Branding & Marketing in the Retail/Fashion Industry

Social Media Listening, Experiments & Field Trials, Uses and Gratifications, Diffusion of Innovations

Overview of Focus

- Mock branding or mock marketing campaign

- Impact of social media influencers in retail marketing

- Lit review will consist of information from branding guides and business models to justify my decisions

Research Questions

How do fashion influencers impact the consumer's purchase intention?

When marketing or branding fashion, what creative assets are used in the initial stages in order for it to be successful?

When marketing or branding fashion, how much should a marketer or brander analyze in terms of the success of different creative strategies to produce a successful outcome?

Method: Social Media Listening

- Monitoring social media channels for mentions of brand, competitors, product, etc.

- Gives brands an opportunity to track, analyze, and respond to conversations

- Critical component of audience research

Method: Experiments & Field Trials

- Set **outside of formal** lab/survey scenarios

- For the actual mockups

- See what people react to, remember

Theory: Uses & Gratifications

- Why people seek out specific media to satisfy specific needs

- Audience-centered approach to understanding mass communication

- Assumes that audience members are not passive consumers of media

Theory: Diffusion of Innovations

- Explains how, why, and at what rate new ideas and technology spread

- Four main interacting elements
    - *the innovation*
    - *communicated through certain channels*
    - *over time*
    - *among members of a social system*

How They Work Together
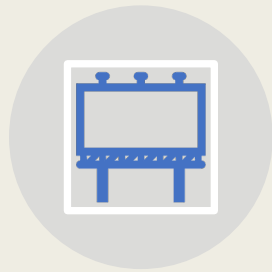
Social media listening for the same brands whose business model/branding guides I'm using

Uses & Gratifications theory goes hand in hand with this method

Experiments/field trials method to "test" my own creative efforts/ideas

Diffusion of Innovations theory to justify decisions

Sources

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- https://blog.hootsuite.com/social-listening-business/

- https://methods.sagepub.com/reference/the-sage-encyclopedia-of-communication-research-methods/i5632.xml