwanted advertising and a nuisance," says Luca Solca, Director of Luxury at BNP Exane Paribas. Digital should not blur the message of the brand but amplify it.

Social networks are axes of attraction for the millennial profile. Millennials are a digital generation, hyper-connected and with high social and ethical values, since they are those young people born between the early 1980s and the late or mid-1990s. The comments of millennials on social networks are more related to the physical image of the influencers than to the product promoted by the brands (Arora, Bansal, Kandpal, Aswani & Dwivedi, 2019).

Traditional marketing has undergone a change due to the appearance of a new consumer who decides what to buy, how, when and where and what to use it for and what type of service they want to receive and when he loses confidence, he abandons it and changes it (Joo & Ha, 2016).

The fashion sector begins to seek the participation of influencers to communicate messages about its brand or product with the aim of increasing visibility, transmitting a specific image or improving prestige on-line. That is why companies are focusing their efforts on social media marketing and 84% of companies confirm that they have integrated social media into their traditional marketing activities (Javier Cristofol, Segarra-Saavedra & Cristofol-Rodriguez, 2019).

According to Arora et al. (2019), consumers look for people and institutions that they can trust. "Brands and companies have understood it and have become social actors in the networks as well as looking for connectors or people who can expand their message."

A real opportunity arises for companies since affordability, accessibility and proximity are substantial principles to influence the purchasing decisions of the new generations who, in general, spend much more time on the Internet than the usual means (Kam, Robledo-Dioses & Atarama-Rojas, 2019).

The attraction of fans to influencers, especially in the field of fashion, increases in direct proportion to the popularity and success of these figures. People use fashion to reflect their identity and personality, and it is this social characteristic of the industry that makes the digital environment and social media the space for users to share their tastes and interests in fashion (Koivulehto, 2017).

On the other hand, we must not forget that one of the main problems derived from virtual commerce is the lack of trust, which in many cases deters the consumer from making an online purchase. Fortunately, the more time consumers spend online and the more luxury fashion brands invest in telling stories online, the greater the opportunity to collect real-time data on current and potential consumers. This online data collection is essential for effective storytelling and writing for the right audience (Liu & Zhang, 2019).

Currently data collected online shows that the target audience for most luxury fashion brands are millennials. For luxury fashion brands, direct marketing for millennials requires an online presence and the use of social media tools according to Miquel-Segarra (2018). As Miquel-Segarra points out, social media tools like Instagram help increase search engine optimization (SEO) for a luxury fashion brand and increase brand awareness (Navarro, 2016).

Nannini (2020) also states that the quality of content on the Internet is one of the most important elements of the digital revolution. Organizations generate most of the digital content, but more and more people are using digital airwaves to advertise their messages and user-generated content from social media platforms.

It is important to consider that each social media tool and online platform has a different format for sharing content and getting support for a luxury fashion brand. Every social media tool and online tool must have a coherent content structure to drive a brand's narrative. Storytelling across multiple channels helps to tap into a luxury fashion brand's current consumer base and foster relationships with new consumers.

Additionally, social media tools and other online platforms provide real-time data on consumer behavior, interests, and how and where consumers spend time and money. Luxury fashion brands get a high return on investment through direct online marketing.

Thanks to social networks, organizations are no longer a source of information about the brand and the communication process is no longer one-way to start the search for a continuous dialogue, since loyalty is the most lasting asset of a company and a primary object of relationship marketing. Fashion firms try to adapt the content to each of the platforms and try to optimize the characteristics and differential advantages of each of them. Therefore, Saura, Rodríguez Herráez and Reyes-Menendez (2019) indicate that companies should take adequate measures to generate content, interact with consumers and share product information in the community in order to offer more alternatives and more brand experiences to their consumers.

Fashion is an industry that has a very short product life cycle and is totally dependent on changing trends. Marketers should be able to analyze and forecast fashion trends before customers switch to competition, so that the fashion professional becomes a trendsetter and digital media becomes the best platform for acquiring and converting customers through the measurement and optimization of digital media in order to satisfy customers to retain them loyal for life.

The customer is the decisive factor that defines the success or failure of a business. Although technologies and development undertaken by today's competitive business world, the central concentration for the customer remains the same or higher than in previous times (Sudha & Sheena, 2017). In the context of the fashion industry in the digital age, consumer behavior has shifted to a digital culture where they became more informative with increasing access to information. As a result of this situation, consumers are not loyal to fashion brands and focus on the momentum and information obtained through social networks.

### 3. LITERATURE REVIEW

From approximately five years on, customer opinions through reviews and comments on social networks are increasingly influential for the rest of online consumers.

All these opinions, suggestions and comments written in the digital media of fashion companies are a great source of information. This information drives consumer behavior in such a way that more and more consumers are informed before buying a product through online commerce and even in physical stores (Torres, 2017).

Several studies showed that approximately two-thirds of customers prefer to read consumer reviews online rather than relying on brand descriptions themselves. These comments are visited by hundreds of thousands of potential visitors (Wu, Chaney, Chen, Nguyen & Melewar, 2015).

In the case of fashion, the most important role is played by influencers, since they are the ones who show current fashion trends and generate quality content for their social media profiles with said garments or products, thus becoming brand ambassadors with the objective of turning the garments or products that they exhibit into the top sales of their own brands.

The attraction of fans to influencers increases in direct proportion to the popularity and success of these figures. People use fashion to reflect their identity and personality and it is this social characteristic of the industry that makes the digital environment and social media the space for users to share their tastes and interests in fashion.

On the other hand, we must not forget that one of the main problems derived from virtual commerce is the lack of trust that in many cases deters the consumer from making an online purchase.

Fortunately, the more time consumers spend online, the more investment brands will make in digital media in order to obtain a greater opportunity to collect real-time data about consumers. For luxury brands, direct marketing to millennials requires an online presence and the use of social media tools.

Thanks to social networks, fashion brands, in addition to generating higher quality content, have also ceased to be just a brand information station. Now the communication process is two-way to seek continuous dialogue with customers since loyalty is the most lasting asset of a company.

In this way, digital tools allow companies to be in contact with their customers not only to show them content, but also to act as a problem solver in an instant online purchase in order to offer more alternatives and more brand experience to its consumers.

#### **4. METHODOLOGY DEVELOPMENT**

Following Yadav and Rahman (2017), in this study, our objective was to provide an overview of previous research on the influence of digital marketing on the way people consume fashion, retain customers and communicate messages about a brand or product with the aim of increasing visibility.

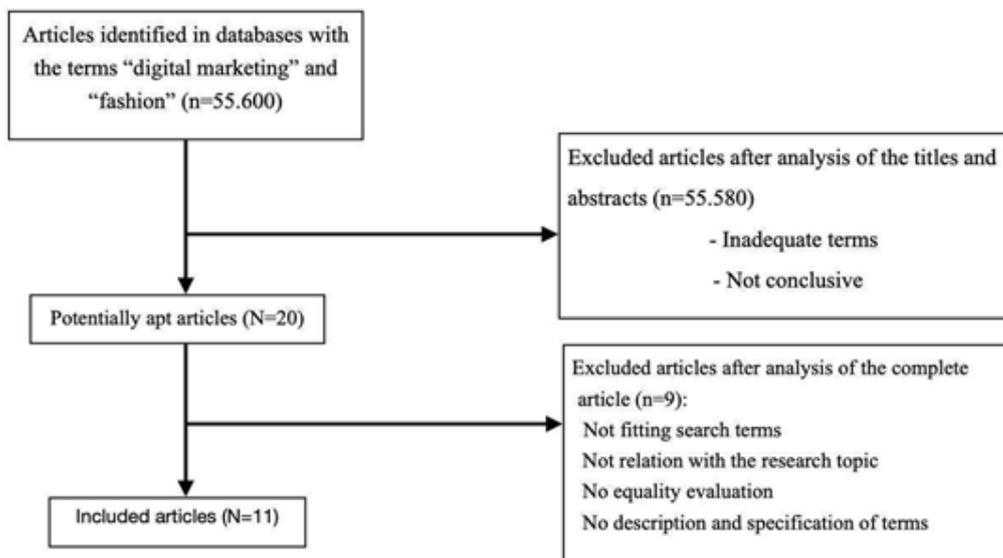
This study focuses on the analysis of the evolution of traditional marketing towards one that is more digitized and adapted to new needs. To this end, we critically examine the available literature on digital marketing in fashion and behavioral approaches to analyze and identify them for fashion companies.

The RSL focuses on the two main themes: (i) reviews and comments on social media; (ii) influencers. Following Saura (2020), we used a randomized controlled process to select the main topics and the consequent search terms “digital marketing” and “fashion”.

The scientific databases of Scopus, PubMed, PsyINFO, ScienceDirect, and Web of Science were used to collect relevant studies on the topic at hand. It is noteworthy that when searching for “Title” in the Web of Science scientific database, only one article met the search requirement mentioned above, which contained both “digital marketing” and “fashion” in the title. Therefore, articles that were initially obtained as a result of the search and that dealt with the topic of digital marketing have been included, even if they did not specifically focus on fashion brands.

We therefore conclude that the knowledge explained in these studies could be extended to address the problem of customer loyalty for fashion brands. The search yielded a total of 55,600 articles; After applying different filters, a total of 11 studies were selected for further analysis. All articles were analyzed by reading the titles and abstracts and selecting those that met the inclusion criteria. Next, we analyze the 11 selected articles. In the article selection process, the recommendations made by Van den Bosch and Ode Sang (2017) have also been followed. These recommendations include searching for keywords across multiple databases, predefined inclusion criteria, and data extraction based on selected keywords.

Figure 1. PRISMA 2009 Flow Diagram



Source: Google Scholar 2016-2020

To do this, following Saura (2020), we used the 2009 Flow Diagram of Preferred Reporting Items for Systematic Reviews and Meta-analysis (PRISMA). This method, introduced by Moher et al. (2009), provides guidelines for developing systematic reviews and meta-analyzes that include conceptual and practical advances in the science of systematic reviews. One of the phases of the PRISMA flowchart is to discard articles that have inappropriate or inconclusive terms.

The terms considered inadequate or inconclusive are those that a priori may correspond to the keywords; however, upon reading the article in depth, it is observed that they are not within the scope of the investigation. These terms can be misleading, as in the case of reviews that can be tourist reviews or peer reviews.

The aim of this study is to achieve as much evidence as possible in the results based on high quality studies. Some of the variables used in AMSTAR to assess the quality of the systematic review were (i) the relationship of the research question with the criteria included in the study; (ii) the extraction of data from at least two independent researchers; (iii) the quality of the literature review, (iii) identification and definition of concepts; and (iv) the quality of the conclusions expressed in the study.

## 5. ANALYSIS OF RESULTS

As a result of the methodological process developed, it has been found that digital tools (Table 1) provide viable opportunities for brands to establish relationships with consumers and promote brand loyalty.

Tools on social media and other online platforms provide real-time data on consumer behavior and interests and how and where they spend time and money. Fashion brands get a high return on investment through digital marketing.

The SEO tool allows fashion brands to carry out their web positioning strategy and thereby detect sales opportunities, through data analysis, keywords, etc., that users may be using.

The use of social networks in fashion: Instagram, Twitter and Facebook is one of the main digital marketing strategies in the fashion sector, since in addition to generating quality

content, it has also allowed dialogue with consumers to be continuous to achieve loyalty from them, making it the most important asset of a company.

Fashion is the sector that invests the most in paid platforms for the creation of online ads: Google Ads, Social Media Ads.

On the other hand, the role of the influencer in fashion brands refers to the attraction of fans since the success of these figures allows them to attract consumers who are reflected in a specific identity and personality. This social characteristic of the industry makes the digital environment and the social media environment the ideal space for users to share their tastes and interests in fashion.

**Table 1. Main Techniques of Digital Marketing**

Technique	Description
Search Engine Optimization	It is the process of maximizing the number of visitors to a website, making sure that the website appears in the top search list.
Search Engine Marketing	In the fashion sector, e-commerce through Google Ads provides an increase in sales that can grow the web business.
Instagram	This social network helps increase search engine optimization which increases brand awareness.
Facebook	It is used to promote products and fashion brands, but also specially to establish relationships and create communities of followers.
Twitter	It is one of the most used social networks in the fashion sector by brands, since it has the ability to achieve a more dynamic and greater communication between the consumer and the brand.
CRM	It enables companies to create and maintain long-term relationships with existing and new customers while optimizing corporate performance for the organization.
Código QR	Mobile technologies simplify the entire purchase process through QR code scanning and barcode reader.
Big data	Fashion brands can use data analytics which is the science of extracting raw information, and can reveal trends and metrics to influence current affairs and plan future storytelling content to communicate with consumers.
Influencer	The most important role in the fashion sector is played by influencers as they are the ones who show current trends to brand consumers directly.

Source: Own Elaboration

Below, we make reference to the articles and authors selected for the current research. The selected magazines mostly belong to the categories of digital marketing and social media since these are the ones that give us the keys to study the digital field in the fashion sector (See Table 2).

**Table 2. Items Identified as a Result of RSL**

Authors	Title	Journal	Category
Rathnayaka (2018)	Role of Digital Marketing in Retail Fashion Industry: A Synthesis of the Theory and the Practice	Journal of Accounting & Marketing	Marketing management
Pérez and Luque (2018)	El marketing de influencia en moda. Estudio del nuevo modelo de consumo en Instagram de los millennials universitarios	AdComunica	Estrategias, Tendencias e Innovación en Comunicación
Miquel-Segarra (2018)	The use of Twitter on fashion brands. A comparison between luxury and low-cost brands	Cuadernos.info	Digital marketing
Rizun and Kucharska (2018)	Text Mining Algorithms for Extracting Brand Knowledge: The Fashion Industry Case	SSRN	Digital marketing
Cao (2018)	The growth of e-commerce and its impact on the fast fashion retailers	Theseus	Science

Romo et al. (2017)	Storytelling and Social Networking as Tools for Digital and Mobile Marketing of Luxury Fashion Brands	ijIM (International Journal of Interactive Mobile Technologies)	Digital Marketing
Navarro (2016)	La influencia de los blogs de moda en el comportamiento del consumidor: un enfoque exploratorio	Vivat Academia	Digital Marketing
Díaz et al. (2016)	Fashion films as a new communication format to build fashion brands	Communication & Society	Digital Marketing
Pérez et al. (2017)	Social Media y Comunicación Corporativa. Nuevo reto en las empresas de Moda	Revista Latina de Comunicación Social	Social Media
González et al. (2017)	La evolución de las marcas de lujo en el desarrollo de estrategias de comunicación digital	Voces alternativas: investigación multidisciplinar en comunicación y cultura.	Social Media
Sudha et al. (2017)	Impact of Influencers in Consumer Decision Process: The Fashion Industry	SCMS Journal of Indian Management	Digital Marketing

Source: Google Scholar 2016-2020

## 6. DISCUSSION

The results of the research show that influencers are the main attraction for the millennial profile, and it is proved that their comments are more related to the physical image of the influencers than to the product promoted by fashion brands. As Ríos (2016) says in the article Influence marketing in fashion in 2018, the fashion sector begins to seek the participation of influencers to communicate messages about its brand or product with the aim of increasing visibility, transmit a certain image or improve online prestige. That is why companies are focusing their efforts on social media marketing.

It has been found that fashion brands and companies have understood that it is necessary to have a representative figure that allows them to act as connectors with users and thus expand their message, coinciding with the conclusions proposed by Purwaningwulan et al. (2018).

The attraction of fans to influencers, especially in the field of fashion, increases in direct proportion to the popularity and success of these figures. Navarro (2016) confirms that according to a survey carried out among those born between 1982 and 1999, they are the ones who are part of the target audience of the main social media platforms (Facebook, Twitter, Instagram and YouTube) and are interested in fashion consumption and beauty.

On the other hand, a problem that derives from virtual commerce is detected since the lack of trust on the part of the users, many times discourages the consumer from making a purchase. The storytelling techniques and quality content of fashion brands can persuade consumers and present reasons to buy products based on the conversations of consumers about what they want (Nannini, 2020).

According to Miquel-Segarra, S (2018) loyalty is the longest lasting asset of a company and a primary object of relationship marketing. For this reason, fashion firms try to adapt the content to each of the digital platforms and try to optimize the characteristics and differential advantages of each one of them.

The consumer's purchasing behavior or decision-making is a final decision of the customer, which is made based on the impact produced on the purchase stimulus. The salesperson plays an important role in inducing the customer through external marketing efforts through product, price, location, or promotion. But as Kam et al. (2019) stated that consumer behavior in the digital age has changed to a digital culture where they have become more informative, therefore, it has become a great challenge for companies to retain customers for a long period of time.

## **7. CONCLUSION**

This research has proposed the study of how fashion brands use digital media and social media to retain their customers. This is made by creating quality content addressing a specific target audience (millennials) through a series of tools as they are mainly the influencers. Through their opinion about the products and the comments of other users they generate trust in other customers that is increasingly difficult to achieve in a sector with numerous options.

The methodology developed has been an overview of previous research on the influence of digital marketing on the way people consume fashion, build customer loyalty and communicate messages about a brand or product with the aim of increasing visibility.

It has resulted in a total of 11 articles, within the categories of digital marketing and social media in the fashion sector.

Therefore, responding to the RQ proposed in this research, does digital marketing and the use of tools in social networks help fashion brands to retain customers? If so, what are the main digital marketing techniques used in the fashion sector? We can say that the fashion sector is a market with many options and that customer loyalty will depend on the investment made by companies brands.

The creativity of the one who produces the message ends up being replaced by the creativity of the one who emits it since the influence replaces the notoriety and the ingenuity to the investment in media, where the communication takes place, now real.

From now on, taking care of the image and communication in the media for the audience can be a turning point for brands and thus declare a new beginning.

### **7.1 Theoretical Implications**

Together, the results of this study underline the need to investigate the investments of fashion brands in digital media, as well as the way to act and communicate with users on social networks, through new quality content on a continuous basis.

Fashion brands must create different content for each of the existing social networks since each of them focuses on a different target audience, without forgetting that about 80% of online users belong to the millennial generation.

Although the benefits and advantages of the network have been proven, it can also cause certain weaknesses, such as the impact of ads on your pages. This is an issue that confuses brand planners and therefore it becomes essential to investigate the effectiveness of banners or advertisements published in digital media.

### **7.2 Implications for Marketers**

The first thing that a company in the fashion sector must identify is what its target audience is, since its investment in digital media and what type of tools to use will depend on it.

Second, users want to feel identified with the content generated by fashion companies on social networks, as this will provoke positive opinions from users, influencing the purchase decision of new ones.

With all this, communication agencies will be able to identify the correct digital marketing strategy so that fashion brands can carry it out and thus retain new users and give rise to a new way of totally two-way communication.

Choosing the tone and language of a brand when communicating with its consumers in digital media should be one of the first tasks of any online communicator. Ideally, the brand can speak in the same tone as its consumers to get more attention from them.

Communication in digital media must be based on four principles: engagement, entertain, communicate and sell, with an informative, personal and direct nature.

Brands must develop and own motives related to their community. This is what consumers value and supports contributing to brand loyalty on their part. Therefore, it is important to listen to their needs and opinions and how they influence other users.

### 7.3 Limitations and Future Research

The results could be used to generate studies of new behavior models of online users, as well as to identify new models of purchase through social networks and based on the opinions of other consumers.

In this way, experts will be able to better understand which way to go and what tools to use in your company's digital media.

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